



# Hudl

Hudl Finds a Winning Strategy with Sumo Logic

## Overview

### Company

- Hudl

### Industry

- Technology

### Region

- North America, South America, Europe, Asia, Africa and Australia

### Size

- 400+ employees

### Use Case

- Continuous Delivery

## Business Challenge

Hudl needed a way to collect and centralize massive amounts of data generated by its modern applications, cloud platforms, servers, network devices and endpoints so it could rapidly identify and remedy performance issues.

## Solution

Hudl chose Sumo Logic’s cloud-native machine data analytics platform because it provided easy-to-deploy, full-stack visibility and real-time insights into the status of its service.

## Results

- Able to diagnose issues within minutes
- Ability to filter down to only the data that matters to any specific event
- Sumo Logic easily scales as Hudl’s data-analysis needs grow

Hudl is revolutionizing the way coaches and athletes prepare for and stay ahead of the competition. Their mission is to help teams

and athletes win by providing the tools to create, edit and share game video, study associated play diagrams, and create high-quality highlight reels both for entertainment and recruiting. In short, Hudl provides everything coaches and athletes need to analyze and improve performance through video and stats.

And the entire experience is available online, giving coaches and athletes secure access at home and on the go. Nearly 3.5 million unique users from 114,000 teams, including 28 NBA teams, 19 English Premiere soccer teams, 18 World Cup rugby teams, actively use the Hudl platform, making it the preferred game film service for all programs, from the smallest youth and high school organizations to professional franchises across six continents.

Hudl built the technical foundation of its services on a public cloud with a large team of about 200 developers, quality assurance professionals, designers and product managers who are all dedicated to making sure the Hudl IT playbook is executed smoothly. Some time ago, the



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John Dokulil, VP of Engineering, Hudl

company realized that its vast data requirements and the fast-moving, distributed nature of its services called for a move from a monolithic application and development architecture to a microservices architecture. Prior to this transition, Hudl was conducting an average of 10 deployments a day. That pace has since risen to roughly 25 deployments a day.

“We’re very committed to agile,” says Jon Dokulil, VP of engineering at Hudl.

To provide the best and most seamless user experience possible, Hudl provides its customers with native app experiences on both iOS and Android devices. Their strategy is working: customers have so far stored 6 petabytes of sports video within Amazon S3. And whenever availability or performance issues arise, Dokulil and his team need to know quickly the cause of the issue and how to rapidly remedy the situation.

Hudl’s customers generate an enormous amount of customer analytics data, with events created every time someone plays a video or loads a new screen, either online or within the app. With every event, new data is generated to capture what the user is doing at the time, as well as which aspects of the new feature are popular – and which are not.

“We’re always looking for ways to analyze data, not only to help us make better product decisions, but in an effort to spot performance improvements and issues as they arise,” says Dokulil.

To do this successfully, Hudl’s development and operations teams needed a better way to collect massive amounts of data from applications, cloud platforms, servers, network devices and endpoints.

## The need for centralized, actionable insight

With millions of users, petabytes of video, and thousands of servers operating around the world, obtaining that level of insight is not easy.

“When things went wrong, we needed a centralized way to diagnose issues so we could fix them as quickly as possible. For example, we needed to know if performance issues were a single service acting up somehow, was there a bug in the code, or was the issue actually with the endpoint,” says Dokulil.

Being able to diagnose issues within minutes grew even more important as Hudl increased the amount of daily feature deployments put into production. Previously, to attain that level of application monitoring and troubleshooting, Hudl relied on a commercial data analytics tool that failed to scale as the team’s needs grew to more than 50 GB a day.

“Managing our data analytics tool was becoming more and more time consuming as we had to invest more and more just to keep it running,” says Dokulil. That’s when Dokulil and his team set out to find a way to improve their ability to monitor application performance and troubleshoot more effectively through machine intelligence. They knew that whatever they chose, it would need to be centralized and easy to manage, all while providing swift and accurate insights.

## Rapid event diagnosis and mitigation, with scalable machine analytics

During their search, Dokulil evaluated a number of leading log analytics and machine data analyzers. Unfortunately, too many of the data analysis applications they looked at were difficult to set up and manage, and didn’t provide the comprehensive reporting that Hudl needed. Fortunately, Sumo Logic fit their needs.

“Sumo Logic is comprehensive, their support is very responsive, and they’re easy to deploy. Sumo Logic has proven very easy to use and the search and dashboards were the most robust we evaluated.”

Sumo Logic is the secure, cloud-native, data analytics service that delivers real-time, continuous intelligence across the entire infrastructure and application stack. With Sumo Logic, Hudl gains a service model to help automatically generate audit-ready compliance reports from both its on-premises and AWS event logs, and gain the insight to quickly diagnose and fix system errors and service disruptions.



With Hudl's considerable uptime requirements in mind, Dokulil focused on what Sumo Logic's existing customers had to say about their Sumo Logic's ability to provide actionable performance information as well as post-sale support. "We talked to a number of Sumo Logic customers as we were evaluating, and they all had very good things to say about their results. And when it comes to support, you never really know how good it's going to be until you get in there and need it. But the references they provided gave us the confidence that we needed to move forward," he says.

The first thing Dokulil appreciated about Sumo Logic was how easy it proved to deploy, with Sumo Logic's APIs being very straightforward to use. Dokulil has also found it very easy to assign authorized users access to Sumo Logic.

Most importantly, Sumo Logic provided Dokulil the ability to quickly identify and rectify performance-related incidents as they arose. For example, using Sumo Logic, Dokulil has created a dashboard that notifies support teams whenever there is an outage or performance issue.

"With Sumo Logic, we have the ability to filter down to only the data relevant [to] what is happening in real time, or we can recall specific dates to see the overall availability minute-by-minute during that time period. This enables us to see exactly what went wrong and understand how to prevent that issue in the future," he says.

Developers have also come to rely on Sumo Logic when they publish new application features. "With Sumo Logic, we can diagnose the problem in a couple of minutes, fix it and push an update to production right away. Sumo is a key part of how we understand and remedy issues as they arise," Dokulil says.

Not only is that real-time insight helpful when it comes to identifying challenging issues – but almost equally valuable is knowing instantly that an attempted resolution actually worked as intended. "We try different resolutions and the moment that we've found the solution, we know. We know because the errors stop flowing through our systems. Before this capability provided by Sumo Logic, we'd wait for a dashboard to update and it would take minutes before we could see the trends," he says.

In addition to helping troubleshoot challenges as they arise, Hudl's support team uses Sumo Logic to track the effectiveness of their services. "The support dashboard shows how many calls are outstanding, what's the average queue length for anyone, and how many emails and chat sessions have been handled in a day. Sumo Logic helps our support team keep its finger on the pulse of how well support is going," says Dokulil.

Finally, Dokulil appreciates how well Sumo Logic scales with their server and systems growth, and the ease with which staff can connect new data sources to the system.

"Now if we want to add a new data source, it doesn't take days or weeks to set up. In our earlier system, if we had a team that was developing a new mobile feature, and they needed a dedicated analytics feed, it would require a request with the manager of the data analytics system – the process would take weeks," he says. With Sumo Logic the product development team is now fully self-sufficient.

"Literally the same day we deployed Sumo Logic, developers were able to productively put their log data to work. They didn't have to reach out to anyone else outside of their team. They could just follow the instructions online and get themselves set up right away. It's incredibly powerful," Dokulil says.

## 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. More than 1,000 customers around the globe rely on Sumo Logic for the analytics and insights to build, run and secure their modern applications and cloud infrastructures. Founded in 2010, Sumo Logic is a privately held company based in Redwood City, CA and is backed by Greylock Partners, DFJ, IVP, Sutter Hill Ventures, Accel Partners and Sequoia Capital. For more information, visit [www.sumologic.com](http://www.sumologic.com).