



eBOOK

# Four Ways SolarWinds Observability Is Built to Amplify the DevOps Trifecta

# Table of Contents

<b>INTRODUCTION</b>	<b>3</b>
About This eBook	
Is This eBook for You?	
<b>OBSERVABILITY PERSPECTIVE FOR THE ENTERPRISE EXECUTIVE</b>	<b>4</b>
The Evolution of IT and DevOps	
Trends in DevOps Methodology	
SolarWinds Observability Defined	
Introducing the Modern DevOps Trifecta	
<b>HOW SOLARWINDS OBSERVABILITY HELPS FUEL DEVOPS INNOVATION</b>	<b>8</b>
Eliminate Tool Sprawl	
Meet Stringent SLA/SLO	
Reduce Alert Fatigue	
Accelerate Application Modernization	
<b>CONCLUSION</b>	<b>11</b>
<b>REFERENCES</b>	<b>12</b>
<b>ABOUT SOLARWINDS</b>	<b>13</b>

# Introduction

## ABOUT THIS EBOOK

Operational awareness within a single cloud environment today can be complex and challenging for DevOps teams. Add on multiple cloud vendors and the need for robust observability expands dramatically.

As the [2022 GigaOm® Radar for Cloud Observability Solutions report<sup>\(1\)</sup>](#) highlights, cloud observability comprises monitoring, performance measurement, reporting, and predictive analytics (see Figure 1).



Figure 1: Source: GigaOm 2022

But simply being cloud-aware isn't the end game. Cloud observability is also about taking control of the business and DevOps teams to see the entire, complete picture as a single source of truth when issues flare up.

In other words, much rests on the ability to respond to application requirements, customer experience levels, and business expectations, all of which have the bar set extremely high today. And without a full-stack cloud observability platform, managing to and balancing all those expectations can be difficult.

So, how should DevOps leaders think about cloud observability?

This eBook will introduce the idea of the DevOps trifecta—integrated tools, unified intelligence, and large-scale cooperation—and how SolarWinds® Observability can amplify all three aspects to optimize awareness in one's public cloud (or clouds).

## IS THIS EBOOK FOR YOU?

If you're among the enterprises with applications and infrastructure running in or moving to the cloud, this eBook is for you.

More specifically, if you hold DevOps decision-making power or influence within your organization, this document will be of particular interest as it will explore how SolarWinds Observability can be an essential component of DevOps for driving efficient and effective cost management, operational efficiency, and DevOps agility.

What this eBook doesn't cover is monitoring or observability at the private cloud, on-premises, or hybrid cloud levels. It will focus on public cloud observability, and how SolarWinds Observability can support and enhance this journey for organizations of all sizes.

# Observability Perspective for the Enterprise Executive

## THE EVOLUTION OF IT AND DEVOPS

Application development is a continually evolving process, and the coming together of software development and IT operations, more commonly referred to as DevOps, has driven a step-change in the way value is delivered to users and customers.

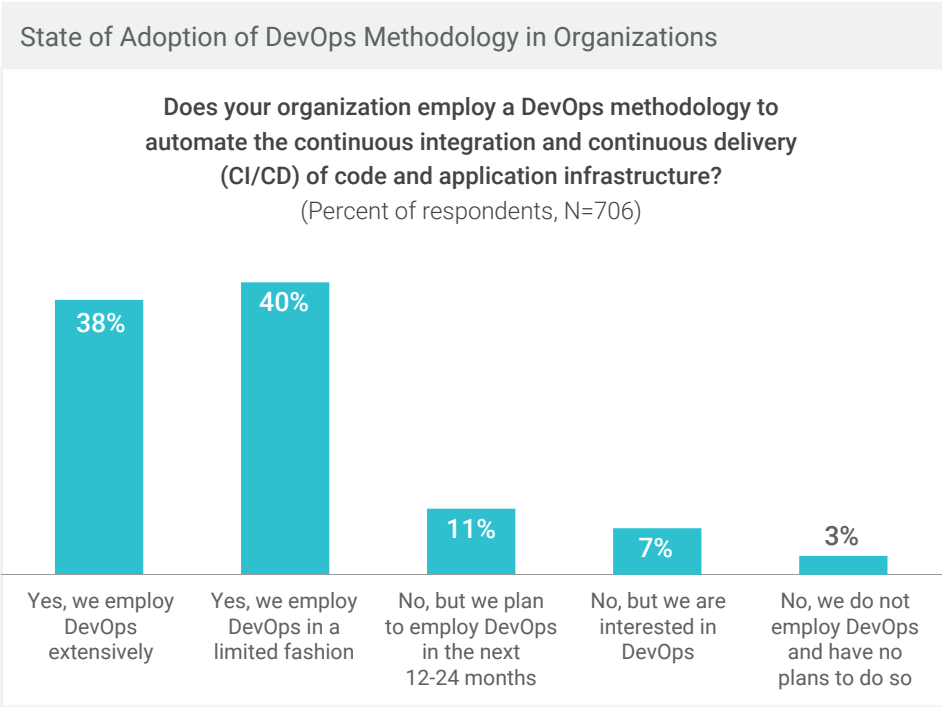
That said, the emergence of DevOps presents both opportunity and risk.

As cloud environments become more distributed, complexity mounts. According to Enterprise Strategy Group (ESG®) research, **64% of IT decision-makers** surveyed agree IT operations and digital initiatives are slowed by IT infrastructure complexity.<sup>(2)</sup>

On the one hand, executive leadership wants to deliver incremental shareholder and customer value. On the other, they need to minimize complexity to avoid out-of-control cost escalation and margin erosion, all while recruiting and retaining the right people with the right skills.

TRENDS IN DEVOPS METHODOLOGY

Based on industry research, enterprises are clearly seeing greater opportunity than risk when it comes to DevOps adoption, and many are deploying more applications to public cloud infrastructure services to enable DevOps teams and reduce time to market. According to ESG, 78% of respondents have already employed a DevOps methodology in their organizations, while another 11% plan to employ DevOps in the next 12 months, and 60% of respondents are already internally developing and deploying cloud-native applications.<sup>(3)</sup>



Source: ESG, a division of TechTarget, Inc.<sup>(4)</sup>

In a recent survey of IT decision makers, ESG found some 74% of organizations with mature or in-process digital transformation initiatives had an active IT transformation project underway.<sup>(5)</sup>

“Customers have told us clearly, they need help to meet today’s challenges and reduce operational noise so their teams can scale to address a broad range of business needs faster, maximize budget outcomes, and drive business results.”

— Rohini Kasturi  
Chief Product Officer  
SolarWinds

## SOLARWINDS OBSERVABILITY DEFINED

For over 20 years, SolarWinds has long been recognized as a leader in IT operations management software to provide deep monitoring for on-premises and private cloud applications. In April 2022, SolarWinds Hybrid Cloud Observability was launched to address maintaining the same deep full-stack awareness in private and public clouds simultaneously.

SolarWinds has continued this evolution with **SolarWinds Observability**, a unified, cloud-native, SaaS-based observability offering purpose-built for DevOps and cloud-based operations.

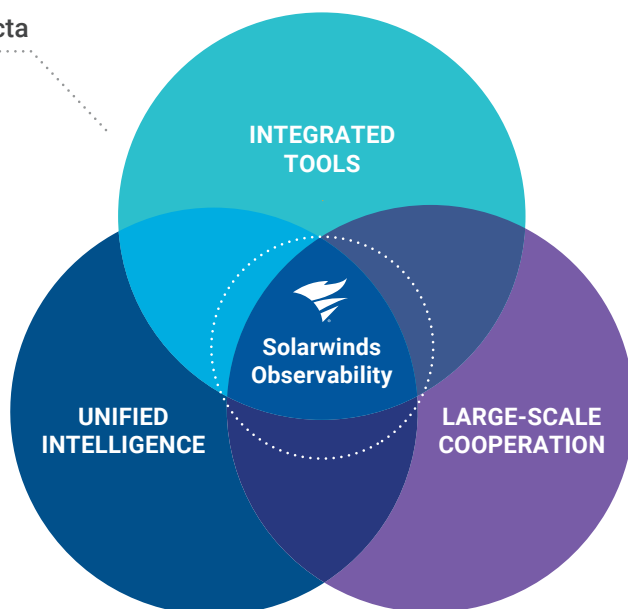
SolarWinds Observability enables unified and comprehensive visibility for modern and custom web applications. It also helps DevOps teams meet service level agreements and objectives (SLAs/SLOs) and user satisfaction goals for applications and services, as well as manage service delivery with minimum complexity and maximum cost-efficiency.

And SolarWinds Observability is designed to provide flexibility and choice to customers. While it's a unified platform offering, it's also modular. Customers can start small with specific capabilities and seamlessly scale as their needs grow.

## INTRODUCING THE MODERN DEVOPS TRIFECTA

SolarWinds helps organizations evolve their DevOps needs to simplify the handling of more complex operations with its SolarWinds Observability solution.

### DevOps Trifecta



From the SolarWinds perspective, truly effective observability has three primary elements in the modern DevOps trifecta: integrated tools, unified intelligence, and large-scale cooperation.

### **Integrated Tools**

When it comes to integrated tools, this refers to the tools and tactics that make observability possible in the first place. Certainly, tools must be well designed and used strategically to avoid tool sprawl and overspending. But as a tech leader, it requires bigger picture thinking. It's about having those tools AND integrated monitoring disciplines so you can holistically look at applications to understand if they are performant.

### **Unified Intelligence**

Once tools are integrated, unified intelligence enters the picture. Intelligence in the observability context is the ability to correlate the application, infrastructure, user experience, logs, and more, making up a customer application that ultimately gets you to observability. The individual tools need to tell a story, but it's the collective insights from all of them together—and the ability to get new systems deployed and upgraded—driving true observability.

### **Large-Scale Cooperation**

The third piece of the trifecta is the most non-technical yet deeply rooted in humanity. In Yuval Noah Harari's book *Homo Deus: A Brief History of Tomorrow*, he examines past empires and civilizations, including what helped one be more successful than another. His conclusion? Large-scale cooperation. History has taught us that flexibility, along with tools and intelligence, is how humans continue to evolve.<sup>(6)</sup>

In the context of Observability, it's what organizations do with their integrated tools and unified intelligence at the management and tactical level that differentiates and sets them apart in today's business world. How are teams leveraging Observability to work together cross-functionally? How are they "getting out of their own way" to overcome or stay ahead of the competition, successfully navigate macro-environmental forces, and deliver incremental business value? Observability enables this large-scale cooperation.

# How SolarWinds Observability Helps Fuel DevOps Innovation

By understanding the principles, benefits, and application of well-designed tools, intelligence, and large-scale cooperation, IT leaders can begin to see how SolarWinds Observability can be applied to their DevOps environments.

The synergistic value of combining artificial intelligence and machine learning (AI/ML) provides a core aspect for SolarWinds Observability. The SolarWinds evolutionary entity design process delivers a comprehensive, proactive, and holistic view of customers' DevOps environments, regardless of size, from the smallest microservice to the largest data center.

“ The level of IT complexity organizations face is growing at an unprecedented scale due to tool sprawl, rising costs, security threats, and siloed operations. ”

— Rohini Kasturi, Chief Product Officer, SolarWinds

Here are four ways SolarWinds Observability is built to amplify the DevOps trifecta:

## ELIMINATES TOOL SPRAWL

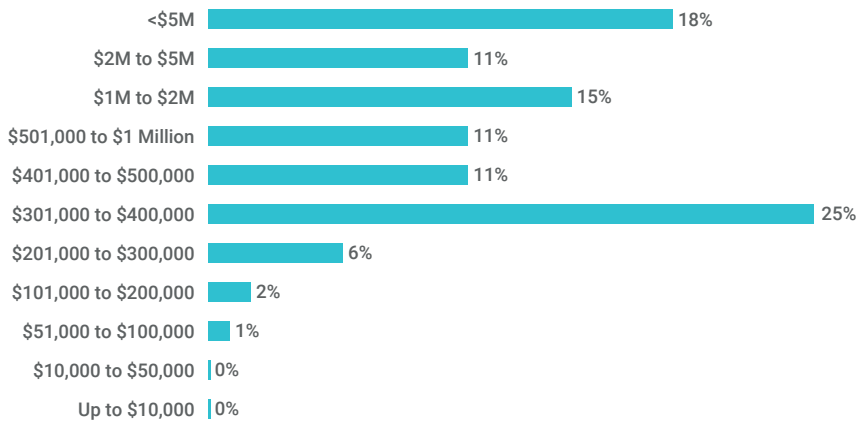
**The challenge.** Having many tools to monitor cloud-native application performance isn't a problem in and of itself but having an excess of tools can create silos and reactive postures within your DevOps environment. Tool sprawl can creep up on you until it's called into question by the CFO or finance team during budget planning cycles. DevOps can't do its job effectively without clear line of sight or root-cause analysis, along with perfect-state recommendations, in a single dashboard.

**The solution.** With SolarWinds Observability, DevOps teams can reduce, if not eliminate, tool sprawl and gain single-pane-of-glass comprehensive visibility with actionable intelligence. It's powered by AI/ML to expedite problem identification and resolution to help enable proactive management of applications and services in complex and distributed environments.

**Business outcomes.** Enterprise executives can lean on SolarWinds Observability to improve the DevOps experience with better, cleaner, actionable insights designed to prevent costly downtime and ultimately improve the customer experience.



### A 91% Majority of Corporations Say Hourly Downtime Costs Top \$300K



Hourly cost of server downtime tops \$1 million for 44% of enterprises

Source: ITIC 2021 Hourly Cost of Downtime Survey  
Rising Downtime Costs <sup>(6)</sup>



### The Profound Cost of Downtime

Companies estimate the average cost of downtime is \$300,000 per HOUR.

One-third of companies say the cost is between \$1 million to \$5 million.<sup>(7)</sup>

## MEET STRINGENT SLA/SLO

**The challenge.** When a customer notifies you or your team their application is down or operating subpar, it can put unnecessary stress on teams, undermine customer trust, cause brand damage, or, worst-case scenario, result in SLA/SLO penalties, and make it challenging to meet stringent Service Level Agreements (SLA)/Service Level Objectives (SLO).

But software is software. Issues will inevitably pop up. The trick is how quickly your team(s) can respond to rectifying situations and reduce Mean Time To Repair (MTTR), while keeping customers in the know via proactive communications and meeting SLA/SLO.

**The solution.** With SolarWinds Observability, you can deploy a modern solution designed to unify data insights across multi-cloud environments. And built-in intelligence and actionable insights enable DevOps to rapidly understand their complex and distributed multi-cloud landscapes. Teams can identify issues impacting performance, ultimately reducing overall time to repair (TTR) while providing real-time service relationships and dependency maps to gain insights into critical applications and services.

**Business outcomes.** Business is moving at a blistering pace making it critical for teams to accelerate the time-to-market for new or upgraded applications and avoid costs associated with SLA/SLO penalties. Executives can encourage teams to maximize the opportunity to deliver the best possible customer experience while avoiding potential brand damage by failing to provide expected customer service levels.

## REDUCES ALERT FATIGUE

**The challenge.** Alert storms can drain a team and waste resources fast. If 30 alerts arrive, have three issues triggered 10 alerts each, or have 15 issues generated two alerts each? If teams aren't practicing cooperation from the same single source of truth—who knows which alerts are real? And does each alert require human response and intervention?

**The solution.** SolarWinds Observability reduces alert fatigue and eliminates alert storms with AIOps, ML, and customized metrics-powered alerting. Automatically surface and prioritize real problems so teams can focus on higher value business issues, enhancing the productivity and velocity of DevOps teams.

**Business outcomes.** Teams can experience greater operational efficiency from reduced staff costs and alert response volumes, allowing them to focus on incremental business revenue opportunities instead.

## ACCELERATES APPLICATION MODERNIZATION

**The challenge.** If you're running distributed architectures in a constant state of flux, getting real-time insights into the health and performance of business services and dependencies is difficult. This slows the application development process at a time when things are moving faster than ever, containers can be spun up or down in the blink of an eye, and application development is so closely tied to business objectives.

**The solution.** With SolarWinds Observability, cloud-native, multi-tenant observability scales effortlessly, fueling innovation. It's designed to help you proactively manage multi-cloud environments and supports modern technologies, open-source frameworks, and third-party integrations—all integrated seamlessly with SolarWinds Observability. Gain an unparalleled and unified view across your multi-cloud environments.

**Business outcomes.** Accelerating application modernization improves overall DevOps agility, delivers a reduction in time to market, and contributes to faster time to new revenue streams.

## Conclusion

Taking control of one's public cloud awareness means evaluating which cloud (or clouds) are in use, what the business' expectations are, and the abilities of the operations and DevOps teams.

As a technology executive, this can feel daunting, whether you're at a large organization with pieces in the cloud or a startup with everything in the cloud.

So, wherever you find time to reflect on delivering incremental shareholder and customer value to the organization, consider the crawl-walk-run approach when it comes to observability.

As you contemplate this approach, know SolarWinds Observability is designed to provide maximum flexibility and choice to its customers. And while it's a robust and unified platform offering, it's also modular—customers can start small with specific capabilities and seamlessly scale as their needs grow.

As your partner in observability, SolarWinds will be among the key strategic partners you can rely on to help ensure the DevOps environment on which the business is increasingly reliant can deliver improved customer experiences and new ways of driving incremental business revenue.

[Call to action goes in Here](#)

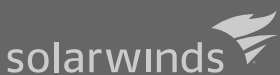
## REFERENCES

1. [GigaOm Radar for Cloud Observability Solution v2](#), March 2022.
2. [ESG Research Report](#): Data Infrastructure Trends, November 2021.
3. [ESG Research Survey](#): 2022 Technology Spending Intentions Survey, November 2021.
4. [ESG Research](#): State of Adoption of DevOps Methodology in Organizations, February 2022
5. [ESG Research Survey](#): Distributed Cloud Series: Application Infrastructure Modernization Trends, March 2022.
6. [Harari](#): Homo Deus, Chapter 3.
7. [ITIC's 12th annual 2021 Hourly Cost of Downtime Survey](#), July 2021
8. Ibid.

## ABOUT SOLARWINDS

SolarWinds (NYSE:SWI) is a leading provider of simple, powerful, and secure IT management software. Our solutions give organizations worldwide—regardless of type, size, or complexity—the power to accelerate business transformation in today's hybrid IT environments. We continuously engage with technology professionals— IT service and operations professionals, DevOps and SecOps professionals, and Database Administrators (DBAs)— to understand the challenges they face in maintaining high-performing and highly available IT infrastructures, applications, and environments. The insights we gain from them, in places like our THWACK® community, allow us to address customers' needs now, and in the future. Our focus on the user and commitment to excellence in end-to-end hybrid IT management has established SolarWinds as a worldwide leader in solutions for observability, IT service management, application performance, and database management.

Learn more today at [www.solarwinds.com](http://www.solarwinds.com).



*For additional information, please contact SolarWinds at 866.530.8100 or email [sales@solarwinds.com](mailto:sales@solarwinds.com).  
To locate an international reseller near you, visit [http://www.solarwinds.com/partners/reseller\\_locator.aspx](http://www.solarwinds.com/partners/reseller_locator.aspx)*

© 2022 SolarWinds Worldwide, LLC. All rights reserved. | 2201-EN

The SolarWinds, SolarWinds & Design, Orion, and THWACK trademarks are the exclusive property of SolarWinds Worldwide, LLC or its affiliates, are registered with the U.S. Patent and Trademark Office, and may be registered or pending registration in other countries. All other SolarWinds trademarks, service marks, and logos may be common law marks or are registered or pending registration. All other trademarks mentioned herein are used for identification purposes only and are trademarks of (and may be registered trademarks) of their respective companies.

This document may not be reproduced by any means nor modified, decompiled, disassembled, published or distributed, in whole or in part, or translated to any electronic medium or other means without the prior written consent of SolarWinds. All right, title, and interest in and to the software, services, and documentation are and shall remain the exclusive property of SolarWinds, its affiliates, and/or its respective licensors.

SOLARWINDS DISCLAIMS ALL WARRANTIES, CONDITIONS, OR OTHER TERMS, EXPRESS OR IMPLIED, STATUTORY OR OTHERWISE, ON THE DOCUMENTATION, INCLUDING WITHOUT LIMITATION NONINFRINGEMENT, ACCURACY, COMPLETENESS, OR USEFULNESS OF ANY INFORMATION CONTAINED HEREIN. IN NO EVENT SHALL SOLARWINDS, ITS SUPPLIERS, NOR ITS LICENSORS BE LIABLE FOR ANY DAMAGES, WHETHER ARISING IN TORT, CONTRACT OR ANY OTHER LEGAL THEORY, EVEN IF SOLARWINDS HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.