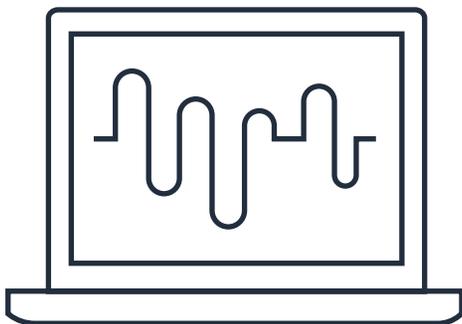




# Operational Intelligence for the Entire Organization

Why access to operational data can benefit teams  
company-wide



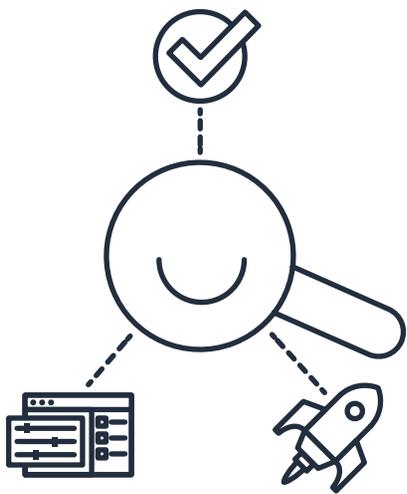


A DevOps software development model encompasses the teams for which it is named: development and operations. Cross-team visibility to data is the foundation of a successful DevOps practice. It is critical to have consistency of data and refer to a single source of truth – to ensure everyone is on the same page – for DevOps to succeed.

Organization-wide, real-time metrics-based monitoring can transform the way your business operates. This data can help you increase the quality and speed at which you iterate, deploy your apps, and provide customer service. In a data-driven DevOps organization, teams work efficiently to monitor the status of a project, from development through to testing and release.

Read on to learn why cross-team visibility to data is crucial for your entire organization.

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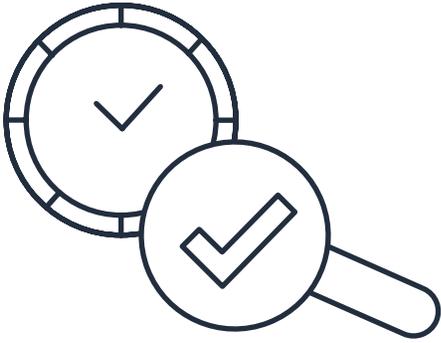
## Three components of visibility

It's important to have visibility during the software development process.

- **Pre-release**, you test your apps and code in a controlled environment in an attempt to predict how they will perform in production.
- **Post-release**, you use context-rich logs to investigate issues that occurred and conduct root-cause analysis.

Both of these stages have the luxury of time. Yet there is another phase where you need immediate insight into how your apps and code are performing. Once you have deployed and are live in production, you need to monitor how all of your applications, code, and systems are performing and make immediate adjustments in real-time, before they affect customers. This is where **real-time instrumentation becomes key**.

Together, these three components of visibility – pre-release testing, real-time instrumentation, and issue root-cause analysis – can give your teams a holistic view of your applications and services.

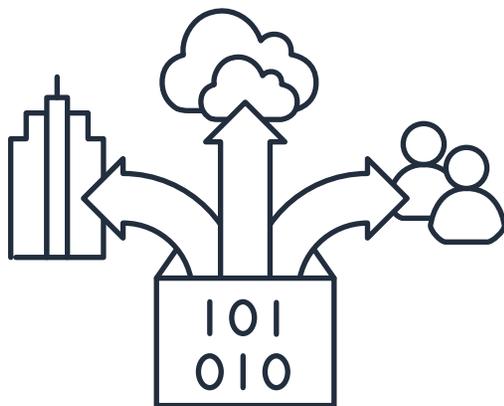


## Achieving *real* real-time visibility

The rate at which you can see and access data is crucial. Consider the amount of time it takes to be notified of an issue – such as if your site is overloaded due to too much traffic. You'll typically receive an alert one or five minutes following the first incident.

However, that is just the start. You then need to find the problem, deploy a fix, and wait for another data-alert cycle to see if your fix worked. This time can add up considerably. During this bug-fix period, your customers continue trying to access your site and experience errors, leading to frustration and a poor customer experience with your brand.

By shrinking your initial alert time down from one minute to just seconds, you can considerably reduce response lag, and improve mean time to resolution (MTTR). Identifying and fixing new issues quicker significantly improves your customers' experiences and helps your team feel confident in their ability to control the situation.



## Equipping your entire organization with data

By giving teams access to data, you can create a data-driven monitoring culture across your organization. Teams can collaborate with greater efficiency and provide better service to customers.

For example, sales teams can use data to better understand their prospects, nurture leads, and track customers through the sales cycle. Technical teams can use data to find, pinpoint, and resolve issues, leading to reduced impact on customers.

You can even put data directly into the hands of your customers to self-monitor their AWS usage. This approach empowers your customers with visibility into their infrastructure and encourages them to take action, such as proactively contacting you when they need to adjust or upgrade their services and AWS usage.

Ultimately, a data-driven model can help everyone work more efficiently and enable your company to offer better services to customers.

# SignalFx and AWS

With SignalFx, you can provide everyone in your organization with visibility to operational data for better strategic planning, forecasting, and tactical decisions. As your organization moves toward more highly-ephemeral containers, microservices, and function architectures, SignalFx provides the integrations you'll need.

SignalFx works across your Amazon Web Services (AWS) environment to give you:

- *Real* real-time (1-second) metrics and monitoring for your entire environment including infrastructure, applications, microservices, containers, and AWS Lambda.
- Insight to help you optimize the cost and capacity of your AWS environment.
- Direct integration with AWS services, including pre-built dashboards.
- Consolidated visibility and monitoring for everyone across your organization.

Instrumentation and monitoring of custom metrics provides greater insight into the performance of your applications and services. This can enable proactive identification and triage of issues, reduce MTTR, and help you improve customer experience.

By providing your teams with operational data across your AWS environment, you can enable everyone to stay on the same page and make better decisions, faster.

[GET STARTED WITH SIGNALFX](#)

