



AI-Enabled Full-Stack
Observability Platform

01

Introduction



Made For Developers

Middleware is an AI-driven full-stack observability platform that delivers complete automation, like detecting and fixing issues before they impact your system. We boost engineer productivity, app performance, and uptime with our unified observability platform.

COMPANY INFO

Team

60+ people

Offices

San Francisco HQ, California

Ahmedabad, India

OUR INVESTORS

TOKYO BLACK

8VC

Fin



Olive Tree Capital



Y Combinator



Decent Capital

BEGIN CAPITAL



Our Product Coverage





From Fragmented Stack
to Unified Intelligence

02

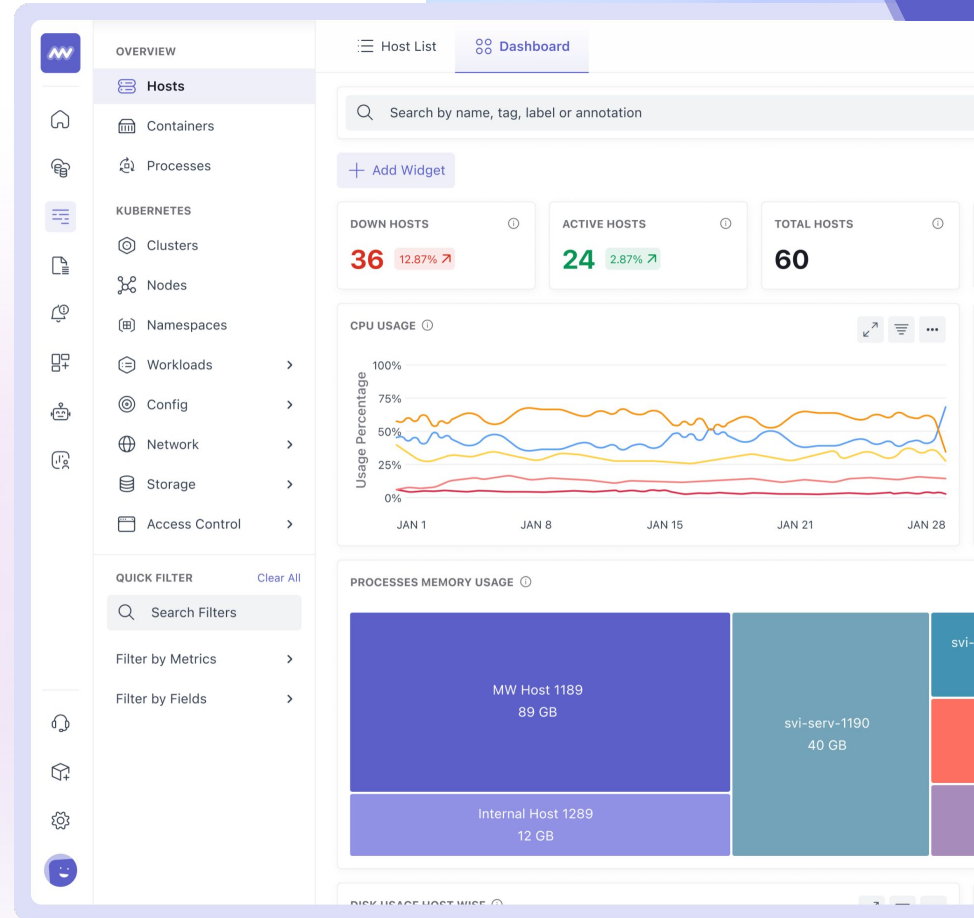
Use Cases



Infrastructure Monitoring

Unified Visibility, Zero Complexity

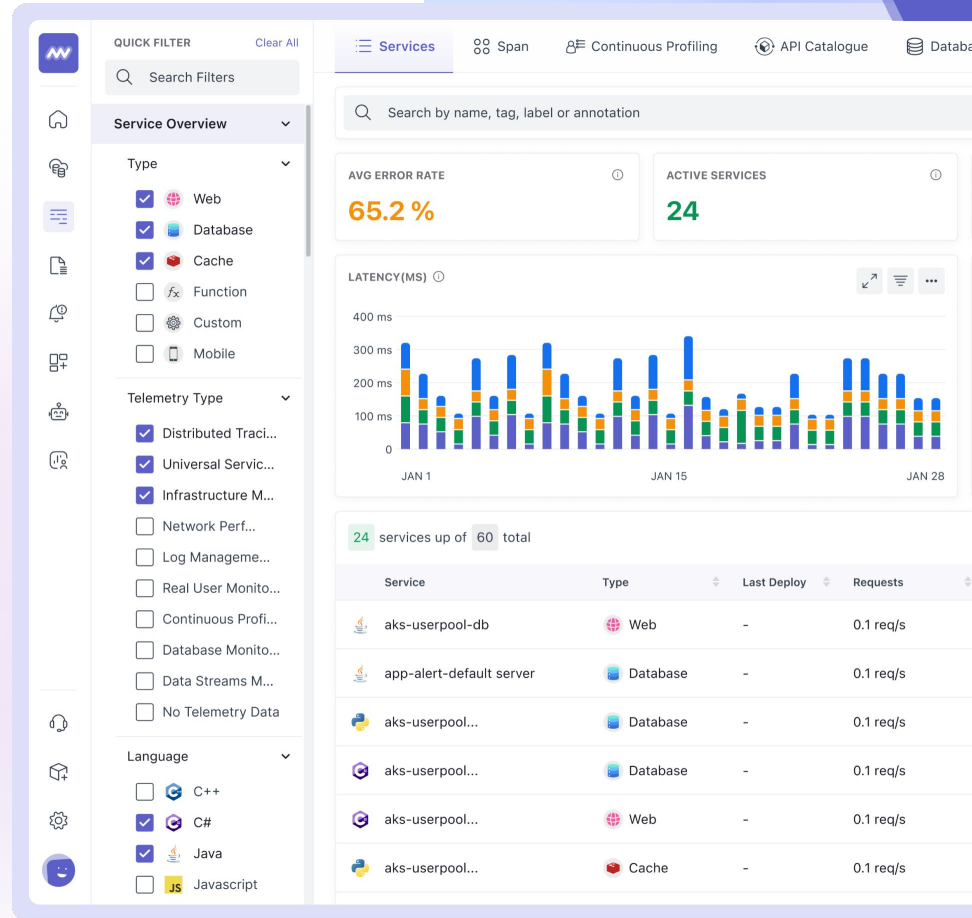
- Get **real-time visibility** into cloud, VM, container, and Kubernetes workloads with smart metric correlation.
- Monitor and troubleshoot Kubernetes clusters with **OpsAI-powered insights** and **automated RCA**.
- Control data ingestion and optimize observability costs using **Openwit**.
- Proactively **detect anomalies** and visualize performance through customizable dashboards.





Application Performance Monitoring

- Get alerted when high-value shoppers face checkout delays or frustration signals during payment.
- Identify metrics like **54% cart abandonment & 38% drop-off** at the details page with the Pain Point Dashboard.
- **Reduce MTTR** by quickly diagnosing issues such as slow product search results or errors in personalized recommendations.

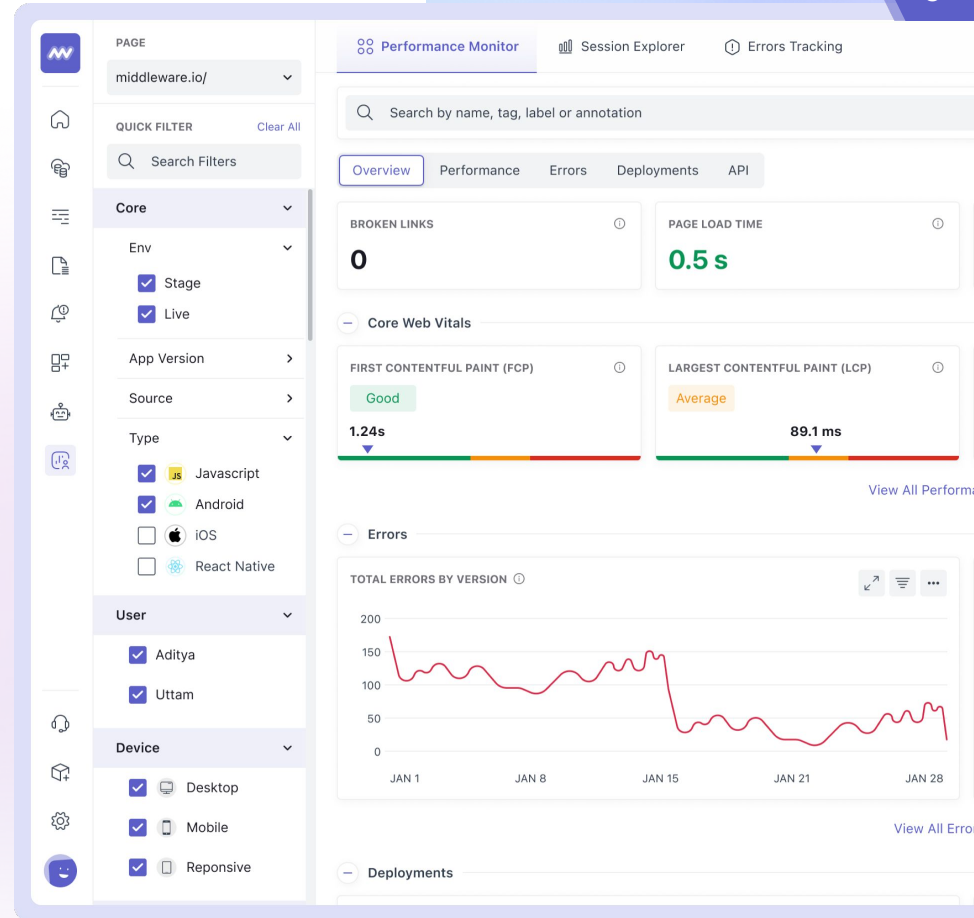




Real User Monitoring

Deliver Seamless Shopping Experiences

- Capture user journeys from product search to checkout in real time.
- Identify & fix friction across shopping journeys, such as discovery & checkout, boosting conversions by up to 25%.
- Gain complete drop-off visibility with session replay to see exactly where shoppers abandon their journey.
- Track slow-loading pages, failed API calls, and latency across regions or networks to ensure consistency.





OpsAI

Slash Resolution Time by 40-50%

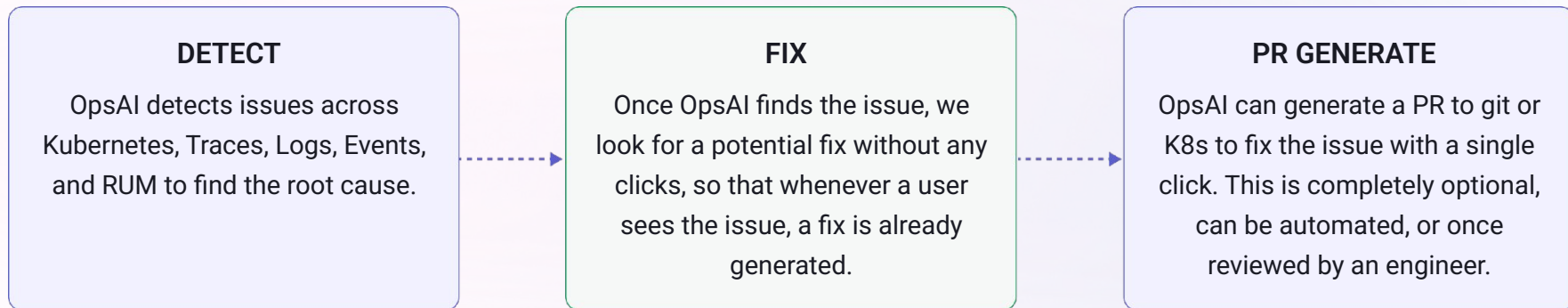
- **Resolves 70% issues automatically**, without human intervention, for K8s and applications.
- **Intelligent Alert Correlation** transforms over 1,000 raw alerts into just 10 actionable insights.
- **Root Cause Analysis** takes <2mins, compared to 45 mins when done manually.
- **Prevents downtime** across POS systems, ensuring uninterrupted billing.

The screenshot displays the OpsAI interface for an error. The search bar shows the filter `*errors.errorString` and the application `app-api-v2`. The error is categorized as `Internal Errors`. A 'Summary of Changes' section highlights a 'Code Update from Suggested Fix' by OpsAI, which reviewed the issue and made a code change based on its recommendation. It notes that 2 files were changed. The code editor shows a snippet from `app/internal/platform/utills/utills.go` with a diff of `+18 -0`. The code includes an `import` statement for `x(c)` and a `func(c *gin.Context)` block. A comment on line 49 reads `metric := c.MustGet("mw-time-" + name).(*servertiming.Metric)`, and line 50 shows `metric.Stop()`. Below the code, there is a text input field for 'Add your input/feedback'. At the bottom, the 'Trace ID' is `8c99b30e0cf47cd81e9be48122106548` and the 'Span ID' is `0237a9544e06b5e0`.



How OpsAI Works

We built OpsAI in agentic mode to detect and fix issues automatically, without any human intervention.





Secure
Scalable
In Your Control

03

On-Prem Deployment



Run Middleware Entirely Within Your Infrastructure

DEPLOYMENT OVERVIEW

Minimum 8-node Kubernetes cluster

2 hosts with 32 GB RAM; rest with 16 GB

S3 or Azure Blob (or equivalent) for storage

One DNS for app access

*resources needs to be scaled with higher volume of data

SECURITY & COMPLIANCE

All data resides within your servers.

Outbound traffic whitelisting is required for updates.



Deployment & Operations

1. Install via Helm Chart

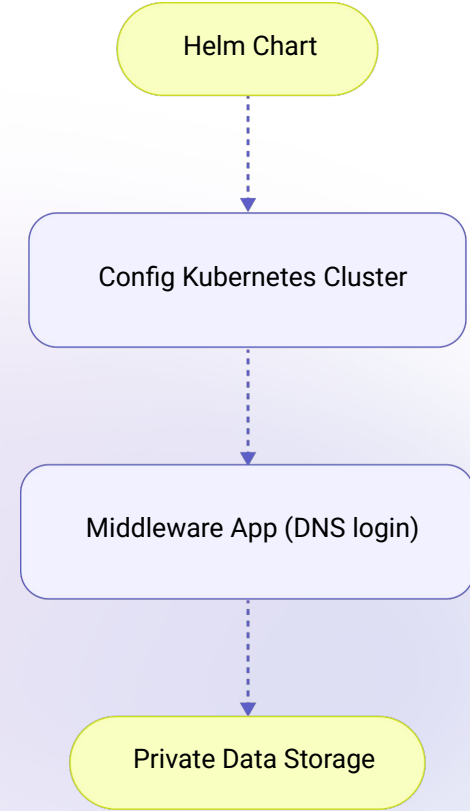
Middleware provides a Helm package (via registry or offline) and a GitHub token to pull system images.

2. Configure & Launch

Fill in database credentials, owner email, and password before installation.

3. Access & Operate

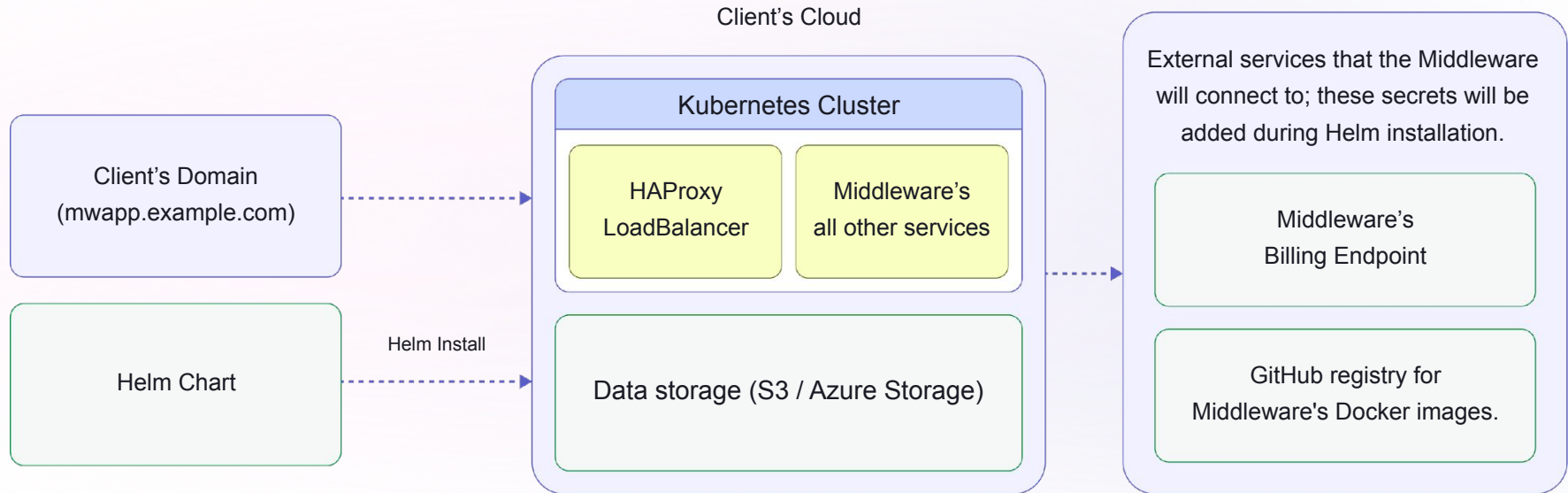
Log in via your DNS to access Middleware. For updates, upgrade the Helm chart directly.





On-Premise Architecture

Designed for Reliability and Optimized for Enterprise Demands





Blazing-fast Performance
Powered by Openwit

04

Fast & Secure



Openwit Technology

Openwit is Middleware's proprietary data storage and querying engine that delivers:

Sub-5 second latency for real-time insights and alerting

Petabyte-scale data handling without performance degradation

Built with Rust for memory safety, high concurrency, and minimal resource footprint.

High compression (~40x) using columnar storage with Apache Parquet

Efficient streaming, compression, storage, and querying at scale



Enterprise Grade Security

- **Customer Data Ownership:** You retain complete ownership and control of your data; we process it only per your instructions.
- **Strict Confidentiality & Controls:** Access is restricted to authorized personnel in accordance with internal and contractual policies.
- **Transparent Legal Framework:** Covered under our Master Agreement with clear SLAs, uptime & compliance terms.
- **Privacy by Design:** Strong measures ensure that data is collected, used, and protected responsibly in accordance with our Privacy Policy.
- **Data Protection Compliance:** Fully compliant with global privacy laws using administrative, technical, and physical safeguards.
- **Secure Data Lifecycle:** Includes regular audits, vulnerability checks, and secure data deletion or return on termination.
- **Commitment to Trust:** Guided by our Terms & Conditions to ensure responsible data handling and reliable service.

Fast & Secure

12



SOC 2 Type II
Certified



EU GDPR
Compliant



VAPT
Certified



HIPAA
COMPLIANT



Our USPs



Unified Log, Metric, Trace View



Compliance Automation



AI/ML-Based Anomaly Detection



Flexible Deployment



Real-Time Dashboards



Integration Ecosystem



Ingestion Control & Cost Mgmt



AI Observability



Value Addition

In addition to all the features

Flat pricing on Data ingestion only with Ingestion Control

Unlimited Users/Hosts

Data Retention upto 180 Days

Dedicated Technical Support

OpenTelemetry Visualization

Data Storage on Your Servers/On-Premise



Thank You



laduram@middleware.io



www.middleware.io