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I want to share with you lessons I
learned about **alerts**.

Alerts are **critical** for ops success.

I think I'm looking at the right data
for this behavior.

...Maybe?

And I hope this **alert** actually alerts for the behavior, based on data.

Did I mean to send that alert to
a human or a machine?

Who are your alerts for?

Why care? We're all **smart** engineers.

Because not making this distinction has
consequences.

Control **when** you send your alerts,
because humans aren't machines.

Control **when** you send your alerts,
because humans aren't machines.

That **critical** alert must **actually** be **critical**,
because humans aren't machines.

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because humans aren't machines.

More does not mean effective,
because humans aren't machines.

More does not mean effective,
because humans aren't machines.

Be **wary** of “I don’t care” factor,
because humans aren’t machines.

Be **wary** of “I don’t care” factor,
because humans aren’t machines.

Make your alert actually **understandable**,
because humans aren't machines.

Make your alert actually **understandable**,
because humans aren't machines.

Ease people into it,
because humans aren't machines.

Ease people into it,
because humans aren't machines.