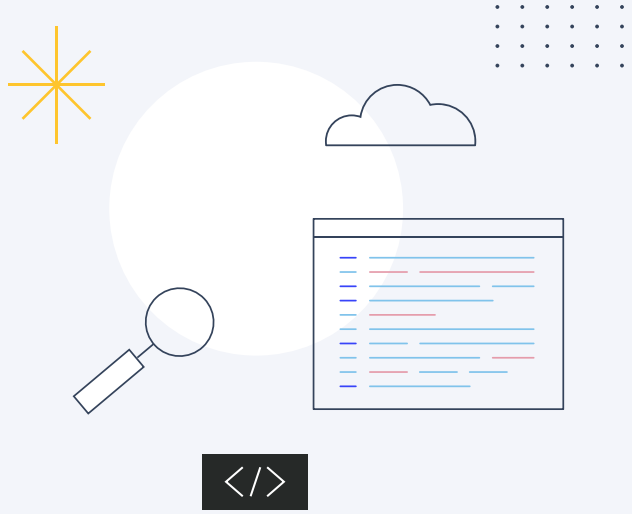
Coralogix

Observability Buyer's Guide

Coralogix

Are you evaluating observability solutions for your organization?

Whether you are a C-level tech executive or an experienced software engineer, this guide is for you. We will walk you through some of the key criteria to consider, so you can select the optimal solution for your organization's needs.



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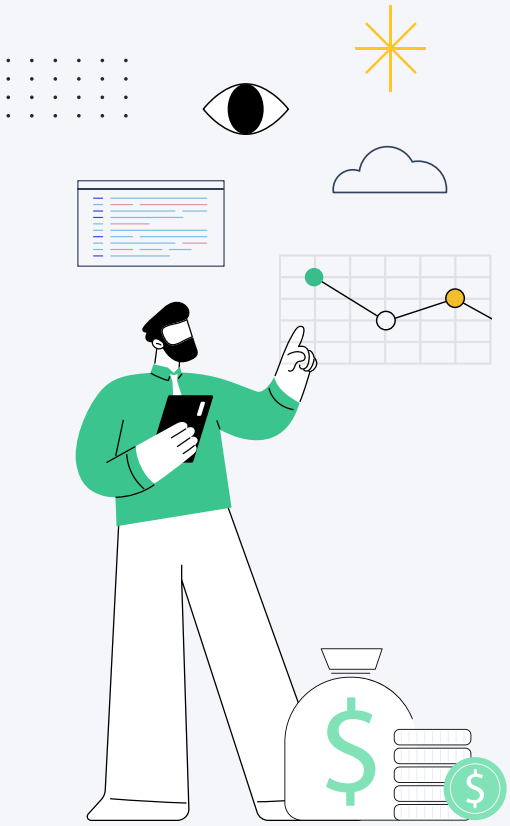
Why invest in observability?



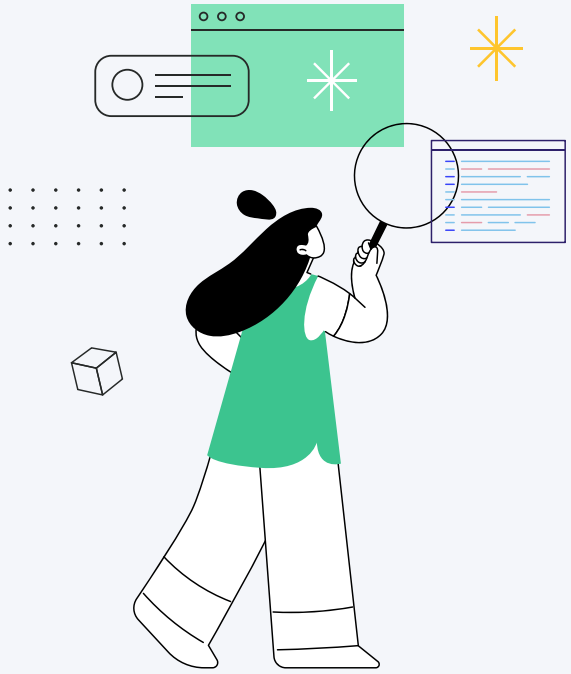
Observability is the ability to gather data from various sources such as logs, metrics, and traces, and use that data to form a complete picture of a system's behavior, performance, and health.

Observability practices offer several benefits for IT Teams:

- **Quick issue identification and resolution:** the full visibility of the system and automated alerts allow developers to quickly identify and troubleshoot issues, reducing mean time to detect (mttd) and mean time to resolve (mttr)
- **Proactive maintenance:** by analyzing performance trends, IT teams can anticipate potential issues and address them before they affect users.
- **Resource optimization:** observability tools can easily pinpoint underutilized resources and performance bottlenecks, improving system efficiency and reducing operational costs.

However, observability is not aimed at developers and infrastructure teams only, it impacts the organization as a whole. The data collected from applications contains valuable information about user behaviors and patterns, as well as overall performance. With the right tools, business analysts can extract insights, which can in turn fuel the organization's decision-making process. Observability is a powerful tool that can bridge the gap between development, operations, and business teams, enabling data-driven decisions at every level.

What to consider when choosing an observability solution



There are a lot of factors to consider when choosing an observability vendor:

DIY observability

There are many tools out there that allow organizations to set up their own DIY solution. However, it usually demands a fair amount of time and configuration, and with it comes the maintenance and scaling challenges of self-hosted infrastructure. That said, if you have an observability expert on your team and you know that your organization's needs won't change for the foreseeable future, a DIY solution could be a good option for you.

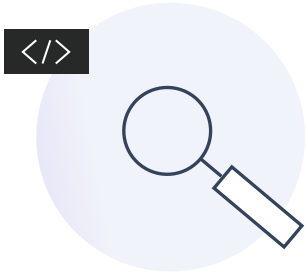
Managed observability solutions

Managed observability platforms do all the leg work for you. They usually are quick to set up and allow you to collect all the logs, traces and events from the various parts of your infrastructure and application in one place.

One tool vs. many

It is easy to fall into a pattern of using different tools to monitor different parts of your system. The problem with this approach is that diagnosing issues becomes a very complicated task.

Engineers have to log into several different platforms and look at dozens of dashboards to understand what is happening. The same goes for data analysts trying to piece together user journeys so they can extract useful information about the users and the product. It is definitely worth spending a little bit of time looking for one complete solution that will work well across your whole stack, and adopting it throughout the whole organization. You will thank yourself later!



Data analysis capabilities

A good solution should offer log, traces and metrics collection and analysis, while being capable of dealing with a variety of data sources and data types. The alert configuration should be straightforward, the interface easy to use, and visualization tools like dashboards or reports should be customizable to some extent. Look for advanced capabilities, like AIOps or incident management features to reduce manual labor.

Data storage

Pay attention to retention periods and storage solutions available. You should be able to query your data as often as you need, for as long as you need to, and at a reasonable price.

Integrations and open source

The observability solution should be easy to integrate with the various part of your system and with third-party providers. Avoid vendor lock-in by steering away from solutions that force you to use proprietary instrumentation tools or specific storage formats instead of industry standards or open-source technology.

Cost

If you want to get a complete and detailed picture of your systems and customer behaviours, the solution you choose will need to ingest a lot of data. A lot of providers charge you per unit of data ingested, so make sure you understand their pricing structure to avoid any surprises. Additionally, they can offer tiered pricing which may render some of their features inaccessible on a lower plan.

A good observability vendor should want to offer you the best tools to grow your business at a reasonable cost. As a rule of thumb, if they don't have specific cost saving features in place, then keeping your bill low is most likely not their priority.

Security and compliance

The observability vendor you choose will receive huge amounts of data from your system, including some of your infrastructure details and information about your customers. It needs to be fully secure and take compliance and regulatory requirements seriously.

Support

Using an observability tool shouldn't feel like swimming against the current. The learning curve should be minimal to facilitate a company-wide adoption and there should be plenty of guides and documentation available to help you get started. You should be able to easily report issues you encounter and get a response to any question you have in a reasonable amount of time.

Real reviews by real users	Coralogix	elastic	DATADOG
Ease of use	**89%**	80%	70%
Meets requirements	**88%**	87%	87%
Quality of support	**96%**	84%	75%
Ease of doing business	**96%**	82%	71%
Ease of setup	**90%**	83%	64%
Product direction	**92%**	87%	78%
Overall satisfaction score	**98%**	**75%**	**21%**

Coralogix's unique offering

Our mission is to make observability accessible to all. Here's how we do it:

Cutting-edge technology

We take innovation seriously and offer the best to our customers with a rich observability portfolio that spans log analysis, **APM, RUM, SIEM** and more. We continuously develop built-in cost optimization that not only reduces cost but directly impacts the volume of data that can be ingested and analyzed without breaking the bank. By leveraging LLMs we provide ML-enhanced features such as anomaly detection and natural language querying. The best part? We don't have a tiered pricing structure, so all of our customers can utilize every tool at no extra cost.

Built to be cost-efficient

Due to the amount of data collected, stored, and analyzed, observability solutions don't usually come cheap. We want to support the growth of every organization, not matter their size or budget, which is why our entire platform is built around cost efficiency. Some of our features, like Total Cost of Ownership (TCO) and in-stream analysis help our customers achieve cost savings of up to 70%. Data can easily be moved to low cost archive storage with built-in data routing and we also provide lightning fast querying of unstructured data directly from archive storage.

Flexibility

Our platform can adapt to industry related needs, as well as customer specific ones. Every tool we offer can be customized and configured to suit your particular use case or industry.

Integrations

We offer over 300 native integrations with third-party providers so you don't need to worry about building any yourself. Coralogix is also open-source-friendly so you can continue working with your preferred shipping agents. Data is stored in open source Parquet so there is no vendor lock-in.

Support

Our world-class support features a 24/7 in-app chat service and a response time under 1 minute. Our colleagues are very knowledgeable, and will be happy to assist you with any technical questions you might have from parsing rules to custom webhooks.

"The migration from Datadog to Coralogix was a success because it was a joint activity, with such a close group communicating every day."

James Lawson,
VP Engineering at Curve

We think we do a great job... but don't take our word for it!

In the past few years, we have won numerous awards and have been recognized as a leader in the observability space.

Want to hear more about what our customers think of us?

[Check out our case studies and testimonials]