

# The missing piece of the observability puzzle

Bruce Cullen, Director of Products





**2012** founded



500+ 40+ enterprise customers countries

### **Every vertical**

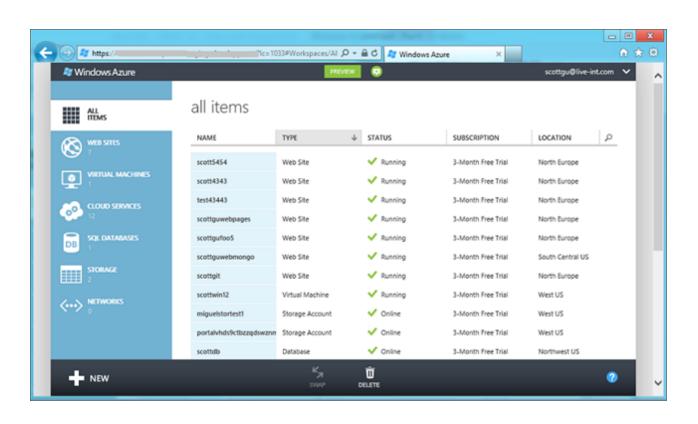
Government | Manufacturing | Software | MSP | Finance | Healthcare | Education | Retail







RTM and GA on 17<sup>th</sup> April 2012



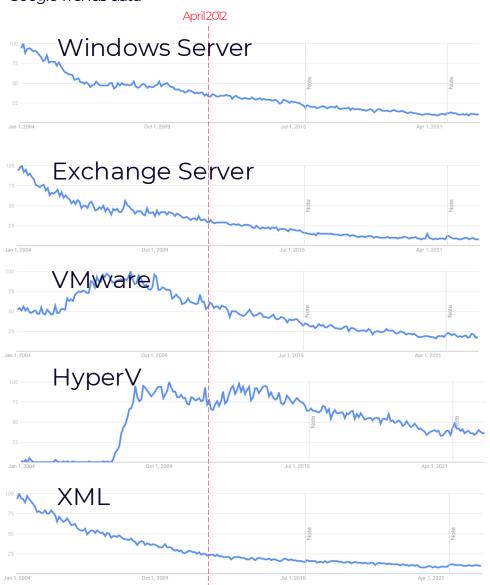
#### "Meet the New Windows Azure"

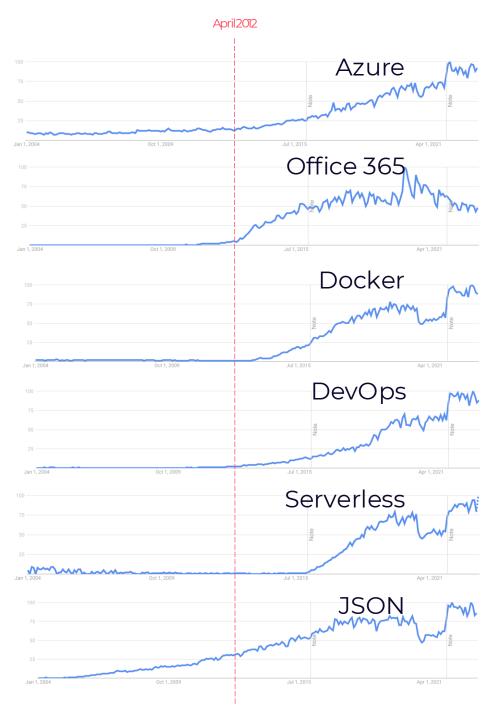
7<sup>th</sup> June, 2012, ScottGu's Blog



## 10+ years on

Google Trends data







## Software is transforming every business

Central bank

National broadcaster

Fortune 500 logistics

Automotive

Real-time payments platform

Streaming app platform

Al route planning and customer apps

In-car digital experience



## And because software is hot...





Observability is getting hot at C-level

2022 Observability Forecast

#### **Opportunities**

Observability improves service-level metrics. Organizations see its value—and expect to invest more



of 17 different observability capabilities should be deployed by 2025



said C-suite execs are advocates of observability



expected to increase or maintain observability budgets next year





## What is observability?

Ability to understand the internal state of a system from its outputs Metrics, logs and traces!

Why it's not working

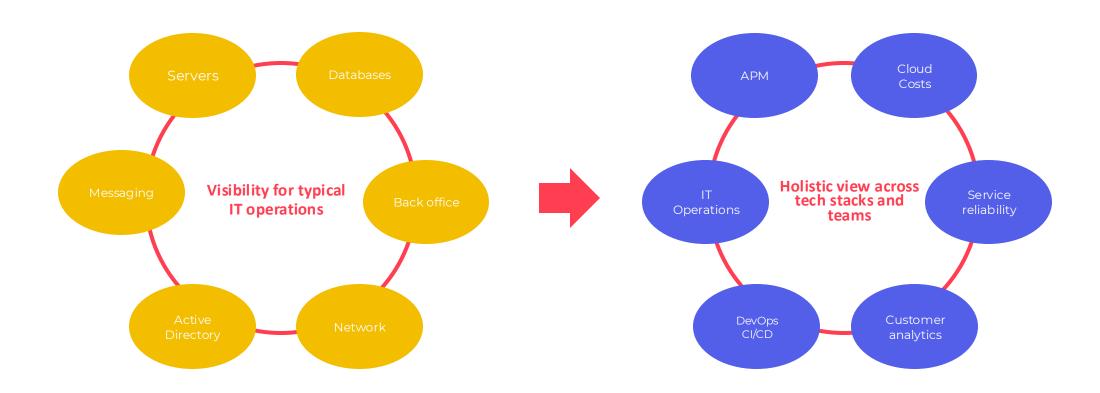
Unknown unknowns

A data-centric approach to gaining a deep understanding of complex systems.



## **Beyond IT Ops**

"...demand for use cases beyond the **typical IT operations** context... at a minimum, a **holistic view** of application performance **across the entire stack** and multiple IT teams." 2023 Gartner Magic Quadrant (APM & Observability)

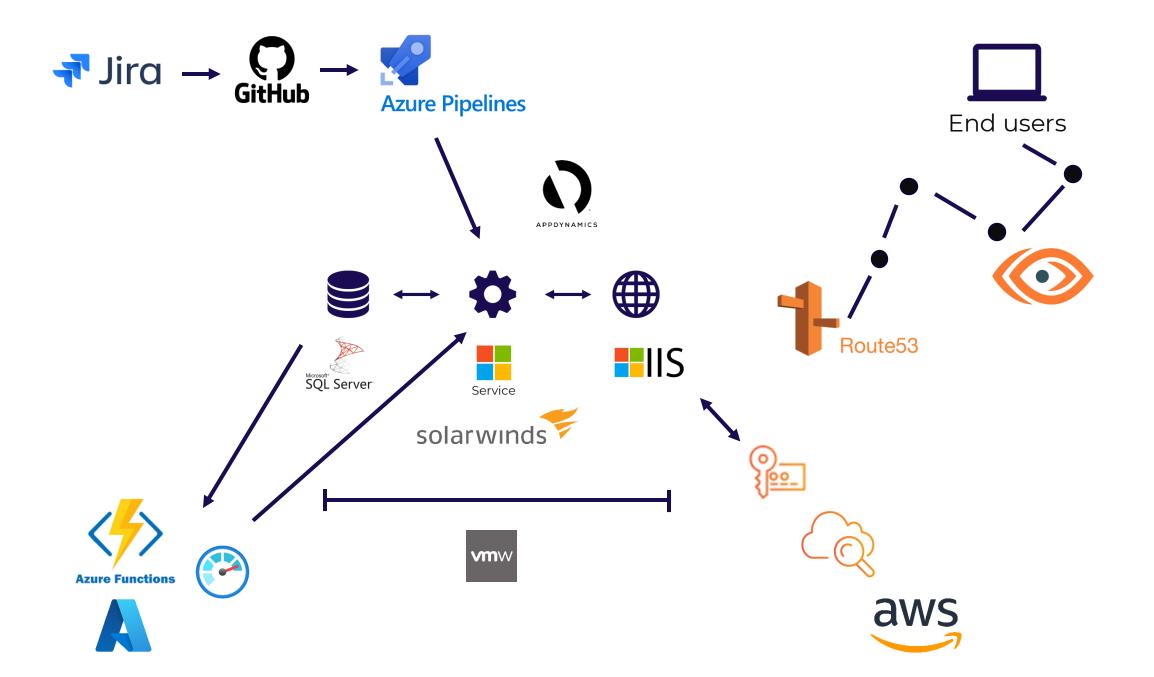


IT monitoring -> Enterprise observability



What's the right tool for enterprise observability?







#### Microsoft data centre monitoring

#### **Enterprise observability**



Active Directory & DNS
SQL
IIS
Windows Services
Windows Server
HyperV
Etc





Requires a new generation of tool



#### Introducing



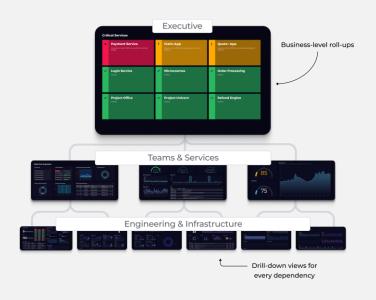














# **Smart dashboards** for total visibility

No more silos. No more blind spots. One place to see everything that matters.













































# Demo

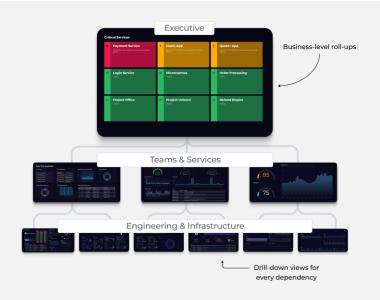














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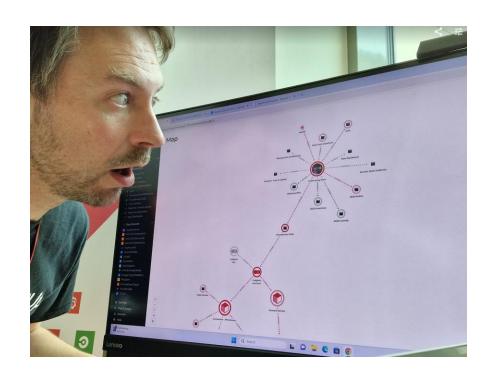






## What next?





SquaredUp Cloud is completely free for 3 users! Sign up at app.squaredup.com



# Thank you

