

GAINING THE TECH ADVANTAGE WITH TELEMETRY



Lars Temme

Director of
Engineering — TVG

As Machine Learning, AI and the Internet of Things collide with 5G and Big Data, the pace and complexity of change are bewildering. Now more than ever, software developers need insight into their processes. To build apps better, quicker – consistently. But where do they start with gathering data and how can they make metrics work smarter, and even guide problem-solving?

We discussed telemetry challenges with TVG, one of America’s leading online sports betting companies and HOLD, who operate in the cryptocurrency space, who both use Statful to handle and visualise their big data.

These two businesses share their insight into how telemetry is much more than just 1’s and 0’s and the importance of harnessing the ‘tech advantage’.



Guilherme Almeida

CTO — HOLD

From your business perspectives, what was the adoption and what were the barriers of introducing telemetry?

Lars: TVG had to move out of a physical data centre into a more cloud-centric deployment. Before we adopted Statful into our organisation, we saw that every application framework or vendor specific product (e.g. databases or operating system) had its own preferred vendor for monitoring.

The monitoring of data used to require a specialised system engineering approach, but the adoption of telemetry is driven by a desire to automate. In a more distributed and dynamic environment, you need an overarching system that can deal with the big data on its own.

We wanted to change our traditional methods and to scale up but for us hiring more employees was not a preferred proposition for our stakeholders. We were aware of the time to resolve concerns in the transition from a data centre with network pieces and third-party connections, to an automated management system, but we felt a shift to using Statful was necessary.

“IN A MORE DISTRIBUTED AND DYNAMIC ENVIRONMENT, YOU NEED AN OVERARCHING SYSTEM THAT CAN DEAL WITH THE BIG DATA ON ITS OWN.”

— Lars Temme

Guilherme: HOLD started our journey with Statful because we recognised the need to evolve into the more mature way businesses are building software with increased DevOps methodology. We made the adoption of Statful part of our whole development process, through quality and design assurance, both manual and automated.

“WE RECOGNISED THE NEED TO EVOLVE INTO THE MORE MATURE WAY BUSINESSES ARE BUILDING SOFTWARE WITH INCREASED DEVOPS METHODOLOGY.”

— Guilherme Almeida

In terms of start-up businesses, the time it takes to get to market is critical. Stakeholders may see the implementation of telemetry as a non-functional requirement and as time-consuming. When you implement a data metrics system as early as possible into your business, it will save you time and money in the long run by instantly providing you with invaluable actionable insight.

For businesses who are not yet using a data metrics system, what are the key benefits of incorporating telemetry into their enterprise?

Lars: Using a metrics data visualisation and aggregation platform is key to baselining your system. Knowing how your systems work under a moderate and severe load, so you can identify where your breaking or straining points are as a load testing tool. You can't improve what you can't see.

“YOU CAN IDENTIFY WHERE YOUR BREAKING OR STRAINING POINTS ARE AS A LOAD TESTING TOOL. YOU CAN'T IMPROVE WHAT YOU CAN'T SEE.”

— Lars Temme

Guilherme: Visibility and traceability. Visibility gives you the ability to view what your business is doing in terms of performance and at a high level, with intuitive dashboards that are relevant for different areas of your businesses - from Product Owners to DevOps teams.

In terms of traceability, telemetry gives you a deeper view of any specific metric, gaining a better understanding of an issue or its unique behaviour.

Finishing points:

Lars: You should know the ins and outs of your system thoroughly. You should understand your baselines well. You should value collecting metrics and see them as a way to add value to the business. In a world of huge data volumes and complexity, if you can measure and see everything clearly, it reduces the complexity allowing you to continue and be in control to scale.

Guilherme: If you are involved in tech and you aren't using telemetry, you will fall behind. Using a product like Statful to visualise and handle your data is the only way to go.

The full discussion includes an introduction to the Statful product, in-depth perspectives of telemetry from two businesses, an audience Q&A along with an online poll. You can listen and watch the full webinar discussion [here](#).

Get in touch with Statful today to find out how our platform for complex metrics visualisation will improve your business. Email us directly hello@statful.com or visit us on www.statful.com for more information.