

# MODERNIZING PRODUCTION MONITORING

## About

Tapjoy is an app LTV platform that empowers developers with the tools and automation that they need to acquire great users and monetize them through their industry leading advertising platform.



## Goals

Tapjoy wanted to move beyond simple check-based monitoring and address issues its team was having with alert fatigue:

- Needed a metrics-based monitoring solution that would allow users to create charts and dashboards based on aggregations like percentiles, not just static values
- Wanted a solution that would enable the team to easily create quality alerts that are actionable
- Required an easy to use monitoring solution that would empower the whole team to be self-sufficient in monitoring and alerting on the metrics for their own services

## Results

Tapjoy now has the ability to create charts, dashboards, and actionable alerts, giving the whole team clear visibility into all production systems:

- Ability to use aggregations (like 95th percentile) and SignalFx's timeshift capability has enabled the team to create insightful charts, and dashboards, and the actionable alerts they wanted
- Entire team is empowered to create and monitor their own metrics as they need
- They now correlate business KPIs with service and infrastructure performance

## TAPJOY WANTED TO MOVE BEYOND CHECK-BASED MONITORING

*“SignalFx is so powerful because it lets us catch problems in real time.”*

**Weston Jossey**

Head of Operations, Tapjoy

## Environment

Tapjoy is a worldwide company focused on LTV optimization and app monetization with over 70 engineers:

- 1500 VMs hosted mainly in AWS, but also in private clouds
- Running ECS, SQS, and RDS
- One of the largest Ruby shops in the world serving billions of requests a day
- Currently transitioning from monolithic to microservices architecture

## How

Tapjoy uses SignalFx for all of their production monitoring of systems and services:

- System level monitoring for all production systems using collectd for metrics like CPU, disk, and RAM
- Monitoring production Riak database that handles 250,000 ops/sec at peak
- Instrumenting business metrics to correlate KPIs to service and infrastructure performance

*“SignalFx empowers engineers to write their own metrics, to monitor their own software better.”*

**Weston Jossey**

Head of Operations, Tapjoy

## Why SignalFx

Only SignalFx could address Tapjoy’s need to get beyond noisy check-based alerts, and help them build the operations metric system they wanted:

- Complex analytic functionality that allows users to visualize metrics based on aggregated data, including percentiles, moving averages, and timeshift
- Ability to create meaningful alerts based on dynamic thresholds and analytics
- Easy to use interface that doesn’t require users learn a new language, meaning everyone on the team can monitor and create alerts for their own services easily

## About SignalFx

SignalFx is the most advanced monitoring solution for modern applications. Our mission is to help cloud-ready organizations drive high levels of availability in today’s elastic, agile, distributed environments. With SignalFx, development and operations teams gain a real-time view of, interact with, and take action on the infrastructure and application metrics that matter.