About the company: we are an international global company that developed and supports several on-premise e-commerce products. These products should be installed in customer data centers but may send some data to our central server in the cloud.

Requirements for the project: We need a new highly available, global application (native mobile + web) to see dashboards (near real-time data (< 2 sec) + aggregated statistics for logs from our products. Our products will have a new feature to send all logs to the application. The UI part for customers is straightforward: you can select an application from the list or leave it empty and see data for all applications. Then you can see 2 dashboards: real-time data, that updates every second and you can see the content of these logs, the second dashboard contains aggregated data: counts by date, app groups, selected apps) with filtering (by log level, period).

Additionally, we want to have an admin console to configure applications and users.

We would like to implement our *own* simple and flexible solution and don't use something like ELK.

We have over 1000 customers and over 10k products in total, every product may send ~100 messages per minute. We have to store 99.99% of log items and the system should be available 99.99% of the time.

Requirements for the AVD: Provide high-level architecture, concerns, constraints, QA, infrastructure vision, and rough estimation.