

## SendHub Switches to Loggly to Clearly Hear What Its Logs Are Saying



### Profile

SendHub brings simplicity, affordability, and multi-channel customer service to business telephony. Its phone solution is flexible and adaptable to the dynamic needs of small and midsize companies, without adding costs and complexity to their operations.

### Highlights

- Switched from another log management solution with virtually no effort
- Facilitated effective operational troubleshooting across the development team
- Increased application uptime with proactive monitoring
- More effective service level and development goal setting

### Challenge

The only thing worse than a dropped call is one with poor reception or clarity that leads to the eventual hang-up. Tens of thousands of small and mid-sized businesses rely on SendHub's all-inclusive phone suite to give them hassle-free communications that are available wherever they are.

Many of these businesses have distributed workforces, so SendHub's rapidly growing team of developers works hard to keep voice quality high and application response times low. "Application uptime matters a lot in our business," says Brock Haywood, Director of Platform at SendHub. "Even if our service is down for a few minutes, we can measure the negative impact on user engagement. It's very valuable to be able to predict possible outages and take proactive measures to address them."



SendHub customers get hassle-free communications.

As a cloud-based business, SendHub has built its service around a key tenet: using external, cloud-based services to manage as many non-core components as possible. “Our desire is to let other experts do what they are good at so that we can focus on our real competency, delivering a great communications product to our customers,” Haywood states.

Recognizing the importance of log data for operational troubleshooting and in keeping with this key tenet, SendHub had deployed another third-party log management solution before Loggly. However, it realized that its previous service could not scale to meet its expected growth in applications and customers without introducing a prohibitively high cost structure and level of unwanted complexity and internal oversight.

### Why Loggly?

After evaluating several log management solutions, Haywood’s team selected Loggly because:

- As a cloud-based product, Loggly would not require SendHub to install or maintain servers that would distract the team’s focus from the customer.
- Loggly could easily aggregate logs across SendHub’s website, back-end server infrastructure, and mobile clients. “With Loggly, we can work with all of our different endpoints and use cases.”
- Its unique agent-free approach would allow SendHub to move more quickly as its applications grew. “One of our goals is to use open protocols whenever possible. Being able to use syslog—which comes on every Linux server in the world—was certainly appealing when compared to having to install proprietary software on all of our servers. Even if the hurdles to deploying agents are low, the troubleshooting is just not the same as going into a standard rsyslog config that is understandable to anyone who uses Linux.”
- A pay-as-you grow pricing model fit the scale of SendHub’s current and future business.

*“Loggly was a smarter choice for our cloud-based business, offering a painless adoption path with virtually no effort on our part and allowing us to accomplish the same things we had from our Splunk solution at a fraction of the cost.”*

— Brock Haywood,  
Director of Platform, SendHub

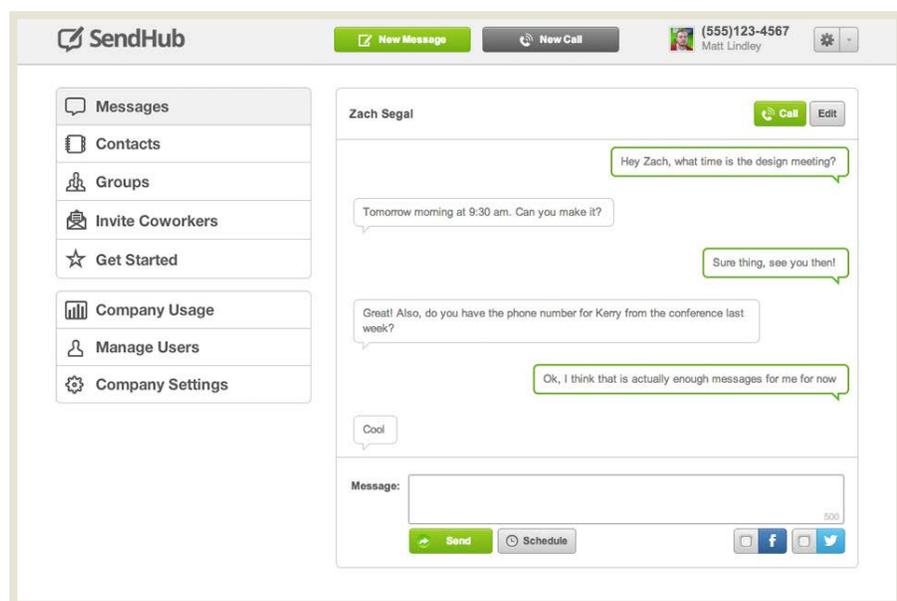
According to Haywood, “We were able to switch from Splunk to Loggly with virtually no effort on our part, and we’re able to accomplish the same things at a fraction of the cost.”

## Solution

The vast majority of SendHub’s log data is generated by the core business logic on its application servers. As Voice over IP (VoIP) calls get routed to the SendHub, these servers log the steps taken to route calls to endpoints, check user plans for available talking or texting minutes, and more. On the website, Loggly collects the end-to-end log trail from the client in javascript to the back-end processing, so that SendHub can see a single view of a transaction. “It took us less than an hour to get all of this data into Loggly when we started our free trial,” Haywood reports. “Since we had experience with another log management solution, our team was able to quickly get productive with Loggly.”

## Operational Troubleshooting Prevents Downtime and Protects Revenue

The entire SendHub development team uses Loggly to search the logs and view dashboards with operational metrics. “The automated parsing, calculated fields, and intuitive search functionality makes it pretty easy to drill into events,” Haywood comments. “And it’s incredibly valuable for us to be able to see a crisis coming and quickly get to the solution.”



*Customers depend on SendHub for high uptime and fast application response.*

The platform team uses Loggly to troubleshoot application issues across the system; one common use case is troubleshooting interactions between SendHub systems and its partners. “Log data makes it much less ambiguous for both of us to understand what happened in a particular instance,” Haywood notes. In addition, mobile developers use Loggly to determine if a given iOS device has been receiving push notifications.

SendHub uses the built in Loggly alerts as an early warning system, so it can react to abnormal situations before they become more serious and affect customers. For example, it can detect spikes in the number of 503s and 504s or in iOS push notification failures. As a result, the team has been able to initiate troubleshooting much faster and eliminate costly downtime.

“Having the ability to know about issues as soon as possible—or even in advance of a potential outage—allows us to take proactive measures that keep our service healthy and reliable.”

### Performance Measurements Drive Development Goals

Haywood quickly built and shared Loggly dashboards that show aggregated metrics such as average response times for its most important endpoints or threads. Haywood reviews application performance daily, and his team uses the data to drive its service level and development project goals for the upcoming quarter.

Moving forward, SendHub is working to monitor an expanded set of metrics that will help it strategically improve its service. “As we deepen our monitoring activities with new dashboards, Loggly is the tool that we’ll look to first.”

### About Loggly

Loggly is the world’s most popular cloud-based log management solution, used by more than 5,000 happy customers to effortlessly spot problems in real-time, easily pinpoint root causes and resolve issues faster to ensure application success. Founded in 2009 and based in San Francisco, the company is backed by Trinity Ventures, True Ventures, Matrix Partners, Cisco, Data Collective Venture Capital and others.

Visit the Loggly website: [loggly.com](http://loggly.com) and sign up for a free trial. Follow @Loggly on Twitter.

