

# LendingTree builds self-service access across teams with centralized log management

## Results at a glance

- Reduced log investigation time from one hour to seconds
- Eliminated manual log hunting across 10-15+ servers
- Centralized various logs, from applications, infrastructure, and acquired companies
- Improved cross-team collaboration and self-service access for non-technical teams
- Accelerated automation using Sumo Logic API



### PRODUCTS

Sumo Logic Platform

### USE CASES

Log management

### ENVIRONMENT

AWS, Azure, Snowflake

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## Challenge

Before partnering with Sumo Logic, LendingTree relied on a fragmented, manual approach to log management that couldn't scale with their business.

Logs were scattered across individual systems, and teams had to track down a DevOps engineer just to access a single log, open a text file, and manually search for answers.

With applications running across as many as 15 servers, piecing together a complete picture of an issue was time-consuming and slowed down troubleshooting and incident response. As LendingTree grew and expanded, Howard Zeemer, Senior Director of IT Operations, knew this process was unsustainable. They needed a dedicated security tool to consolidate and manage their logs and support a more efficient operating model.



### INDUSTRY

Financial services

### ABOUT

LendingTree is home to the nation's largest network of lenders offering all kinds of financial products, including mortgages, auto loans, small business loans, personal loans, credit cards, and more.



The ability to consolidate all of our log files into Sumo Logic was very impactful to our developers and saved them lots of time on a daily basis. We went from chasing down access to machines to being able to search for whatever we need in one place.

Howard Zeemer  
Senior Director of IT Operations  
LendingTree

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## Solution

After being a customer for over seven years, LendingTree continues to choose Sumo Logic as their security solution, as it helps them simplify operations and improve access to data across teams. Their requirements are clear:

- Centralize logs into a single, searchable platform
- Scale easily as the business grows and acquires new companies
- Allow for self-service access without teams relying on technical functions
- Is easy to use, manage, and configure
- Support both technical and non-technical users

Sumo Logic continues to deliver on these requirements by providing a unified platform where teams can ingest, search, and analyze data in real time.

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## Results

### Consolidated log files into a centralized platform

LendingTree replaced a fragmented, manual log hunting process with a single, centralized platform for all log data, cutting search time for developers significantly. With all their logs consolidated, they can get a full picture of the incident, from the initial detection to resolution.

Instead of chasing down access to individual machines or manually searching log files, engineers can now immediately search across all systems. With all logs unified, teams can see a complete picture of system behavior, making it easier to determine whether an issue is application-specific or infrastructure-related.

“What used to take an hour of manually hunting through 10–15 log files now takes moments. The habits that we've built and the expectations we have because of this tool, we fully expect anybody in our organization to be able to go in, perform

### THE NUMBERS

Log investigation  
time

1 Hour → Seconds

### CUSTOMER EXPERIENCE



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**Howard Zeemer**  
Senior Director of IT  
Operations  
LendingTree

a search, and have an idea of what's going on with their application,” explains Zeemer.

With LendingTree scaling and acquiring more companies, proper log management became even more critical. As other companies and their data were added to the LendingTree ecosystem, Sumo Logic helps bring them into the central hub of knowledge. “We’re able to see our own logs and see logs for other pieces of the organization, as we implemented crosstalk between all of those different components,” says Zeemer.

### Improved visibility, organizational confidence, and speed

With log investigation now taking the team seconds, LendingTree can focus on innovating and automating. Their test and engineering teams use Sumo Logic API to drive automation, validating expected log outputs as part of their test automation in staging environments, helping catch issues earlier and speed up development cycles.

“As we automate to speed up processes, having all this data consolidated into Sumo Logic has helped us continue to speed up automation,” said Zeemer.

LendingTree has also built dashboards that provide visibility across different levels of technical expertise, creating a more open and proactive culture environment where anyone can ask questions when something looks off. In one case, the CTO noticed a small irregularity on a dashboard while walking past Zeemer’s desk and flagged it.

That shared visibility has also broadened access across the organization. Other teams, such as sales and operations, can work with the same data and even write their own queries. “We’ve got less technical people who’ve learned to write Sumo Logic queries because the language is straightforward. When you’ve got sales, developers, and operations all working from the same playbook, things get faster, more confident, and we’re able to build a stronger security culture,” Zeemer said.

### Improved cost efficiency and self-service scalability across teams

LendingTree continues to partner with Sumo Logic for its cost and operational

## CUSTOMER EXPERIENCE



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efficiency. Several other companies have tried to win their services by offering upfront lower pricing while hiding the complexity and overhead of their products, which usually require major engineering effort just to make the data usable.

Zeemer explains, “Sumo Logic is easy to use and cost-effective. I can go grab any data source, start feeding it in, and, with minimal effort, it'll be highly performant and exactly what we're looking for. The team generating the data is responsible for owning it throughout the entire process. And since it's so self-service, teams can move independently without waiting on my SRE team.”

Because all data lives in the same environment, teams can also correlate information across applications and systems more effectively. “Everybody is playing in the same sandbox, so we have faster cross-team analysis and more complete visibility across the organization,” said Zeemer.

### Faster workflows with Sumo Logic Dojo AI

LendingTree uses Sumo Logic Dojo AI across their organization to support non-technical teams as well as their technical functions. Teams use it to write better queries and quickly surface relevant information, making it easier for teams across LendingTree to get even more value out of the solution.

**“In our environment, Sumo Logic isn't just for engineers. We have sales, business, and other teams using it as well. Dojo AI makes it easier for them to write queries and quickly get the answers they need, which helps everyone move faster.”**

### Strong partnership and continuous collaboration over seven years

After being a customer for over seven years, Zeemer values the long-term partnership and consistency of the Sumo Logic Customer Success team. “My favorite thing about Sumo Logic is the people and that they're always a partner and willing to collaborate with us. They're always asking what they can do better and what they can do to help.”

LendingTree also finds the Sumo Logic Academy super helpful, especially as they scale and onboard new companies. “When it comes to training, Sumo Logic

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always wants to know what training they can provide that will help us better take advantage of their tool. And as we expand, we have to bring those new people up to speed with the training, and we find it incredibly useful for getting all our users on board,” explains Zeemer.

Rather than a transactional relationship, Zeemer remarks that the relationship has always been extremely collaborative. Whether it’s monthly check-ins on usage or discussions about new capabilities, the focus remains on shared outcomes. “At no point in time do I feel like I’m being sold. It’s always about how Sumo Logic can be a better partner and what we can do to help,” he said.

In one case, LendingTree needed to monitor their Snowflake environment, but Sumo Logic didn’t have one built yet. After working hand in hand, Sumo Logic built a dedicated Snowflake collector for LendingTree to help them work more quickly.

**“I recommend Sumo Logic every time I get the opportunity. There’s a difference between vendors who just sell you a product and those that truly partner with you. Sumo Logic is the latter. The product is consistent and stable. It feels like the product is being built with us, not just sold to us, which makes the biggest difference.”**

Read more about other customer successes — from retail to healthcare to fintech [here](#).



Learn More

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