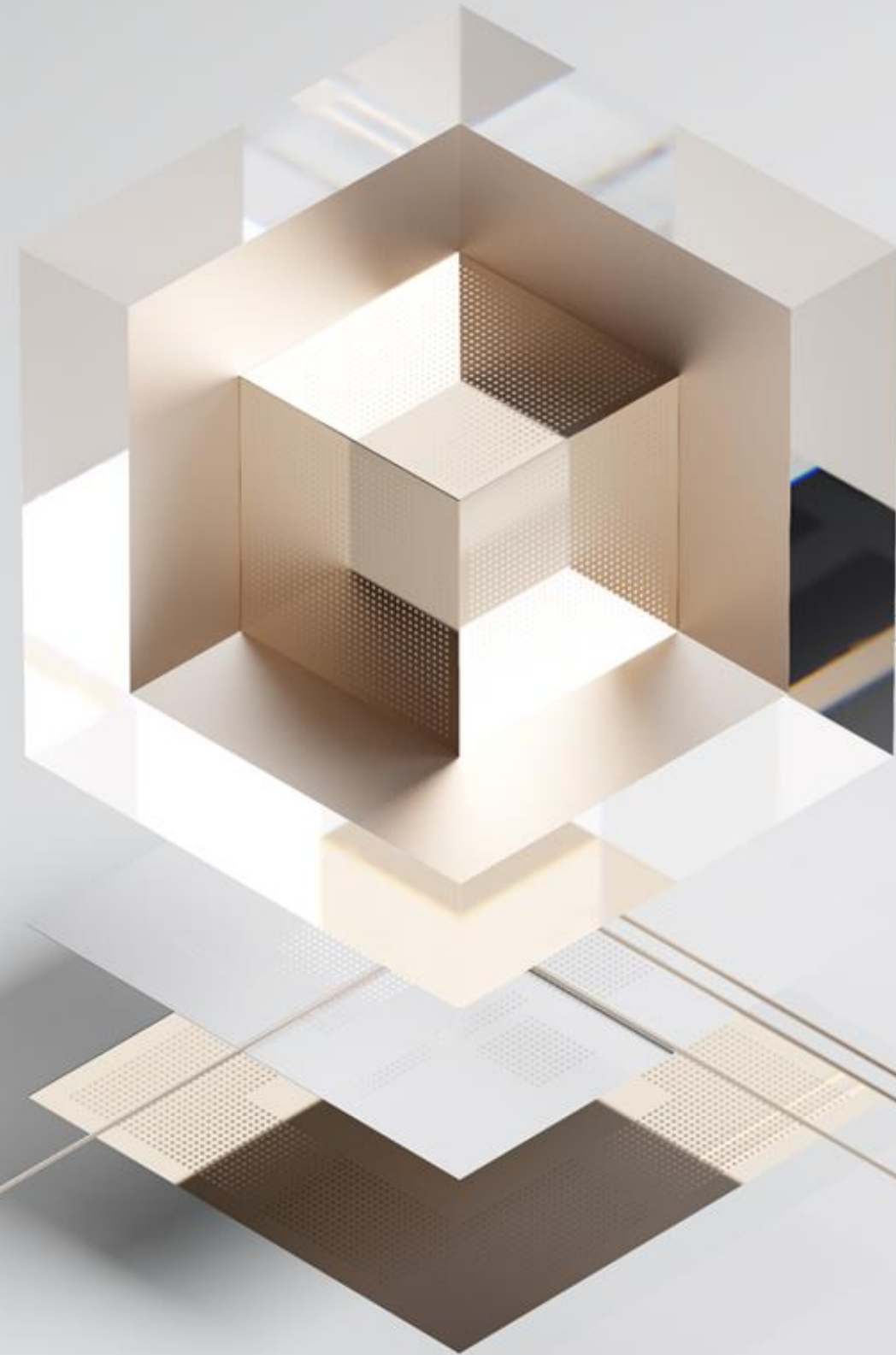


November 24 – December 04, 2025

# Root Cause Analysis & Mitigation Plan



# Agenda

---

Incident summary

---

Incident impact

---

Root cause analysis

---

Incident timeline

---

Piano solutions

---

# Summary

**Incident date**

November 24 – December 04, 2025

---

**Affected software modules**

Audience - CDP external user profile update service

---

**Affected environment or location**

All clients

---

**Incident scope**

Partial outage

---

**Incident duration**

10 days

# Impact

## Incident severity

Major

---

## Impact description

Due to this incident, external user profile updates made between November 24, 00:00 – November 26, 18:00 UTC were permanently lost and cannot be recovered.

External profile updates made between November 26, 18:00 UTC - December 4, 12:30 UTC were processed with delays before normal service was restored.

## Root cause

On November 24, 00:00 UTC, our datacenter provider Hetzner performed unscheduled maintenance that took multiple machines offline across our clusters without prior notification. This disrupted our external profile feeder service to CDP, preventing CDP from receiving external profile updates. As a result, customers received outdated external profile data.

On December 3, 17:00 UTC, CDP identified that external profile updates had not been received since November 24. The issue was immediately escalated to our infrastructure team, who restarted the affected service. The Platform team began processing the available 7-day update backlog. However, external profile updates that occurred between November 24, 00:00 – November 26, 18:00 UTC were permanently lost and cannot be recovered.

On December 4, 12:30 UTC, CDP completed processing all recoverable updates and restored normal operations.

To prevent this from happening in the future, the following actions will be implemented:

- The Platform Team is conducting a comprehensive review of all monitoring systems and alerts across our infrastructure.
- Our Head of Infrastructure is establishing direct communication protocols with Hetzner to ensure advance notification of any maintenance affecting our systems.
- The CDP team is implementing improved alert handling procedures to ensure faster detection and response to service disruptions.

# Incident timeline

Date / Time (UTC)	Description
Nov 24 00:00 UTC	Our datacenter provider Hetzner performed unscheduled maintenance that took multiple machines offline across clusters without prior notification. This disrupted our external profile feeder service to CDP, preventing CDP from receiving external profile updates and causing customers to receive outdated external profile data.
Dec 3 15:00 UTC	We received an urgent email to urgent@piano.io reporting that updates to Piano user profiles were not being reflected in the profile data. Internal investigation of the issue began across multiple teams.
Dec 3 17:00 UTC	The CDP team identified that external profile updates had not been received since November 24. The issue was escalated to our infrastructure team, who restarted the affected service. The Platform team began processing the available 7-day update backlog.
Dec 4 12:30 UTC	CDP completed processing all recoverable updates and restored normal operations. Service incident resolved.

# Piano solutions and corrective measures

The Platform Team is conducting a comprehensive review of all monitoring systems and alerts across our infrastructure.

**Status**

In progress

**Estimated delivery date**

Q1 2026

---

Our Head of Infrastructure is establishing direct communication protocols with Hetzner to ensure advance notification of any maintenance affecting our systems.

**Status**

Planned

**Estimated delivery date**

Q1 2026

---

The CDP team is implementing improved alert handling procedures to ensure faster detection and response to service disruptions.

**Status**

In progress

**Estimated delivery date**

Q1 2026



The background of the slide is an abstract composition of geometric shapes. It features several triangular and quadrilateral sections. Some sections are solid dark grey or black, while others are filled with a halftone dot pattern. The dots vary in density and color, including white, light grey, and dark grey, creating a sense of depth and texture. The overall effect is modern and minimalist.

# piano

ANALYTICS + ACTIVATION

We help businesses drive revenue by accelerating their ability to understand and influence customer behavior.

Learn more by reaching out to [hello@piano.io](mailto:hello@piano.io)