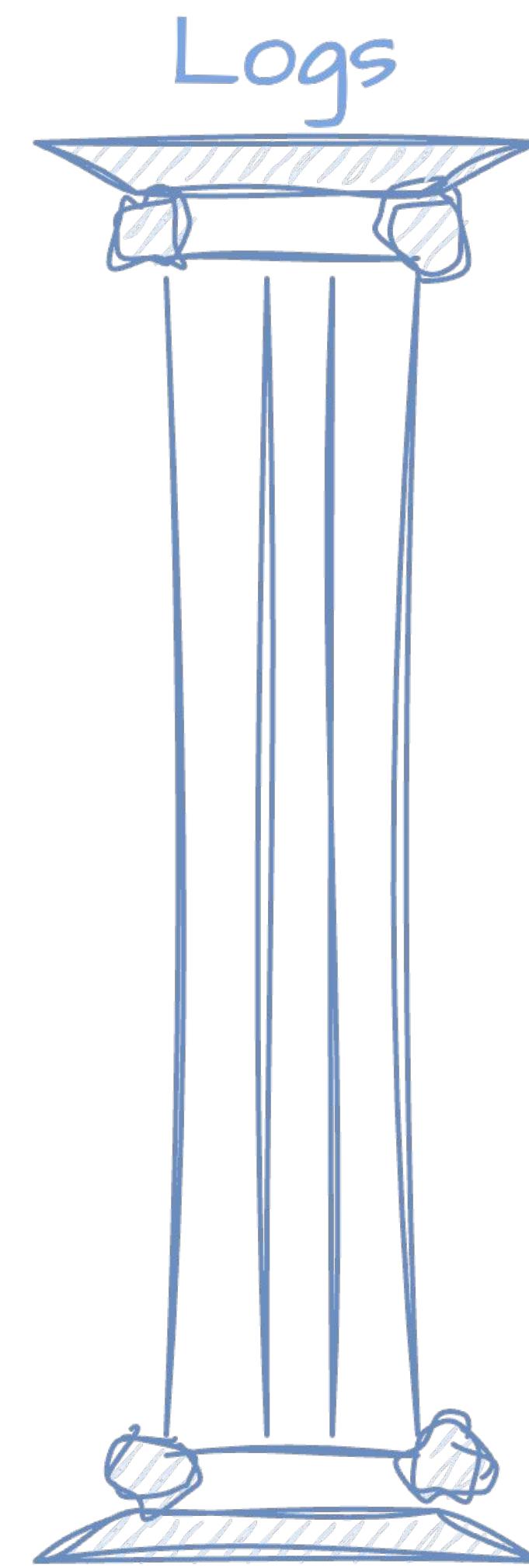
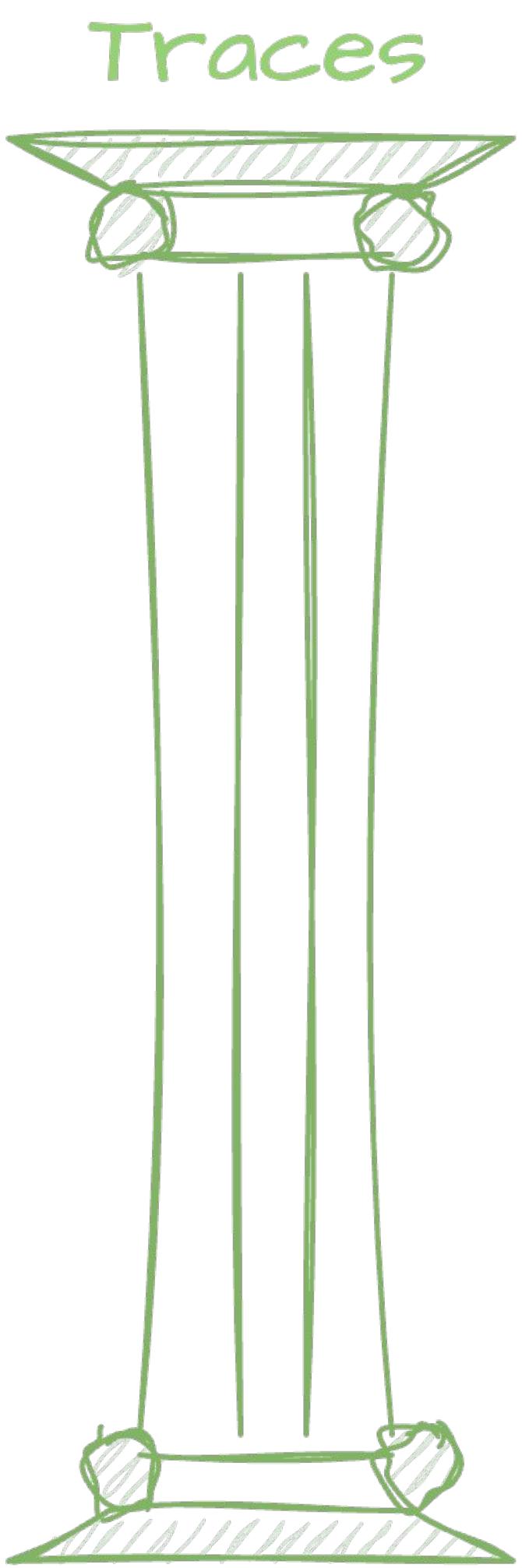
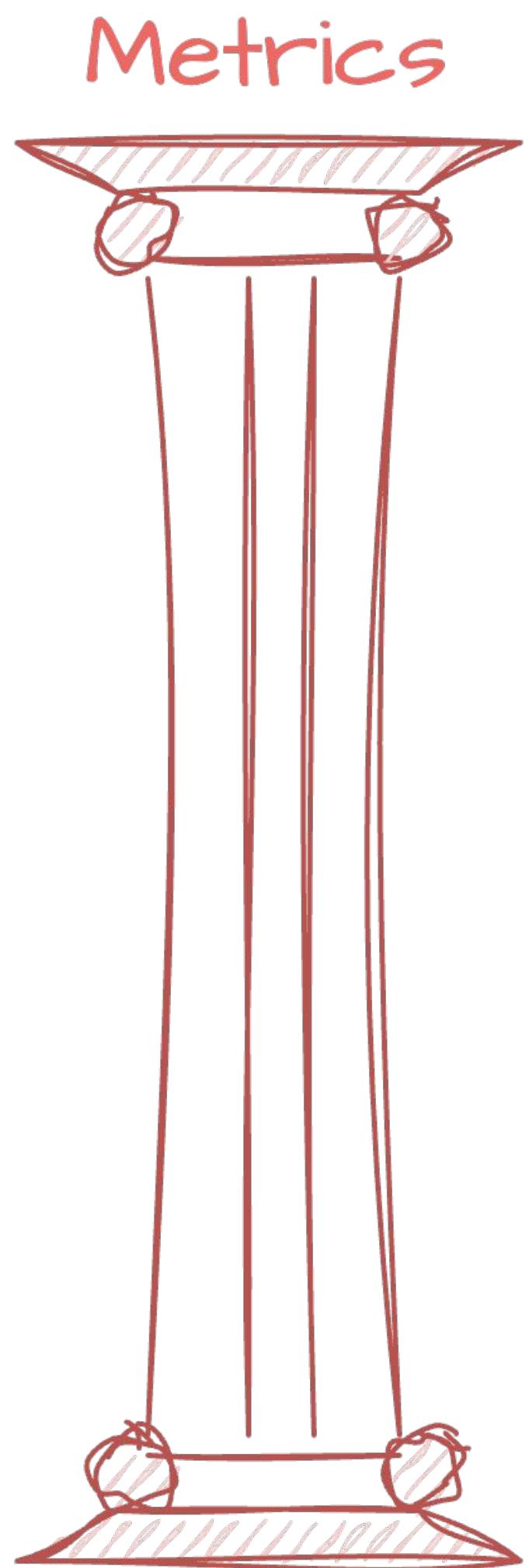
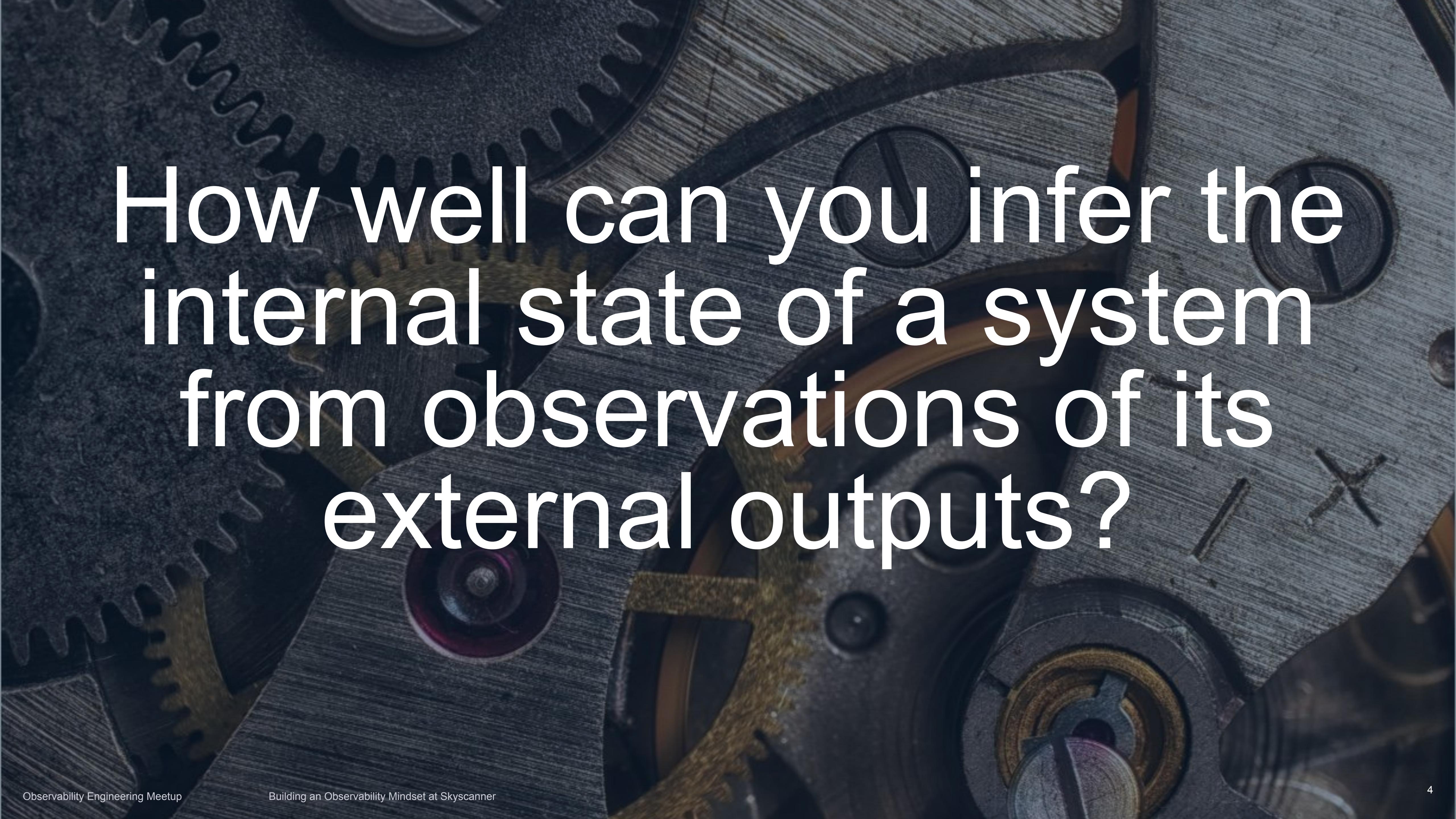


# Building an Observability Mindset at Skyscanner

# What are the building blocks of observability?

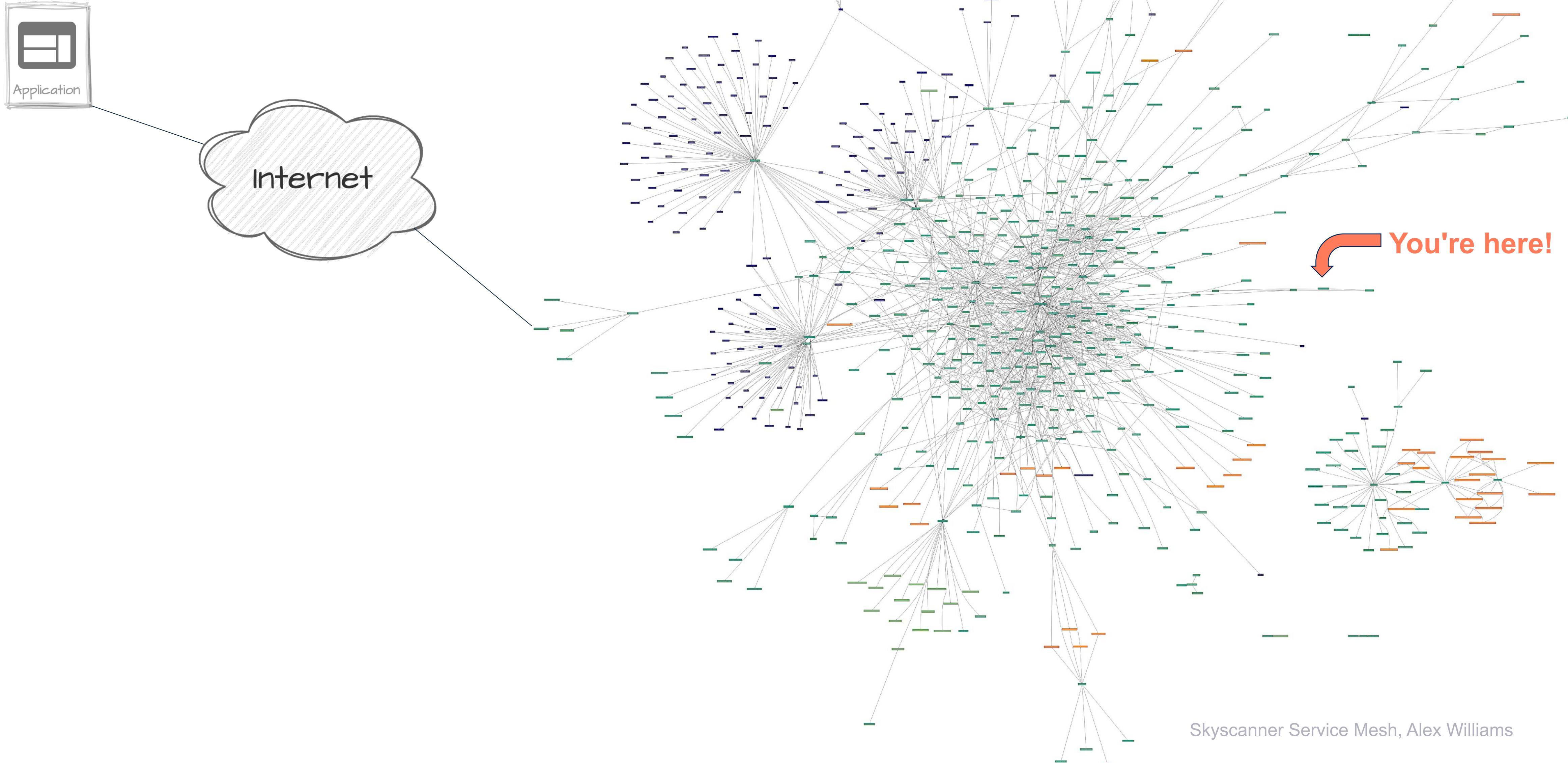
# The ol' trusty three pillars of observability



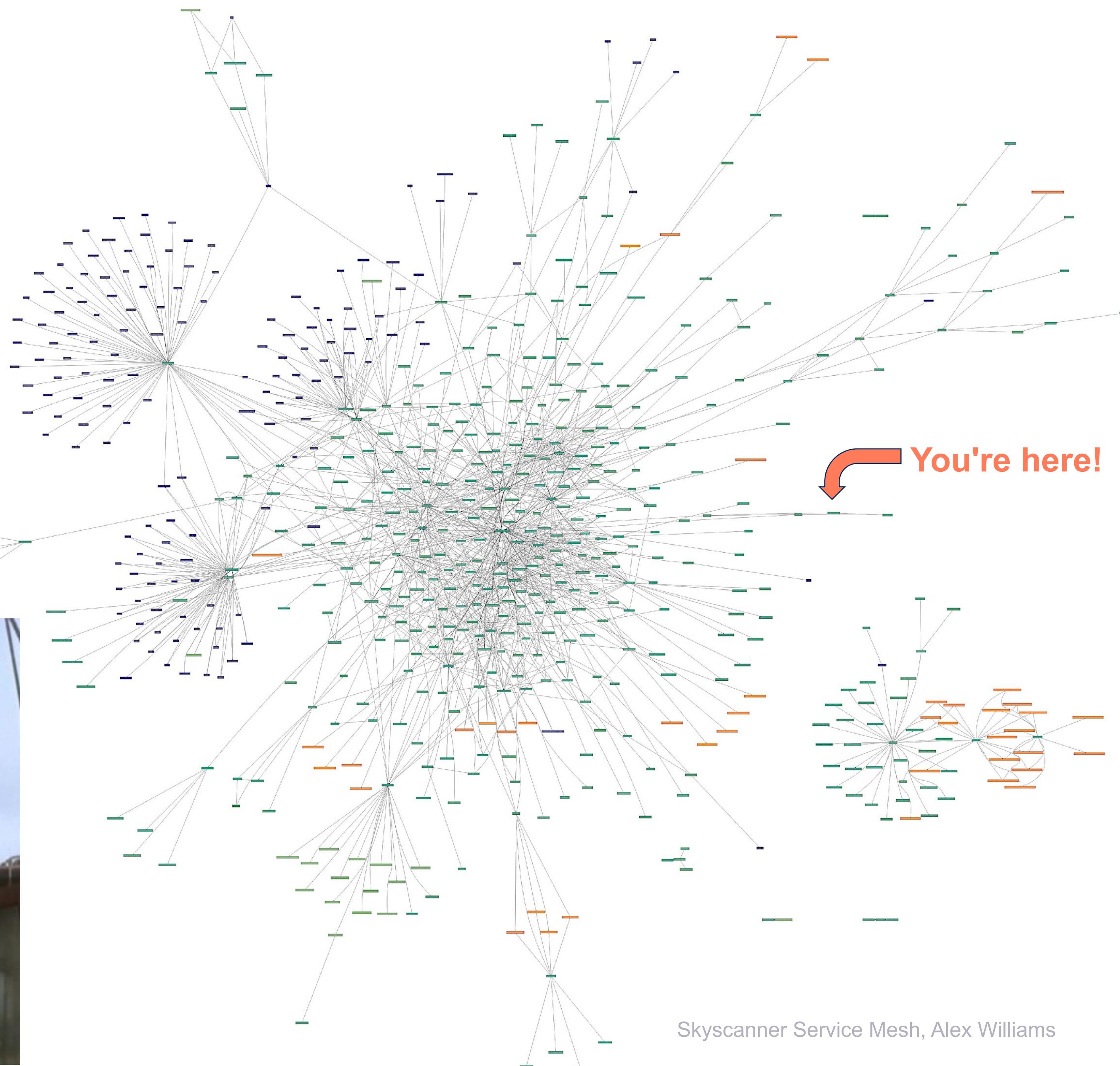


How well can you infer the  
internal state of a system  
from observations of its  
external outputs?

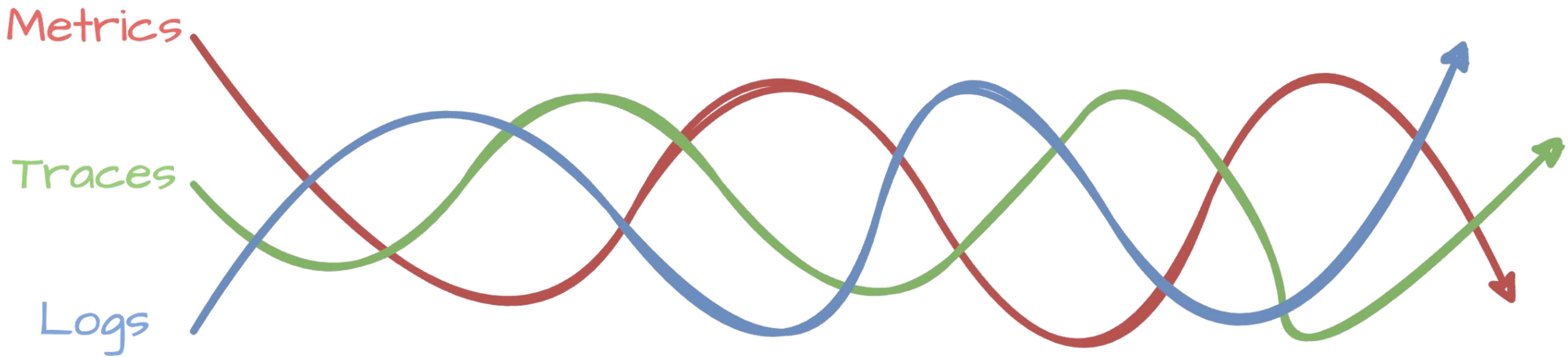
Your service is not your system



Your service is not your system



# One single stream of contextualised telemetry data





# A bit about me

- Principal Engineer at Skyscanner leading observability since 2020
- Joined in 2018 to work on client-side performance and K8s resource optimisation
- Platform engineer in organisations of all sizes for 13 years
- OpenTelemetry Governance Committee member since November 2023
- Author of Practical OpenTelemetry: Adopting Open Observability Standards Across Your Organization (Apress, 2023)

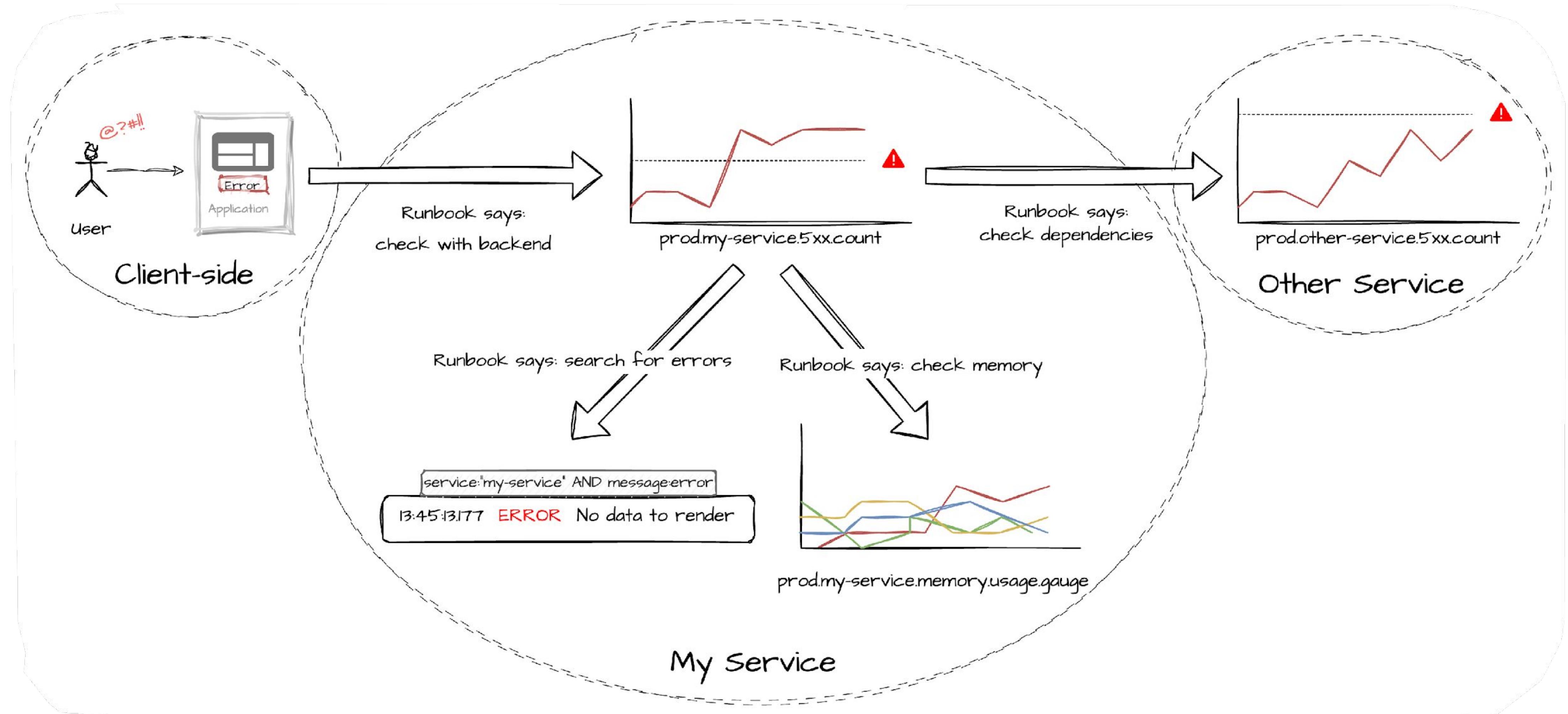
## Agenda

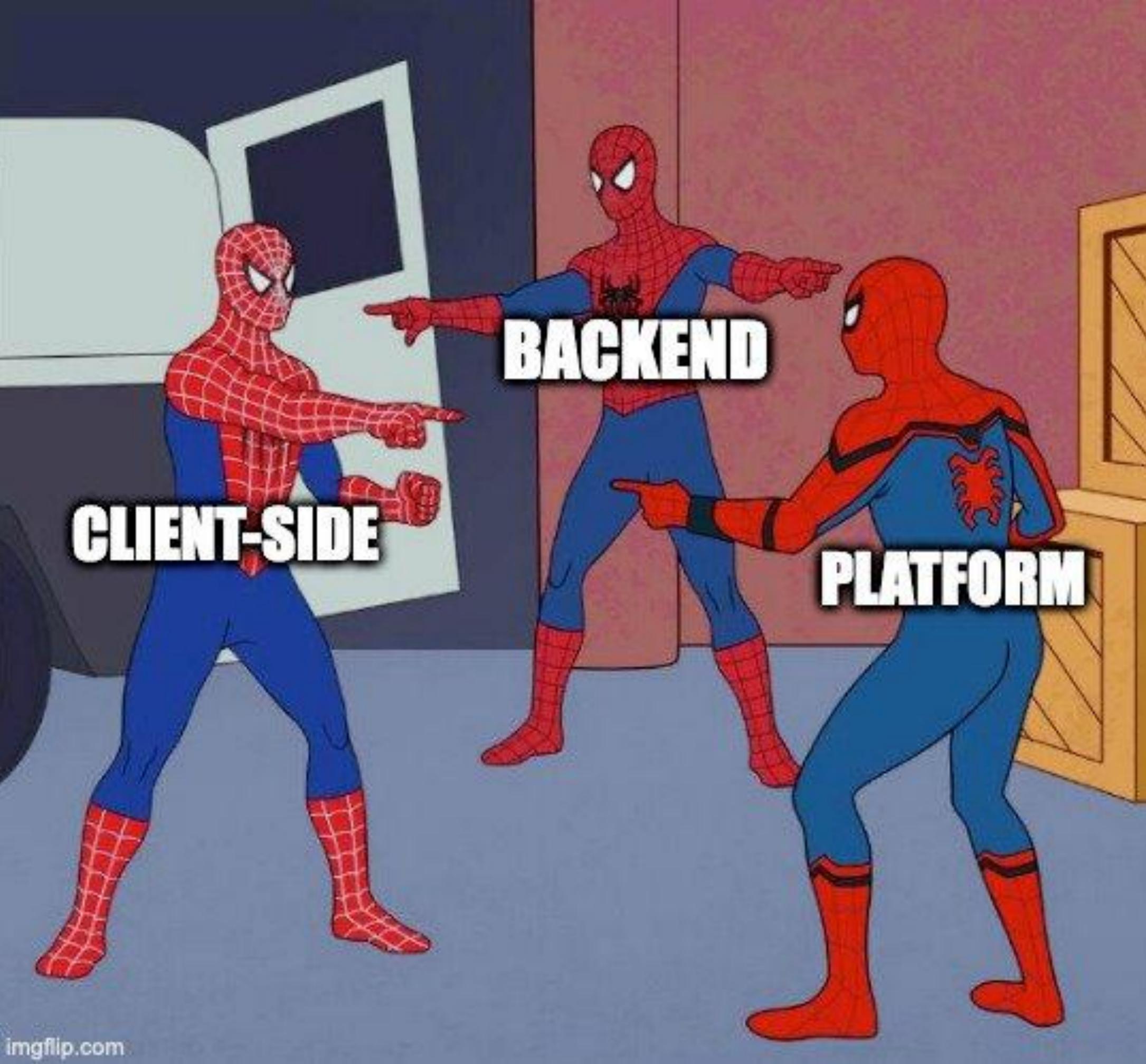
1. OpenTelemetry signals in context
2. Maximising return-on-investment
3. Communicating value
4. Facilitating adoption

## Agenda

1. OpenTelemetry signals in context
2. Maximising return-on-investment
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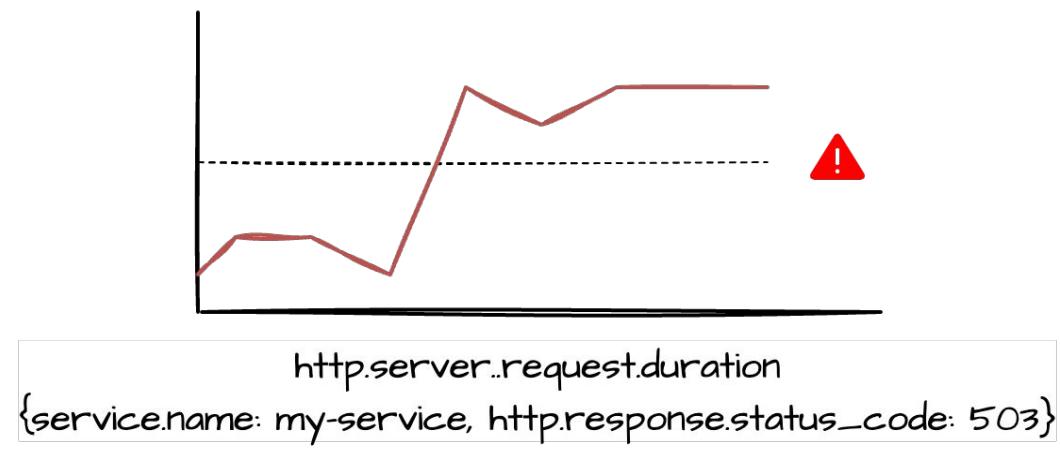
# Debugging with no context





# Experience/intuition based debugging

Each signal has a purpose

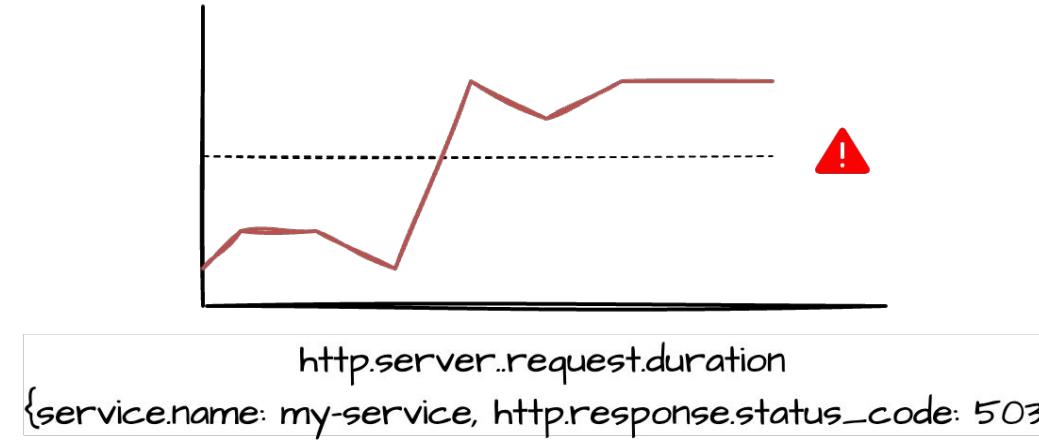


## Metrics

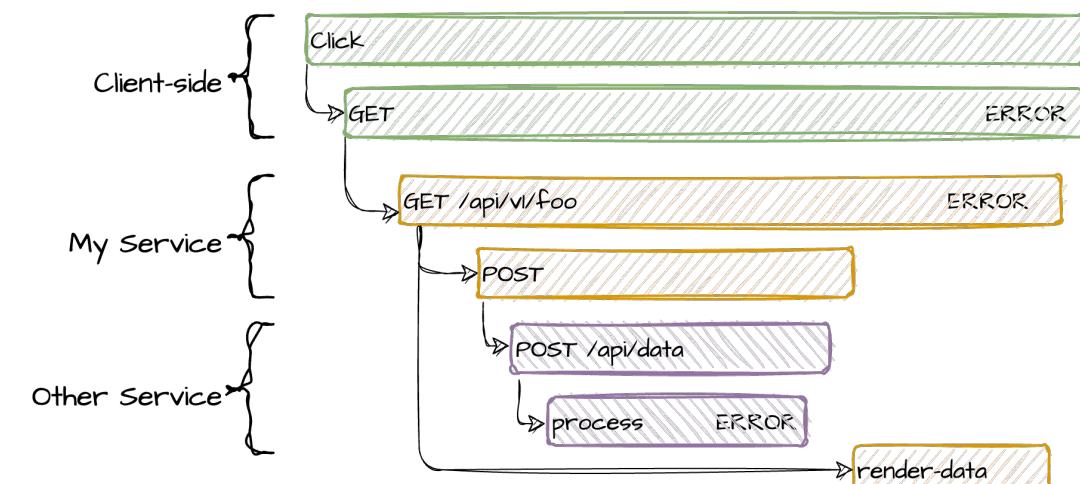
---

- + Most reliable signal → alerting
- + Lower volume → long-term
- No context
- Cardinality limits

## Each signal has a purpose



Exemplars  
Semantics



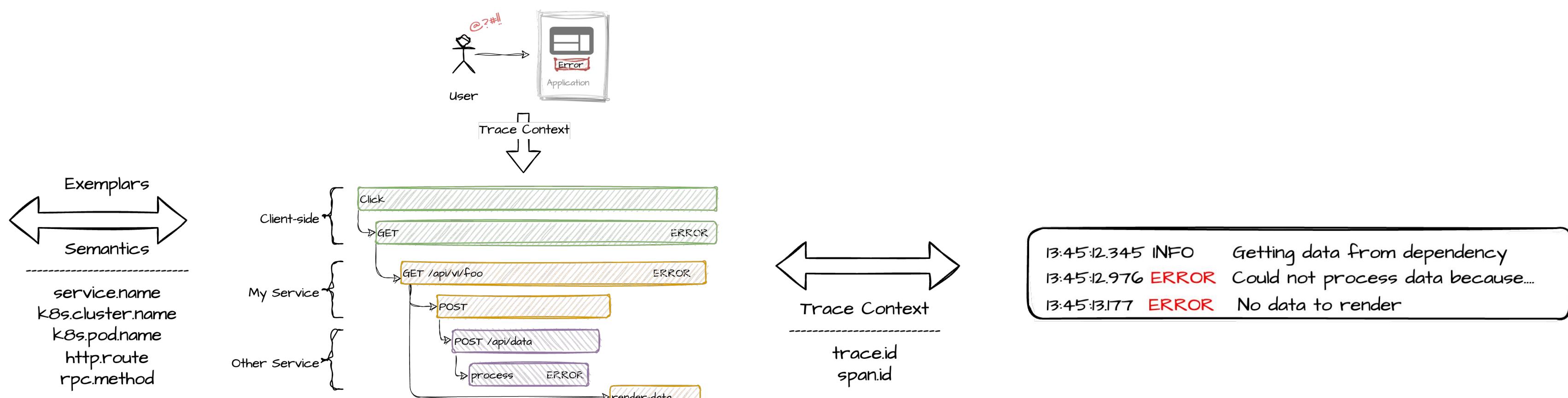
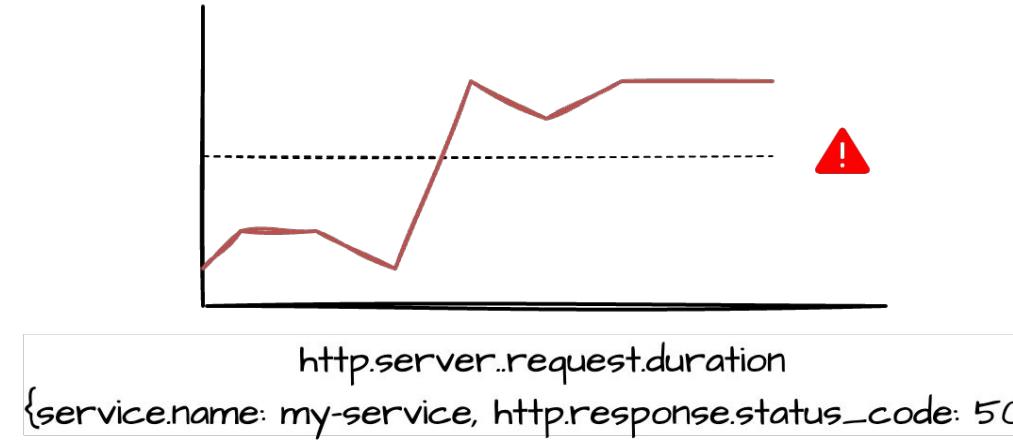
## Metrics

- + Most reliable signal → alerting
- + Lower volume → long-term
- No context
- Cardinality limits

## Traces

- + High granularity → debugging
- + Rich context → correlation
- Sampled (keeping useful stuff)
- Expensive to buffer/retry

## Each signal has a purpose



## Metrics

- + Most reliable signal → alerting
- + Lower volume → long-term
- No context
- Cardinality limits

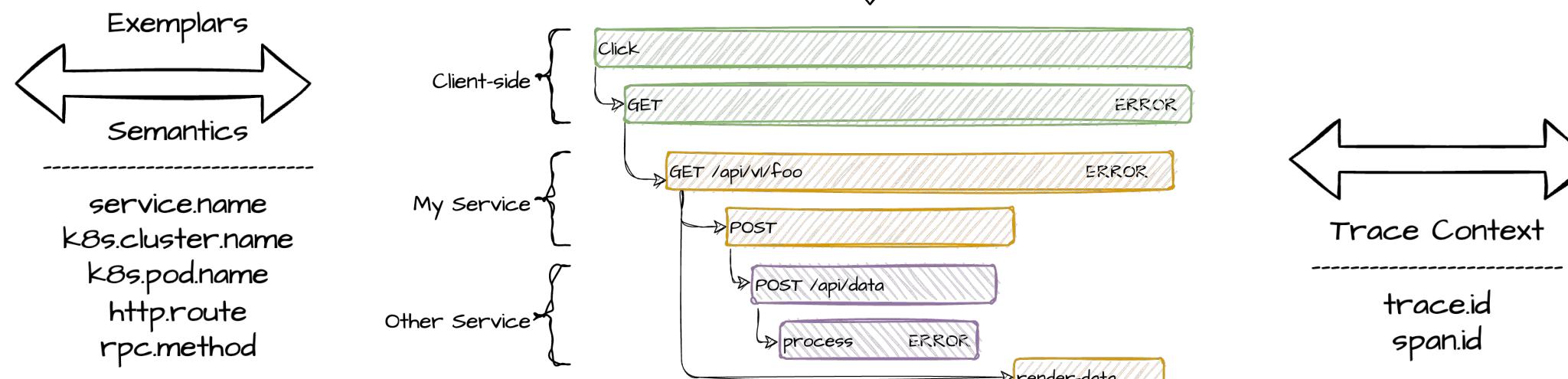
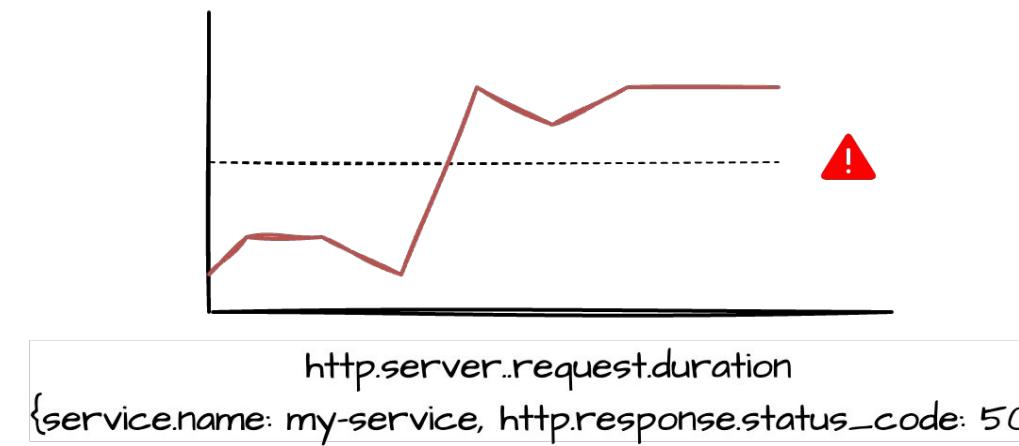
## Traces

- + High granularity → debugging
- + Rich context → correlation
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- Expensive to buffer/retry

## Logs

- No context, but high volume
- If unstructured, pretty useless
- + Background tasks, legacy libs
- + Events API

## Each signal has a purpose



## Metrics

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- No context, but high volume
- If unstructured, pretty useless
- + Background tasks, legacy libs
- + Events API

Trace/Span ID correlation to Profiles (soon)



## Agenda

1. OpenTelemetry signals in context
- 2. Maximising return-on-investment**
3. Communicating value
4. Facilitating adoption

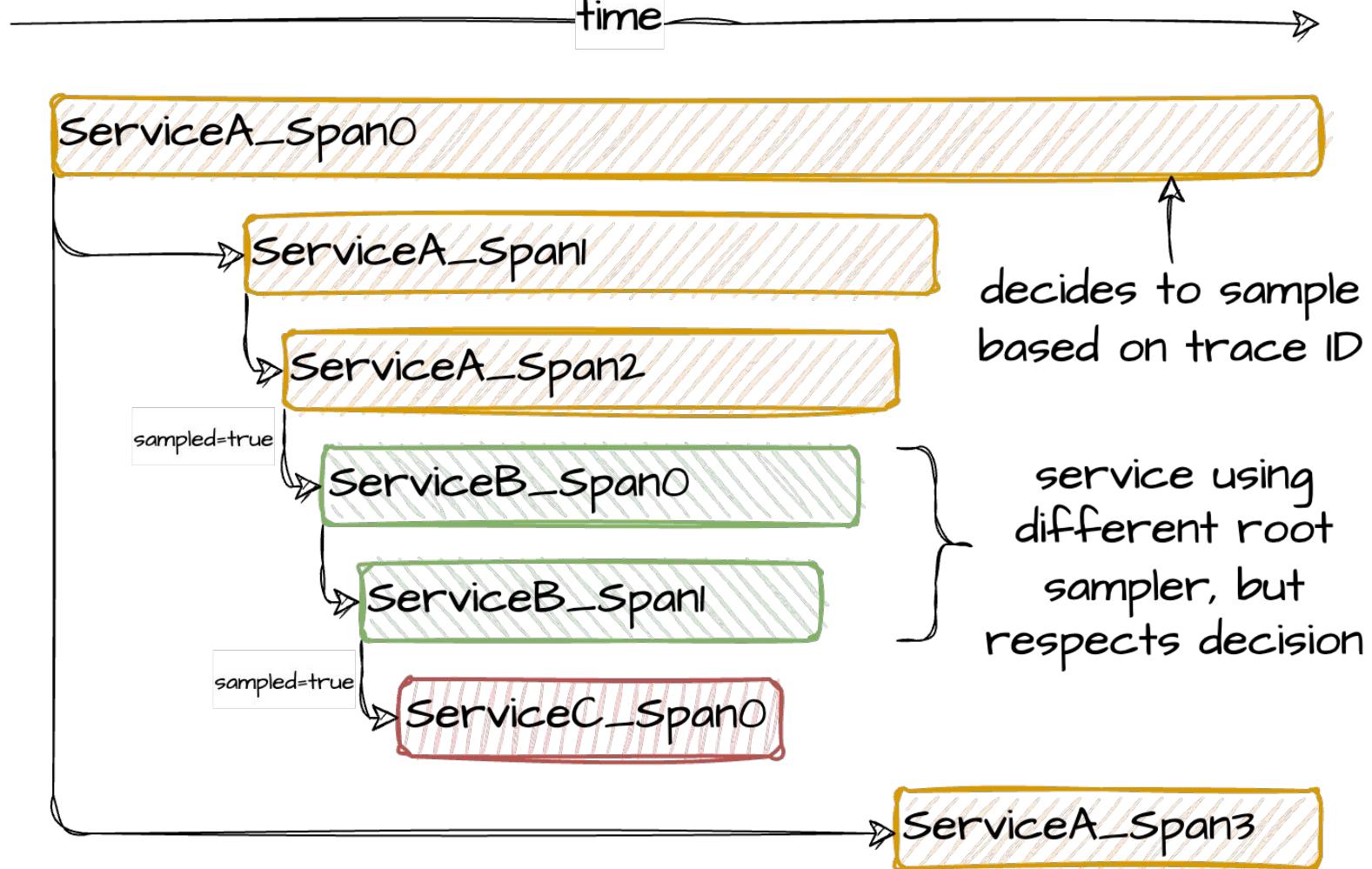


**It can be expensive...**

An aerial photograph of a city at night, showing a dense grid of buildings and streets. The lights from the buildings and cars create a pattern of yellow and white streaks against the dark blue of the night sky. The perspective is from above, looking down at the urban landscape.

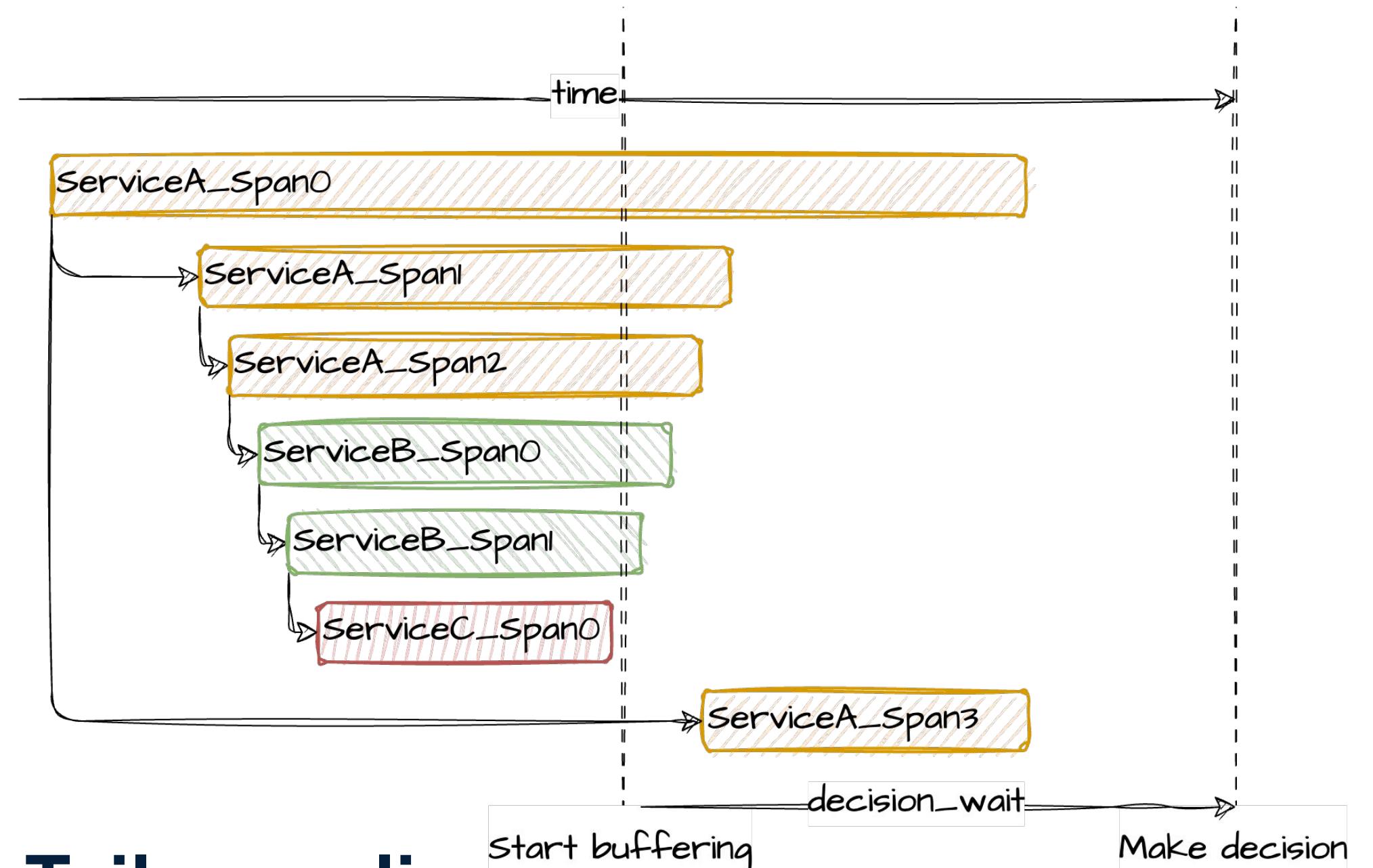
Most data gathered for  
debugging purposes is  
never used

## Using context to keep the most useful data



### Head sampling

- + Trace Context can propagate sampling decisions
- + Easy configuration and maintenance
- + Efficient resource utilisation
- Probabilistic (i.e. cannot consider whole trace)



### Tail sampling

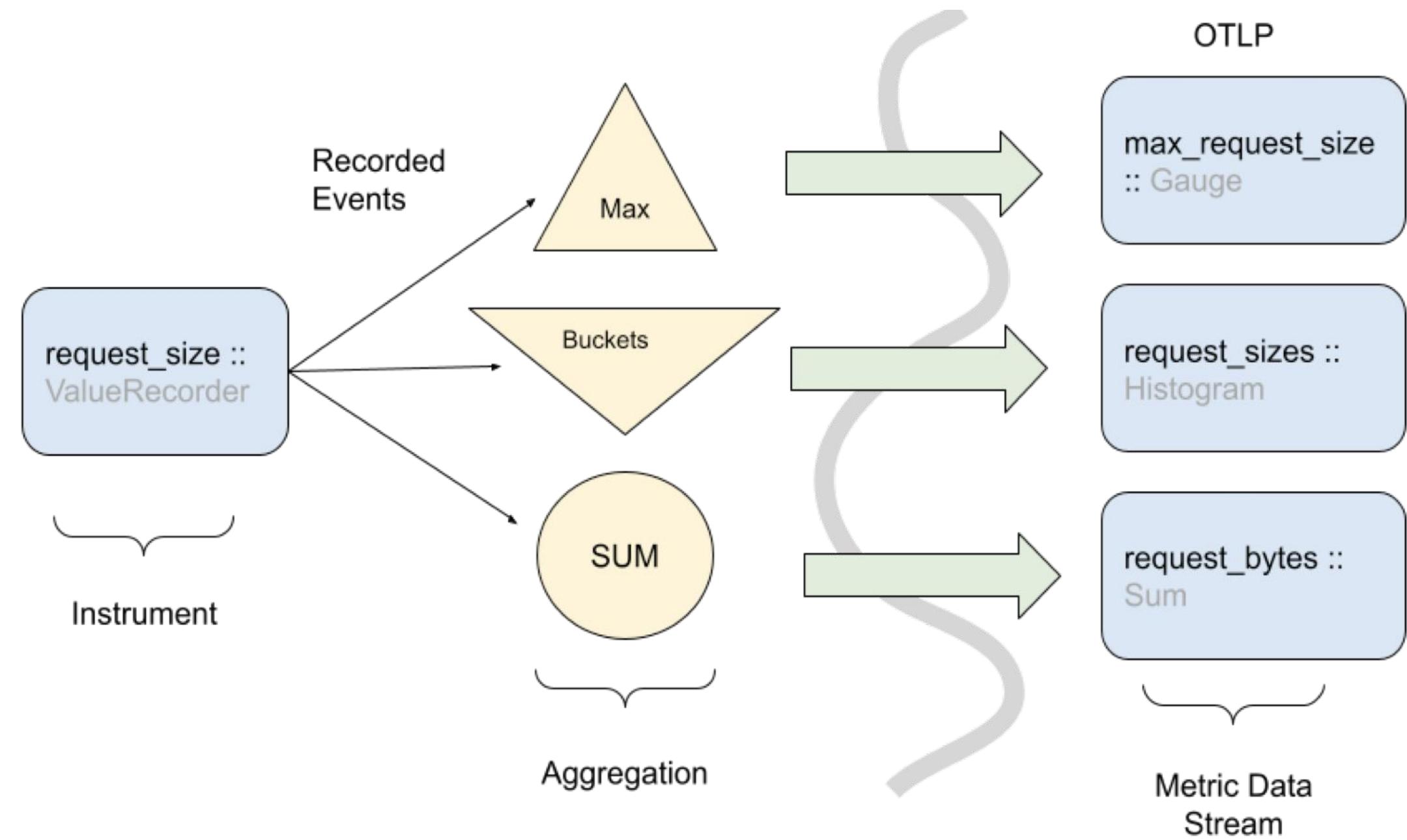
- More complex to implement and operate
- + Can consider whole trace in sampling decision
- + OpenTelemetry Collectors or vendor-specific features



Skyscanner keeps ~5% of the 7.5M traces  
and 150M spans produced each minute

## Metric Views

- Decouple measurements from their aggregation
- Control of resulting metrics streams via SDK config
- Customise auto-instrumented metrics

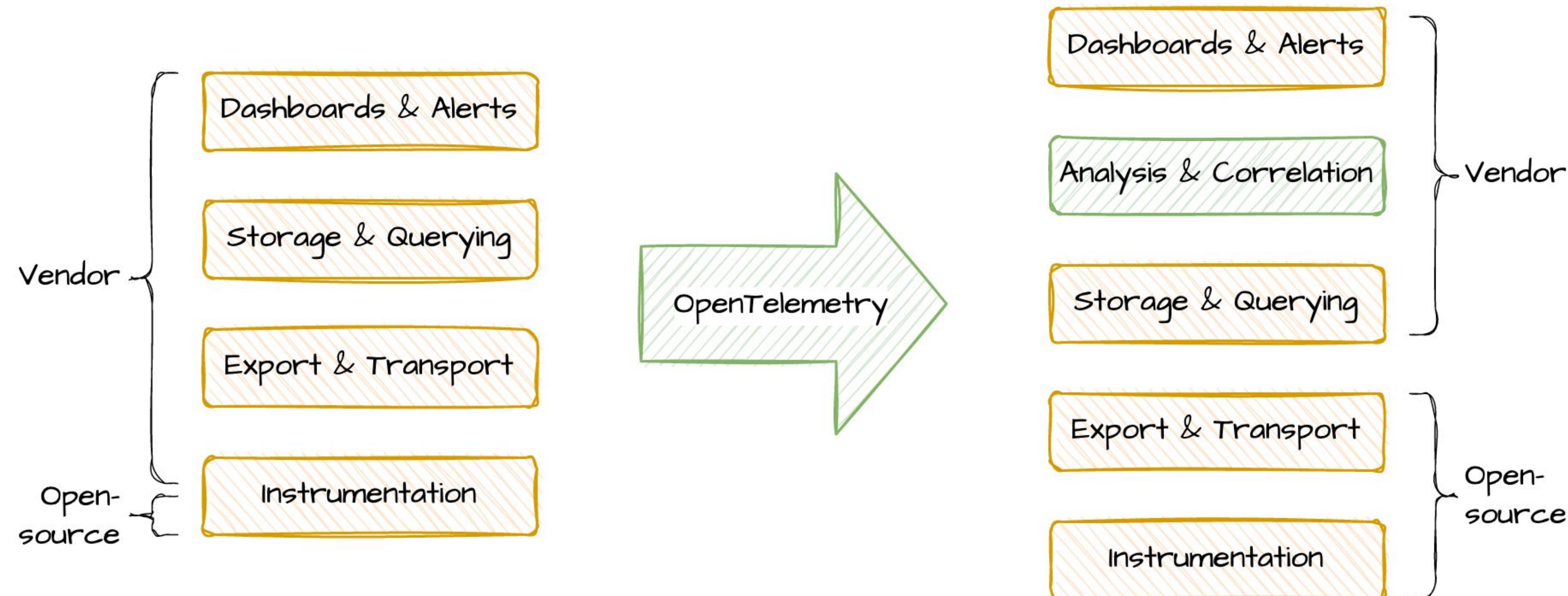


```
meter_provider:  
views:  
# What instrument(s) does this apply to?  
- selector:  
  instrument_name: http.server.request.duration  
  instrument_type: histogram  
# What is the resulting stream(s)?  
stream:  
  name: app.http.server.route.duration  
attribute_keys:  
- http.route
```

## Agenda

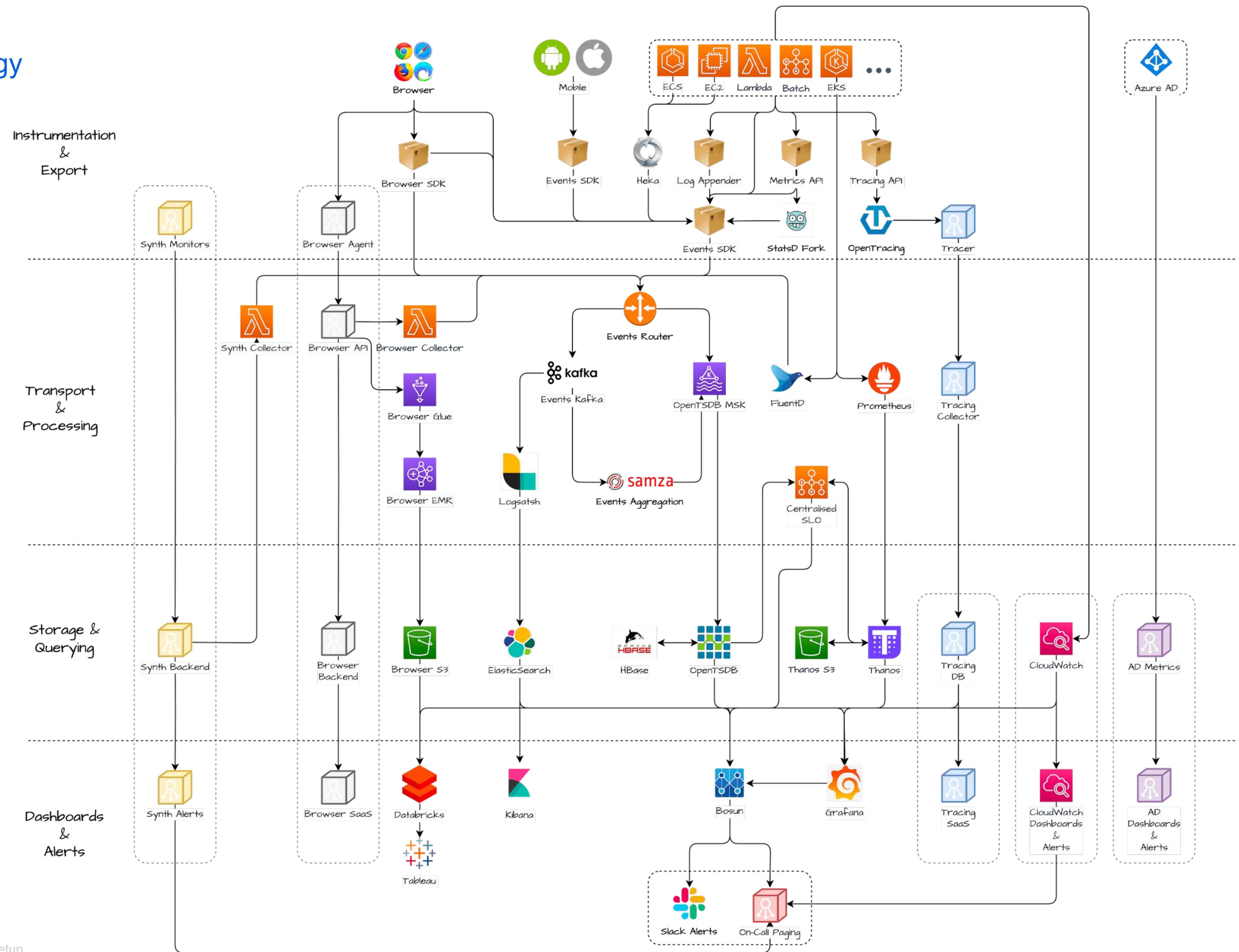
1. OpenTelemetry signals in context
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# Simplification without vendor locking

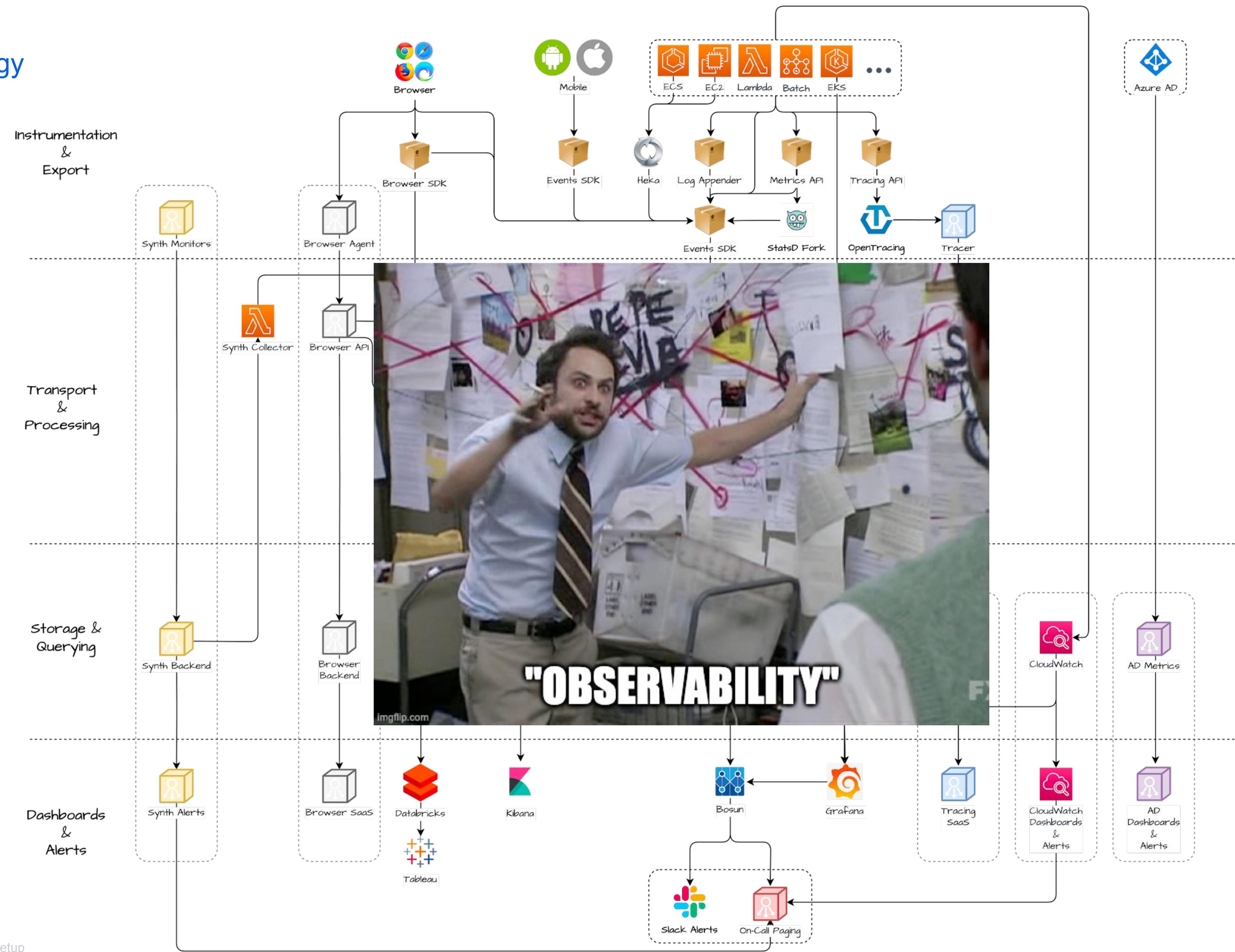


Practical OpenTelemetry: Adopting Open Observability Standards Across Your Organization

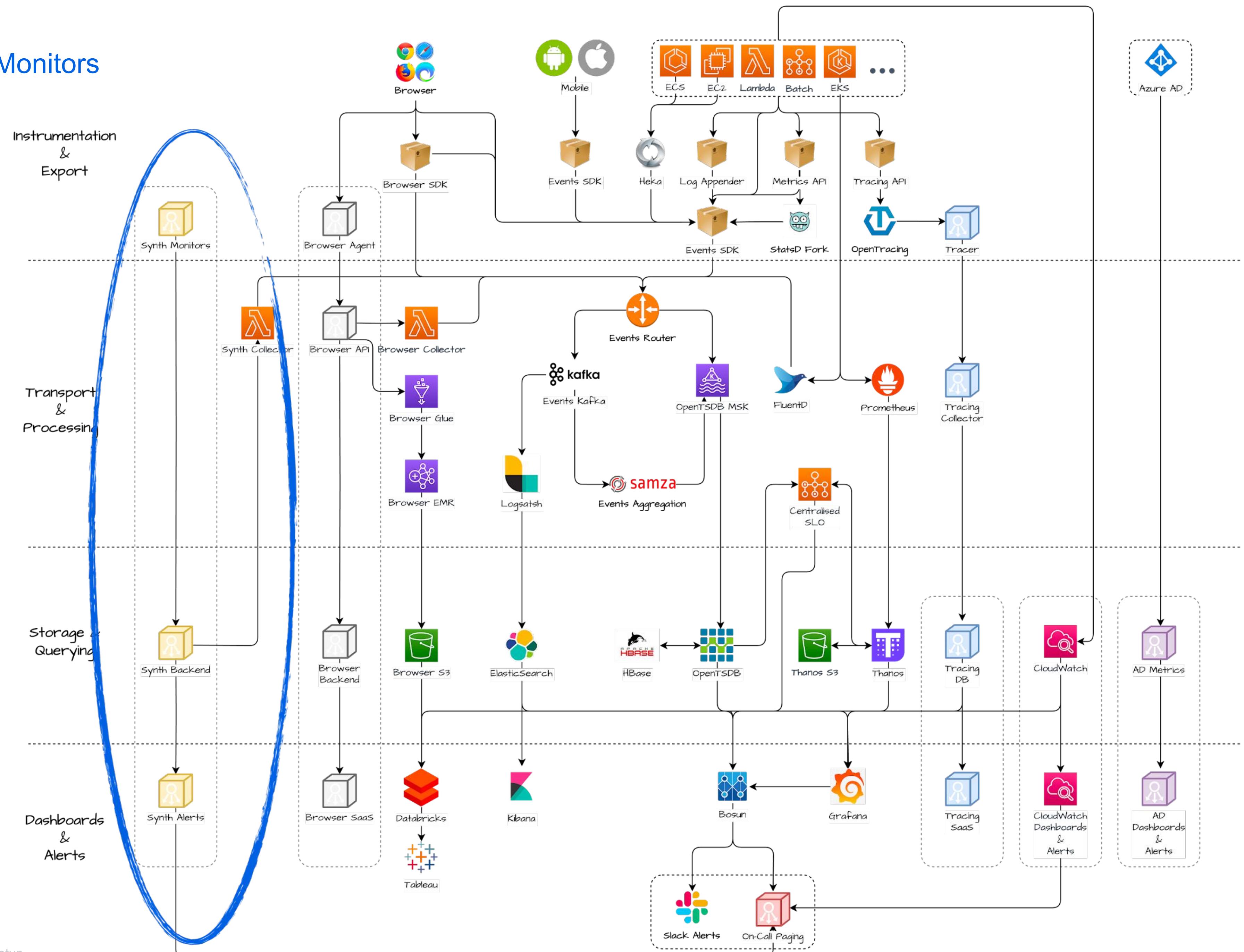
## Pre-strategy



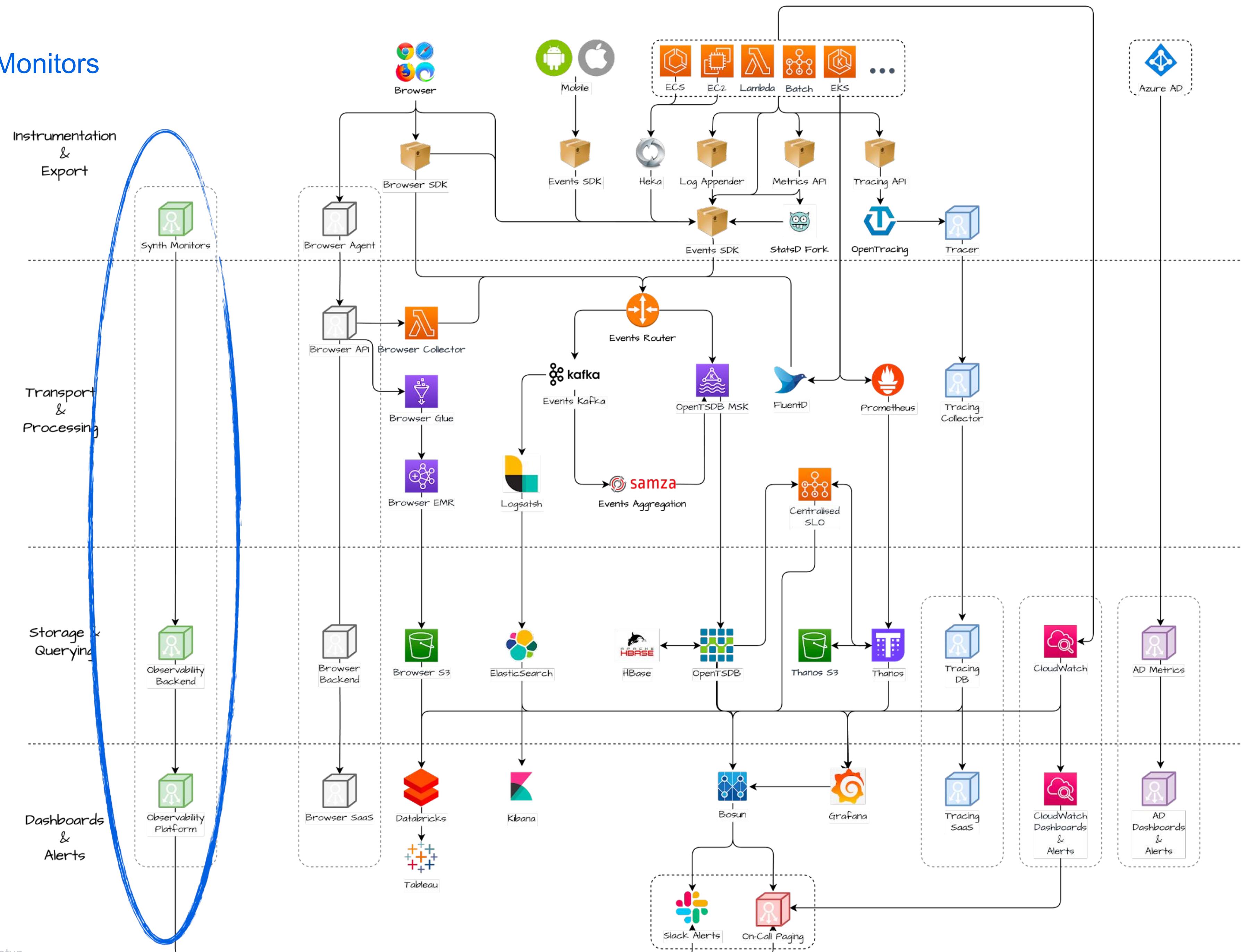
## Pre-strategy



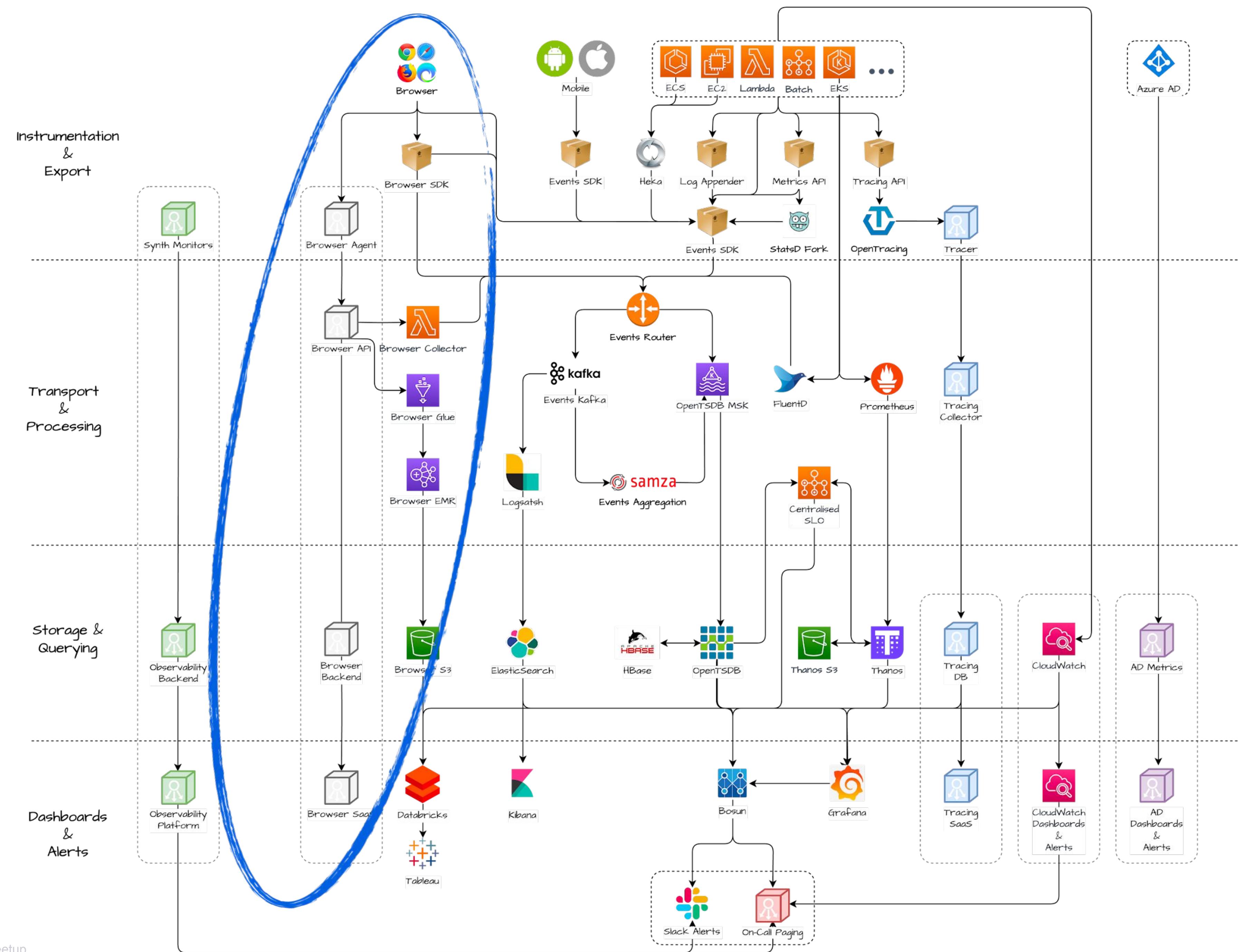
# Synthetic Monitors



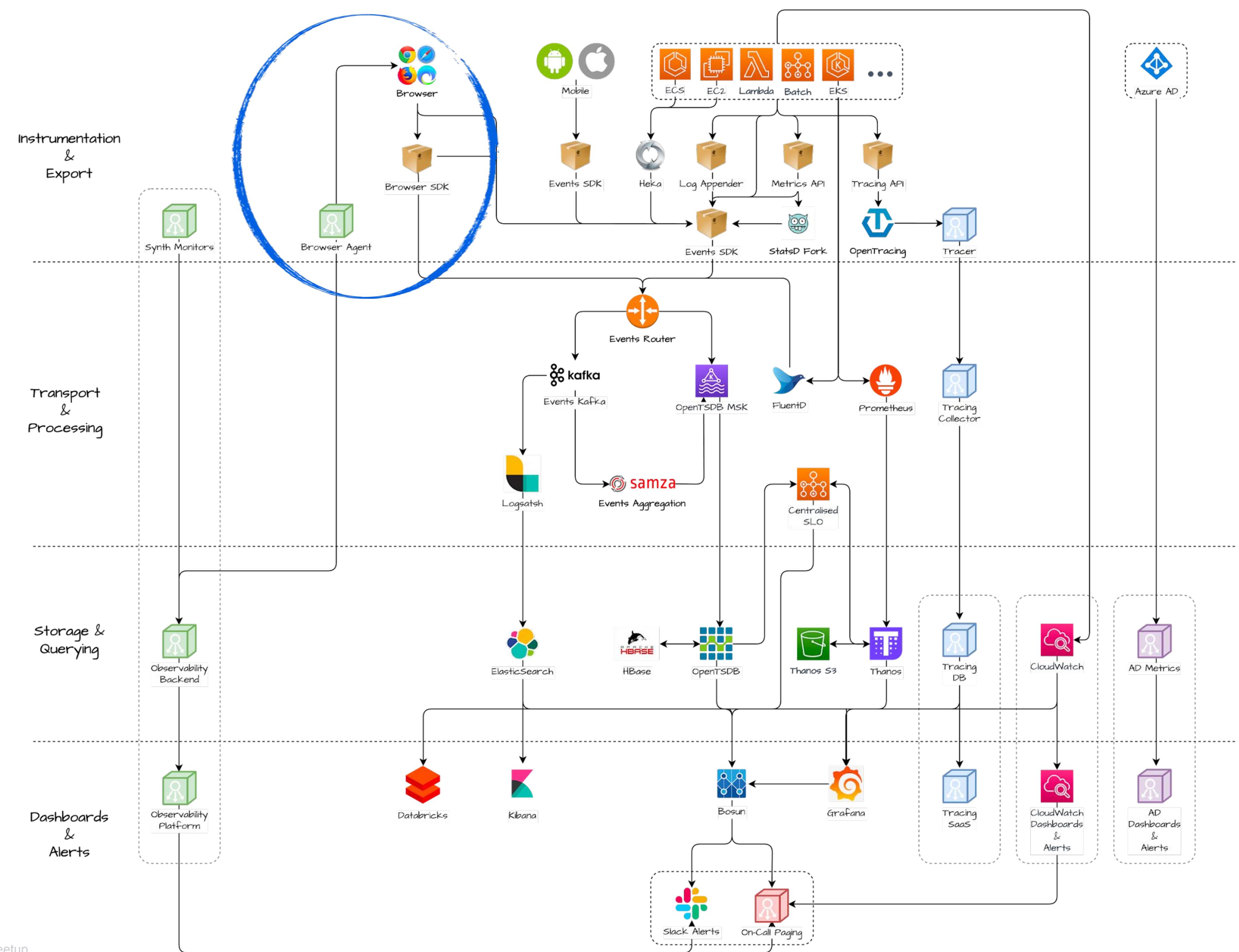
# Synthetic Monitors



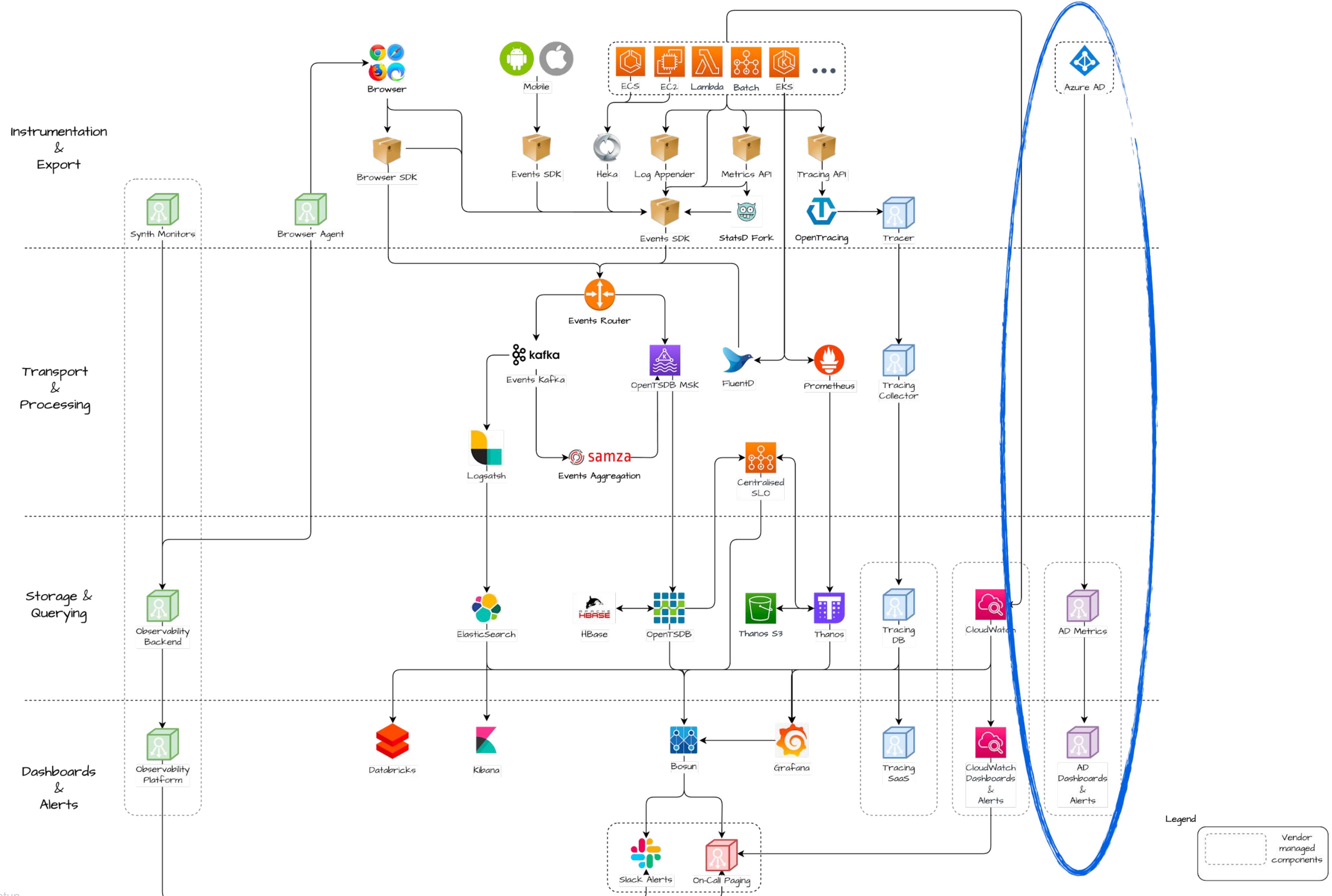
# Browser



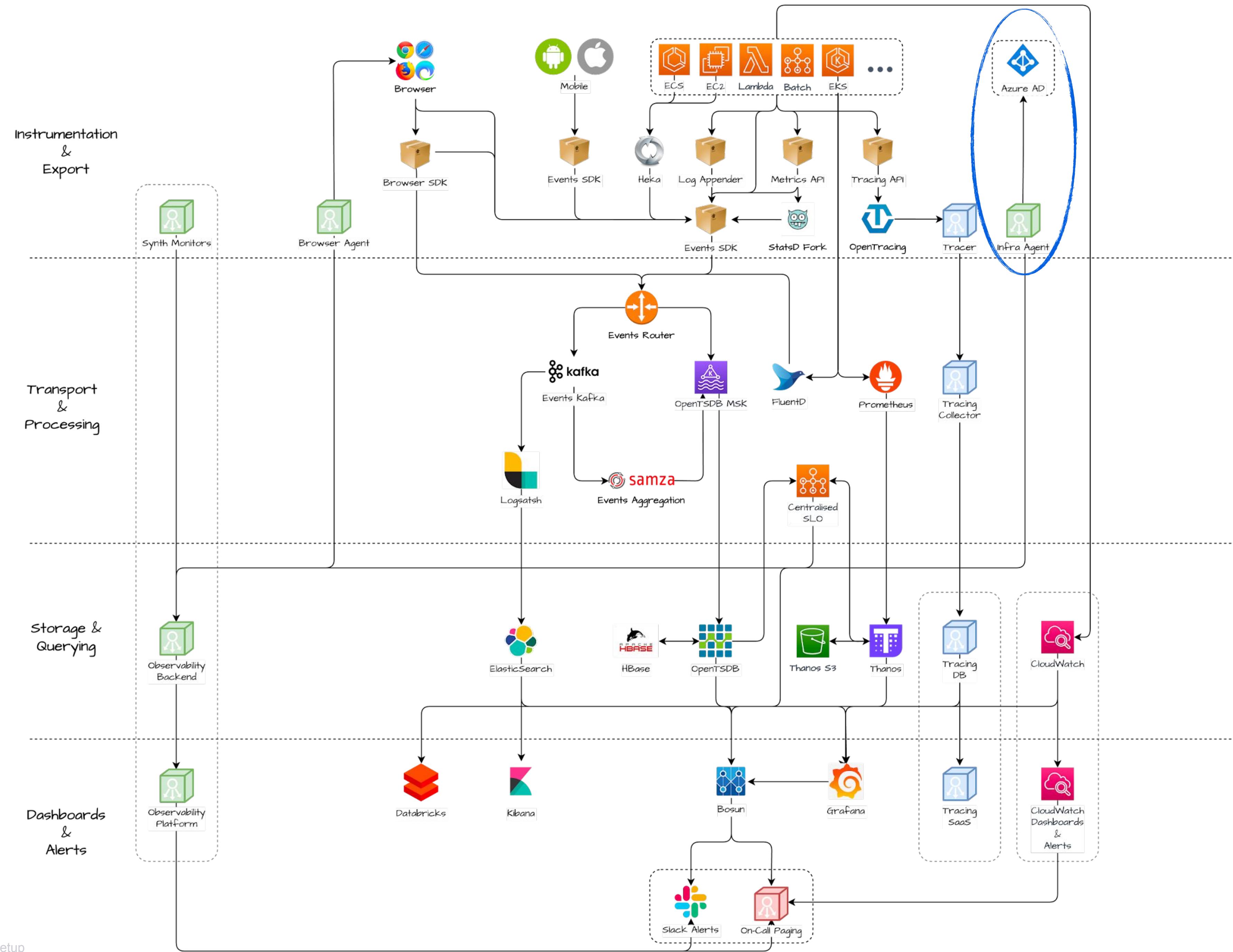
# Browser



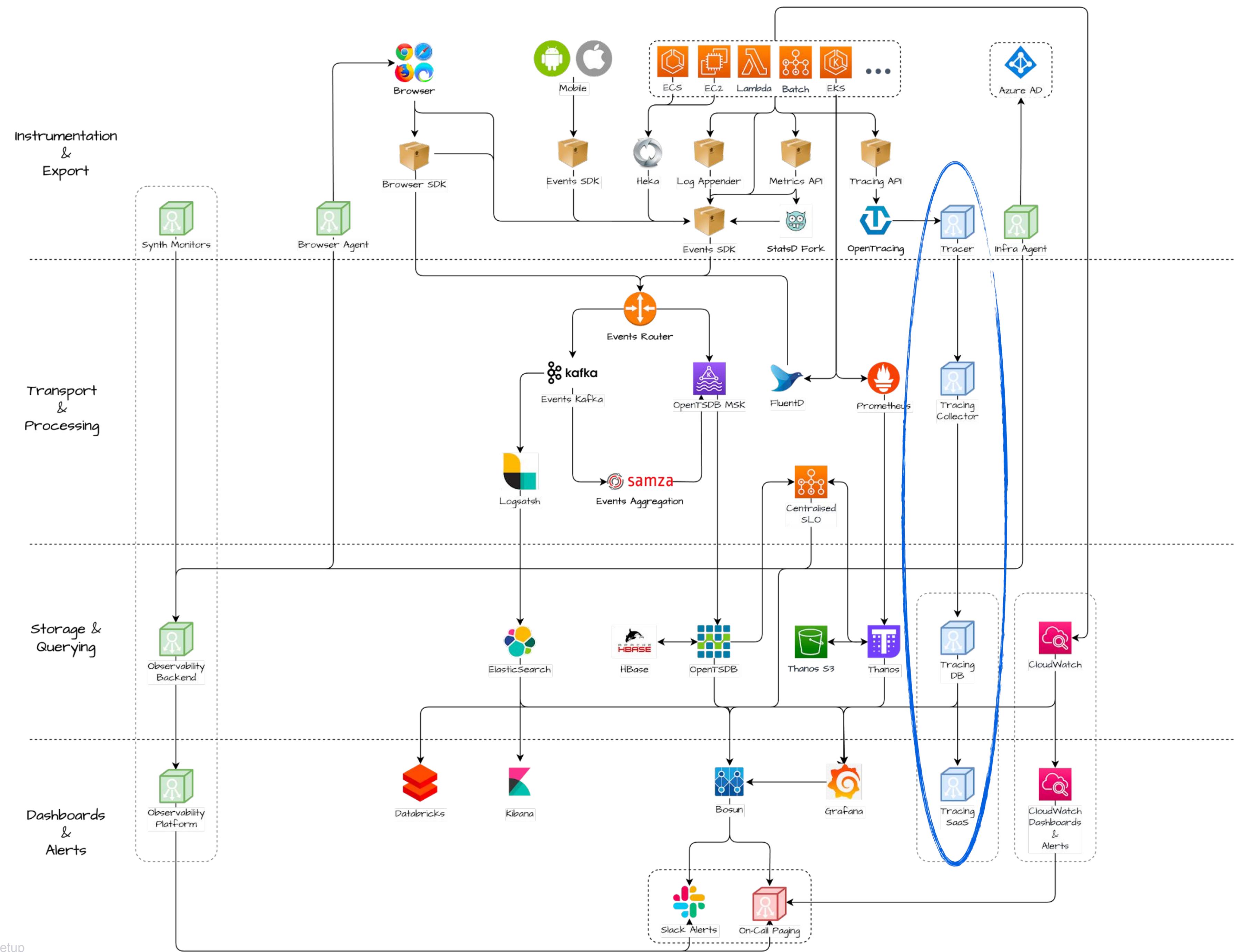
# Azure AD



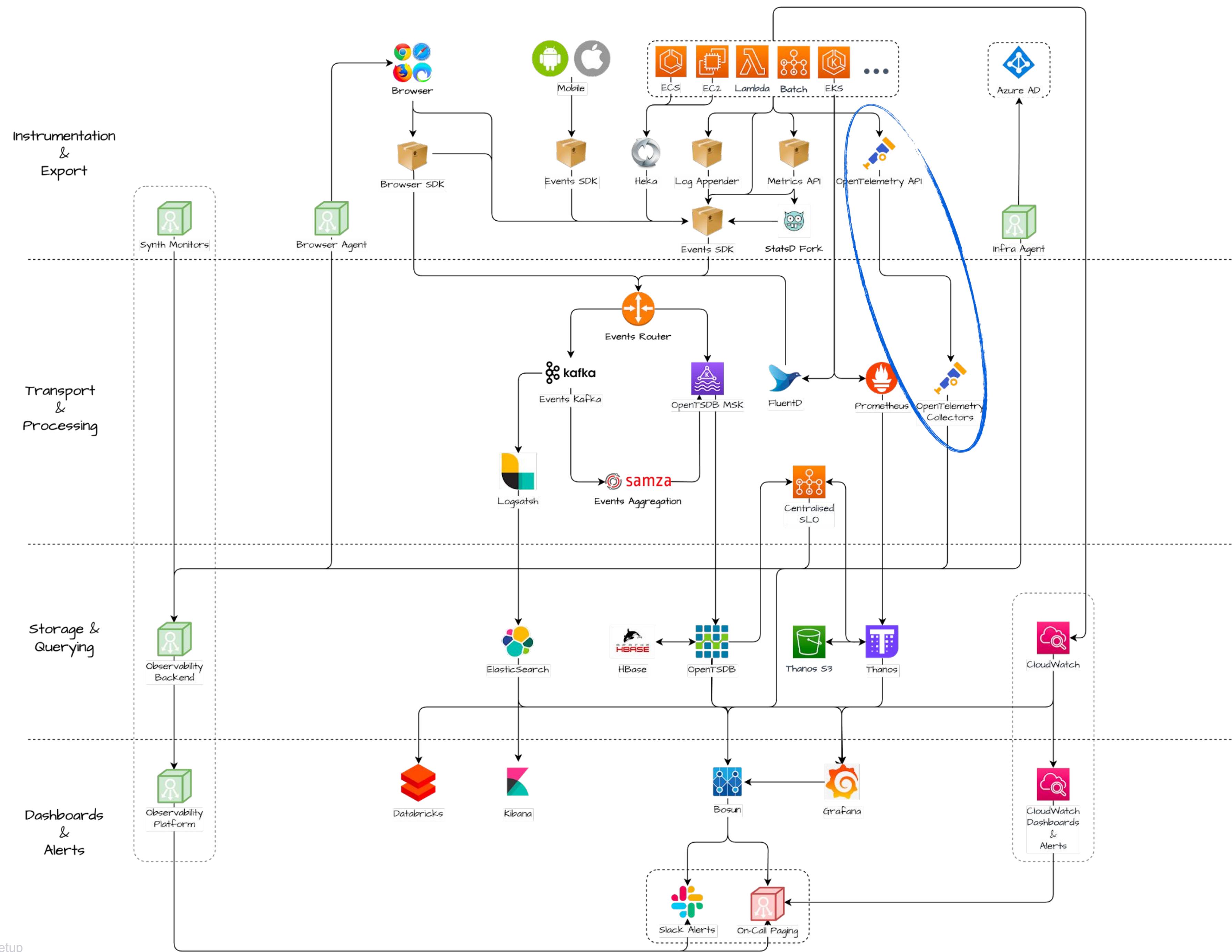
# Azure AD



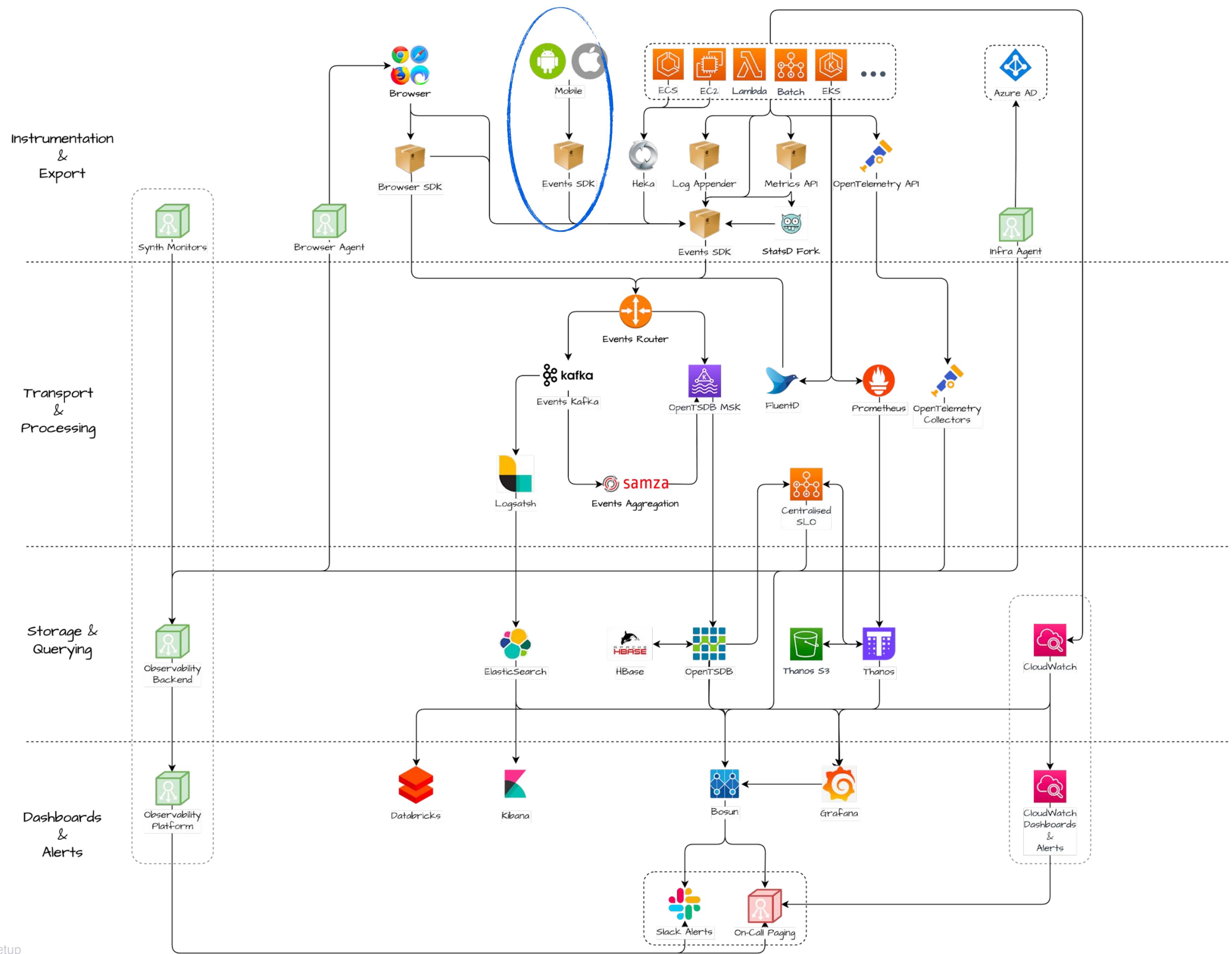
# Tracing



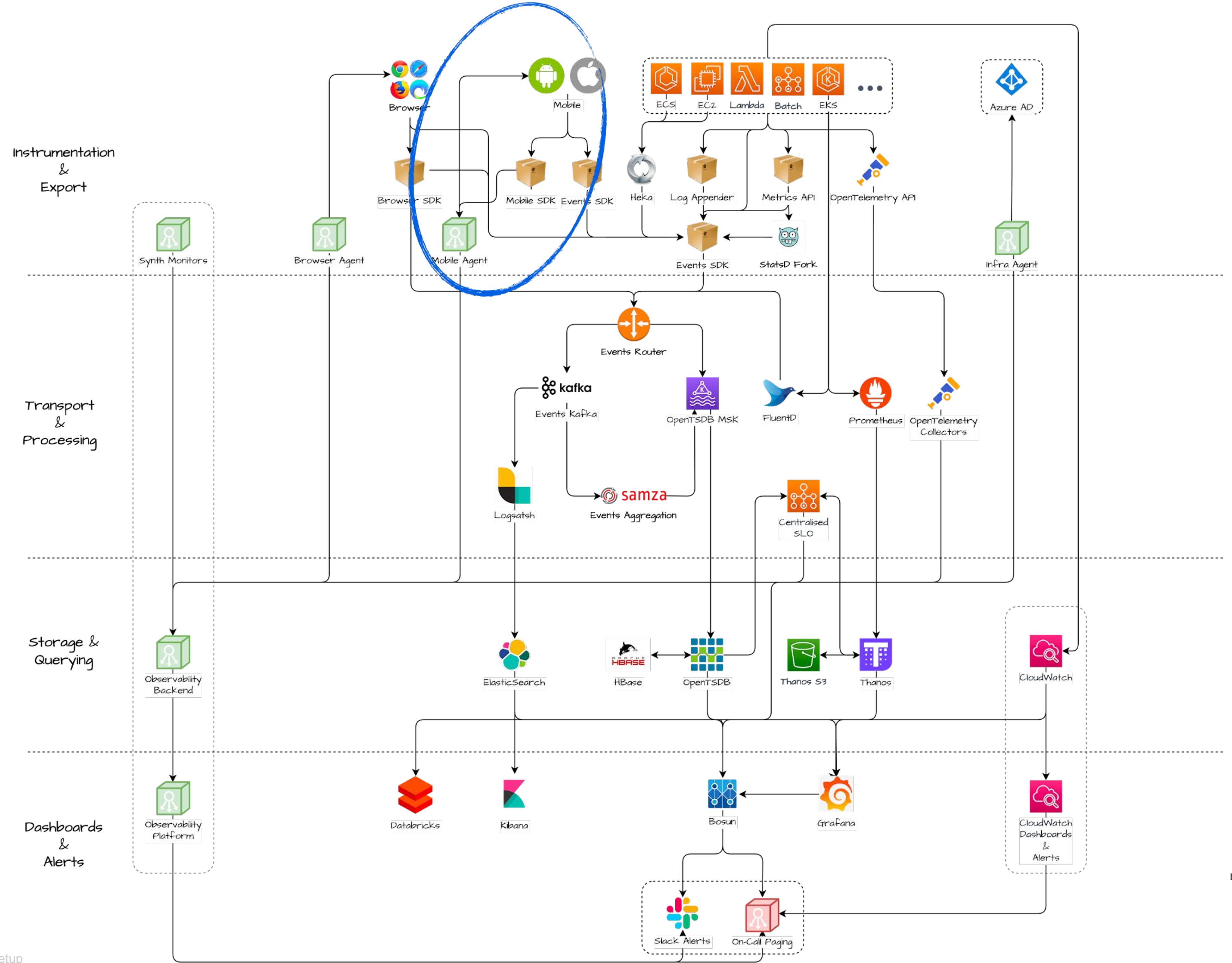
# Tracing



# Mobile



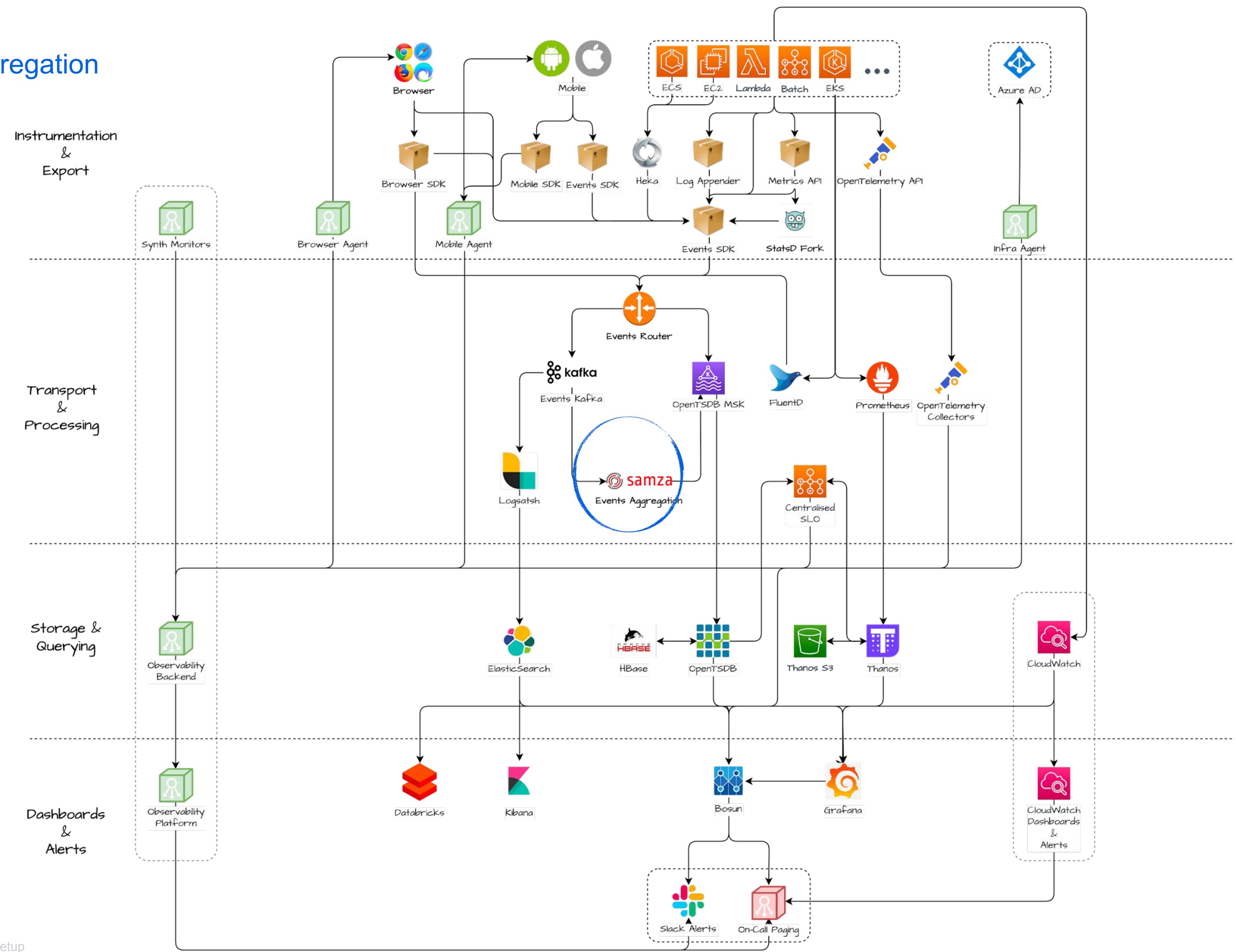
# Mobile



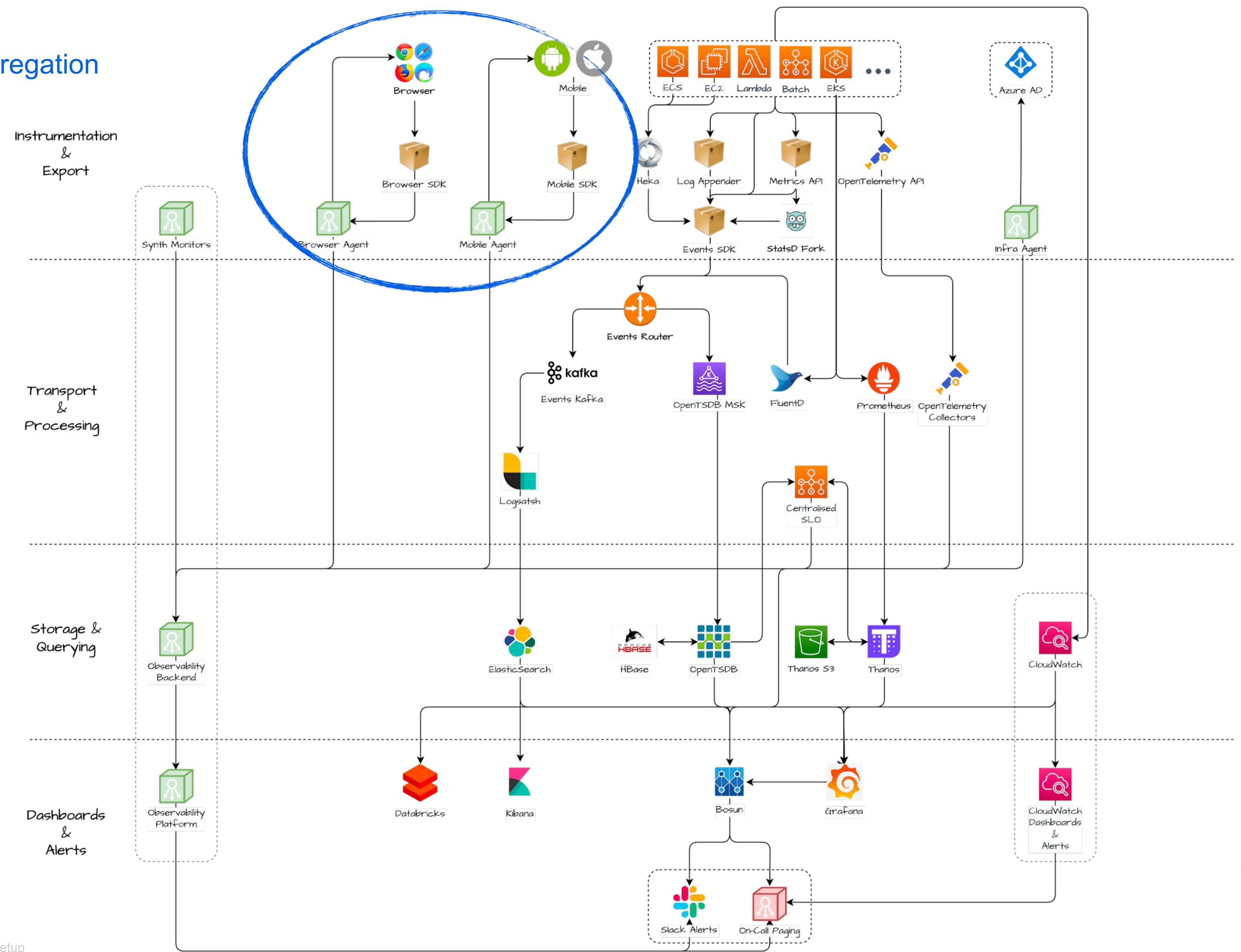
## Legend

Vendor  
managed  
components

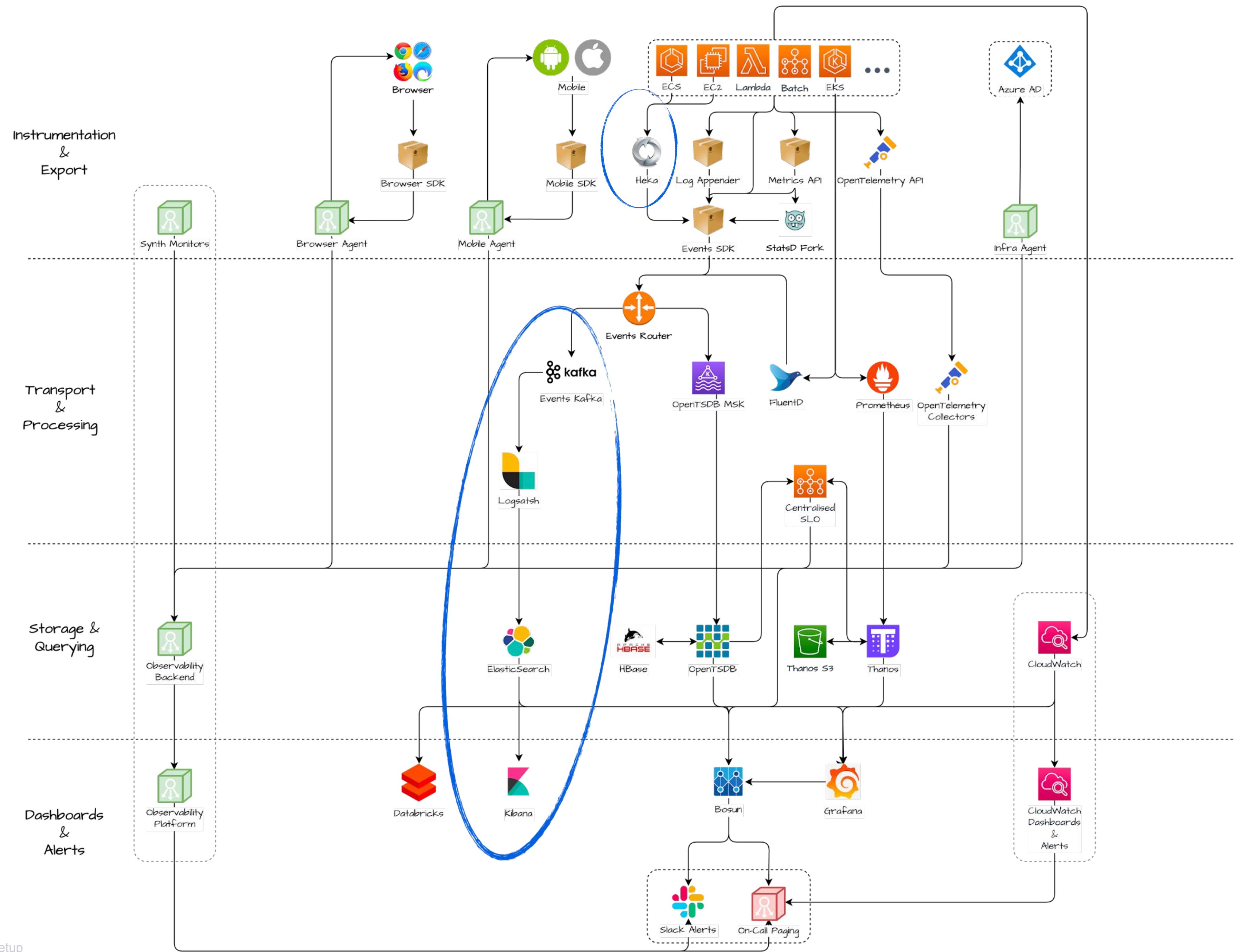
# Event Aggregation



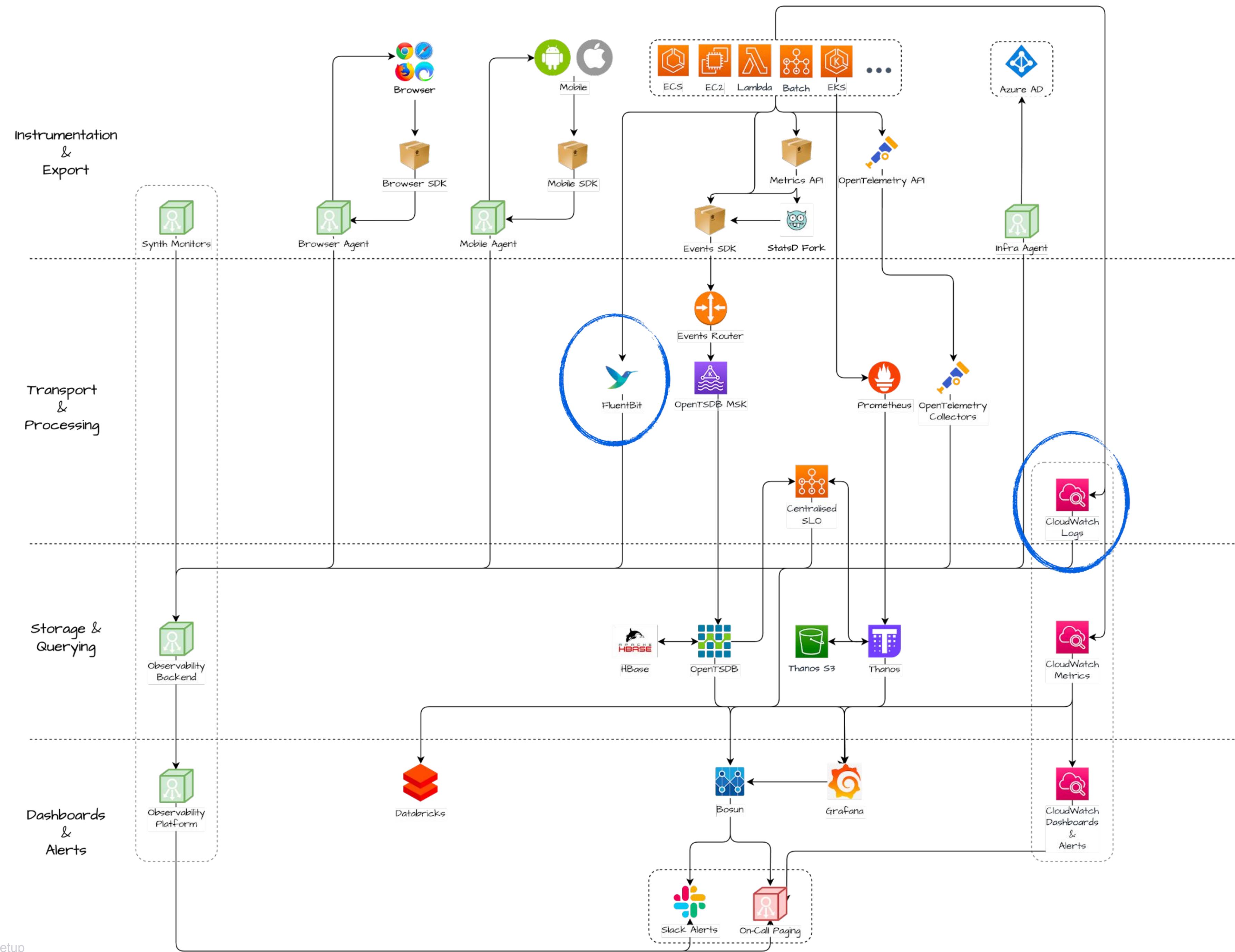
# Event Aggregation



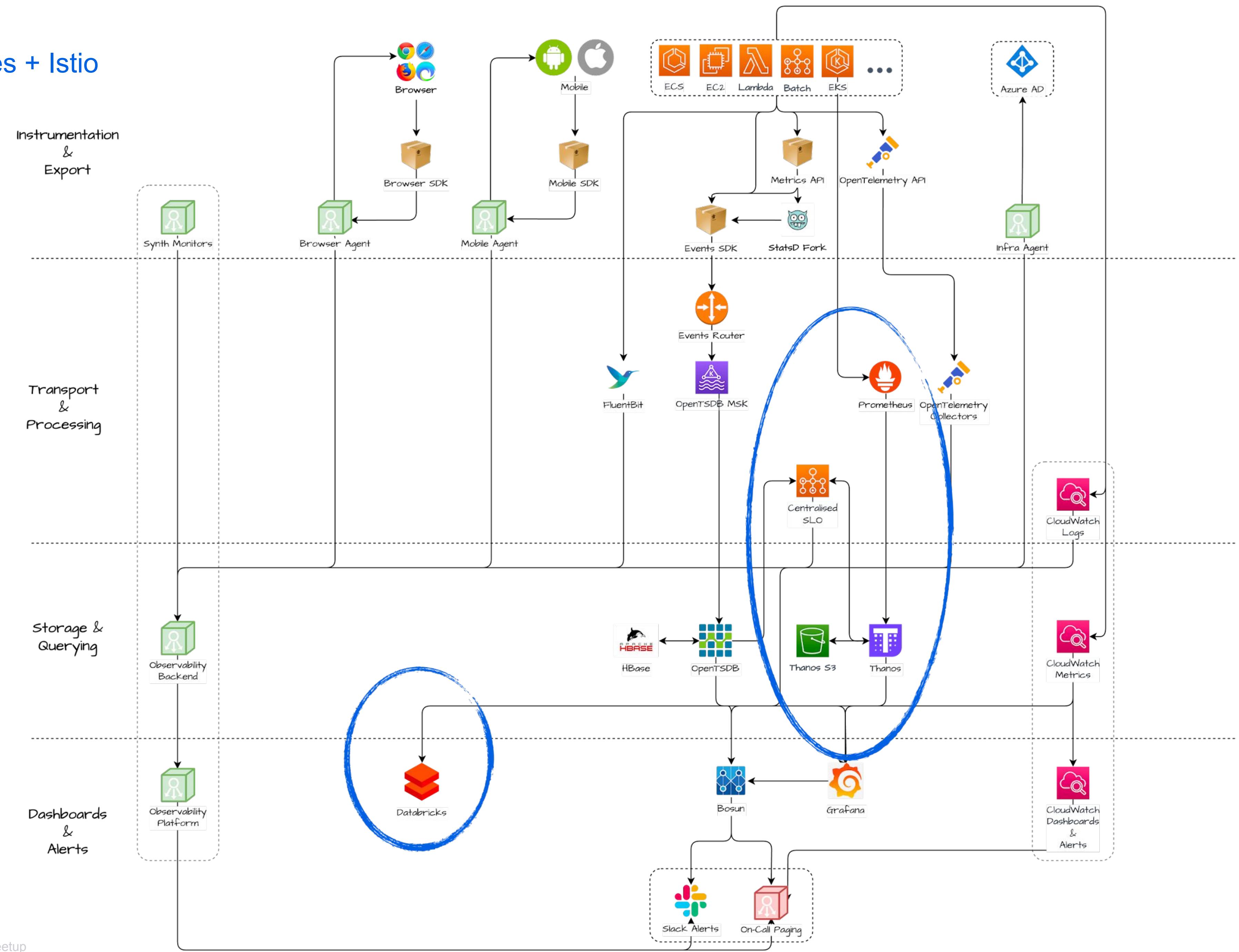
# Logging



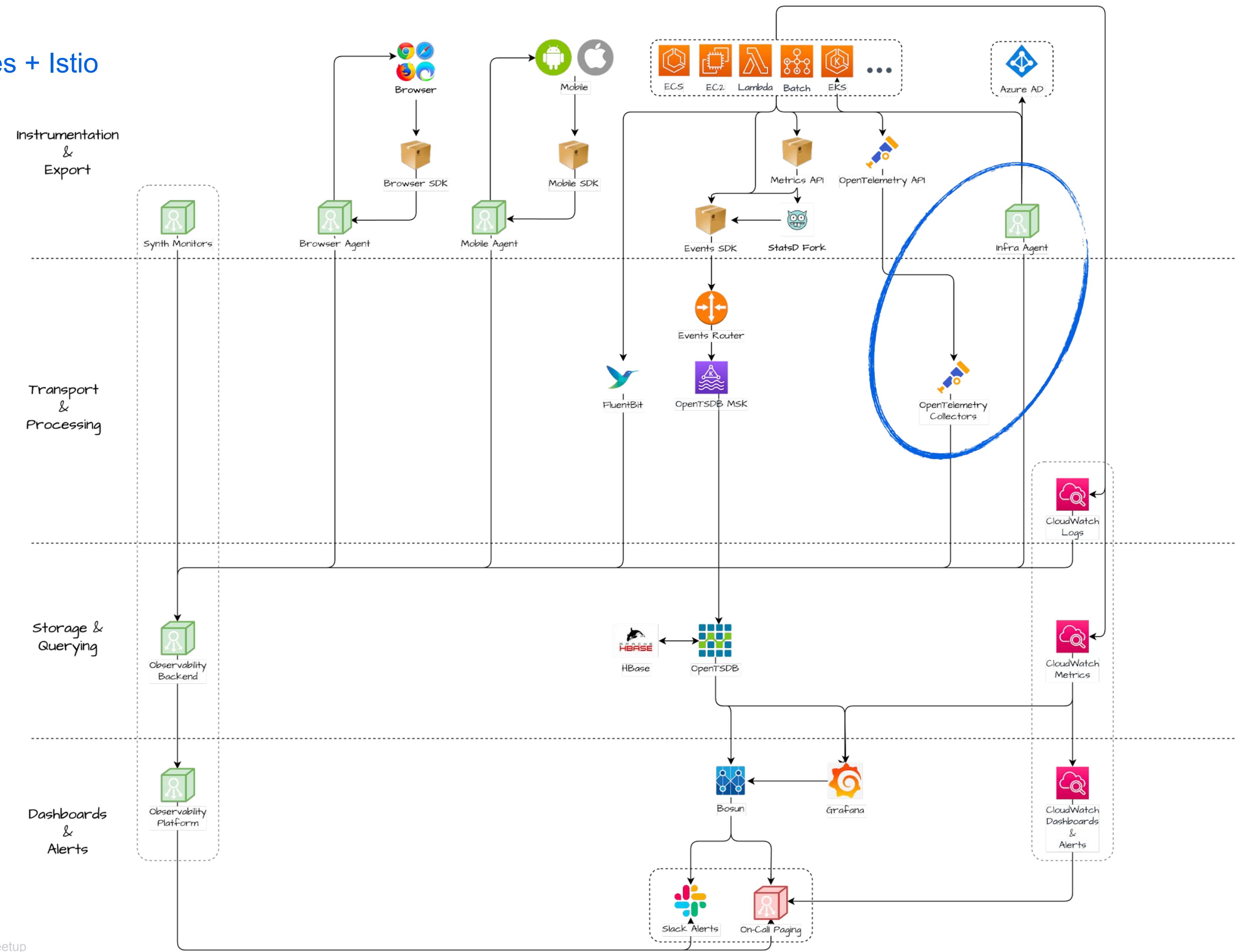
# Logging



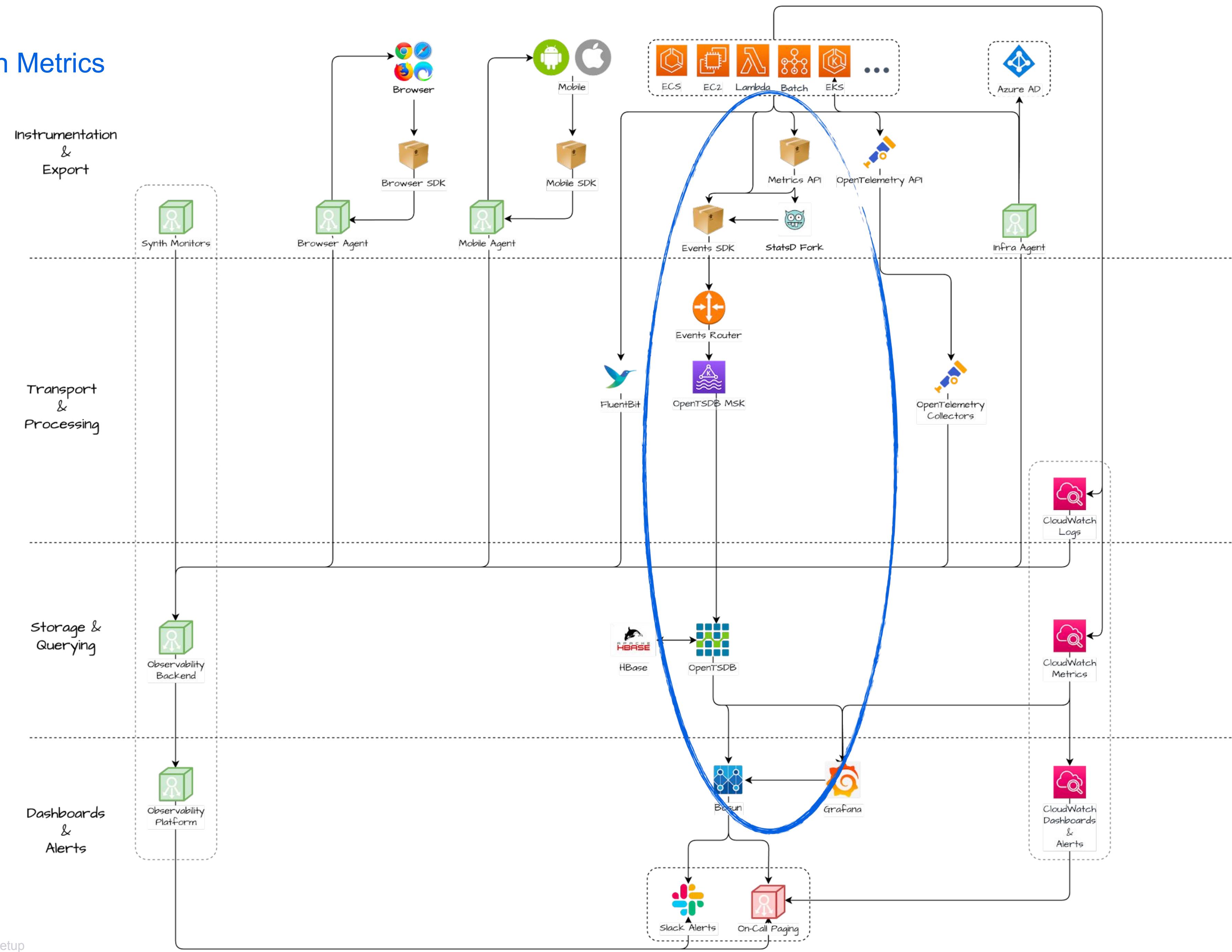
# Kubernetes + Istio



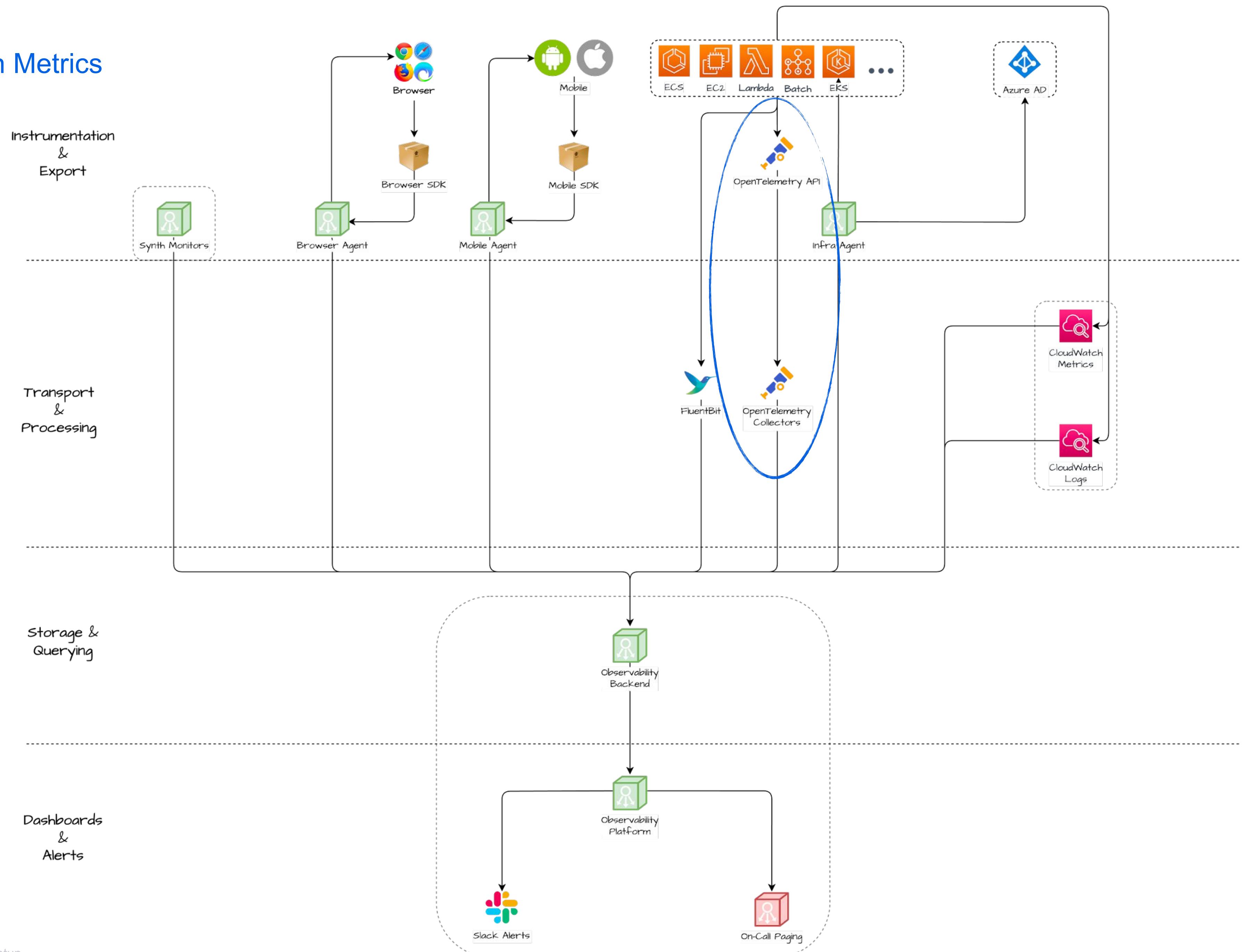
# Kubernetes + Istio



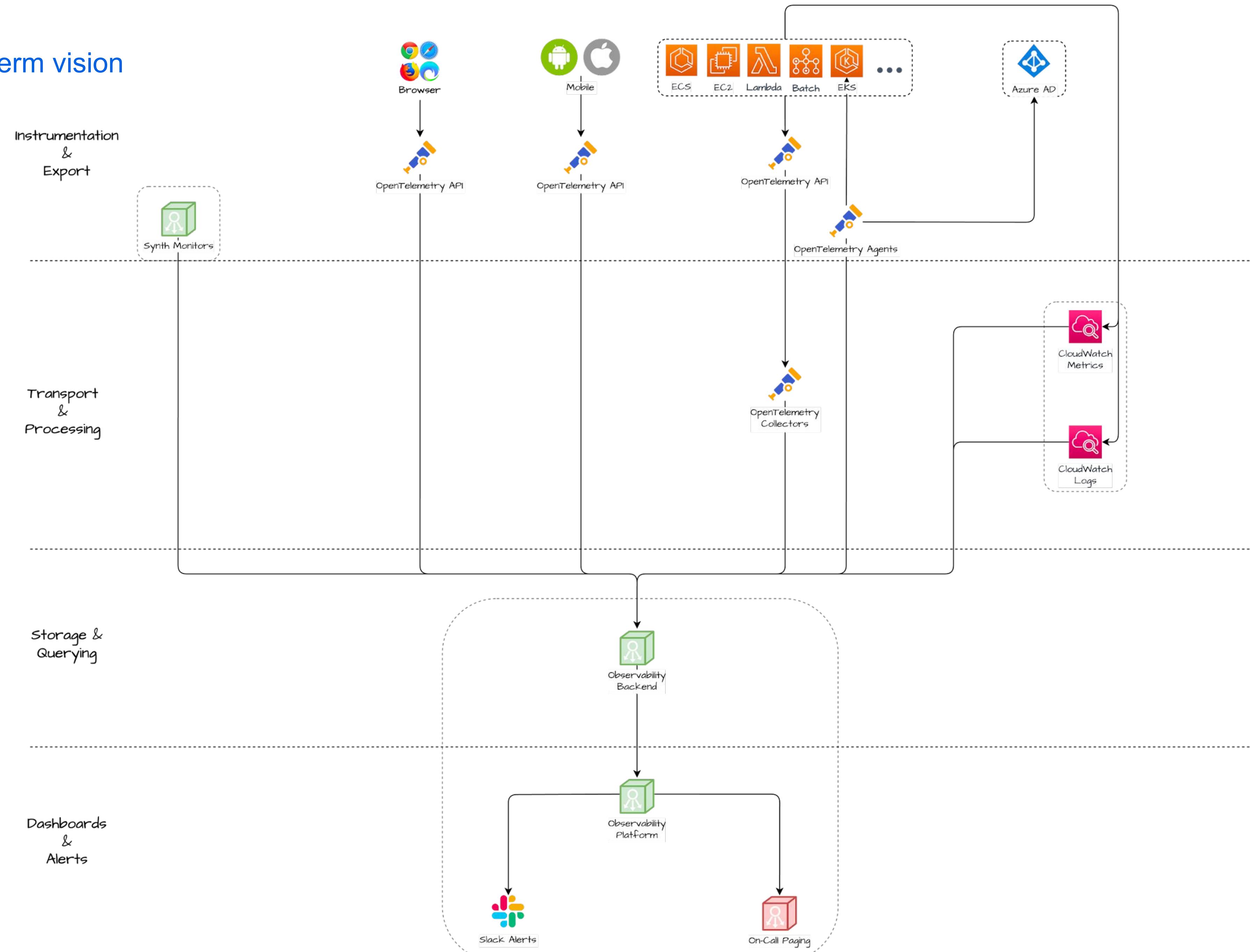
# Application Metrics



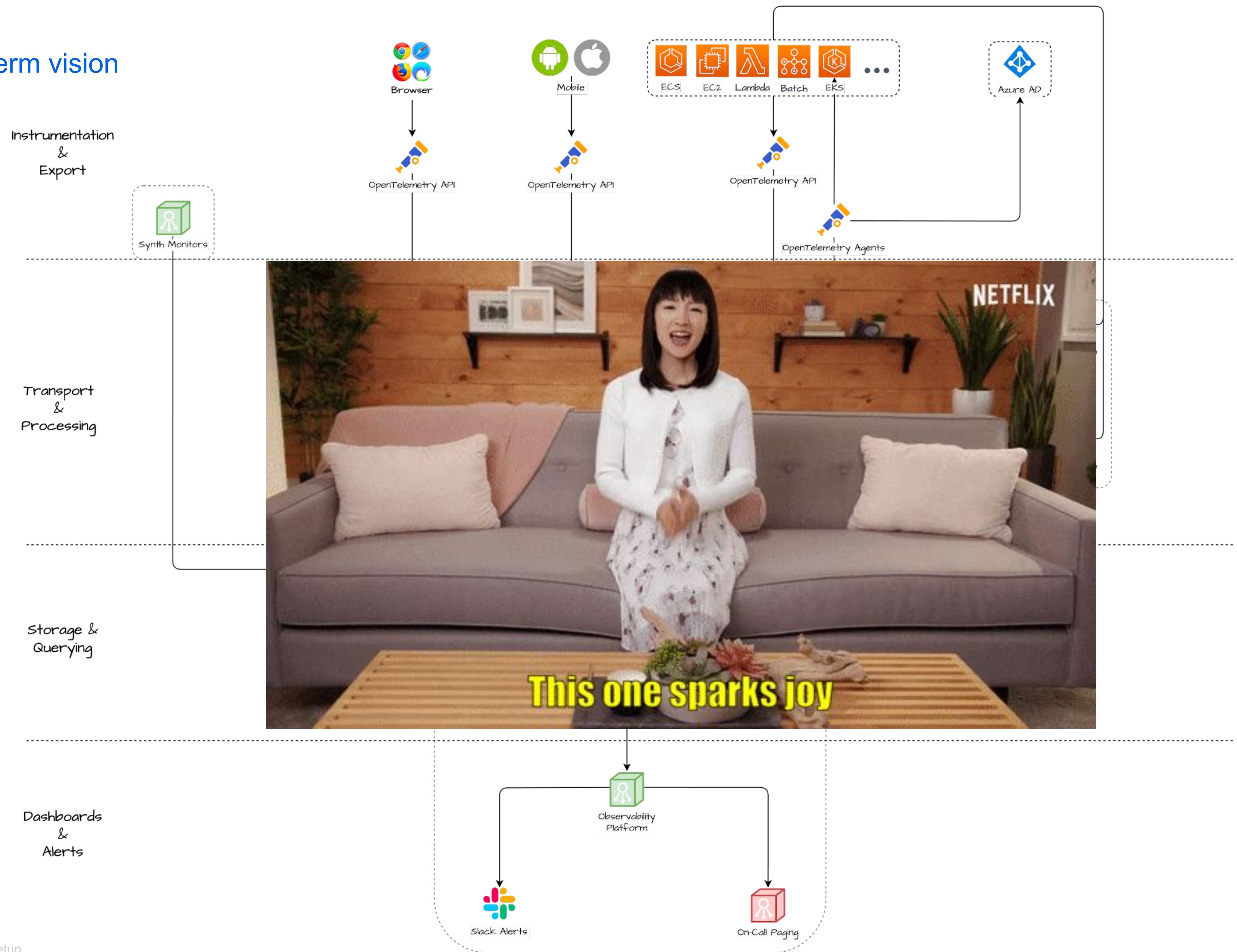
# Application Metrics



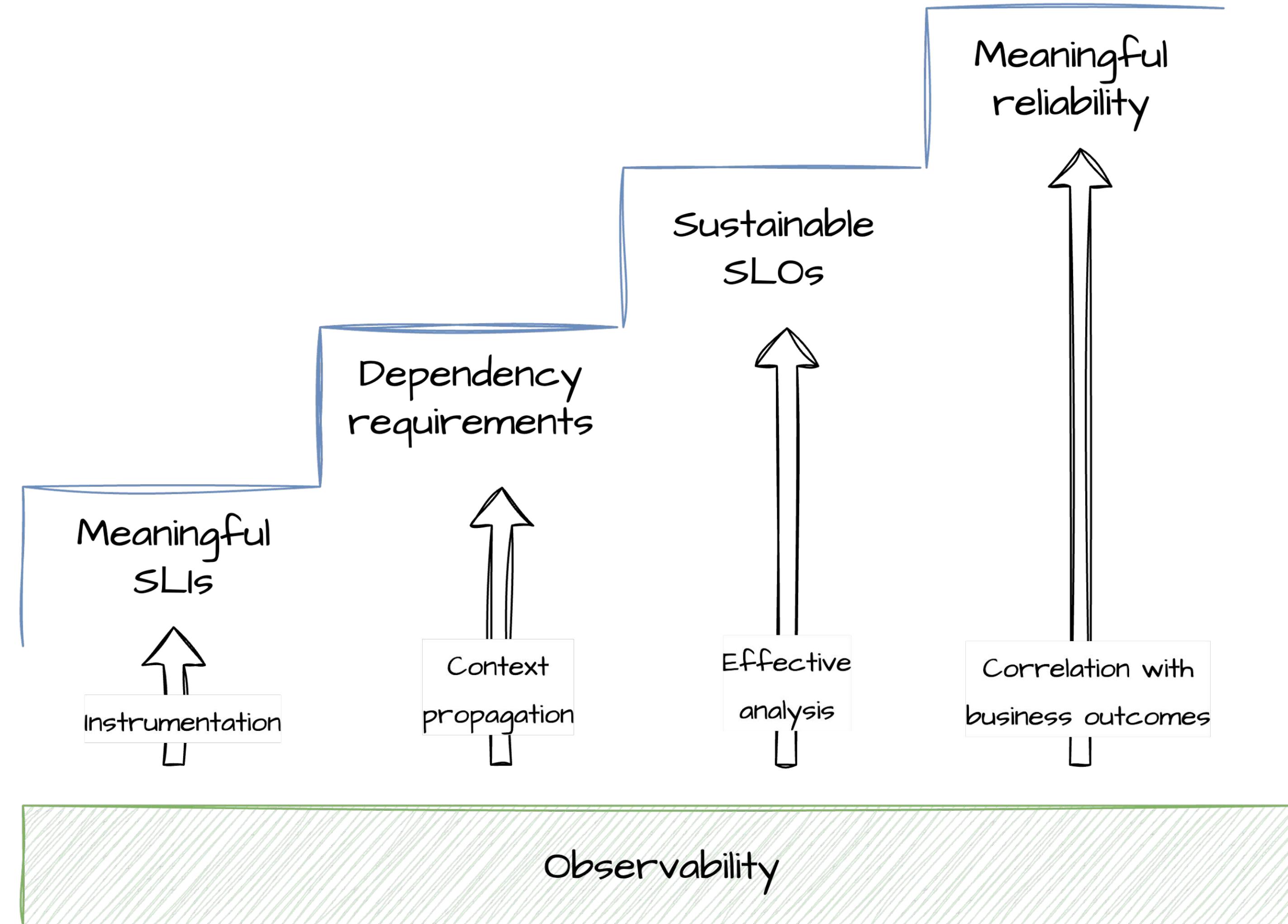
## Our long-term vision



## Our long-term vision



# How does observability relate to business outcomes?



## Agenda

1. OpenTelemetry signals in context
2. Maximising return-on-investment
3. Communicating value
4. Facilitating adoption

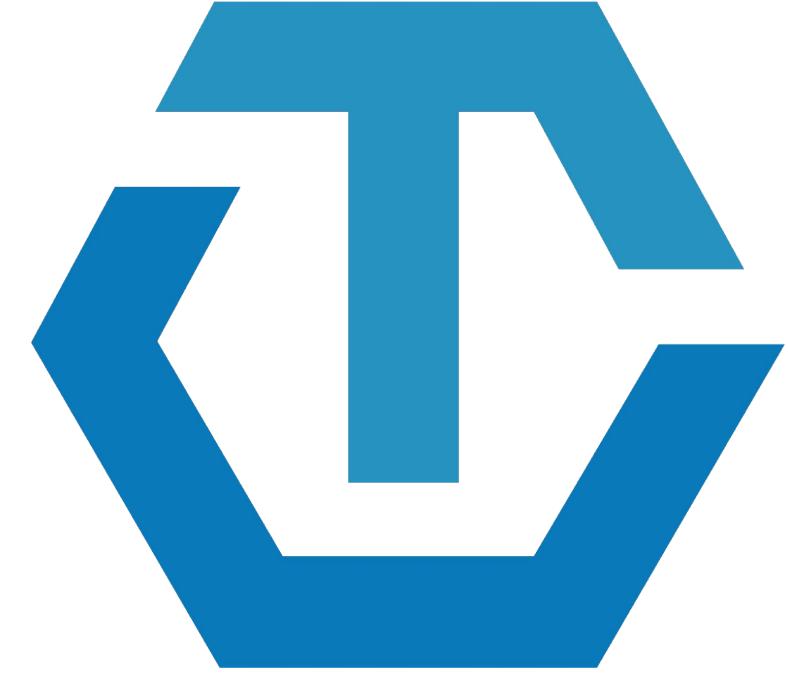
A wide-angle photograph of a majestic mountain range under a cloudy sky. In the foreground, a wooden boardwalk curves along a grassy slope. A small body of water is visible at the base of the mountains. The mountains themselves are rugged, with patches of snow clinging to their peaks.

Make the golden path  
the path of least resistance

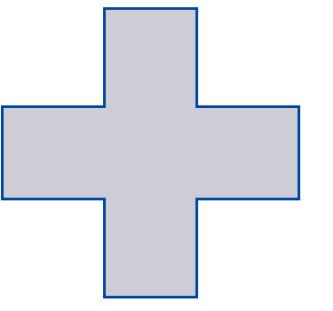
## Standard telemetry out of the box

- Configuration libs/images for supported languages (Java, NodeJS, Python)
- Production Standards baked in
- Minimal, extensible config (standard file or env)
- Instrumentation packages take precedence
- OpenTelemetry Distros can help

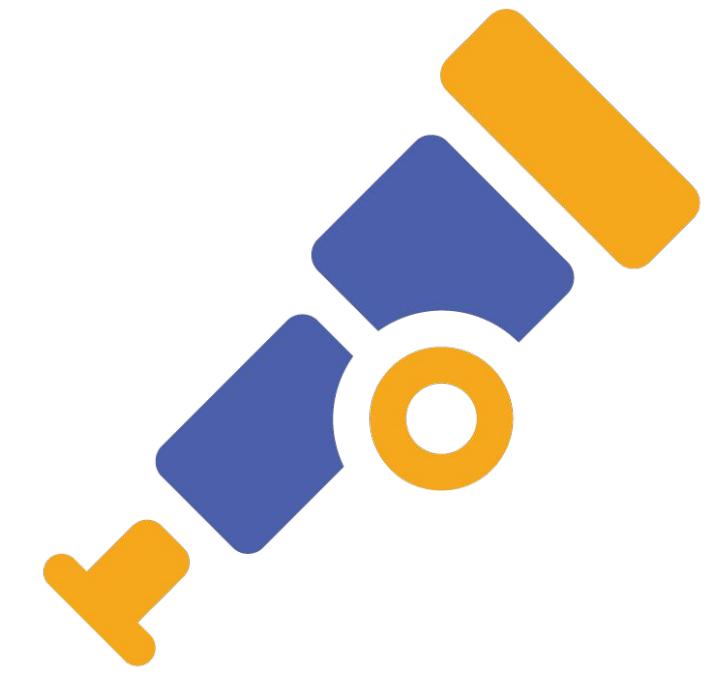
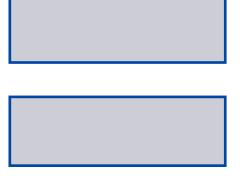
## Migration from other open standards



OPEN TRACING

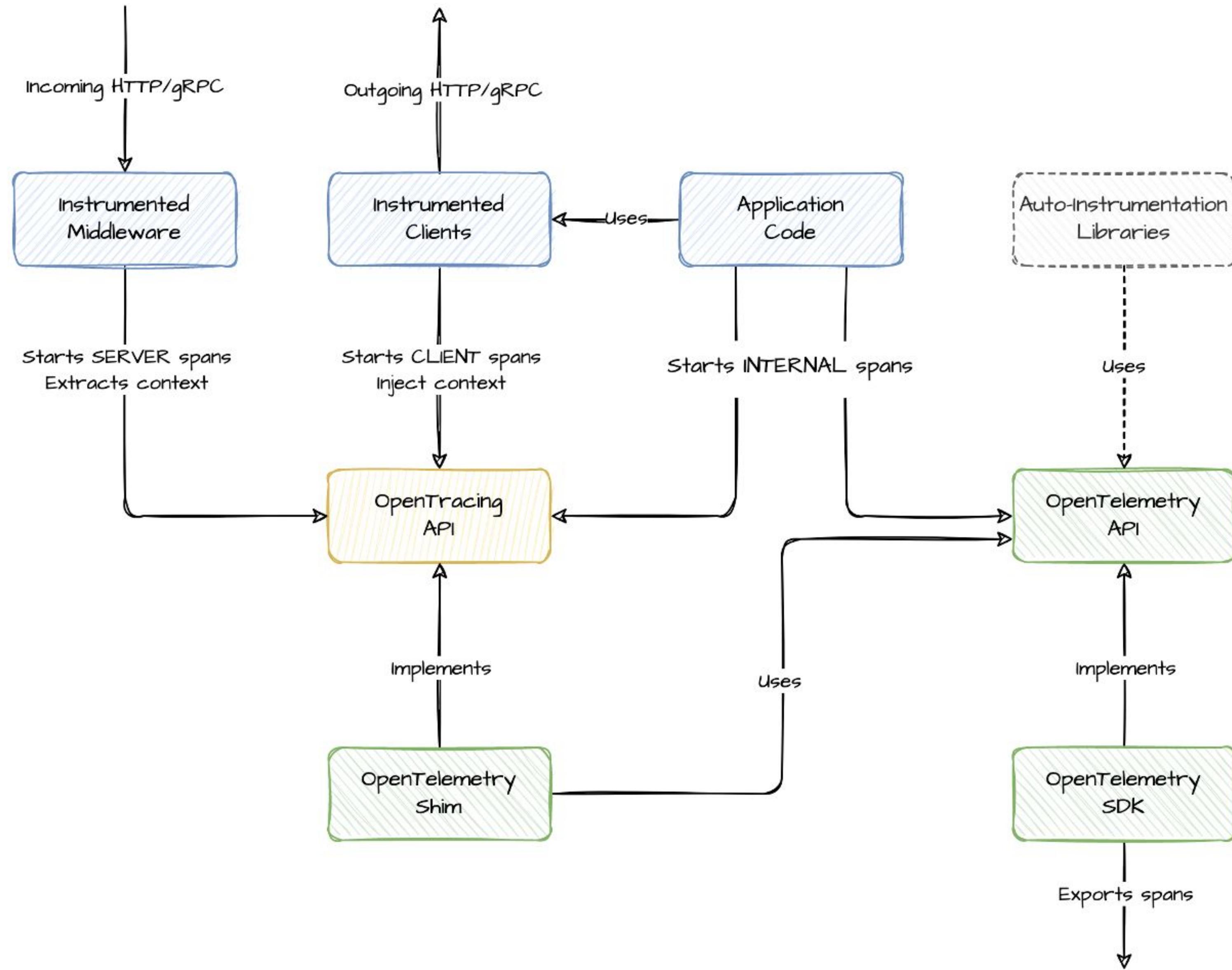


OpenCensus



OpenTelemetry

## Benefits of API design

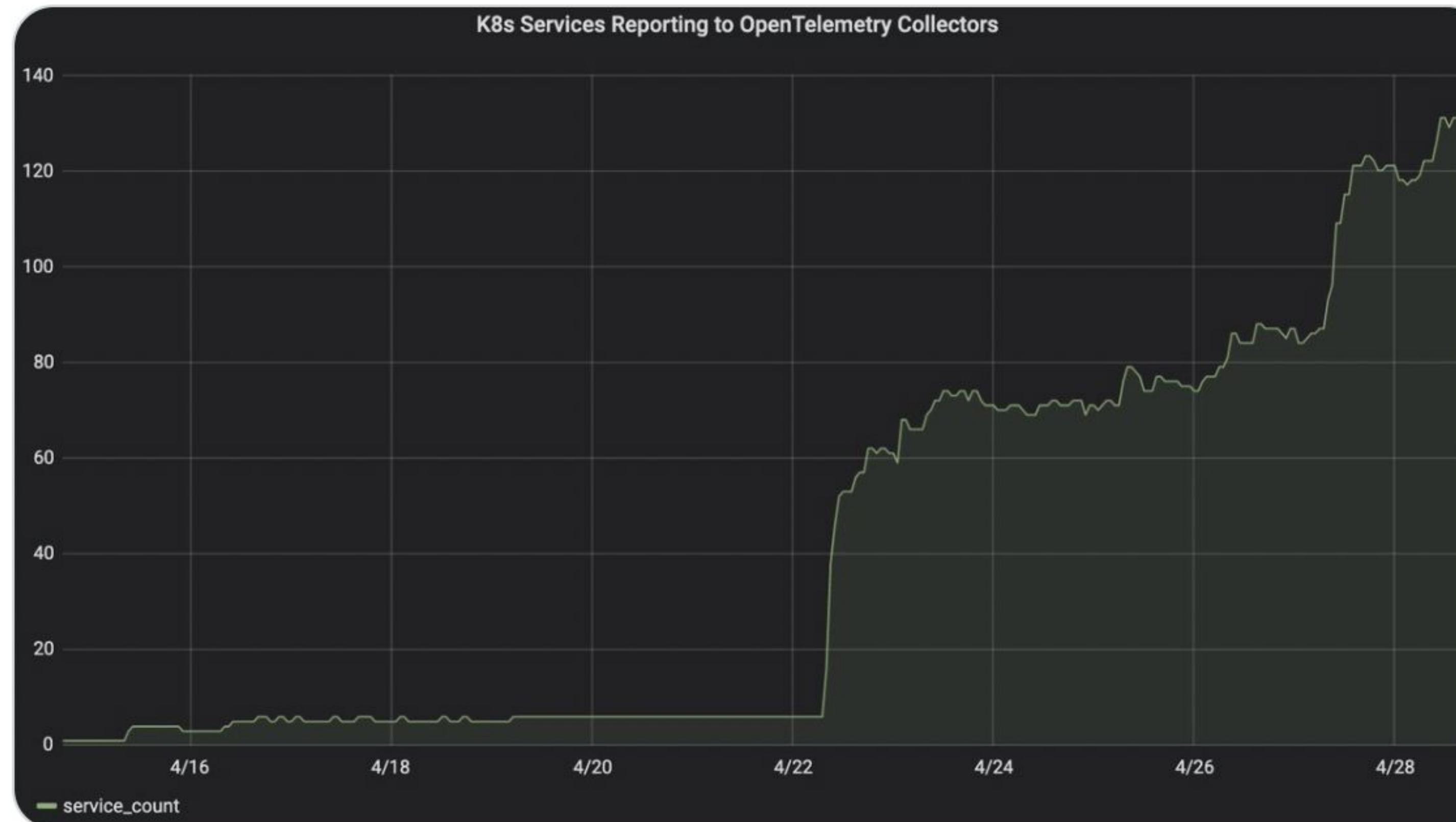




**Dan Gomez Blanco**  
@dan\_gomezblanco

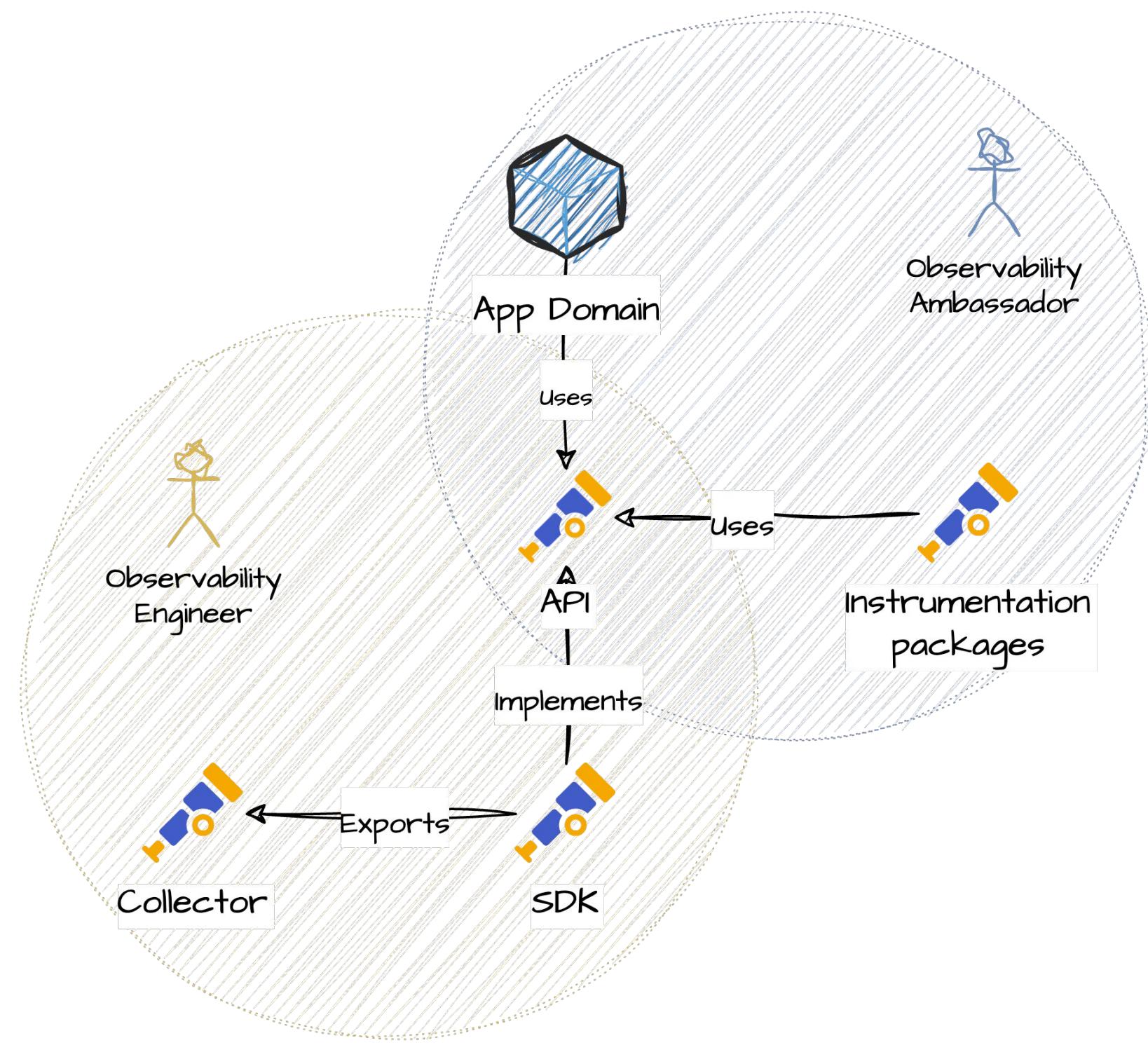
...

It pays off when your migration to [@opentelemetry](#) involves a minor version bump 😊



9:19 PM · Apr 28, 2021

## Empowering a culture shift

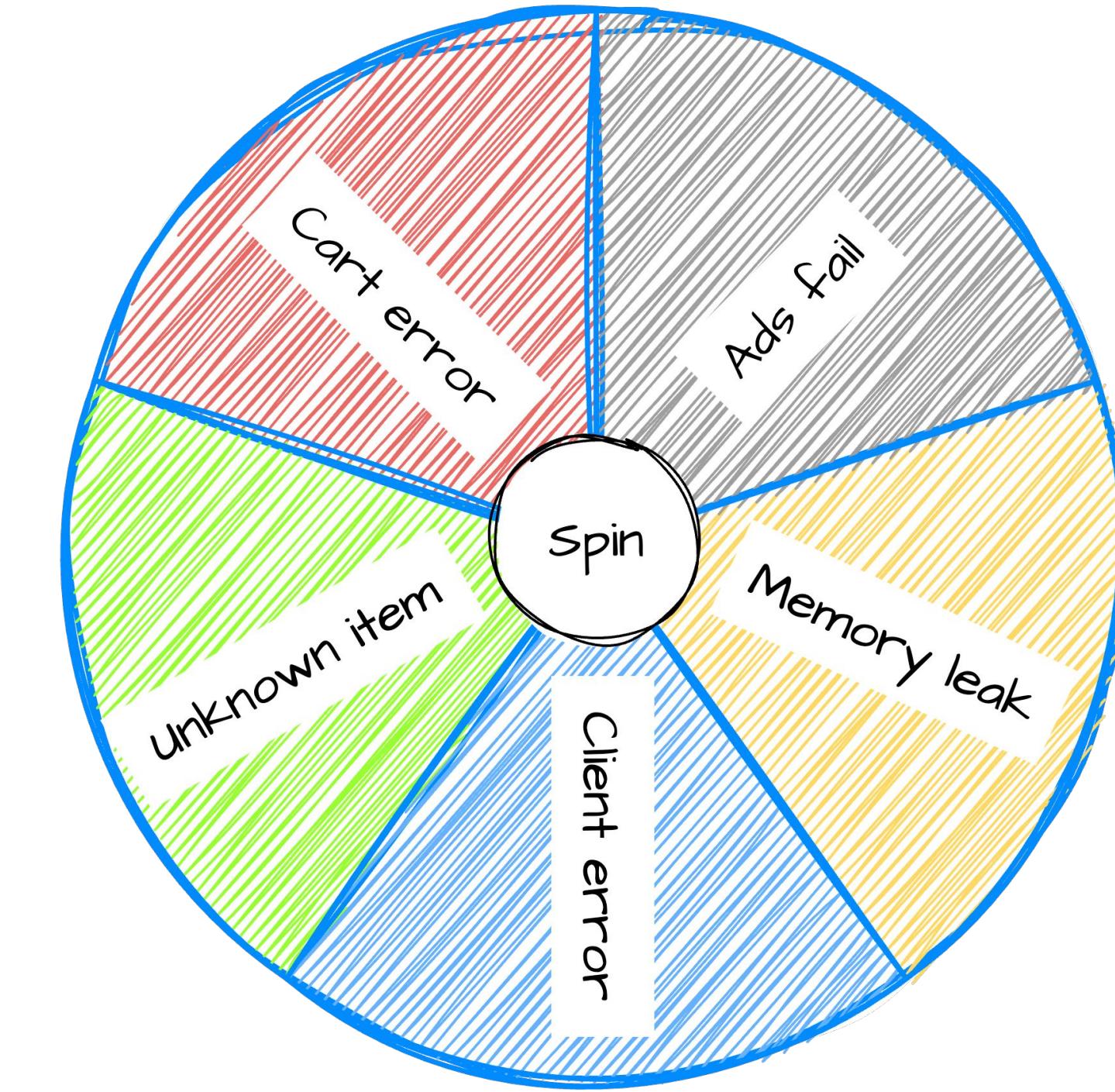


## Observability Ambassadors

Bridging enablement and adoption

Empowering Observability Engineers to focus on innovation

Driving adoption of best practices within their domain



## Make it fun!

Official OpenTelemetry Demo □ <https://opentelemetry.io/docs/demo/>

Gamify root cause analysis (wheel of misfortune) on a common stack

Context and correlation always win!

- Context and correlation over intuition and experience
- Use the right tool for each job and maximise ROI
- Observability is a cross-cutting discipline



# Thank you

