



Hootsuite Case Study

How Hootsuite delivers high performing AWS Applications to their customers

Executive Summary

To deliver applications with high SLA's, Hootsuite implemented Sumo Logic machine data analytics platform. The Sumo Logic solution dramatically reduced the total cost of ownership for Hootsuite; the service also helped Hootsuite meet their customer experience needs while enabling internal DevOps/IT team to focus on their core end-user services.

Who is Hootsuite?

Hootsuite is the leading social media management platform for businesses and organizations. The SaaS based platform is trusted by over 800 of the Fortune 1000 and serves thousands of enterprises and millions of users in over 150 countries.

Hootsuite Application Management Challenges

Today, social media is a key part of every enterprise's customer engagement strategy, and for many organizations, Hootsuite has become a critical piece of their social media strategy and success.

The Hootsuite service is the prototypical modern application. The Hootsuite application is:

- Built on Amazon AWS and leverages advanced services like ELB, Redshift and serverless/Lambda

- Delivered using agile and DevOps methodologies that support fast changes and iterations
- Architected with microservices that makes the application logic composable.

Alex Zadorozhnyi, Director of Product Operations at Hootsuite was tasked with delivering this service with exceptional performance to attract, engage and retain customers. To meet their stringent service SLA's (99.9% application uptime, minutes for performance issue identification and resolution), the Hootsuite operations team initially started with open source solutions to monitor and analyze their mission-critical application performance.

- ELK stack (Elastic, Logstash and Kibana) provided basic log collection, aggregation and analytics capabilities
- Graphite monitoring solution enabled Hootsuite to track and trend basic application and infrastructure metrics associated with their application

However as their customer base grew, Hootsuite found it challenging to "manage" the management solutions. Hootsuite saw several issue with their current management solutions:

- High TCO: Since Hootsuite IT was running ELK and Graphite, they were responsible for configuring, upgrading, scaling and tuning these system. This meant that expensive Hootsuite resources



were dedicated to administer these systems instead of running the Hootsuite service, resulting in high cost of ownership for these solutions.

- Tool instability: The systems also had severe stability issues which adversely impacted the IT team and their focus. Now instead of focusing on Hootsuite service issues, Hootsuite IT was focusing on stabilizing their analytics and monitoring solution
- End to end monitoring challenges: Finally, the lack of a comprehensive view - logs, metrics and events - created monitoring and troubleshooting inefficiencies. Operations and DevOps team had to learn and correlate multiple solutions and datasets, which was time consuming and labor intensive and put application KPI's at risk.

- Simplification and acceleration of application troubleshooting by applying advanced analytics and machine-learning algorithms to logs and time-series metrics
- Improved team collaboration by providing richer and real-time insights based on a shared version of the truth to support DevOps and continuous delivery

Sumo Logic helps Hootsuite deliver high performing applications and at dramatically lowered TCO

Since implementing Sumo Logic, Hootsuite has seen dramatic business value with Sumo Logic:

- Improved application performance and reduction in problem identification and resolution times: The intuitive correlation of logs and metrics and integrated machine learning makes it easy for Hootsuite operations to quickly identify and fix issues.
- Dramatically reduced TCO: With the Sumo Logic unified solution, Hootsuite has consolidated multiple open source solution into one platform. Furthermore, since the Sumo Logic solution is entire SaaS based, Hootsuite no longer has to manage their analytics solution. The solution is easy to adopt, and requires no configuration/fine-tuning. Lastly, the solution provides uptime and performance SLA's - Hootsuite operations know that the Sumo Logic service is always available and ready to serve their customers.
- Scalable solution with built in future-proofing: As a highly scalable SaaS offering, Sumo Logic can handle any amount of machine data volume. As Alex states "Hootsuite now has a solution that will scale seamlessly as they grow".
- Easy adoption of AWS data: Sumo Logic provides out of the box apps for most key AWS services (EC2, S2, RDS, CloudTrail, VPC flow logs, Lambda etc.), which makes it easy for customers to instantly ingest and analyze data from these services

“Open source solutions for logging and metrics looks attractive on paper, but costs add up when you are trying to scale it up and make it enterprise-grade.”

Alex Zadorozhnyi, Director of Technology, Hootsuite

Why Hootsuite chose Sumo Logic?

To address these needs, Hootsuite looked at several alternatives before selecting Sumo Logic.

Sumo Logic provides the industry's first machine data analytics platform to natively ingest, index and analyze metrics and log data together in real-time. The solution is delivered as a cloud-native SaaS based solution, making it easy for customer to adopt and scale the solution. The unified logs and metrics architecture delivers real-time and contextual insight into machine data from applications, infrastructure and services.

As Hootsuite evaluated Sumo Logic, they realized key values that Sumo Logic can provide Hootsuite:

- End to end visibility through real-time dashboards that integrate custom metrics, AWS CloudWatch and infrastructure metrics and display them in intuitive real-time dashboards

“Sumo Logic provides us instant visibility into AWS services. We were able to get AWS ELB dashboards in a few minutes, which was very impressive.”

Alex Zadorozhnyi, Director of Technology, Hootsuite



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