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Observability

that improves your bottom line – and doesn't break the bank

The Essential Guide for Engineering Leaders

Eliminate ballooning costs and make observability the engine that drives innovation and competitive advantage.

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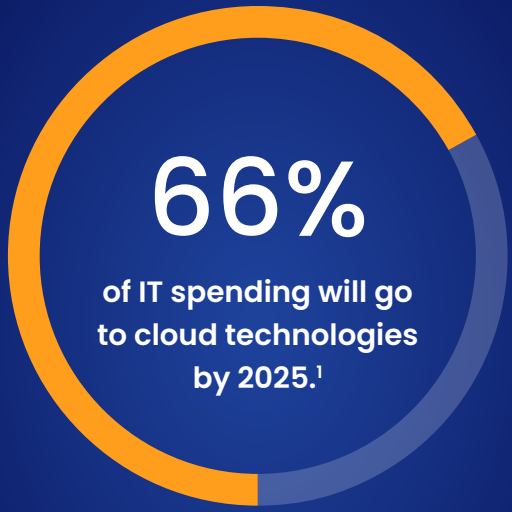
Introduction

Observability is the second largest area of engineering spend and is mission-critical to modern businesses. But the ROI on all this investment in observability is often much less than enterprises are paying.

Why observability matters

Economic uncertainty and increased pressure to reduce infrastructure costs have leaders in a tough spot. Teams and divisions are scrambling to find ways to reduce drag, increase velocity, and maximize reliability and performance.

OBSERVABILITY TRENDS

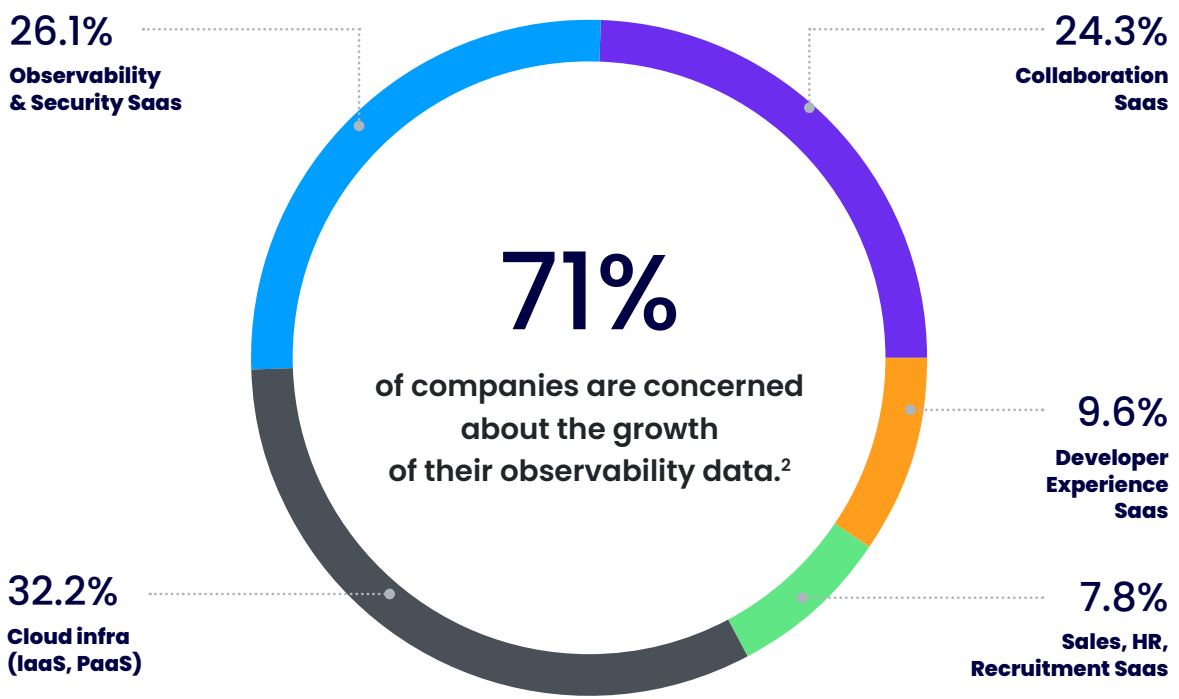


A dramatic rise in enterprise and customer demand for integration capabilities, agile work processes and composable architecture has accelerated the shift to the cloud over the last few years.

Controlling observability spending is a **top priority.**

Board and C-suites are asking leaders to reduce risk and costs, while simultaneously enhancing enterprise resiliency, innovation, and ultimately — competitive advantage.

AREAS WHERE IT BUDGET CUTS ARE HAPPENING[3]



Good observability is business critical to innovate and meet customer demands.

Without good observability, operating a cloud native observability environment is nearly impossible.

The key word here is “good”. More observability data isn't necessarily useful and can drag a company down.

ENGINEERS AGREE — OBSERVABILITY IS ESSENTIAL TO CLOUD NATIVE AND BUSINESS SUCCESS[4]

67%

say having a strong observability function the foundation for all business value.

71%

say their business can't innovate effectively without good observability.

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It’s never been more important to maximize the value of observability.

It may sound impossible, but, with a critical tweak in your organization’s observability strategy, it’s more than achievable. We’re here to show you how to make observability drive your bottom line to the winner's circle.

Reducing costs is usually a simple process of cutting upfront spending. But knee-jerk spending cuts in observability more often than not result in:

1. **Loss of visibility into critical systems**
2. **Increased downtime and poor reliability**
3. **Overworking engineers who are already burned-out**

All of this results in stagnation vs. innovation and unhappy customers who can cancel your business with a push of a button. No one wants that.

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There are **better ways** to manage observability that avoid these issues and result in **better ROI** over the long term.

This guide will show you how.

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This eBook will show you how you (yes, you!) can make your observability go from "big budget drag" to the "engine of advantage" that drives performance and reliability, developer efficiency, customer experience, and innovation and growth. (Team high-fives and board room smiles can be expected, but not guaranteed).

- ✓ We'll show you **how common data consumption habits and outdated observability models hold companies back,** and how outcomes-driven observability takes you where you want to go.
- ✓ We'll show you how to **attack your observability problems head-on and shift-left** to drive better outcomes for today's bottom line and long-term advantage.
- ✓ We'll teach you proven ways to **make observability work to your advantage,** so you can cut cost and improve insight, free up engineers, increase reliability, and improve customer experience across the enterprise – all at the same time.

Along the way, we'll share some fascinating learnings and real-world stories to inspire you as you make your own company's observability the best it can be.

Abnormal

How Abnormal Security dramatically cut observability costs and boosted platform reliability

Robinhood

How RobinHood used observability to achieve industry-leading reliability and performance

Genius SPORTS

How Genius Sports maximized observability to improve their development speed while ensuring high availability

DOORDASH

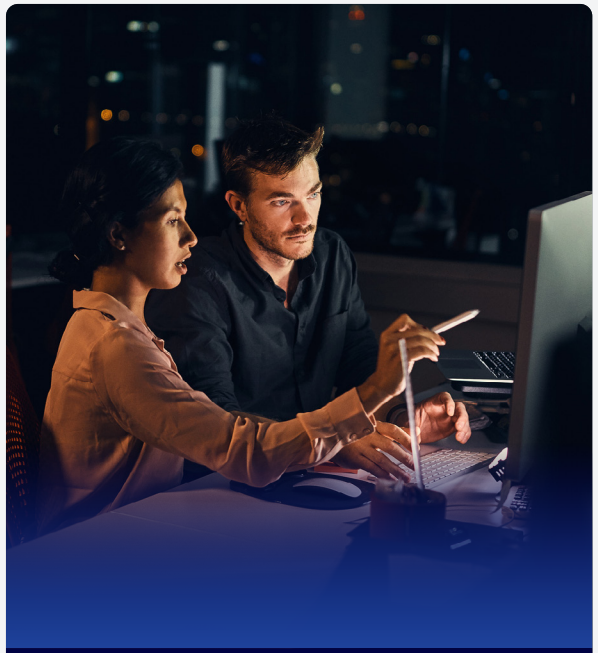
How DoorDash used cloud native monitoring to achieve silky smooth scaling

CUDO COMPUTE

How Cudo proactively prevents disruptions in User Experience

Snap Inc.

How Snap Increased Observability Reliability and Improved Developer Experience



We run an observability platform company, but this isn't a manual for our customers. This is a resource for everyone tired of the whiplash that "untamed observability" creates.

This is for anyone ready to do what it takes to transform observability from a huge cost center to a driver of innovation and business value.

- ✓ **If you're an engineering leader**, this eBook will **maximize the value of your observability investments and bring the cost/value equation back into alignment.**
- ✓ **If you're an executive**, this eBook will offer insight into how **smarter observability can drive innovation, growth, and renewal,** regardless of the economic climate.
- ✓ **If you're an engineer or programmer**, this eBook will show you that **observability doesn't have to eat up valuable time each week or drag you away from the important work** you want to do daily.

The bottom line

You can do ~~a lot~~ more with ~~a lot~~ less.

Your observability setup is a key to competitive advantage. When it's locked in, it makes scaling smooth, improves reliability, enhances the customer experience, reduces performance risk, controls costs, and drives innovation. Let's learn how.

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Part 1:

The Problem

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1

Chapter 1:

Data volume ≠ value.

What's going on

Untamed observability adds complexity, not value.

The cloud is here to stay.

Gartner estimates that

90%

of companies will be cloud native by 2027.[5]

The cloud's incredible power, collaboration, and speed is accelerating this change. **But companies who've gone cloud native observability are finding their new reality is (a lot) more complicated than they bargained for.**

The cloud native enterprises managing rapidly-growing customer bases are finding their observability teams are in a "d@mned if you do, d@mned if you don't" situation.

Well-meaning enterprise teams pile on observability and monitoring tools to gain the visibility, insights, and power that they want and need to run and grow the business.

But...the resulting **data avalanche buries them** in *so much* data that, more often than not, **current problems are made worse or a mess of new ones are created.**

Sure, they've got "observability" but they're still looking at inefficiencies and data black holes. They've got tools in-hand, but they're still stuck in-place.

Enterprises are learning that more observability data volume does not necessarily correlate to delivering better customer experiences. It does, however, certainly correlate to increased costs and complexity.

Put another way, **increasing your data volume does not mean more value.**

The time it takes to weed through unfocused input data means more cost that doesn't improve your ability to find and resolve incidents.

87%

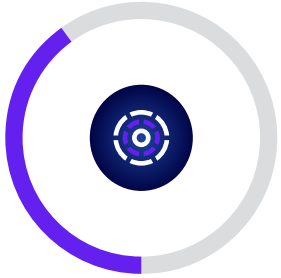
of engineers say using cloud native architectures have increased the complexity of discovering and troubleshooting incidents.[6]

59%

say half of the incident alerts they receive from their current observability solution aren't actually helpful or usable.[6]

40%

of engineers frequently get alerts from their observability solution without enough context to triage the incident.[6]



Why this is happening

Traditional approaches are broken.

Logs, metrics, and traces have long been the observability standard. Yet, on their own, they simply can't tell you a) when there's a problem, b) why there's a problem, and c) how to find and fix it.

When it comes time to figure out a problem (or whether something is a problem at all), teams need help making sense of the vast ocean of data before taking action. That can take time, often while customer experience is degraded or worse.

Tools are often siloed, require manual configurations, add technical debt, and slow down engineers trying to troubleshoot in high-stakes situations. Precious time is wasted trying to make sense of problems, which means critical customer issues take too long to resolve.

THE HIGH COST
OF POOR OBSERVABILITY

25%

of engineers' time is needlessly wasted

Engineers spend **more than 10 hours** on average, per week, trying to triage and understand incidents - **a quarter of a 40 hour workweek.**[7]

Teams trying to keep their head above water **are being held back** and frustrated by the tools that are supposed to make their lives easier.

This is even more of an issue for bootstrapped or home-grown observability solutions that are custom-built for unique needs but can't possibly keep pace with the rate of change.

For 75% of companies, **the cloud native environment changes every minute or less.** For the rest, **it's changing at *minimum* once per second**.[8]

So much complex data coming in so quickly across thousands of containers and hundreds of microservices, and tools struggle to keep up. **They cannot be as available, scalable, or actionable as what's required today– much less in the future.**

Enterprises that need to move fast, do more with less, and stay ahead of the competition cannot afford to do observability like this.

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Chapter 2:

Observability can be such a tool drag.

What's going on

Clunky stacks of observability tools hold enterprise teams back.

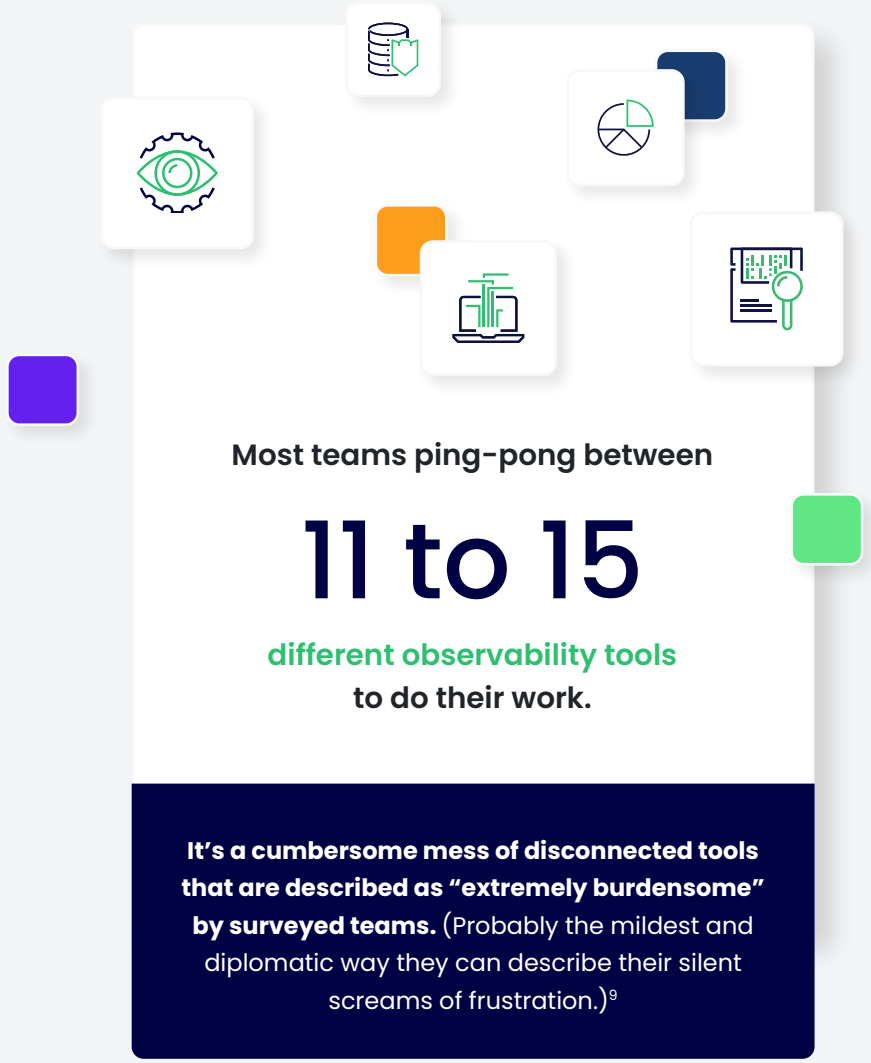
Today's performance **monitoring tools can't support cloud native complexity** and distributed environments. And they were never meant to.

Application performance monitoring (APM) tools were **engineered for a different, pre-cloud native world** that is being quickly replaced.

And, trust us, it's a drag.

Disconnected tools = tool drag.

Yes, it's a thing that we see in the data.



Why this is happening

Cloud has made observability overwhelming — and cost a fortune.

Data is growing in scale and cardinality.

Cloud native environments emit 10x - 100x more than traditional VM-based environments.[10]

Systems are more flexible and ephemeral.

Usage patterns and retention requirements are totally different from pre-cloud native world.[10]

Services and systems have greater interdependencies.

Breakdown to microservices has led to complex dependencies. It slows down engineers troubleshooting problems, and connecting and correlating infrastructure to business metrics is a nightmare. [10]

Without proper direction, **observability tools are like black holes,** endlessly sucking up data, money, and time.

It not only costs companies a fortune,[11] it creates endless operational nightmares. Things take too much time that no one has to spare. Busy teams can't effectively triage. Instead of issues resolved, time is wasted.

It costs the business much more than the line-item data costs of observability.

It negatively impacts customer satisfaction, diffuses the impact that teams can make each day, and hurts the bottom line. Everybody loses in this game.

> "Our goal is to never refuse business, and running our own Prometheus had become a blocker to that goal,"
>
> **— Elder Yoshida, Software Engineering Tech Lead Manager, Abnormal Cloud Infrastructure Team**

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Chapter 3:

Poor observability steals needlessly.

What's going on

Opaque observability robs enterprise time, talent, and money.

Bad observability brings more than obscene costs along with it — it is **constantly stealing from the bottom line** of the business.

The wasted time engineers spend amounts to billions lost annually for businesses.[12]

The effect is insidious and pervasive. The time teams have to spend to find and resolve issues incrementally ratchets up, turning DevOps pros and superstar engineers into firefighters. **It does more than chip away at your bottom line – it destroys it.**

40%

of engineers frequently get alerts from their observability solution without enough context to triage the incident.

45%

say their current observability solution requires a lot of manual time and labor.

59%

say half of the incident alerts they receive from their current observability solution aren't actually helpful or usable.

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Why it has to stop

Performance **gaps are created.**

When teams realize they “can’t afford to keep it all”, blindly-made “observability haircuts” just cut at performance and create noticeable gaps.

Blunt force tactics, like removing the agents from apps and services that seem like they don’t need observability, leave huge holes in the overall monitoring strategy.

Why it has to stop

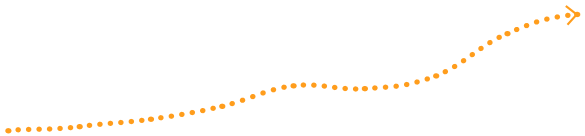
It erodes your **customer experience.**

Forrester dug into the impacts of observability reliability challenges, and they found that **observability tool incidents made larger, critical downtime events much more likely.**

These incidents **directly impact customers, harm your ability to keep your service level agreements, and damage your business's reputation.**

51%

of companies say they experience high-severity incidents quarterly or more.[13]



PagerDuty found almost

70%

of companies saw an increase in customer-facing incidents in the past 12 months.[14]

> "In terms of our core business, we are a product that serves data in real-time to customers. They depend on it for business-driving use cases. If [our services] go down, customer experiences can go down, and monitoring is the foundational piece of that."[15]
>
> — Engineering manager at a software development organization

Why it has to stop

It burns out talented teams.

Frequent and confusing incidents derail your entire internal organization. They steal energy (and job satisfaction) from your development operations, security engineering, service desk, or other customer-facing departments.

88%

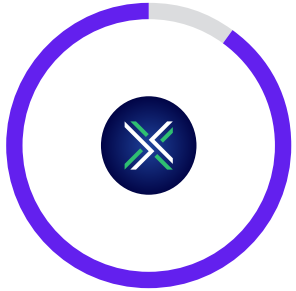
report negative impacts to themself and their career from spending so much time troubleshooting.

90%

of individual contributors spend time on nights and weekends monitoring and resolving issues or being on call.

Why it has to stop

It **burns through** your **cash.**



89%

of organizations with a vendor-only observability solution actively seek ways to reduce their observability costs.

The second-largest observability challenge is cost, according to Forrester.[16]

Inefficient observability management and remediation sucks away time and energy, which could have gone to more productive and creative uses that add value, rather than steal from the bottom line.

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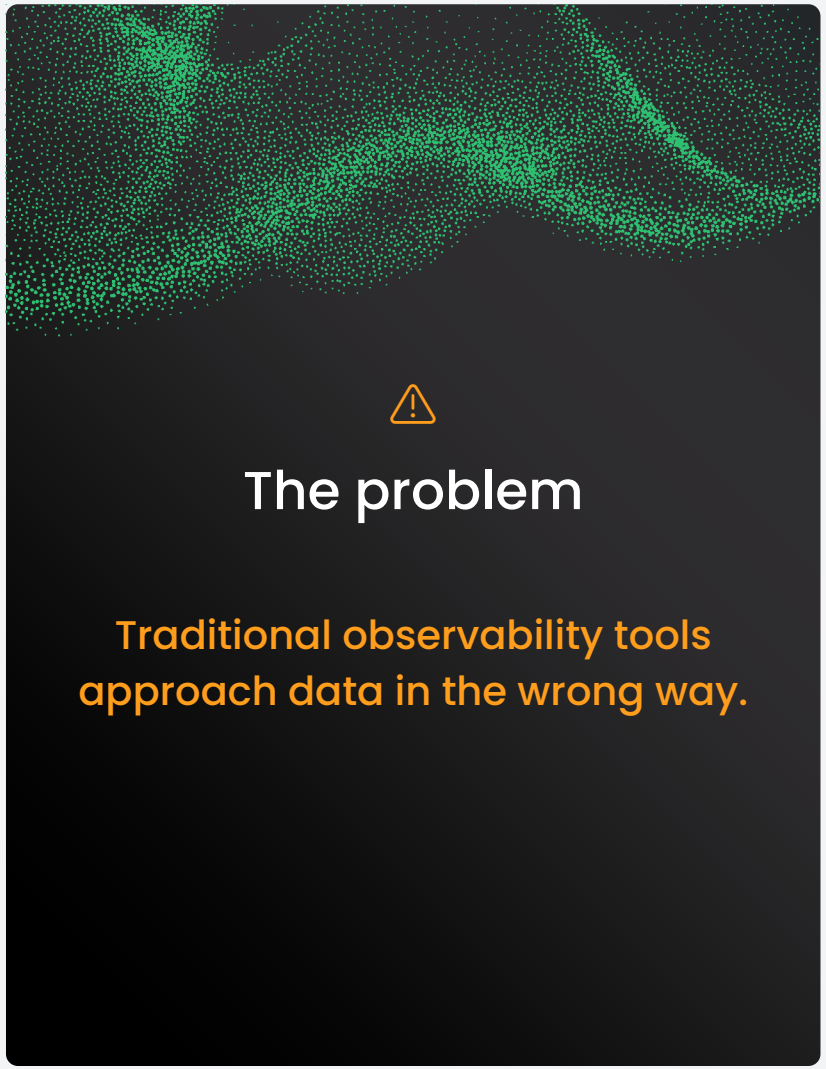
Chapter 4:

Most observability tools have it all backwards.



The real observability problem isn't data or even, at a surface level, money. **When the data that observability tools ingest and store bring an equal measure of business value, ROI is the natural result.** Put another way, when observability data works as hard as possible, it improves everything.

The root issue is that traditional observability tools do their jobs *backwards*. They're configured to mindlessly collect the classic "three pillars" — logs, metrics, and traces. Teams *think* they're covering their bases, but it's unclear whether they are actually making any progress.

The solution

Shift-left observability to control costs and ignite innovation.

It's because this approach is siloed, overly-focused on data formats, and disorganized. It also ignores the reality that **observability is not *only a practice* that says, "we can see things," it's also a *property that says*, "we can understand things."** Focusing only on the practice of observability, with its baseline data collection, leaves anyone responsible for interpreting that data saying, "so what?"

If observability can't answer questions and solve problems, then it's an expensive data swamp. Shifting left — and tweaking your observability culture — is the key to getting out of the swamp and into the sunshine.

Goodbye, inputs-driven data. **Hello, outcomes-driven observability.**

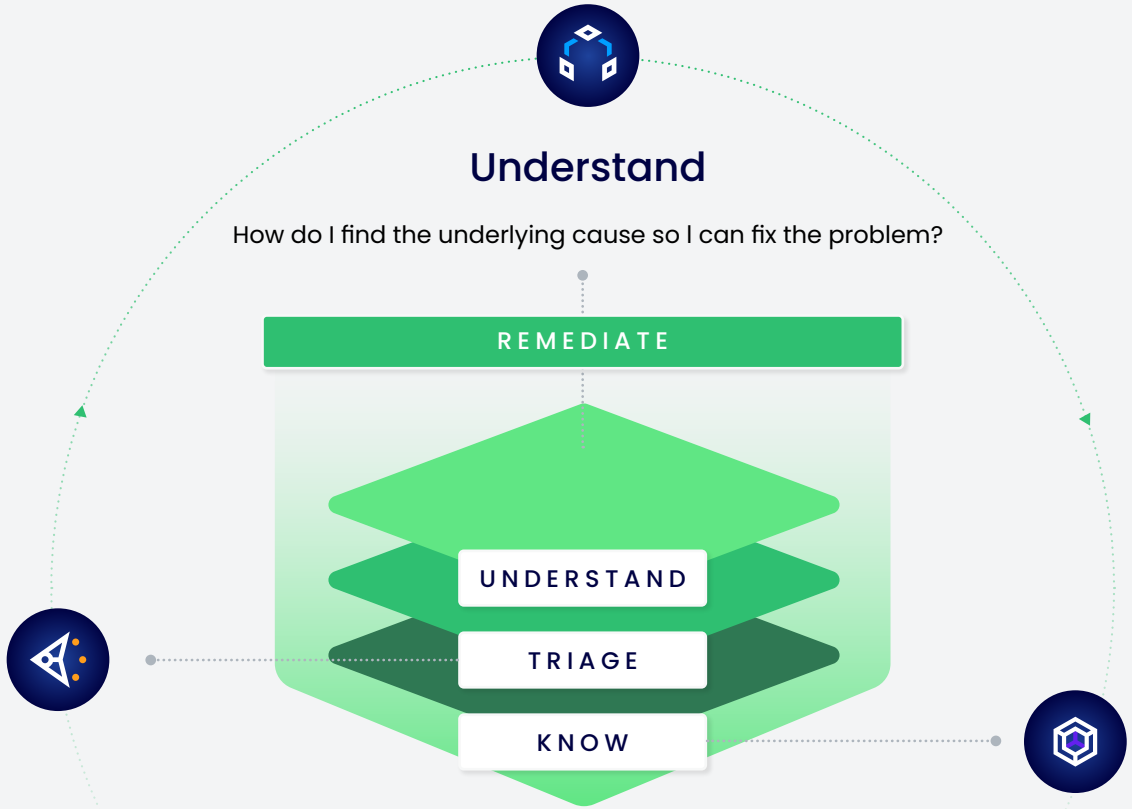
Observability tools should give engineers enough information to remediate the problem, even if they don't yet understand the root cause.

An outcomes-based approach means you can answer these three business-critical questions, which determine whether your observability tool can remediate problems quickly and effectively.

Good observability will see and serve you answers:

- ☐ How quickly do I **get notified** when something is wrong? Is it **before** a user or customer has **a bad experience?**
- ☐ How easily and quickly can I **triage the problem** and understand its impact?
- ☐ How do I find the **underlying cause** so I can fix the problem?

We call these the three phases of observability: **know, triage, and understand.**



The phases don't replace the pillars, but serve to translate data into something more active and value-driven for the business.

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5

Chapter 5:

Cloud native observability drives outcomes and competitive advantage.

Better observability means the sort of **ROI that gets a boardroom standing ovation.**

To get ahead, **problems need to be remediated before they impact your customers** and in a way that's better than your competition.

When your company can meet these two goals, it directly impacts the business.

- **Controlling costs by aligning the data you *keep*** (and pay for) to critical business outcomes.
- **Freeing up your most valuable talent to innovate** on better products and solutions (and also makes them much happier and likely to stay)
- **Enhancing your customer experience** through reliability, speed, and immediate service.
- **Adds a layer of actionable visibility**, even into your dynamic and ephemeral environments, so there are no more holes in your monitoring landscape.
- **Reducing risks to the business** (including SLAs) and adds a layer of actionable visibility and security.

Why better observability = better ROI

Less incidents

Incidents related to poor reliability can drop as much as

Reduces costs

Reducing stored metrics can decrease costs by up to

40%

Consolidates tech

Consolidating observability tools can save

50%+

on technology costs

Drives innovation

More engineer time can go to revenue-generating projects/breaking into new markets

Saves time

Time and resources spent on observability administration can be reduced by

65%

Happier customers

More reliability = better customer experience = bigger renewals and greater retention

Data from the Forrester Total Economic Impact Study

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Part 2:

The Solution

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Practical ways to achieve better observability.

Don’t panic. There’s a way out of all this mess.

We’re going to show you how observability can go from a constant resource drain to a mighty weapon of growth.

It’s time to take your observability problems and turn things around. Save everything from this page forward — it’s your roadmap for what to actually do about this.

Take a quick break if you need to. **Get an iced coffee, take a brisk walk, or go pet your dog. But don’t lose momentum.**

Because you’re about to save your observable world.

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1

Look your observability costs right in the eye — and fix it.

Stop letting observability spend with reckless abandon.

It's time to look at those bills and say, "not on my watch." Here's how. →

1

Democratize observability and delegate ownership of usage

It's not a great idea to start slashing data willy-nilly. To avoid outages and visibility problems, **data that is kept (and cut) must be chosen carefully.** The best people to do this are the ones who deeply understand the data they need to drive outcomes.

Focusing on business outcomes and keeping the right data for reducing remediation time means that costs can be reliably controlled and MTTD, MTTR, and related metrics can be improved.

With the proper setup, engineers can filter by usage metrics and see which data drives the highest traffic. **By curating and focusing on the right data, they can pay less upfront and decide sooner when to take action.**

> **"The central observability team supports the engineers and developers involved with delivering your service to end users. Their core responsibility is to provide a consistent and streamlined observability service to different teams, departments, and business units. They do this by defining standards and practices, managing tooling and storage of data, and ensure reliability and stability of solutions. The result is less engineering toil, improved governance, and less tool sprawl."**
>
> **— Rob Skillington, Co-Founder, CTO, Chronosphere**

2

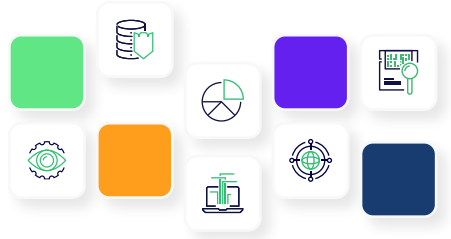
Consolidate observability and monitoring tools.

As we covered before, a tool-heavy strategy is disruptive, expensive, and ineffective.

Most businesses use

10+

different observability tools.[17]



Good news is, consolidating tools and optimizing the effectiveness of a powerful few, makes an enormous difference.

Forrester found that organizations can consolidate

50%

of their legacy tools by replacing less effective tools with one or two cloud-era solutions.

Over a three year period, the total cost savings for their composite organization was

$381 K[18]

3

Tool observability to optimize engineering efficiency.

Engineers shouldn't have to think "is this a tracing problem or metrics problem?" while working on urgent issues. In practice, this means tooling that seamlessly integrates across data types, so users don't have to switch between tooling and contexts to remediate issues.

Good cloud native observability aligns to business outcomes with an ultimate goal of enabling competitive advantage. The best observability solutions will also **enable you to optimize for reducing the time required to eliminate customer pain.**

Proper tooling will rapidly guide engineers to understand problems as quickly as possible, triage, *and* identify the root cause — all while working to remediate before the customer is impacted.

Real-world story:

Abnormal Security slashes observability costs and boosted reliability

Abnormal

In a season of explosive growth (we're talking 300%), Abnormal was outgrowing their homegrown Prometheus monitoring system, resulting in metrics outages and difficult triaging and management.

"If you cannot trust your metrics, it creates a very challenging environment. It means several layers of engineering investigation need to be dedicated to figuring out an issue, even if it's a tiny issue."

— Elder Yoshida, Software Engineering Tech Lead Manager, Abnormal Security

Abnormal needed an observability solution that could keep pace, while achieving their targeted 99.9% SLA. "Our goal is to never refuse business, and running our own Prometheus had become a blocker to that goal," said Yoshida.

So, they switched from a self-managed tool to a full observability platform, which, according to Yoshida, "freed up headspace to tackle the hard problems and deliver business value and a better experience for our customers."

By using Chronosphere's unique control plane, Abnormal was able to aggregate nearly all — 98% — of their metrics — to become 10x more cost-effective than other self or managed options.

Better observability supercharges engineers

"Best-in-class observability optimizes an engineers' ability to move from alert to contextualized investigation. Connecting symptoms - alerts - to causes and navigating the complexity of that problem space in modern architectures is critical when every minute of downtime can represent millions of dollars of revenue and brand impact."

— Ian Smith, Field CTO, Chronosphere

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2

Set yourself up for smooth scaling — **across distributed environments.**

Stop making decisions based on statistics, guesses, and samples — and see the full picture.

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It is absolutely critical to have an observability setup that can find issues before they happen, even in distributed and complex environments. Otherwise, you're flying blind.

Distributed tracing, intelligent aggregation, and analysis within your observability platform are key for smooth scaling.

This lets you capture, store and analyze every single distributed trace (even at scale) so you are set up to **make more accurate decisions and grow exponentially — without causing issues.**

Real-world story:

DoorDash uses cloud-native monitoring to achieve smooth scaling

DOORDASH

DoorDash is a data-driven company, and everyone on their crew makes decisions starting with (you guessed it) the data.

As a software company, observability into the application suite is absolutely critical. **Losing observability from rapid data growth would mean giving up a major competitive advantage.**

On top of this, suddenly ingesting hundreds of millions of data points per second could overload the endpoint processes and completely crash the system.

The key to growth was a fully distributed monitoring system — **new solution that could scale without losing data and without becoming extraordinarily expensive.** They looked for a tool which could match these criteria: open source, scalable, reliable, and fully-distributed.

After choosing a new system, which provided reliable monitoring, simpler metrics pipelines, and consistent operations, **they no longer worry about the "what ifs."**

They still monitor their monitoring tools, as every responsible team does, but they do so with confidence. Today, the observability lead says, **"we have a lot more peace of mind."**

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3

Get your talent back to innovation — with reliability.

Stop paying great engineers and programmers to waste time on work that doesn't move the needle.

Whether you realize it or not, when your observability tool is unreliable or slow, it costs you real money and introduces significant risk.

Why? When observability is down, engineers can't deploy new code. They waste precious hours waiting for things to load when it's slow. All of this sacrifices innovation. And if your production environment goes down while your observability solution is down as well, all hell breaks loose.

1

Prioritize reliable observability, for Pete's sake.*

**Note: If you don't have an engineer named Pete, then substitute another talented person whose time is valuable.*

Forrester Consulting reports improving observability reliability has significant benefits to customer satisfaction and operational efficiency.

"Improving observability reliability gives time back to critical resources who manage the observability practice as well as those involved in the remediation process. These resource groups reallocate that time to focus on their core competencies, which, in turn, improves job satisfaction and fuels the innovation effort for the organization."

— The Total Economic Impact™ of Chronosphere, October 2022**

FORRESTER®

**a commissioned study conducted by Forrester Consulting on behalf of Chronosphere

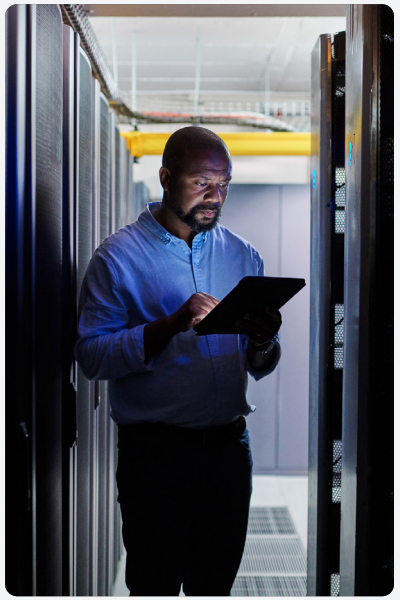
There are also clear benefits to the bottom line.

When reliability suffers, productivity and profitability suffer, too.

The 2022 Forrester Consulting Study: The Total Economic Impact™ of Chronosphere* found that reducing downtime can mean

$5M+

to the organization
over a three-year period.



The right observability solution reduced incidents related to poor reliability by

75% annually

As a result, the organization avoids the associated internal resource time spent remediating downtime events as well as the revenue loss that can occur during customer-facing events.

*The Total Economic Impact™ of Chronosphere, a commissioned study conducted by Forrester Consulting on behalf of Chronosphere, October 2022. Results are for a composite organization representative of interviewed customers.

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2

Let engineers and developers **do the jobs they were hired to do.**

Improving reliability *reduces* overwhelming teams by cutting down on the time your brightest minds spend on troubleshooting.

Spending a ton of time on repetitive and unrewarding tasks erodes productivity and ruins retention.

When your best people aren't burned out and frustrated, they stay, contribute more value, and save your company recruiting and training expenses.

88% report negative impacts to themself and their career from spending so much time troubleshooting.

54%

say they find their job boring due to so much troubleshooting

39% say they are "frequently stressed out."

1 in 3 say it disrupts their personal life.

22% say it makes them want to quit.

96% of individual contributors spend most of their time resolving low level issues but say what they really want to do is innovate.

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3

Maximize the value of the headcount you already have.

When the expectation is to cut budgets and spending, adding headcount is off the table. But, when engineering resources are wasted remediating issues, something's got to give.

Teams must choose to:

Prioritize remediation, tasking high-value engineering talent with troubleshooting (that they resent).

OR

Prioritize innovation, usually by asking engineers to innovate in the margins of their days (that is scattered and unfocused).

This is a false dichotomy. **When administrative observability and remediation takes *less* time, this is a choice and compromise that doesn't *need to happen.***

Issues can be handled quickly upstream, allowing every member of DevOps organization to focus on value-creating pursuits.

2022 Forrester Consulting Study: The Total Economic Impact™ of Chronosphere* found that effective observability cut time previously spent on upkeep and administration by 65% and allowed enterprises to avoid adding additional teammates to manage observability as metrics grow.

The result = $798 K

in savings over three years.

*The Total Economic Impact™ of Chronosphere, a commissioned study conducted by Forrester Consulting on behalf of Chronosphere, October 2022. Results are for a composite organization representative of interviewed customers.

Real-world story:

Genius Sports maximizes observability to improve development speed and ensure high availability.

It wasn't a problem for Genius Sports in every sprint, but, according to Luke Fieldsend, a DevOps team member, there were previously "sprints where one to two days of a developers' time went to interacting with the metrics stack."

"We definitely had issues where we couldn't get visibility on a problem service in production, and that held up clearing a service outage,"

— Luke Fieldsend, a DevOps team member

Today, developers have reduced friction in the testing phase, empowering faster development.

In addition, the team now has access to application-level alerting, something that was elusive without consistent monitoring across environments.

"Day-to-day, it's all about supporting development and letting them go faster," Fieldsend said.

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4

Drive consistent, exceptional customer experiences — with faster remediation.

End-to-end observability and customer satisfaction is directly related.

Cement your place in customers' hearts. If you don't, competitors will be glad to step in.

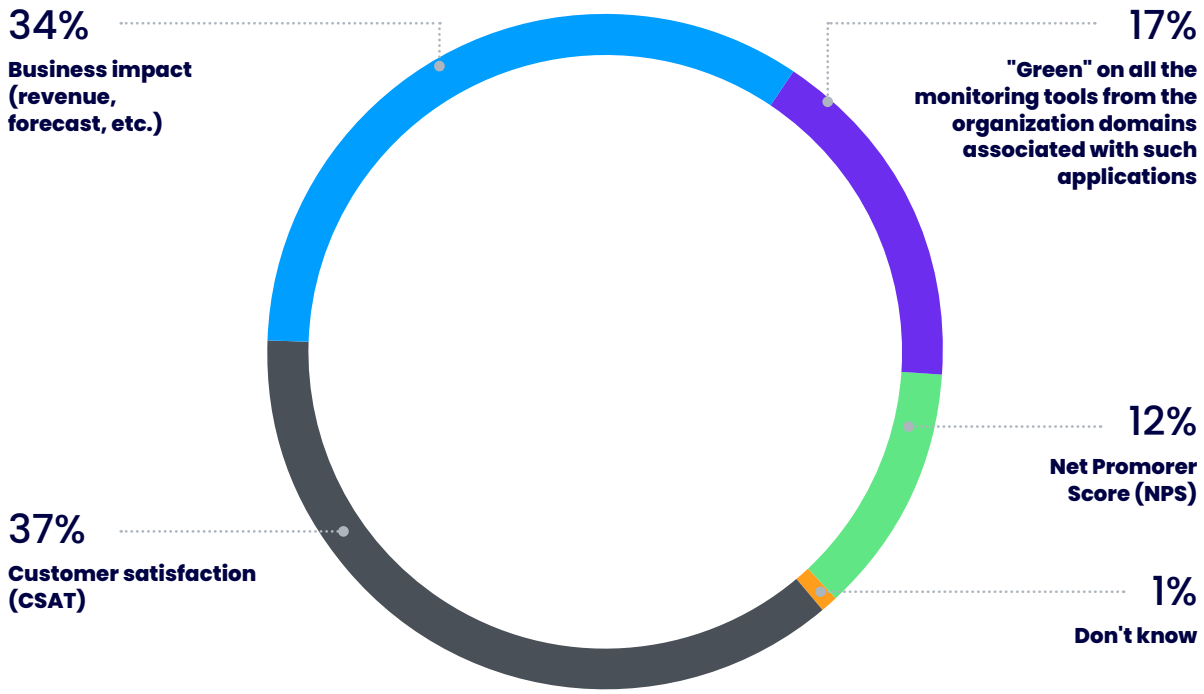
Better observability means:

- ✓ **Issues are discovered and remediated faster,** ideally *before* customers know there's a problem.
- ✓ **Customer-facing issues are avoided,** and protects against churn.
- ✓ **Reliable scaling meets increasing customer demands,** even as customers go from a faithful few to millions of global users.
- ✓ **Measurable success using business-driven outcomes,** which are customer-focused, and move away from traditional dashboards used to measure observability.[19]

Good observability has a visible effect on customer relations, according to 4Data Solutions.

- ✓ **Lowers infrastructure costs** by 30%,
- ✓ **Resolves issues** 4X faster
- ✓ **Increases customer satisfaction** and spend by 15%

DOMINANT MEASURE OF APPLICATION USER EXPERIENCE OPTIMIZATION AS A RESULT OF BETTER OBSERVABILITY.[20]



Nearly half

are more customer-focused, relying on KPIs related to either customer satisfaction or net promoter scores.

Real-world story:

RobinHood used observability to achieve industry-leading reliability and performance.

Robinhood

RobinHood's membership reached tens of millions and saw an 80% increase in month-over-month usage. But rapid growth wasn't their only challenge.

They paid millions of dollars for a monitoring product to keep them running, but they still dealt with serious outages, especially at the "Sev 1" level. With one nine of uptime (less than 99% available), they were missing SLAS. At the same time, MTTD (median time to detection) was getting longer.

An end-to-end solution allowed them to address observability issues with amazing results:

- ✓ **Long-term retention increased from 2 weeks to 13 months**
- ✓ **Improved availability to at least 99.9%**
- ✓ **Improved MTTD by 4x**
- ✓ **Long-term retention increased from 2 weeks to 13 months**
- ✓ **Improved scalability by more than 3X**
- ✓ **Eliminated all Sev 0 and Sev 1 incidents, representing 75% of total "critical" incidents**

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5

Fuel competitive advantage — with better observability.

When observability is aligned to outcomes, scarce resources — like time, money, and energy — transform into abundant sources of innovative fuel.

There will always be constraints we can't change. What we can change, however, is how we maximize our resources and capacities.

By getting smarter about observability, you can do more with less. What used to constrain us can become what pushes us past our previous limits and even beyond our audacious goals.

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Maximizing observability unlocks innovative power that turns limitations into opportunities.

Observability done right provides big benefits

Time	✓ **65% less time spent on observability administration** and time savings worth $800,000+ over three years. ✓ **Reduces incidents related to poor reliability by 75%** for an estimated $5.2 million reduction in downtime.
Talent	✓ **Gives time back to critical resources** in the observability practice and those in the remediation process. ✓ **Helps engineers work more efficiently** with better trace metrics, dashboard, and query efficiency."[21]
Resources	✓ **Optimized storage saves 40%+ in data costs** and $1.6M+ over three years.[22] ✓ **Consolidating observability tools** means technology cost savings of up to $400k over three years.[23]

Conclusion

Seeing — and seizing — the observability opportunity.

The bottom line:

Observability is the key to unlocking advantage in today's marketplace.

1. **Controlling observability costs** dramatically impacts your bottom line.
2. **Better reliability** enables you to consistently meet customer expectations.
3. **Optimizing developer productivity** enables engineering teams to provide more value, retain top talent, and work on innovations that increase revenue.

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Bringing **better observability** to your business has **massive benefits.**

Your CFO will love you when you cut operational costs and frequent overages.

Your engineers will love you when you consolidate tools and make it easier for teams to do their real jobs.

Your entire IT org will love you when you drive change that reduces the MTTR and spends less time on instrumentation and administration.

Your customers will love you when great experiences are consistent and reliable.

Everyone will love you when observability drives value and fuels innovation.

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Drive better observability — or settle with the status quo?

An outcomes-driven perspective focuses on the business value that drives internal efficiency, rapid innovation, a world-class customer experience, and competitive advantage.

As you consider potential observability vendors, or look at your own system, consider how well you can–or would potentially–answer these critical questions. Your business depends on it.

Chronosphere checks every box, because we exist to make observability a tool for advantage. **We're defining the observability category, so companies can lead and inspire the spaces that matter most to them.**

Does your observability answer important questions?

- ☐ How quickly do I get notified when something is wrong? Is it before a user or customer has a bad experience?
- ☐ How easily and quickly can I triage the problem and understand its impact?
- ☐ How do I find the underlying cause so I can fix the problem?

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Forrester concluded that organizations can **generate a 165% ROI with a $ 7.75M in benefits present value (PV) after 3 years of using Chronosphere's** observability platform.

What is your unique Chronosphere ROI?

Calculate your ROI →

165%

ROI

$7.95 M

Benefits PV

$4.9 M

NPV

<6 mo.

Payback

Talk with an expert to learn how observability can transform your observable world.

Get advice →

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