

Transforming Customer Experiences with SignalFx and AWS

Acquia improves customer service while saving \$600,000 per year.

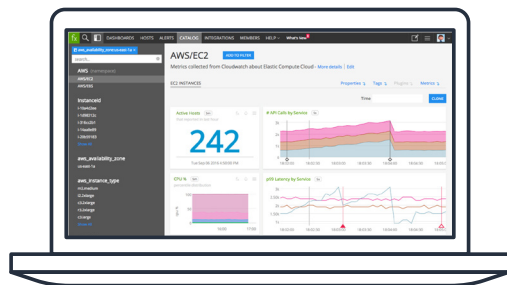
Acquia, a Boston-based provider of digital experience management solutions, experienced rapid growth and customer acquisition, putting continually rising demands on its operations team.

Simultaneously, Acquia's monitoring was breaking down. It took 30 seconds to load overview metrics, frustrating employees and customers. Technical managers spent up to an hour a day helping customer support staff identify issues and resolve cases.

Compounding the problem was the fact that the available monitoring data was both incomplete and untrustworthy. Information was cobbled together from disparate sources, error-prone, and visually unappealing. Customer support operators had to dig for data while customer problems went unresolved. Operators couldn't share data with customers, and often didn't even share it with each other.

The company needed more robust business tools to manage its infrastructure growth and the increasing complexity of its technology stack.

Build or buy? The case for SignalFx and AWS.



As Acquia evaluated its options, it quickly became apparent that they should take a page from its customers: turn to a SaaS-based provider whose sole purpose is monitoring, so that they themselves could remain focused on their core competency.

"Going with a hosted solution seemed intuitive," says Aaron "Checo" Pacheco, Product Manager for Acquia's product delivery infrastructure.

Acquia chose AWS and SignalFx: "Out of the box, SignalFx had nearly all of the integrations we needed for our complex environment. It was robust enough for our technical teams, yet easy enough for our nontechnical users," says Pacheco. "Acquia chose to partner with AWS because it was and has remained the most innovative global cloud platform. Our partnership with AWS allows us to serve our customers' evolving needs year after year with resiliency, reliability, and a robust set of tools and services."

Growing pains lead to inefficiencies

Acquia helps companies build digital customer experiences. As its customer base grew, the company needed better insight into its customers' instances and quicker access to data it could trust. Acquia turned to SignalFx for monitoring its growing AWS environment. The results included slashed support times, shorter time-to-resolution, fewer disruptions, happier customers, and less of a burden on Acquia's technical team.

Challenge

Acquia needed more robust operational tools to manage the growth in its infrastructure and the increasing complexity of its technology stack.

Solution

- Monitoring for infrastructure, services, applications, microservices, containers, and AWS Lambda.
- Real-time monitoring with 1-second resolution and 1-second latency metrics across its entire AWS environment in a consolidated platform.
- Direct integration optimized for AWS.
- Ease of use enabled self-service access and visibility across the organization, including customers.

Results

- Saved 138 hours per month
- Saved \$600,000 per year in hardware costs
- Reduced average time spent resolving support tickets

Time and cost savings, with faster problem-solving

Today Acquia is solving customer problems faster and more efficiently than ever before. The total time spent across teams to resolve the typical customer service call has gone from an average of one hour to just minutes. More than half of Acquia's 800 employees regularly use SignalFx. Pacheco estimates that SignalFx has saved each technical employee about an hour a day.



One example of this time saving occurred when an operator noticed that CPUs for a given service were hitting 100 percent utilization, while the business activity level was unchanged. It turned out a MySQL bug was jamming up the whole system. A hot fix was issued, and utilization levels returned to normal, enabled by better real-time visibility with SignalFx.

Acquia's rapid customer acquisition meant continually rising demands on its operations team. The number of incidents increased from an average of 1800 per month a year ago to 2300 most recently. With SignalFx's help, the average monthly hours spent on customer support has been reduced from 414 to 391, even as the incident volume has risen. Average time spent per incident has dropped from 0.23 hours to 0.17 hours – a reduction of 26%.

Measurable results include:

- More than half of Acquia's 800 employees regularly use SignalFx.
- Total time spent across teams to resolve the typical customer service call has gone from an average of one hour to just minutes.
- The average monthly hours spent on customer support has gone down from 414 to 391, even as the incident volume has risen by nearly 28%.
- The average time spent resolving an incident has dropped from .23 hours to .17 hours – a reduction of 26%.
- Technical employees save about an hour daily.
- Acquia now saves more than \$600,000 per year in hardware expenses.

"These productivity gains save us at least 138 hours per month, or close to that of a full-time employee," says Pacheco. All told, Pacheco estimates that the value of the time saved across teams at Acquia is roughly \$1 million annually.

SignalFx

Real-time monitoring across your AWS environment

SignalFx enables real-time, universal visibility and monitoring across your AWS environment. With SignalFx you get immediate visibility into infrastructure, services, applications, microservices, containers, and AWS Lambda functions.

SignalFx provides a consolidated view of your organization's operations at 1-second granularity with low-latency analytics. These actionable insights can help you prevent interruptions and address problems before they affect customers and negatively impact your brand. Moreover, SignalFx offers direct integration with AWS and ongoing support of new AWS services.

"Complex data is visually represented in beautiful graphs, so users can instantly understand what's going on. Our team trusts the information, so we can have conversations based on the data and easily share screen shots with customers, so everyone is on the same page."

Aaron Pacheco
Product Manager for Acquia's product delivery infrastructure

Extending insights and monitoring to customers

Acquia has also taken the SignalFx and AWS solution a step further: data from SignalFx is embedded directly into Acquia's customer portals so that customers can self-serve, troubleshoot, and plan capacity. With better informed customers, and Acquia's account managers providing transparent usage metrics, the team can achieve better business outcomes, faster.

"Customers come to us saying 'I looked at the data and it shows I need to buy more capacity' because they have access to their data. It makes selling and customer satisfaction so much easier," says Pacheco.

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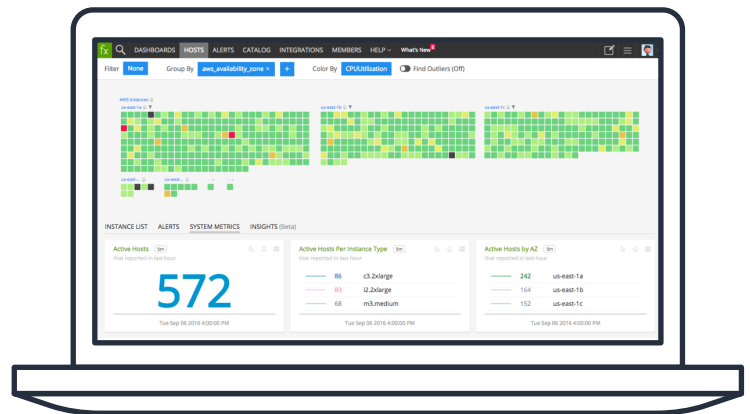
Aaron Pacheco
Product Manager for Acquia's product delivery infrastructure

Data-driven DevOps improves organizational efficiency

After moving to [SignalFx and AWS](#), Acquia's operations are more efficient. The SaaS solution helps the engineering team release code quicker and more reliably, helps technical support teams troubleshoot issues immediately, and even gives Acquia's customers the ability to directly monitor the capacity of their own services.

"With SignalFx, we can load literally dozens of graphs in seconds," says Pacheco. "Complex data is visually represented in beautiful graphs, so users can instantly understand what's going on. Our team trusts the information, so we can have conversations based on the data and easily share screen shots with customers, so everyone is on the same page.

"With SignalFx, you are getting more than great products. Their people are incredible, doing whatever it takes to help us succeed," says Pacheco.



SignalFx

About SignalFx

SignalFx offers real-time operational intelligence for data-driven DevOps. The platform discovers and collects metrics across every component in the cloud to provide real-time visibility into dynamic cloud environments. The SaaS service is optimized for container and microservices-based architectures and enables visualization, alerting, and collaborative triage capabilities across organizations of all sizes. [Learn more about SignalFx and AWS.](#)