



# Delivering Exceptional Customer Experiences with New Relic and Sumo Logic

Combining Machine Data Analytics with Application Performance Management

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To remain competitive, organizations wanting to deliver better customer experiences in less time are building modern applications in the cloud. But as organizations accelerate release cycles, they are finding new application complexities are leading to increased performance and availability issues. Organizations must correlate data from different, often siloed, sources resulting in longer problem identification and resolution times and ultimately poor application experience. DevOps teams need a simplified management model with contextual integration.

Sumo Logic and New Relic provide the industry's first "context driven" integration to help DevOps teams build, run and secure their modern applications and deliver a better customer experience.

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## Business Challenges

Today, DevOps teams must correlate data from different sources to monitor, track and troubleshoot modern cloud applications to identify problems and determine the root cause of issues. In addition, stakeholders tied to business outcomes have no visibility into customer experience, and security is often left as an afterthought in security review. The challenges include:

- Correlating machine data (logs, events, metrics) and transactions data across applications and infrastructure requires multiple tools.
- MTTI and MTTR suffer as teams attempt to overlay application performance analytics with machine data analytics to get a complete view
- Customer experience and business outcomes become affected
- Legacy monitoring tools lack proper support for modern applications:
  - Not architected for modern stack applications running in cloud services like AWS, Azure, Google Cloud
  - Not integrated to view both application metrics and machine data
  - Don't understand modern infrastructure like Docker, functions, ec.
- Lack of security analytics and threat intelligence
- Difficulty in sharing analytics and data across technical and business silos

## The Solution: Sumo Logic + New Relic

Together, Sumo Logic and New Relic provide the industry's first cloud-native, context-driven solution that gives DevOps, IT Ops and business users a comprehensive, real-time view of their applications, instances and users, all within a shared context.

The shared application context in the unified solution provides:

- Shared runtime view of application performance and infrastructure provides insights to proactively optimize user experience
- Shared context enables faster root-cause analysis and reduced MTTR
- Application security and compliance posture is integrated with performance and availability.
- The ability to easily share operational and security status with stakeholders tied to business outcomes to see, for example, how customers are engaging with your app.
- Integrated solution built entirely in the cloud that can be adopted easily and fast with time to market

