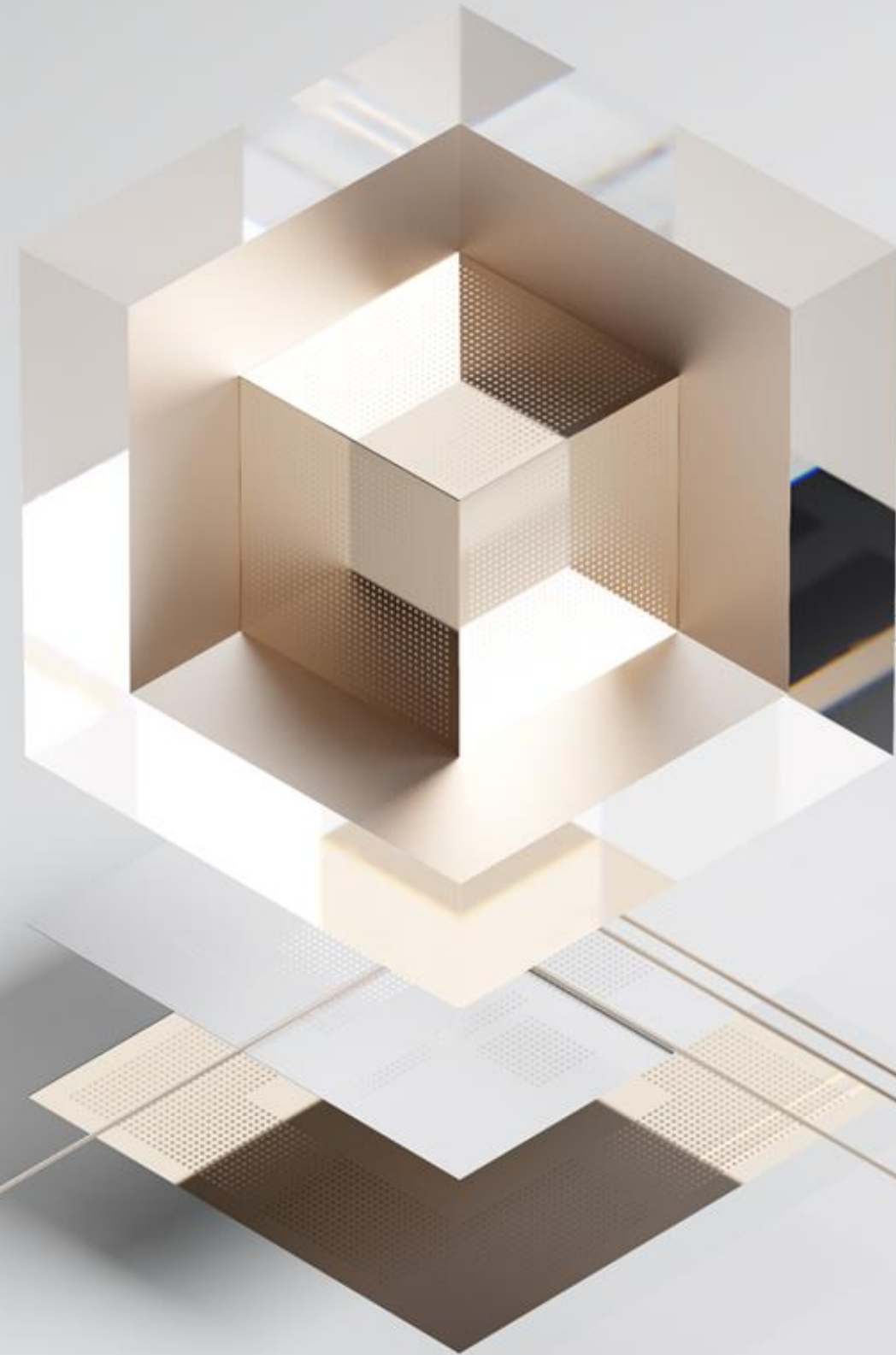


January 19, 2026

Root Cause Analysis & Mitigation Plan



Agenda

Incident summary

Incident impact

Root cause analysis

Incident timeline

Piano solutions

Summary

Incident date

Jan 19, 2026

Affected software modules

Piano Content

Affected environment or location

Sites where siteSearchRetentionPeriod = forever is enabled (i.e., sites contracted to Piano Search)

Incident scope

Partial outage

Incident duration

1740 minutes

Impact

Incident severity

Major

Impact description

Articles from sites configured with siteSearchRetentionPeriod = forever were not processed, which resulted in delayed delivery of content profiles to recommendation engines and postponed indexing of newly published articles in client site search results, affecting the timeliness of search functionality and content recommendations for impacted clients.

Root cause

On January 17, 2026, Piano released a change designed to prevent reprocessing of articles that already had manually added content profiles. This change included a validation step that checked for existing content profiles in the search index before processing articles.

On January 18, 2026, access to Elasticsearch was lost, causing the profile existence check to fail. Due to a logic error in our validation code, when the check could not be completed for sites with `siteSearchRetentionPeriod = forever`, the system incorrectly assumed that content profiles already existed. As a result, these articles were skipped during content processing entirely.

The issue was resolved by implementing a corrected profile existence checking mechanism and reprocessing all affected articles.

To prevent this from happening in the future, Piano will improve the monitoring and alerting, and will also add separate alerts for individual sites. During this incident, a subset of sites were affected, resulting in a localized impact on content processing for those specific clients.

Incident timeline

Minutes	Date / Time (UTC)	Description
-	2026-01-18 00:00	ElasticSearch access was lost, causing profile existence validation to fail for multiple sites.
1470	2026-01-19 00:30	Clients reported the issue and it was escalated to the on-call team.
1740	2026-01-19 05:00	Profile existence checking logic was corrected and previously unprocessed articles were successfully processed. Incident resolved.

Piano solutions and corrective measures

Correcting the logic error in content processing validation

Status

Done

Estimated delivery date

January 19, 2026

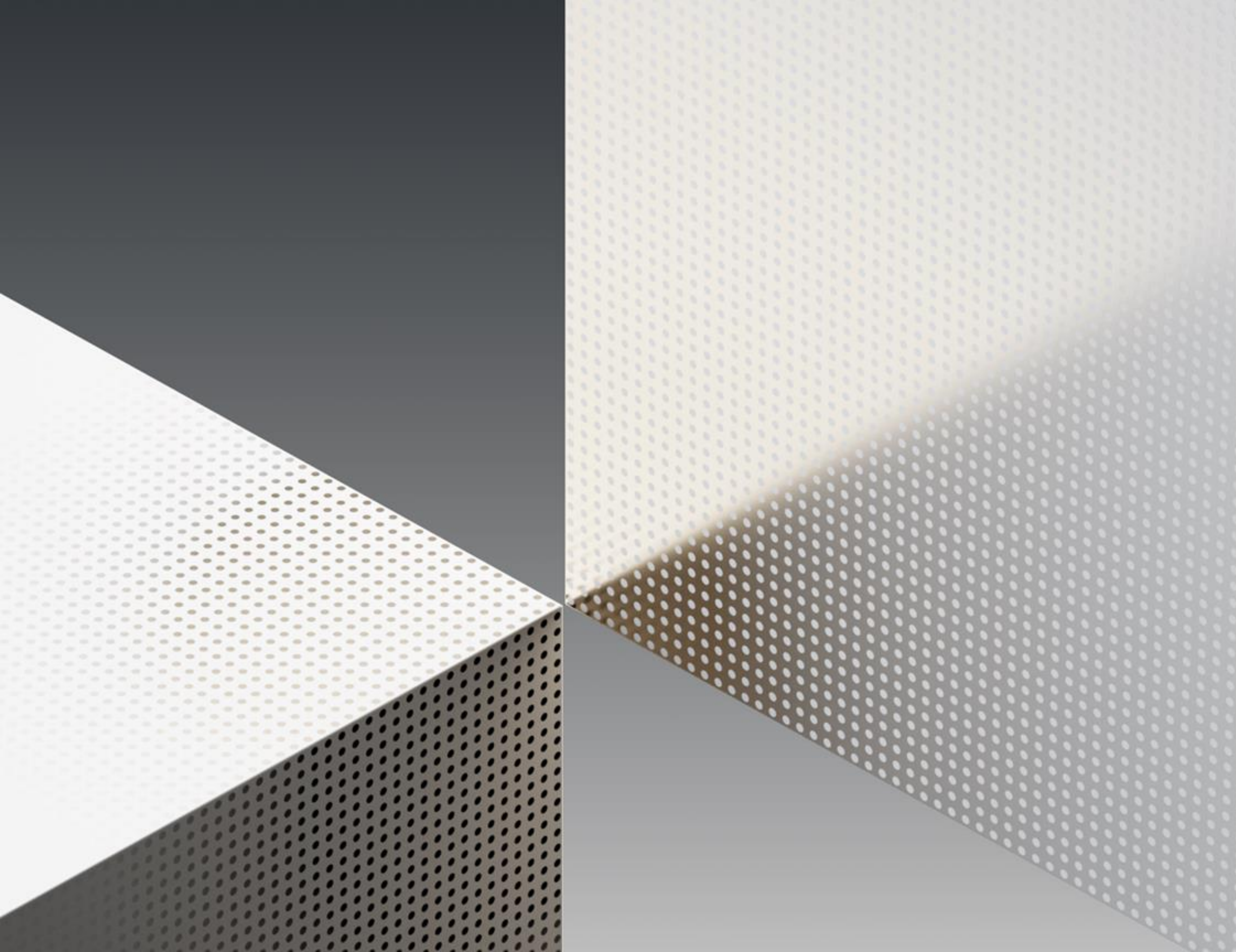
Improving monitoring and alerting of specific domains

Status

Done

Estimated delivery date

January 20, 2026



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