

Teaching Datadog new tricks

From a single product to a growing platform
From early cloud natives to enterprise customers

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What Datadog is

- Modern monitoring & analytics of applications and infrastructure, on-premises and in the cloud
- Thousands of customers, from the large enterprise to the startup-in-a-garage
- A platform of integrated products



9 years ago

- A handful of people
- Limited enterprise software experience
- 0 customer
- (barely) 1 product: infrastructure monitoring



What have we learned in 9 years?

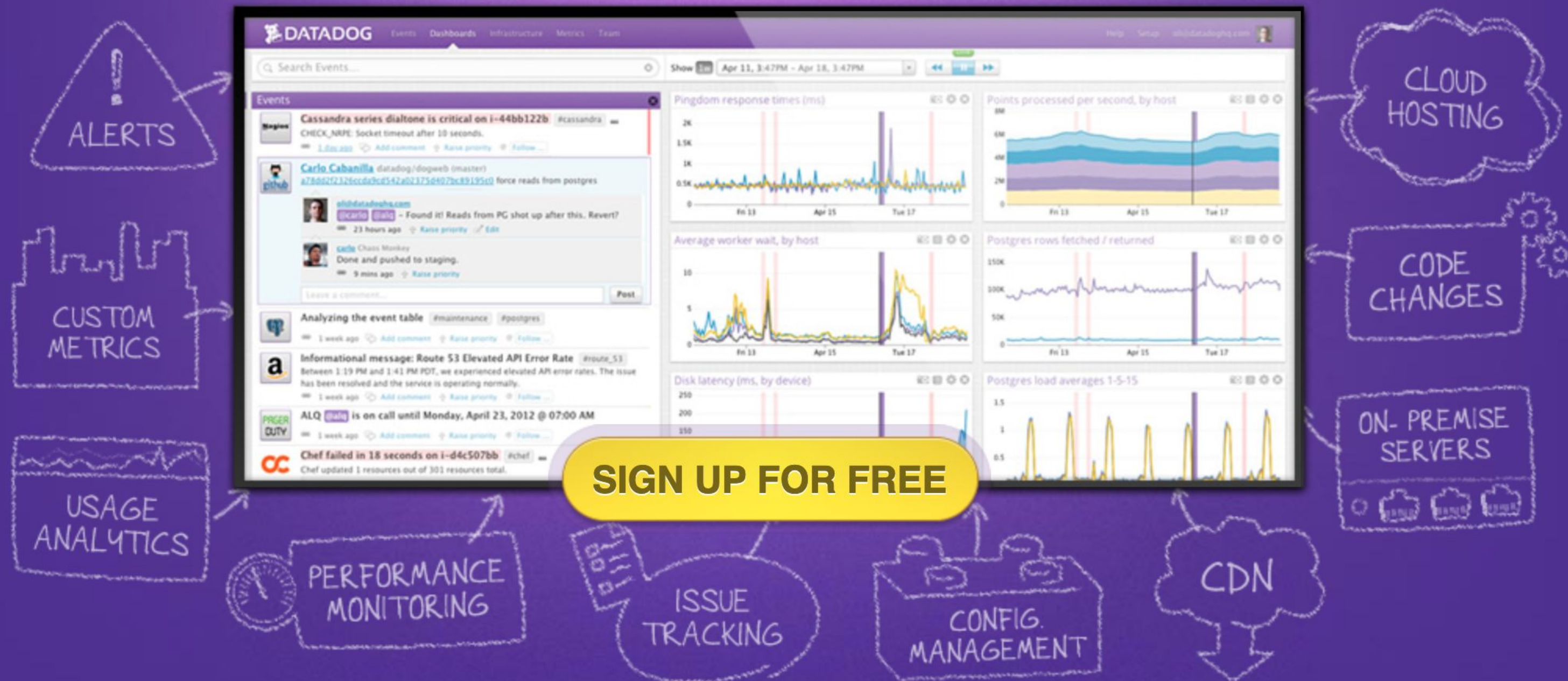
- Customers
- Ecosystem
- Products
- Ourselves



2010-2013

See it all in one place

Your servers, your clouds, your metrics, your apps, your team. Together.



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What is Datadog?

Datadog is a service for IT, Operations and Development teams who write and run applications at scale, and want to turn the massive amounts of data produced by

Who we thought we were...

“Datadog is a service for IT, Operations and Development teams who write and run applications at scale, and want to turn the massive amounts of data produced by their apps, tools and services into actionable insight.”

Notably absent...

Monitoring: dirty word

Cloud: not real

Who we really were...

“Datadog is a service (blah blah blah) and that **wakes you up in the middle of the night** when your **cloud** infrastructure is on fire.”

SaaS for Monitoring + Cloud

The Pillars of Observability



Metrics

2014

The image features a solid red background. A white, bold, sans-serif font displays the year '2014' on the left side. To the right of the text, a series of light red lines form a geometric pattern. A vertical line starts from the top edge and extends downwards. From the bottom of this vertical line, two diagonal lines branch out: one extends towards the top right corner, and the other extends towards the bottom right corner, meeting the bottom edge. These lines create a sense of depth and movement, resembling a stylized corner or a path.

The sea is changing...

Customers

Enterprise users start to show up at AWS Re:Invent, where we have our first booth.
Financial industry still cautious about the cloud.

Ecosystem

Docker hits 1.0 and our Re:Invent session on monitoring “Docker containers” is immediately sold out.

Ourselves

Integrations are differentiating, including APM integrations.

What we learned

- Native docker monitoring.
- Deeper cloud integrations and more integrations in general.
- Explore APM.
- Same inside/inbound go-to-market, even in enterprises

The Pillars of Observability



Metrics

The background is a solid blue color. It features several light blue geometric lines that intersect to form a star-like pattern. A vertical line runs down the left side, and a horizontal line runs across the middle. Diagonal lines intersect these at various points, creating a series of triangles and polygons. The year '2015' is written in a large, white, sans-serif font, positioned on the left side of the image, partially overlapping the geometric lines.

2015

Cloud and containers are real

Customers

CapitalOne on stage at AWS
Re:Invent: first sign that
public clouds mean serious
business.

Ecosystem

k8s reaches 1.0 but the fate
of orchestrators are still
undetermined.

AWS lambda was born,
promising but limited.

Ourselves

From APM integration to
APM prototype

What we learned

- Enterprise still adopt clouds bottom-up thus “land-and-expand”.
- Individual users want to learn; strong content push
- Containers drive complexity; machine learning to the rescue.
- Starting a new product from scratch is hard but a platform is born.

The Pillars of Observability



Traces



Metrics



2016

More cloud, more containers

Customers

Deals get bigger and bigger as public cloud continue to expand in the US. Other cloud providers start to play serious catch-up.

Ecosystem

k8s is winning the roll-your-own orchestrator wars; very young and aspirational.

Serverless was born.

Ourselves

APM is real, how about logs?

What we learned

- Start enterprise sales in the US. Sell inside globally.
- Dedicate teams to k8s to stay up-to-date.
- Serverless is the new docker; experiment and bet.
- APM: it's all about integrations.
- Everybody needs logs.

The Pillars of Observability



Traces



Metrics

The background is a solid green color. It features several thin, light green lines that intersect to form a series of triangles and other geometric shapes. A single white dot is located at the intersection of two lines in the upper left quadrant.

2017

Global cloud adoption

Customers

Ex-US cloud adoption still trails US by 2 years but global enterprise customers are migrating to cloud.

Ecosystem

Manager container orchestration is still proprietary (ECS, Fargate); will k8s win there too?

Ourselves

Infrastructure + APM + logs: the return of the “single pane of glass”?

What we learned

- Replicating the sales model around the world takes time and effort (duh).
- APM is GA: java, .net and php integrations have landed.
- Log management in the cloud is a tricky business.
- Being k8s-native is the best way to support k8s.

The Pillars of Observability



Logs



Traces



Metrics

The image features a solid purple background. A white diagonal line runs from the top-left corner towards the bottom-right, ending at a white right-angled triangle. The triangle's hypotenuse is the diagonal line, and its other two sides are parallel to the top and right edges of the frame. The year '2018' is written in a large, white, sans-serif font on the left side of the image.

2018

Cloud + container + serverless

Customers

Public clouds have become mainstream, have crossed the chasm.

Ecosystem

k8s has also won the managed orchestration battle.

Serverless is here to stay but may need another generation or two to win.

Ourselves

Providing end-to-end visibility will require a true platform, more than a collection of adjacent products.

Datadog outside of the datacenter: synthetics

What we learned

- Try before you buy also works for global enterprise sales.
- Starting new products remains hard (organic/acquisitions)

The Pillars of Observability



Synthetics



Logs



Traces



Metrics

What has not changed in 9 years...

- Still a service for customers
- Still focus on time-to-value
- Still learning

Thank you

