



Datadog introduces APM

Monitor Web Applications and Cloud Infrastructure

Full-Stack Observability of Customer Experience & Digital Transformation

Datadog Team On Today's Briefing



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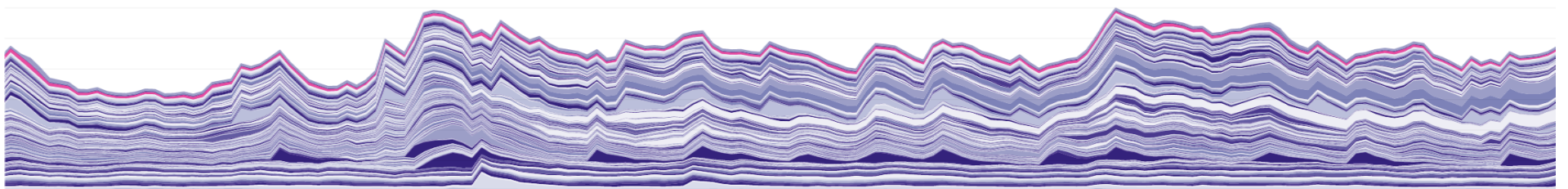
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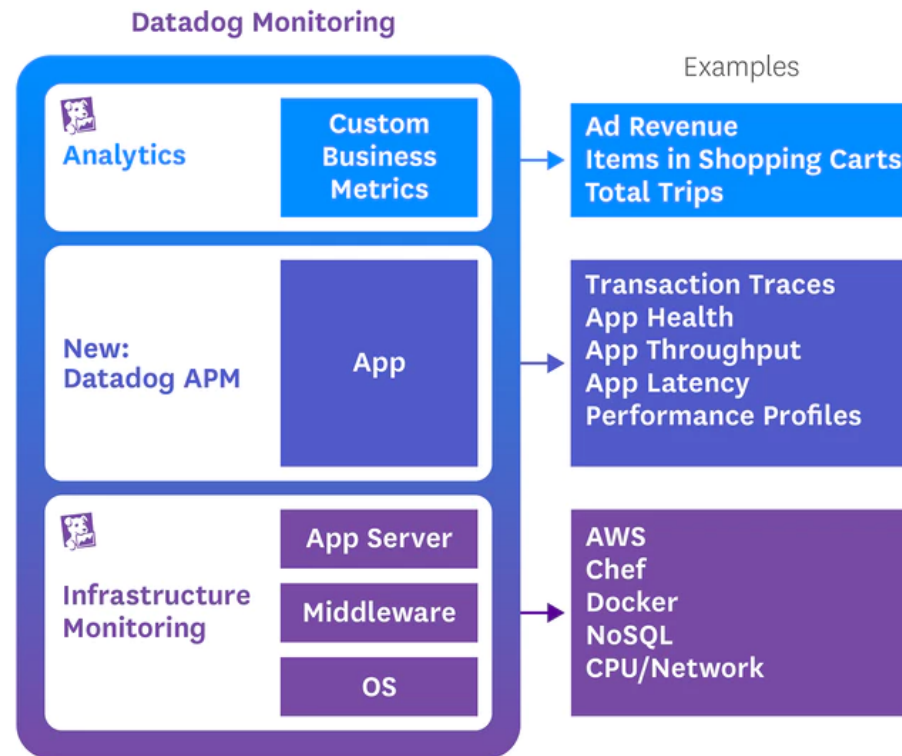
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**Introducing Datadog Application Performance Monitoring (APM),
generally available (GA) this week**

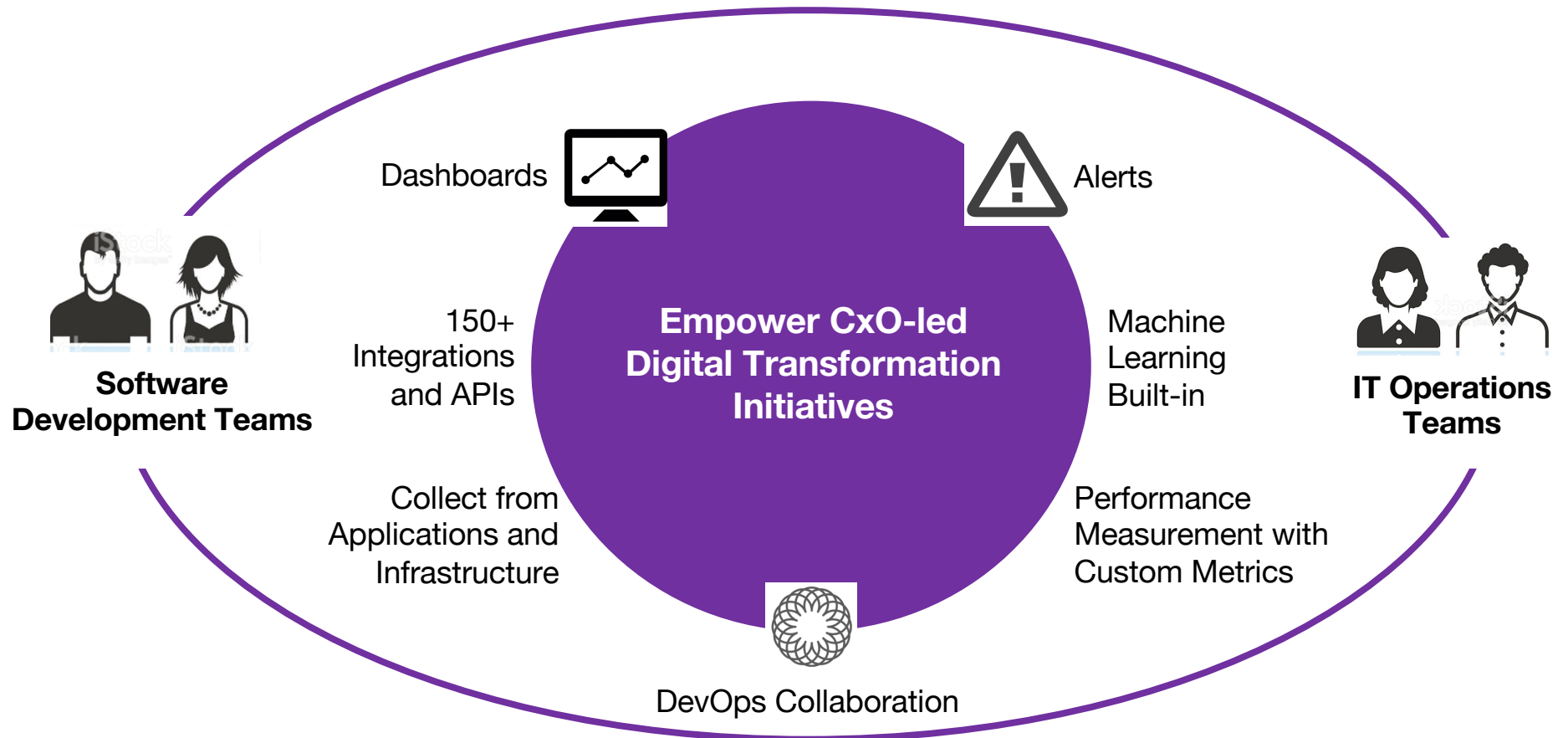


Benefits of Combining Infrastructure Monitoring and APM

Root-Cause Performance and Operations Analysis Require the Complete Picture



See Customer-Impacting Digital Performance from Entire IT Stack

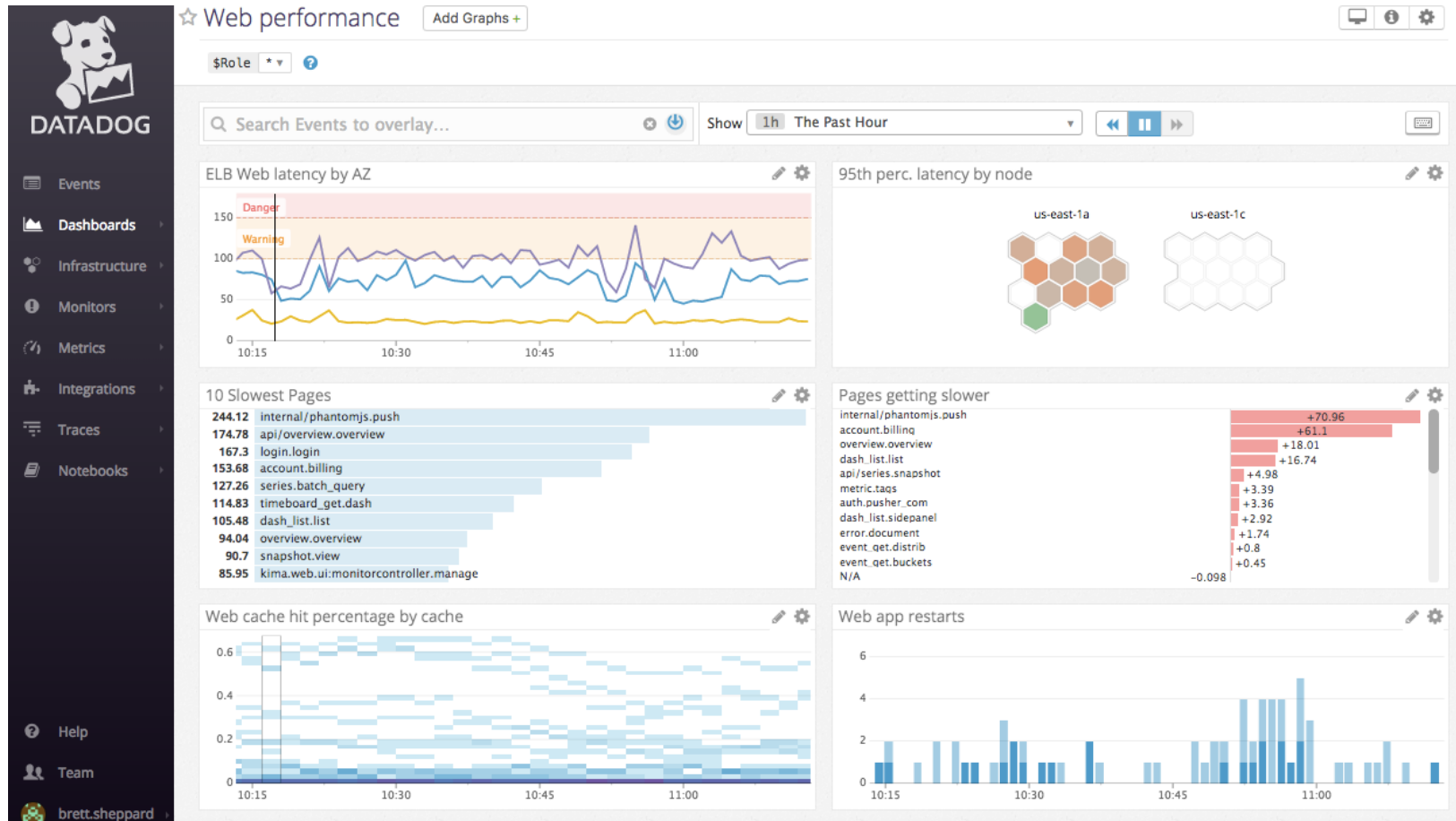


Impetus for Extending Datadog Infrastructure Monitoring to APM

Customers Want Their Web Applications, Their Cloud Infrastructure, Their Metrics, Their Team. Together.

- **Understand app performance for customer experience in real time** – Visualize real-time metrics from the entire app and infrastructure stack all in one place
- **Track what matters to the business** – Receive alerts of incidents in a service or app based on metric thresholds, events, uptime checks, and machine learning
- **Manage complex systems in dynamic enterprise architectures, with hybrid and private clouds, containers, microservices and more** – Monitor auto-scaling, see how environments have evolved, and compare from 15 months of performance data at full granularity
- **Support successful DevOps culture and collaboration** – Share real-time applications and infrastructure performance data across geographically dispersed IT teams in a secure fashion with full user control, including via alert aggregation systems, service tickets, chat rooms and more

Dynamic, Cloud-Scale Monitoring for Infrastructure and Applications

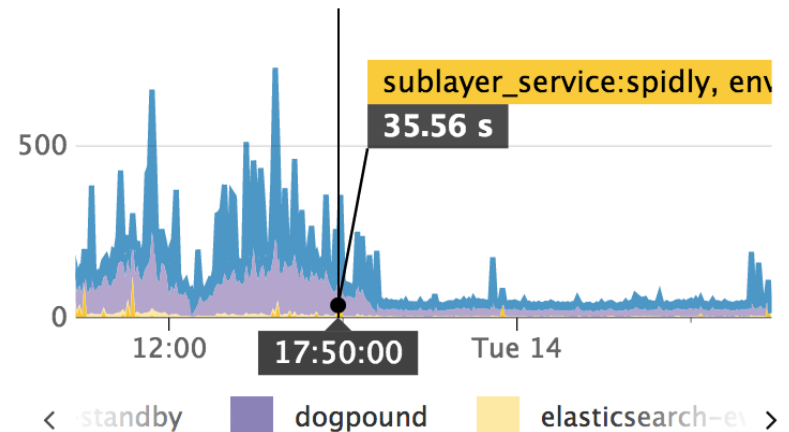


Web Application Code-Level Visibility

Delivers More Accurate Root-Cause Analysis and Faster Issue Resolution

- Built for services at scale: inspired by Google Dapper paper and subsequent work at Twitter on Zipkin distributed tracking framework
- Community-oriented: Open-source agent and integrations; OpenTracing-compatible API for custom instrumentation
- Quick installation via a hosted SaaS offering that takes minutes to configure
- Transparent tag-based aggregation of performance data from microservices, containers, and ephemeral hosts
- Built-in tracing for common frameworks

Total time spent by service

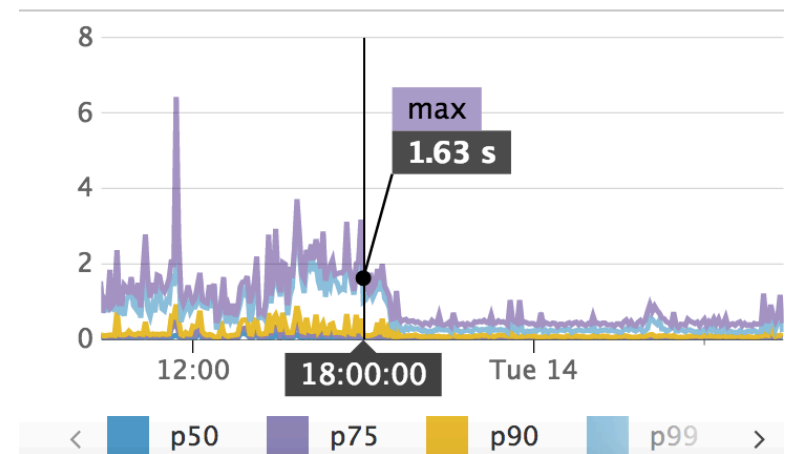


Web Application Code-Level Visibility

Delivers More Accurate Root-Cause Analysis and Faster Issue Resolution

- User-friendly interface with customizable dashboards for metric correlation
- Flame graphs show most frequently used code paths and which blocks of code are causing problems
- Customizable sampling lets customers capture what they want with minimal overhead: low-throughput full-granularity and app-specified, per-request sampling
- Transparent pricing enables monitoring of most or all web apps and cloud infrastructure, not just 5-10% of apps covered by traditional APM for many enterprises
- Continued integration with existing paid or open source monitoring tools to fit seamlessly with what organizations have today and plan for the future

Latency 90.8 ms avg



What We Learned from the APM Product Beta

Datadog APM Beta

Customer and Prospect Evaluation

- Requests for APM beta access: **2,600+**
- Customer and partner participants in Datadog APM product beta: **700+**
- Customer purchases: began late 2016 on a custom basis, and on a company-wide basis starting **early 2017** when we opened the sales SKU's

Datadog APM Beta: What We Learned

Feedback by Customers, Prospects, and Technology Press

- Excitement from current New Relic customers, for combination of Datadog infrastructure and applications monitoring
- From 16 accounts over the last 2 months that chose Datadog:
 - “Coming from New Relic, Datadog is **much easier to use, has more integrations applicable to our stack, and is less expensive.**” (Fitness consumer electronics co.)
 - “We’ve used New Relic and Nagios, but adopted Datadog to **monitor Docker containers and enable collaboration among 40+ members of our IT department**”. (Online real estate sales co.)
 - “We have been heavy users of New Relic but were not seeing the value of their infrastructure monitoring. We found value from Datadog to **correlate events with metrics to cut down on time to resolution.**” (Online car shopping co.)

Datadog APM Beta: What We Learned Continued

Feedback by Customers, Prospects, and Technology Press

- Little direct competition so far from Cisco/AppDynamics or Dynatrace
- Customer desire for Datadog APM support for more programming languages (e.g., Java & PHP) in addition to GA product support for Python, Ruby & Go
- Continued interest in documented best practices from Datadog and our customers on how to best instrument applications for monitoring (e.g., request by InfoWorld editors)

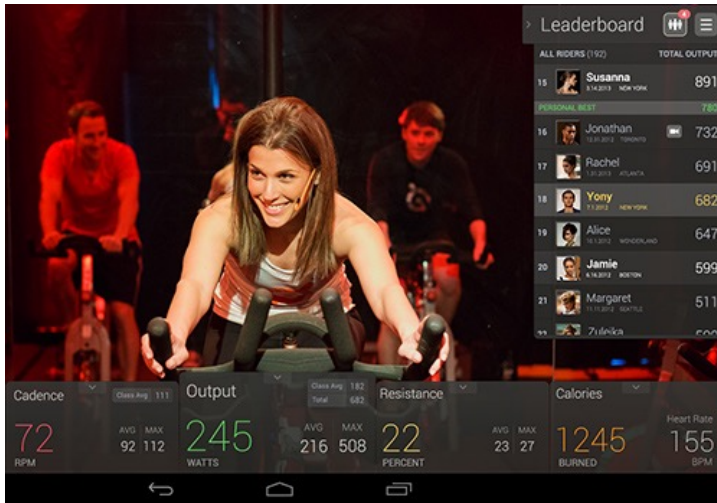
Richer Context for Understanding Customer Experience in Real Time



“Having a single platform to monitor both our dynamic infrastructure and the code-level performance of our applications will give us a much richer context for making decisions.”

– Valentino Volonghi, CTO, AdRoll

Increase Visibility for Agile DevOps



“Being able to monitor infrastructure and applications within the same platform reduces unnecessary overhead, facilitates collaboration across teams, and leads to quicker issue-resolution.

Datadog continues to offer solutions that increase visibility and agile development.”

– Yony Feng, CTO, Peloton Cycle

Demo

