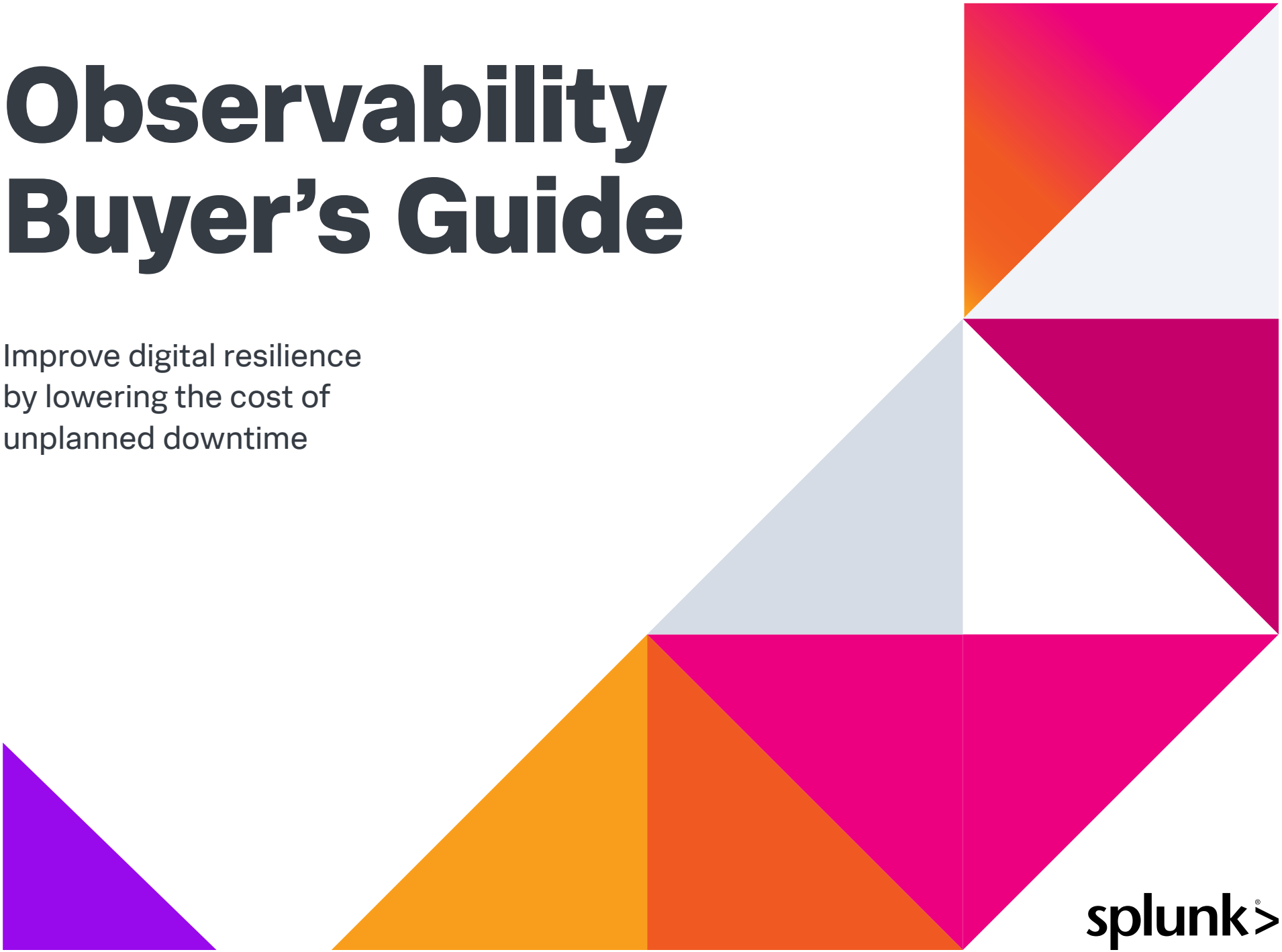
Observability Buyer's Guide

Improve digital resilience by lowering the cost of unplanned downtime



splunk>

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About this buyer's guide

Leading organizations lean on observability to improve digital resilience

Hi, we're Splunk — we help companies be more resilient with the most comprehensive Unified Security and Observability Platform, and we know a lot about, well … security and observability.

Gartner, Magic Quadrant for Security Information and Event Management (October 2022) | Gartner: Market Share: All Software Markets, Worldwide 2021 (April 2022) | Gartner, Market Share Analysis: ITOM, Performance Analysis Software (October 2022) | IDC, Worldwide Security Information and Event Management Market Shares, 2021: The Cardinal SIEMs, doc #US48506522 (July 2022) | IDC, Worldwide IT Operations Management Software Market Shares, 2021: Market Growth Moderates, doc #US49609921 (September 2022) | GigaOm, Radar for Cloud Observability Solutions (March 2022) | Quadrant Knowledge Solutions, SPARK Matrix for Cloud Observability (December 2022)

Are you an ITOps or engineering leader or practitioner? This buyer's guide is for you. Learn why Splunk customers like Lenovo, Puma and Rappi lean on observability as a critical solution for modern software development and discover more about how an observability practice can:

- **Improve** system reliability.
- Fix problems up to **83% faster.**
- Deliver **exceptional digital experiences** on an ongoing basis.

In this guide, we'll share a brief overview of observability as a practice and why it exists. Then, we'll address some of the challenges that can arise from having a collection of 12 or more monitoring tools — like long recovery times, unplanned downtime and burned out staff.

Lastly, we'll get down to business and help you get started with your own observability practice, including core buying criteria (what you should be looking for in an observability tool), a breakdown of pricing and licensing models for different tools, and guidance on how to evaluate different observability vendors for long-term partnership.

What observability is and why it exists

In a world where digital transformation matters to everyone, those who adapt to complex challenges in a way that drives their business forward all have one thing in common:

Digital resilience.

> **Observability is …**
>
> a practice used by software developers, site reliability engineers and IT operations to **improve digital resilience** by **lowering the cost** of unplanned digital downtime.

But how can you be more resilient when our digital reality barely resembles what it looked like just a few years ago? IT and DevOps tech stacks are exploding because of the growing complexity of software development, the need for faster development cycles and the increasing demand for automation and collaboration. At the same time, customers' expectations continue to grow. They want more digital interactions and they expect them to be perfect — if they aren't seamless and secure, your customers will punish you not only with their cash but also with their voices. When a page fails to load quickly, you'll hear about it. You'll read the angry tweet as the world finds out, too.

Ninety-one percent of organizations said one hour of downtime that takes mission-critical infrastructure and applications offline costs them at least $300,000 due to lost business, productivity disruptions and remediation efforts.

When time is money, every minute counts. And during an economic downturn, every dollar and every purchase lost counts even more.

So it's no surprise that if you ask an alert-fatigued SRE or ITOps practitioner what they need to be more resilient, inevitably the answer will be — **time** and **information**. They care about:

- Wasting less time firefighting in noisy alert storms and war rooms.
- Eliminating the guesswork required to fix problems.
- Making their processes and tech environment more reliable — preventing issues from becoming customer-facing problems.
- Having more complete information available to make the right call at the right time, both tactically day-to-day as well as for long-term strategic business decisions.

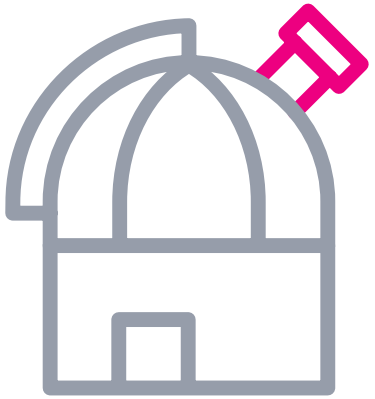
One solution vs. twelve tools

The average organization has dozens of tools to monitor different parts of their stack. As teams adopt disconnected tools to monitor their infrastructure, applications and digital customer experiences, it creates data silos that result in blind spots. It also increases toil, making it harder to diagnose cascading issues that may be impacting different parts of a distributed environment.

All of these factors increase the likelihood that a critical signal (like a failure, error or outage) goes unnoticed.

Most other monitoring and observability tools weren't built to handle the frequency of changes or the explosion of potential failure scenarios found with modern software. For example, the traditional way monitoring tools are used starts with an engineer getting paged and interpreting dashboards or logs to investigate the problem. But these days, it's impossible to predict all of the ways our software might break, which means it's impossible to set up alerts for every potential failure scenario.

In addition, finding root causes still requires too much manual labor, guesswork and expensive war room calls. A lot of tools do a good job surfacing visibility into application golden signals (like latency, traffic, errors and saturation) or infrastructure metrics (like memory and CPU utilization). Still, it's not easy to get to the "so what?" to understand the broader impact of a software or infrastructure performance issue.



Not to mention that nearly every monitoring vendor tries to lock you in by making you learn and implement their proprietary agents for instrumenting telemetry data.

It's time for a new approach.

An observability practice helps ITOps and engineering teams gain complete business visibility across their infrastructure, applications and digital customer experience. Teams need the ability to proactively spot unknowns and see root causes of problems before customers are impacted, all with full control over their data.

Core buying criteria

Get your pencil out and get ready to check some boxes. In this section, we'll go through key criteria to check off the list when shopping for the best observability solution.

Criteria #1: Time

When Lenovo came to Splunk, they wanted to upgrade a monitoring platform they had been using for a few years. They were looking for a more flexible and adaptable solution that could customize observability across operations to better respond to changing consumer preferences in the evolving e-commerce landscape. They wanted no dropped transactions, no performance hiccups, no delays and real-time visibility into every transaction. They also had to significantly decrease their 30-minute MTTR.

After migrating to Splunk, the average time it takes to recover from a system failure has now gone from **30 minutes to about five minutes**, and they're fixing things more than **80% faster**.

The right observability solution will give you time back. Pointing teams to a few actionable events and helping prioritize them based on service impact means they can quickly identify root cause and improve their mean time to resolve (MTTR) critical incidents.

> **"We can now correlate backend traces from APM with frontend traces from RUM. That's a huge value because that's been our missing link. It's been very illuminating and has revealed hidden inefficiencies that we're now able to address."**
>
> — Sean Schade, Principal Architect, Care.com

> **"You need 100% of your data for observability to be effective. I don't know how anyone can compete with Splunk's no sampling. That's been the biggest issue with any APM product I've used in the last seven or eight years."**
>
> — Sean Schade, Principal Architect, Care.com

When evaluating the right observability partner, ask if the solution will help you isolate the root cause of the problem as fast as you can. Also ask if this observability solution would have access to the right information so you can be confident that you will never miss a problem again. Be sure to question the data. In order to save time it's crucial that you don't have any blindspots.

- ☐ **Does it reduce alert noise?**
  Intelligent event correlation in Spunk ITSI uses machine learning groups and prioritizes logs, metrics and events from multiple sources (infrastructure, applications, networks, etc.) and helps ITOps teams reduce alert noise by over 90%.
- ☐ **Does it prioritize alerts?**
  We do that via guided root cause analysis that uses machine learning and historical data to prioritize alerts and float the big rocks to the top.
- ☐ **Is it OpenTelemetry native?**
  Many monitoring tools still use proprietary agents that are cumbersome to maintain and very expensive to scale in cloud environments. And while some of them claim to use OpenTelemetry, the number of projects that contribute to OpenTelemetry continues to be low. Using an OpenTelemetry native observability solution helps development teams build faster and more reliable applications by providing streamlined observability, efficient debugging, improved collaboration, better resource allocation and reduced vendor lock-in. Splunk is the top contributor to OpenTelemetry.

☐ **Is this observability solution built to ingest the right quality of data at the right scale?**
Not all providers treat metrics, traces and logs alike. The following table illustrates the old vs. new approach to data and how it impacts modern software development.

☐ **Can I stop juggling?**
When ITOps and engineering teams have to juggle multiple monitoring tools, it leads to increased complexity, fragmented data, inefficient workflows, limited visibility and higher costs. Reducing "swivel-chair" operations means you can respond to the most urgent issue first.

- With Splunk ITSI, ITOps teams can monitor the health scores of critical business services and drill down into incidents to remediate, all from one dashboard.

☐ **How does it improve collaboration and communication across teams?**
Siloed teams are often frustrated with the lack of knowledge of changes to the app or infra that may be responsible for problems, because it makes it difficult-to-coordinate incident response.

- With Splunk, teams can view a unified and holistic picture of their application and infrastructure health. Shared visibility can help break down silos and promote collaboration between different teams, such as development, operations and security.
- Splunk provides rich contextual data and insights, such as logs, metrics and traces, which can help teams quickly identify and diagnose issues. This information can be shared across teams, enabling better collaboration and problem solving.
- Splunk supports collaboration workflows, such as shared dashboards, alerts and reports. This helps teams share information and coordinate efforts in real time.

☐ **Does it provide holistic visibility of machine data, logs and events — regardless of source?**
Organizations grapple with too many disparate systems and tools that create data silos, each monitoring a layer of the stack, but failing to see the system as a whole which inhibits the holistic visibility required to detect and resolve an incident, often swiveling between disparate views to conduct their analysis. In addition, when other tools are implemented, logs often roll off and expire prior to investigation, resulting in incomplete data.

- Splunk Platform enables ITOps teams to tackle data sprawl that is driven by digital transformation initiatives. Within our extensible platform, ITOps teams can bring together data from across their organization's hybrid or multi-cloud technology estate, and do it at scale.
- Data stored at full fidelity allows customers to analyze current and historical incidents.
- Splunk Platform provides holistic visibility of organization's machine data, logs and events regardless of source.

> **"Splunk Observability Cloud captures all the logs, metrics and traces in a way that allows us to understand any event across our platform, so we can ask questions and get answers."**
>
> — Matt Coddington, Senior Director of DevOps Engineering, Care.com

	Others	Splunk	Why it Matters
Logs and machine data	• Ideal for static reporting • Structured events • Pre-defined, normalized • Filtered, adulterated data • Limited to known knowns • ETL into brittle schema • Enrich at write • Write SQL & build report • New questions = re-write & start over • "Data at rest"	• Ideal for on-demand analytics • Any data • Index data "as is" in native format • Complete, presine raw data • Unknown unknowns • Flexible index "Schema-on-the-Fly" • Enrich at read • Dynamic Google type search • Ask anything, anytime • "Data in motion"	Agility to quickly adapt to changing business conditions, customer needs or market trends.
Metrics	• Written for VMs and Retrofitted for Containers • Infrastructure observability • Pre-built metrics • Proprietary Monetized Agents • Heavy processing post ingestion • Memory constrained • Pre-defined metrics • Limited to known knowns • Batch Analysis • Human analytics & alert overload • No or limited logging	• Natively architected for Micro-services • Business observability • Pre-built & custom metrics + metadata • Any metrics, any source (i.e. OTEL) • In-flight real-time analytics • Highly scalable • Custom metrics for YOUR business • Infinite dimensions/high cardinality • Real-time streaming analytics • Machine-grade analytics & automation • Full Splunk integration	Help DevOps teams quickly identify and resolve issues, improving system reliability and reducing downtime.
Traces	• Architected for monolithic apps • Proprietary heavy client • Agent-based analytics (snap shots) • Rigid, pre-defined data tagging • DB batch analytics (post ingress) • Correlate data abstractions (guess) • Container-level within apps only • High-level analytics • Legacy/monolith APM • Limited RUM • No or limited logging	• Architected for modern apps • OpenTelemetry open standards client • Cloud-based analytics (omniscient) • Flexible, universal data-tagging • Real-time streaming analytics & alerting • Analyze 100% of raw data (facts) • True microservices • Granular analytics • Distributed/microservices APM • Customer experience end-to-end visibility • Full Splunk integration	Improved visibility, scalability, performance and development processes.

Criteria #2: Improving reliability

When you spend less time firefighting you can spend more time fireproofing. The right observability solution can improve the reliability of ITOps and DevOps environments and processes on an ongoing basis through proactive maintenance, early detection and real-time guidance to help identify areas for improvement.

☐ **How will this observability provider help me prevent issues from impacting my customers?**
(Can it make me the superhero that prevents angry tweets before they start?) Teams are often too busy reacting to problems instead of proactively fixing issues before they cause more problems. With the right observability provider ITOps teams enlist AI and ML to detect the patterns that can lead to degradations in business service KPIs and eventual incidents.

- Splunk IT Service Intelligence (ITSI) helps organizations view live service performance and forecast future near-term performance. Based on the real, active application and infrastructure conditions, customers can optimize services and prevent issues from occurring in the first place.
- Instead of having a set baseline, Splunk ITSI prevents false positives using adaptive thresholding; this functionality sets thresholds that are tailored to the particular patterns of your system, based on historical data.

☐ **Does it help me learn from the past to be more efficient in the present?**
Reinventing the wheel is never a good idea. When incidents arise, knowing how similar episodes were successfully resolved in the past means teams don't need to start from scratch and spend hours reinventing the wheel.

- Splunk ITSI Episode View capability lets teams look for similar episodes, see what actions were taken to resolve the issue, view any notes on how the problem was resolved, and track any linked tickets for even more context about the episode so it can be resolved faster.

> **"When Lenovo's site experienced a 300% spike in traffic after an especially effective promotion, Splunk Observability Cloud made sure Lenovo's online shop maintained 100% uptime — with zero outages or digital crises — and delivered a flawless shopping experience despite the massive increase in traffic to its website and mobile app. Splunk is a great investment for us, as it remarkably improves our operational efficiency and achieves better team collaboration. Thanks to this great tool, our operations team troubleshoots issues much faster than ever before."**
>
> — Ben Leong, Director of Operations, Online and E-Commerce Platform, Lenovo

☐ **How will it help me reduce alert noise in the future and avoid seasonal false positives?**
There are times when it isn't business as usual. Public holidays, summer sales events, tax season and Black Friday are all examples of times when an increase in web traffic, message rates or service usage can be expected. When the abnormal is normal, static thresholds can cause a storm of false positive alerts and accompanying headaches for on-call teams.

- When things are not expected to be normal, Splunk IT Service Intelligence (ITSI) Custom Threshold Windows lets teams adjust KPI and service severity levels to proactively avoid false positives and unwanted alerts.
- Splunk ITSI's adaptive thresholding learns the normal behavior of applications and supporting infrastructure, such as differences in weekends vs. weekdays, and sets thresholds accordingly. Instead of having a set baseline, this allows for a threshold that is tailored to the particular patterns of a customer's system, based on historical data. This AI-driven approach reduces alert fatigue and helps IT teams direct their energy towards the most critical issues.

> **"Before using Splunk, we had no visibility into our e-commerce activity at this granular level. We had to wait until a customer or someone on our content team noticed it and complained about it. By that time, we'd already lost money and frustrated customers. Now, with Splunk, we would see right away what's causing that inventory issue, and we could fix the problem so customers could continue to buy merchandise."**
>
> — Michael Gaskin, Senior DevOps Manager for Global E-Commerce, Puma

☐ **Will it point out areas for improvement?**
A unified observability solution can be a powerful tool for identifying areas for improvement within the tech stack and processes — continuously optimizing the system over time. Make sure it can monitor and analyze data from all layers of the tech stack and all stages of the development process to identify issues with individual components, dependencies between components, and interactions between different stages of the development process.

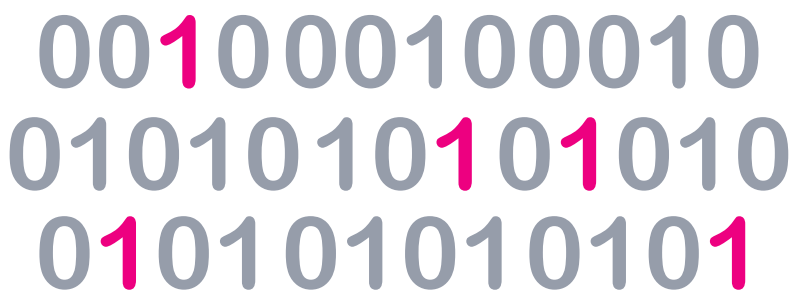
- Splunk RUM and Synthetics help software engineering teams improve page loading, interactivity and visual stability, isolate slow third-parties and eliminate JavaScript errors. With over 300 optimization recommendations you get real-time guidance on how to immediately improve customer experience and page performance for every page.

Criteria #3: Business insights

Resilient companies are equipped to make collaborative, well-informed decisions quickly. But traditional IT monitoring and AIOps tools don't provide deep visibility into commercial off-the-shelf (COTS) applications and the additional services that ITOps teams are responsible for maintaining such as ERP, warehouse, inventory and supply chain management systems. There is no centralized location for seeing all the data, much less surfacing relationships between applications and infrastructure, how these relationships affect services, and how all of this drives or hinders the priorities of the business.

A unified observability solution can help provide better strategic business insights by providing a comprehensive view of system performance and user behavior, allowing you to make data-driven decisions that align with business goals and objectives.

> **"A single dashboard provides data for engineering, DevOps, site reliability engineering, SecOps, peer engineering and microservices, operations and business metrics. If something happens at Rappi, and we don't see it on our Splunk dashboard, it's actually not happening at all. Splunk Observability Cloud helps us make blazing-fast decisions. Ensuring brisk web page loads and frictionless mobile app transactions has helped Rappi grow to process more than 8.8 million orders each month."**
>
> — Alejandro Comisario, Executive Vice President of Engineering, Rappi



☐ **Will it help me understand the business impact of changes?**
Teams running applications in cloud native environments and DevOps practices create business value by deploying new changes and improvements to customers, faster than ever. While microservices and Kubernetes add speed and scale, they create an explosion of complex dependencies from APIs and third parties. Constant change across billions of components increases the risk for new errors, slowness or outages that impact service performance, customer experience and ultimately business outcomes. As teams deploy code, make improvements or launch new features, they need an observability solution that helps them measure business output alongside the health of their infrastructure, applications and end user experience.

- Teams using Splunk Observability Cloud can easily enrich their data with custom metrics so that they can easily compare how their applications, infrastructure and end user experience impact their business results.
- Splunk provides out-of-the-box, easily customizable dashboards with a live view of business service performance relevant to both IT and business leaders. This helps IT teams showcase the value they provide to lines of business, and drives better informed strategic decisions.

☐ **Morning cup of coffee insights for practitioners as well as to the CxO level?**
Many observability solutions are created to cater mostly to practitioners. A good observability platform should either have an extensive prebuilt collection of dashboards that are ready to service and give full visibility to the CxO level based on CxO KPIs or it should be easily customizable so the enterprise can build dashboards and performance metrics that can be useful to the CxO level. At the end of the day, any good observability tool is about making informed business decisions during unplanned downtime.

- CxO level executives using Glass Tables in Splunk ITSI can easily visualize and monitor the interrelationships and dependencies across IT and business services in one view.
- ITOps using the Service Analyzer in Splunk ITSI can quickly view the status of IT operations and identify services and KPIs running outside expected norms. Clicking on any tile in the Service Analyzer will drill down to the deep dives for further analysis and comparison of search results over time.

> **"The Splunk Observability Suite helps us see clearly into our complex environment, allowing us to act based on data so we can deliver on our mission to help customers build better products, faster."**
>
> — Glenn Trattner, Chief Operating Officer, Quantum Metric

Pricing and packaging

Observability and monitoring tools are essential for modern software development and operations. But problems with pricing and packaging can make it difficult for users to effectively use them and can lead to unexpected costs, limited flexibility and inefficient workflows. You can avoid this by asking the right questions early in the vetting process:

☐ **How complex is their pricing model?**
Many observability and monitoring tools have complex pricing models that make it difficult for users to understand how much they will have to pay. Some tools charge per host, per container, or per metric, while others charge based on the volume of data ingested or the number of alerts generated. This makes it challenging for users to accurately estimate their costs and plan their budgets.

- Splunk Observability Cloud is one unified solution, priced on a single metric — hosts. It doesn't get less complex than this.

☐ **How do I avoid vendor lock-in and how does this vendor support customization I may require down the road?**
Many observability and monitoring tools are offered as a package deal, making it difficult for users to switch vendors or use only the parts of the tool that they need. This can lead to vendor lock-in, where users are tied to a specific vendor and have limited options for customization and flexibility.

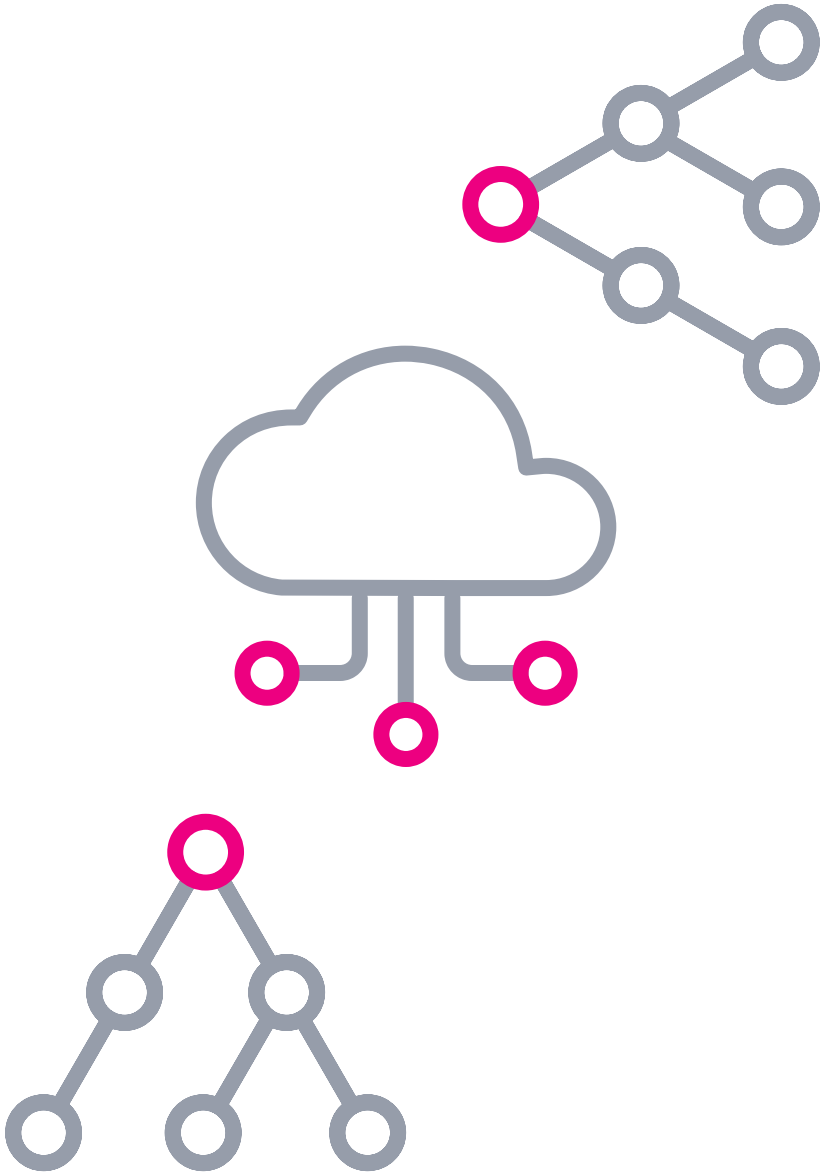
- Splunk offers observability at flexible and predictable pricing for any environment, at any scale.
  - Splunk Observability Cloud can be consumed as a single, all-in-one cloud solution or as stand alone products and expand to fit your needs.
  - Splunk ITSI can be deployed on-premises, in the cloud or in a hybrid environment, providing flexibility in terms of cost and performance.

☐ **Is it easy to understand how much this tool will cost over time?**
Some vendors are not transparent about their pricing or their data retention policies, which can make it difficult for users to understand the true cost of using a tool over time. This can lead to unexpected charges and make it difficult for users to plan their budgets.

- Unlike competitors, we do not adjust license cost by host RAM size — so it doesn't matter what size RAM your cloud VMs are with Splunk (8, 16, 32, 64gb) — we are the same cost across all.
- OpenTelemetry native solutions like Splunk are more cost effective over time because they don't require licensing fees and your staff doesn't have to spend time learning proprietary agents before they can be effective.

☐ **Who can help me get up and running quickly?**
Many observability and monitoring tools are complex and difficult to set up and configure. Effective onboarding services can help users to get up and running quickly and efficiently, ensuring that teams are able to maximize the value of their observability solution.

- Splunk's Observability Cloud Smart Start Accelerator is a packaged solution designed to jumpstart your ability to deploy, adopt and realize value faster with Splunk. With expert-led guidance, you'll establish best practice processes for self-service onboarding allowing you to accelerate outcomes, optimize solutions faster and pivot quickly to discover new capabilities — the key to enterprise resilience.
- Splunk Professional Services accelerates delivery of your Splunk Observability solution to achieve unparallelled platform visibility faster, shorten your time to value and maximize business impact. With experience implementing observability solutions across the globe for customers in different verticals and at all sizes, our Splunk consultants are there to assist and guide you on architecture, best practices and product enablement at every stage of your implementation. Our global network of consultants have a direct line to our product and development and support teams to quickly get answers to drive a rapid time to value from your observability cloud investment.
- From short technical guidance interactions to strategic technical planning, Splunk subscription services have you covered. Technical help is available with OnDemand Services, which provides focused guidance sessions across Splunk products. Looking for more strategic technical planning help? The Assigned Expert service provides you dedicated technical account management to help optimize your Splunk Observability Cloud environment for use case enablement aligned to your business goals and objectives.



Partnering with the right vendor

The right observability vendor will feel like an extended member of your team and organization. While vetting a potential partner, ask yourself some questions about what you want to get out of the partnership.

- **Community and ecosystem**
  Evaluate the size and vibrancy of the vendor's community and ecosystem. Look for evidence of an engaged user community, a robust partner network and a commitment to collaboration and knowledge sharing.
  - Splunk has a large and active user community and provides comprehensive support and training resources. This can reduce the need for expensive vendor support contracts.
- **Avoid limited integrations**
  Some observability and monitoring tools are limited in their ability to integrate with other tools or platforms. This can make it difficult for users to get a complete view of their systems and applications, leading to blind spots and making it challenging to identify and diagnose issues.
  - Splunk Observability integrates easily with the existing solutions ITOps and engineering teams already have so that any problem is detectable and effectively communicated.
  - Splunkbase powers Splunk Observability customers with over 2,800 apps (most of these are free). It offers a wide range of content — including apps, add-ons, dashboards and more — that can help observability customers get more out of their Splunk deployment.
  - Lastly, combining the capabilities of Splunk Observability Cloud, Splunk Cloud and Enterprise platforms empowers customers with a holistic, cost-effective and reliable technology platform for all their IT and engineering needs
- **Company history and reputation**
  Research the vendor's history and reputation in the market. Look for evidence of stability, growth and a commitment to customer success.

Splunk's analyst recognition

- **A Leader and Fast Mover** in GigaOm Radar for Observability Cloud Solutions, 2023
- **A Leader and Forward Mover** in GigaOm Radar for Incident & Task Management Solutions, 2022
- **A Leader and Outperformer** in GigaOm Radar for AIOps Solutions, 2022
- **A Leader** in GigaOm Radar for APM Solutions, 2021
- **A Visionary** in 2022 Gartner® Magic Quadrant™ for Application Performance Monitoring and Observability[1]
- **A Strong Performer** in Forrester® Wave™ for AI for IT Operations Solutions, 2022[2]
- **#1 by Market Share** in Gartner® Market Share Analysis: ITOM, Health and Performance Analysis Software, Worldwide, 2021 (published 2022)[3]
- **Ranked #1 Market Share** in IDC Worldwide IT Operations Analytics Software Market Shares, 2021: Market Growth Accelerates, 2022[4]
- **A Leader** in Quadrant Knowledge Solutions' SPARK Matrix for ITIM Tools, 2022
- **A Leader** In Quadrant Knowledge Solutions' SPARK Matrix for Cloud Observability, 2022
- **A Market Leader** Research In Action's Vendor Selection Matrix for Observability Platforms, 2022
- **A Market Leader** Research in Action's Vendor Selection Matrix for AIOps Platforms, 2022
- **A Notable Vendor** in Constellation ShortLists for Observability, AIOps & Incident Management, 2022
- **A Market Leader** Omdia Universe for AIOps, 2021-22
- **Top 3 Vendor** in EMA Code-Level Observability Award, 2021

1 Gartner® Magic Quadrant™ for Application Performance Monitoring and Observability (June 2022)

2 The Forrester Wave™: Artificial Intelligence for IT Operations, Q4 2022 (December 2022)

3 Gartner® Market Share Analysis: ITOM, Health and Performance Analysis Software, Worldwide, 2021 (October 2022)

4 IDC Research: Worldwide IT Operations Analytics Software Market Shares, 2021: Market Growth Accelerates (doc #US49609921, September 2022)

The most important thing to us is our customer's success

Solve problems in seconds with the only full-stack, analytics-powered observability solution.

Check out **A Beginner's Guide to Observability** to learn how observability is different from simple monitoring. Get started in seconds with a free trial.

Get Started

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