

# How EverOps Helped a \$50Bn FinTech Company Streamline Network Monitoring for Enhanced Visibility and Efficiency

## The Client

A leading cryptocurrency exchange and technology provider, this platform offers a wide range of services to both individual and institutional clients across the globe. As a pioneer in the crypto economy, it is dedicated to delivering secure, reliable, and user-friendly tools for trading digital assets.

With millions of customers worldwide, the company has become a foundational player in the rapidly evolving world of digital currency. Through continuous innovation and a strong focus on security and regulatory compliance, it remains at the forefront of the industry—facilitating seamless, efficient transactions and helping shape the future of finance.

## Business Challenge

Modern network infrastructures generate an overwhelming amount of data from a multitude of sources, including servers, applications, devices, and user interactions. This deluge of data poses significant challenges for IT and network operations teams. They must sift through massive datasets to extract meaningful insights, visualize performance metrics, and set up alerts for potential issues. The complexity is further compounded by the use of multiple monitoring platforms and cloud environments, each with its own set of tools, interfaces, and data formats.

Many organizations find themselves struggling with:

**Data Overload:** Massive data volume makes it hard to quickly identify critical issues.

**Fragmented Monitoring Systems:** Using multiple monitoring platforms leads to fragmented data views and inconsistent monitoring practices. This fragmentation hinders the ability to get a holistic view of the network's health and performance.

**Complexity in Data Integration:** Integrating data from various sources and platforms is often complex and time-consuming, requiring significant manual effort.

**Inconsistent Alerting Mechanisms:** Different systems have different alerting mechanisms, leading to inconsistent alerting thresholds and delays in issue resolution.

**Resource Constraints:** Limited IT staff struggle to manage tools while handling incidents.

Recognizing these challenges, the team partnered with EverOps to consolidate its monitoring efforts into a single, modern observability platform. The goal was to achieve:

**Unified Data Collection and Visualization:** A centralized platform to collect data from diverse sources and visualize it in a cohesive manner.

**Streamlined Operations:** Simplification of monitoring tasks through the use of a unified platform, reducing the operational burden on IT teams.

**Enhanced Flexibility:** The ability to adapt and scale monitoring practices to meet evolving business needs without being constrained by the limitations of legacy systems.

**Improved Incident Response:** Consistent and reliable alerting mechanisms to ensure prompt detection and resolution of issues, minimizing downtime and its impact on business operations

## Solution

To address complex network monitoring needs, a leading organization partnered with EverOps to implement a comprehensive solution using Datadog's diverse offerings. The Datadog agent was deployed as an SNMP (Simple Network Management Protocol) and NetFlow collector, enabling real-time insights into network traffic and device performance. Synthetic transactions, which simulate user interactions, were utilized to proactively monitor application performance and detect issues before they affected real users. Regular service checks ensured the continuous verification of critical services, while DogStatsD, a metrics aggregation service, facilitated the collection of custom metrics from various sources—providing flexible and scalable monitoring capabilities.

EverOps leveraged Datadog's native support for containerization (managing and running applications in isolated environments called containers), seamlessly

integrating it with the organization's deployment model and simplifying the management of these environments. The use of Vector, a data ingestion tool, enabled efficient polling and processing of new data sources, ensuring comprehensive data coverage. Advanced anomaly detection (identifying unusual patterns or deviations) and a robust alerting system were also implemented, allowing for the early identification and swift resolution of potential issues—thereby enhancing overall system reliability and performance. Custom dashboards and visualization tools implemented by EverOps offered real-time insights into network and application health, facilitating informed decision-making and rapid response to emerging issues.

This unified monitoring solution not only streamlined operations but also provided the flexibility to scale and adapt to future challenges, ensuring the continued reliability and performance of the infrastructure.

### Business Outcome

The collaboration between EverOps and a leading technology company in migrating to Datadog's comprehensive monitoring platform resulted in significant improvements across various facets of operations. By consolidating monitoring tools into a single, cohesive platform, the organization simplified its tech stack—reducing the complexity and overhead associated with maintaining multiple disparate systems. This shift allowed IT and operations teams to focus on strategic initiatives rather than managing and troubleshooting fragmented monitoring solutions.

With Datadog's native tools and integrations, the company achieved increased visibility into network and application performance. Enhanced monitoring capabilities provided deeper insights into infrastructure health and operations, enabling more precise and timely identification of issues. Features such as anomaly detection, synthetic transactions, and Vector's data ingestion allowed the team to uncover and address previously undetectable or cost-prohibitive problems, significantly improving service reliability and performance.

#### Key benefits included:

**Transatlantic Cabling Issue:** Quickly traced and resolved traffic experiencing loss.

**Configuration Discrepancies:** High-resolution custom scripts identified and corrected discrepancies.

**Interface Troubleshooting:** Single interfaces with issues were easily identified.

**VPN Configuration:** Proactively identified and addressed VPN problems.

**License and Certificate Tracking:** Streamlined tracking reduced downtime and costs

Overall, the move to Datadog empowered the organization with the tools and insights needed to operate a more resilient, efficient, and cost-effective infrastructure.