**IBM Cloud**

CASE STUDY

# How LogDNA and IBM
# Find Synergy in Cloud

**logdna**

## Quick Summary

### INDUSTRY

Cloud

### REQUIREMENTS

- Hosted on IBM Cloud
- Able to easily integrate with IBM Cloud Services
- Centralized logging for IBM Cloud, internal IBM teams, and IBM customers
- Scalability

### LOGDNA SOLUTIONS

- Built on IBM Cloud Kubernetes Service (IKS)
- Deployed in 8 IBM data centers across the globe
- Collects logs from dozens of IBM Cloud Services
- Provides centralized logging for:
  - All of IBM Cloud
  - Internal teams including IBM Watson and the Weather Company
  - Thousands of IBM customers
- Managing petabytes of logs

## BUSINESS IMPACT

In 2018 LogDNA partnered with tech giant, IBM, to become the sole logging provider for IBM Cloud. This is the  story of how the partnership started. Since then, LogDNA has grown to support thousands of internal IBM teams and enterprises on IBM Cloud and is deployed in eight multi-zone regions across the globe.

Users have access to two offerings in the cloud catalog. IBM Log Analysis with LogDNA provides detailed insights into all environments by centralizing application, system, and server logs into a single UI. Users can deploy on IBM Cloud in minutes, see their logs instantly in LiveTail, and search using natural language. Intelligent Parsing, real-time Alerts, and custom visualizations help teams stay up to date with the data that's most valuable to them.

IBM Cloud Activity Tracker with LogDNA  is for anyone using IBM Cloud Services to help them gain insights into actions that change the state of these services. This offering provides real-time Alerts, custom Views, and data visualizations with Boards and Graphs to show a snapshot of Cloud Service activities and help users identify trends over time.

You know what they say: you can't fix what you can't find. That's what makes log management such a critical element in the DevOps process. Logging provides key information for software developers on the lookout for code errors.

While working on their third startup in 2013, Chris Nguyen and Lee Liu realized that traditional log management was wholly inadequate for addressing data sprawl in the modern, cloud-native development stack. That epiphany was the impetus for LogDNA, a twist on a logging platform that could respond and scale in dynamic cloud environments.

## Pivoting to meet DevOps needs

What was straightforward when writing code for one server became unwieldy as virtualization, with multiple servers in a single machine, moved into the data center and exploded the amount of log files. As applications grow, so do code issues. And as pressure mounts on IT for zero downtime, developers need real-time visibility and an easy way to chase data activity. Containers help isolate issues, but they still largely depend on the IT infrastructure team who are unfamiliar with the applications to manage logging, and that can tax limited resources.

Building on top of the popular elasticsearch, LogDNA set out to create a solution modernized enough to provide DevOps intelligence and automatically organize all that data. Fortunately, the LogDNA team saw the writing on the wall: Kubernetes. The timing was perfect. Developers were starting to adopt the lightweight, open source platform for managing containerized workloads. LogDNA seized on the advanced orchestration

capabilities of Kubernetes in cloud environments and spun out an integrated, managed software-as-a-service (SaaS) solution that began to gain traction.

## Looking for a strong partner

This work caught the attention of the IBM Cloud team, which itself was shifting focus to Kubernetes services and DevOps and working actively in the open source community. We quickly found synergy between our efforts. That synergy helped weave the LogDNA logging platform into the IBM global ecosystem, binding the two companies together as partners to deliver innovative, managed Kubernetes services.

While LogDNA is in the business of logging, it is also a storage and big data company. When the team initially looked at the IBM Cloud Kubernetes Service, they worried that it wasn't going to meet our demands. Fortunately, several IBM distinguished engineers introduced the LogDNA team to the IBM Cloud Kubernetes Service bare metal offering.

The flexibility of a bare metal option allowed LogDNA to get the IOPS (input/output operations per second) we need to read and write quickly out of storage, and at a less-expensive price than network-based storage.

The IBM-LogDNA relationship is an example of true collaboration. IBM has quickly responded to product developments recommended by the LogDNA team. However it's not only IBM delivering enhancements; LogDNA has adjusted some process and infrastructure planning based on suggestions from the IBM team. The refinement of the logging-related offerings is a chance for the LogDNA and IBM teams to work hand-in-hand to build better services.

## Getting to the heart of DevOps

LogDNA's product is heavily focused on the DevOps space. It provides better insights, better observability into development stacks, and better building tools that help developers. It offers the convenience of a very robust log management tool without the inconvenience of having to manage or configure anything.

In a world that churns out disruptive direct-to-consumer applications (think Uber), there is a growing market for a level of scalability not being addressed by others in the market today.

With the combination of IBM and LogDNA, we can help clients no matter where they are on their journey. The goal is to provide a log management tool that optimizes a developer's data. The LogDNA tool focuses heavily on things like Automatic Parsing. Any data that comes into LogDNA is automatically taken care of, since the tool can recognize the exact kind of incoming logs. Our tool bundles its services for simplicity and ease of use, so developers don't need to worry about logs.

## Partnering around the world

The IBM global footprint is enabling LogDNA to deliver this service consistently around the world. As the preferred logging service for all of IBM Cloud, LogDNA is available in the IBM Cloud Service Catalog and in eight global IBM service regions. IBM customers can select and order LogDNA services by identifying that they want logging; this pulls LogDNA directly into their order.

In addition to customer-requested orders, IBM uses LogDNA for many of its internal systems, which further extends the relationship.
Ultimately, the joint effort of IBM and LogDNA is helping our customers stay focused on their priorities, and leave the logging to us.

*"LogDNA set out to create a solution modernized enough to provide DevOps intelligence and automatically organize all that data."*

# About LogDNA

At LogDNA, everything starts with our mission: To help developers be more productive so they can focus on what they love. We are a mission-driven, developer-first company. This mission is simple, but bold. We focus on logging because logs are the lifeblood for developers — it is the core atomic unit for how modern engineering teams understand what's going on with their systems, monitor what they are doing, and get information they need to troubleshoot. Simply put, everything rests on your logs.

Sign up for a fully-featured 14-day trial and optimize your logging workflow or reach out to our sales team to create a plan tailored to your needs at outreach@logdna.com today.

# Thank You

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