

“Sumo Logic has helped us take monitoring to the next level, by identifying and predicting abnormalities even before they happen and in cases when they do, enabling the fastest response.”

**Pradeep Thangavel**

Engineering Manager, Site Reliability Engineering



### Challenge

With a rapidly growing customer base, Freshworks sought innovative techniques to leverage the previously-untapped power of its machine data to avoid outages, latency, or other service interruptions. This would help the company better serve its customers - and their clients as well - while also setting the stage to more intelligently scale its infrastructure to cope with operational peaks and valleys.



### Solution

Freshworks standardized on Sumo Logic’s born-in-the-cloud machine data analytics offering to aggregate log information from across its entire cloud-based application stack. With the new system in place, the company set up comprehensive, sophisticated alerting that employed artificial intelligence to more efficiently diagnose operational issues before they became crises.



### Results

Sumo Logic has been adopted by multiple groups within the company. Alerting, live dashboards, and robust algorithms have made operational oversight much more straightforward and laid the groundwork for sustained customer expansion.

### By the numbers

Founded in 2010 as one of the first pure-play India-based Software as a Service (SaaS) providers, Freshworks has been a resounding success. Its solutions help power enterprises that range from globally prominent organizations such as Honda, Cisco, and American Express to thousands of small and medium sized firms. Freshworks’ mission is to help these companies better engage and communicate with their customers and employees with refreshing business software that is easy-to-use, feature-packed, and accessible to organizations of all sizes. With greater than 100,000 customers in 145 countries, Freshworks surpassed the \$100 million revenue milestone in 2018, and continues its torrid growth.

Company

**Freshworks**

Industry

**Technology**

Headquarters

**San Mateo, California, USA**

Size

**2,500 employees**

Use cases

**Operations**

**Freshworks taps Sumo Logic to deliver operational insights and guidance for fine-tuning its infrastructure to provide better responsiveness and reliability.**

The company develops a broad and diverse set of solutions, anchored by its freshdesk customer support offering and augmented by products such as:

- freshservice: IT services management
- freshcaller: cloud-based call center
- freshsales: sales opportunity management
- freshteam: talent recruitment
- freshchat: website visitor and product user interaction
- freshmarketer: marketing automation

Supporting a wide variety of customers – including enterprises that primarily service businesses (B2B) as well as those that are more focused on consumers (B2C) – imposes a daunting set of obligations on Freshworks. The company's Site Reliability Engineering (SRE) team is tasked with carrying out the vital responsibility of minimizing downtime, latency, and outages. The group continually monitors Freshworks' all-cloud infrastructure to detect and correct potential service disruptions.

Freshworks' sweeping and disparate customer base generates a highly dynamic workload. For example, a B2C online movie booking platform will have predictable periods of peak activity, such as weekends. This will translate to easily foreseeable extra demands on the company's infrastructure. On the other hand, a B2B payments application will likely experience a very different set of peaks and valleys. As a SaaS provider, it's incumbent on Freshworks to accurately and instantly tune its resources to cope with this variability without subjecting its clients to any inconveniences.

The only way for Freshworks to attain its site reliability commitments would be to have comprehensive visibility into each of the elements that comprise its extensive technology portfolio. Originally, Freshworks deployed what was – at the time – leading-edge monitoring systems. Unfortunately, as the company continued to acquire increasing numbers of demanding customers, it soon became apparent that these legacy solutions couldn't deliver the efficiency and intelligence necessary to properly care for such an abundant user community. The company's technical leadership recognized that capitalizing on the large volumes of machine data generated throughout its complete application stack could be a key ingredient in facilitating these duties.

Rather than attempting to develop its own machine data analytics application – which would be a distraction from its core business – Freshworks examined prominent commercial and open source solutions. Sumo Logic won the evaluation thanks to its cloud-native architecture, solid customer care, and ongoing dedication to innovation.

Freshworks launched its Sumo Logic venture by integrating it across the company's entire platform and ingesting significant quantities of machine data. The SRE team members were the first Sumo Logic users, but after witnessing the product's benefits

within the first year, the software development and support groups also eagerly adopted it. Sumo Logic made it possible for individuals on each of these teams to make informed decisions without needing to escalate inquiries to scarce advanced engineering or operations specialists.

The Freshworks Site Reliability Engineering team acts as an emergency response unit: when an irregularity occurs, they're the first group called in. This is why it's imperative that they quickly understand what – if anything – has gone wrong, the reasons behind it, and how to resolve the issue. Sumo Logic's powerful alerting capabilities have been an essential part of how the SRE organization carries out its responsibilities. In contrast with setting fixed thresholds which may quickly go out of date and constantly need to be reset, Sumo Logic lets Freshworks identify the appropriate Key Performance Indicators (KPIs), ingest relevant logs, and let its algorithm learn over time.

What's especially helpful is that rather than broadcasting alerts whenever a threshold is reached, Sumo Logic analyzes how the infrastructure is being used and only raises an alarm if there's a

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**“We've found the Sumo Logic learning curve to be really small. The user experience never fails to impress.”**

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deviation that demands immediate administrative scrutiny. This saves time and avoids unnecessary diversions. Over time, Sumo Logic's deep learning algorithms refine their understanding of normal versus abnormal patterns, and consequently increase their predictive accuracy. Alerting has been particularly useful when combined with Sumo Logic's Outlier Detection and Time Compare competencies.

## Outlier Detection

Sumo Logic's multi-dimensional Outlier Detection capability quickly helps Freshworks ascertain whether periodic surges and dips represent a possible crisis or are merely a relatively normal deviation that requires no further attention. If there's a real problem, Sumo Logic also helps pinpoint the cause of the issue, expedite troubleshooting, and prevent production defects from impacting customers. Because Freshworks ingests machine data from across its entire technology portfolio, Sumo Logic

expedites inspecting the behavior of a complete cross-section of the company's infrastructure. This includes resources such as modules, servers, application features, or any other entity. This is a far superior approach when compared with condensing multiple metrics into a single indicator, which doesn't provide sufficient insights to precisely address runtime complications.

## Time Compare

For many of Freshworks' B2C customers, it's quite common to periodically offer sales or other promotions that will naturally result in traffic surges. Unsurprisingly, Freshworks doesn't compel its customers to notify it in advance of these events: instead, its infrastructure must be able to gracefully keep pace with all types of usage patterns. When a utilization spike takes place, Sumo Logic's Time Comparison operator helps provide context by comparing vital usage metrics with historical data from different periods.

Sumo Logic adds value regardless of whether the surge indicates a true threat or is merely a byproduct of a customer-driven event. In normal situations, its insights can help fine-tune Freshworks' infrastructure to more effectively serve clients. On the other hand, if a traffic spike is a symptom of a deeper issue, the company uses the machine data aggregated in Sumo Logic to get a head start towards correcting it.

What began as a journey to help Freshworks simply enable infrastructure monitoring now encompasses many other crucial assignments. This expansion has been driven by multiple factors, including Sumo Logic's attentive customer support and continual client-driven product innovation, especially for potent features such as live dashboarding, outlier detection, log comparison, and time comparison. Taken together, these capabilities have significantly boosted many aspects of the company's day-to-day operations. As part of its never-ending commitment to deliver more robust and secure solutions to its clientele, Freshworks will continue to broaden and deepen its partnership with Sumo Logic.

## About Freshworks

Freshworks provides innovative customer engagement software for businesses of all sizes, making it easy for teams to acquire, close, and keep their customers for life. Freshworks SaaS products provide a 360 degree view of the customer, are

ready to go, easy to use, and offer quick return on investment. Headquartered in San Mateo, USA, Freshworks 2,500+ team members work in offices throughout the world. For more information visit [www.freshworks.com](http://www.freshworks.com).

## About Sumo Logic

Sumo Logic is a secure, cloud-native, machine data analytics service, delivering real-time, continuous intelligence from structured, semi-structured and unstructured data across the entire application lifecycle and stack. Nearly 2,000 customers around the globe rely on Sumo Logic for the analytics and insights to build, run and secure their modern applications and cloud infrastructures. With Sumo Logic, customers gain a multi-tenant, service-model advantage to accelerate their shift to continuous innovation, increasing competitive advantage, business value and growth.

Founded in 2010, Sumo Logic is a privately held company based in Redwood City, Calif. and is backed by Accel Partners, Battery Ventures, DFJ, Franklin Templeton, Greylock Partners, IVP, Sapphire Ventures, Sequoia Capital, Sutter Hill Ventures and Tiger Global Management. For more information, visit [www.sumologic.com](http://www.sumologic.com).