

BRINGING HOLD'S DATA TO LIFE

HOLD

P2P crypto transfer app HOLD deployed Statful during its coin offering to control every aspect of its campaign. And now they use the platform as an integral part of the product.

In the run up to its coin offering, HOLD was seeking a system that could handle both its technical and business data, from measuring app performance through OS metrics, open files, traffic and CPU usage, to the actual money being collected, and how that plotted against their goals. After researching a number of data platforms, HOLD found that only Statful had the power, real-time aggregation and flexibility needed to manage the job-at-hand.

Real-time aggregation and analytics

Using Statful, HOLD created a series of graphs that plotted the real-time income of its coin offering. *"It was really cool, we could see the graphs updating as money was collected: who backed what, for how much and where from. It meant we were always on top of things,"* says Hugo Costa, Backend Developer, at HOLD. The team also configured a series of alerts that informed when the offering was nearing cap limits. Details were sent straight to emails and Slack channels, so the campaign never reached a stress point.



Statful was key for HOLD's software operation success. Business and software key real-time metrics overlapped and providing major insight.

— Guilherme Almeida, CTO, at HOLD.

Growing together

HOLD's coin offering was a major success and the team now uses Statful across all of its systems, and has plans for how it can evolve as their business grows.

"During the coin offering we already saw huge spikes in usage and data, and Statful handled it no problem. As the app and our user base grow we can see new ways we'll use Statful, and how it will evolve with us."

Configurable and Seamless

Due to the nature of HOLD's app, Statful would have to integrate seamlessly and be able to sit in the background without slowing their infrastructure or user experience.

"Statful plugged straight-in, the set-up was so easy," says Hugo. "We didn't have to worry about which machines we run or what OS. We just connected, configured and were up-and-running. It sits so quietly in the background, never slowing our system." What's more, due to Statful's customisable nature, HOLD is able to run both its technical and business metrics side-by-side, on the same dashboard. It means user's journeys can be viewed in the same channel as income streams or technical computing data; even pairing them together to paint the whole picture.

Statful is a Telemetry System that's hosted in the Cloud. It's designed with simplicity and flexibility in mind. It removes the burden of managing a real-time system on your premises.

Statful for Tech & Engineering

Statful is your go-to tool for analysis and your preparation for any big event. Our platform allows you to generate concise, clear and comprehensive reports on your performance tests, and create dashboards that act as real-time warning systems for Ops and IT teams.

Statful for Business

Our vision is to improve customer satisfaction and retention by helping rapidly identify possible issues with your data. Long before customers are affected. With Statful anybody can become a data specialist. No rocket science required.

Statful is a source-agnostic monitoring platform. Leaving you to instrument the world your way. Get insights to your stack, under the hood of your application or even on a WebSummit event through Twitter's API, in real-time. However you need it, we can handle it.

For more information or to view a demo of the Statful platform please visit our resources page – where you'll find case studies and documentation – or contact sales@statful.com to discuss your data needs.