



AppInsights is the pulse for Mountain View DevOps team

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CASE STUDY

Endicia relies on AppInsights real-time dashboards to monitor app performance and diagnose customer issues before they occur.

Challenge

For over 25 years, Endicia has been offering electronic postage solutions to businesses large and small. Whether you're an ecommerce marketplace with thousands of daily shipments, or a hobbyist working out of your garage, Endicia's products make it possible to print valid USPS stamps and shipping labels right from your desk or warehouse. Since its inception, Endicia software has printed over \$14B in postage.

Endicia customers vary dramatically in size and geographic location, so having clarity on the regional source of any technical issues is of utmost importance in driving towards a solution. "We want to know if there's an issue before our customers call us," says Jason Payne, IT Operations Manager for the Endicia team.

For a time, the Endicia DevOps team relied on manual report creation for API performance visibility, but this process — issuing of raw IS logs, export to a database, report preparation queries — did not offer the real-time insight that is so critical to DevOps organizations. **A solution was required that would surface live performance and computing data in a visually striking format, without consuming company time.**

Solution

The AppInsights dashboard app now acts as the visual communicator for all of Endicia's performance management. As a longtime user of the Keynote app

EXECUTIVE SUMMARY



COMPANY NAME: Endicia

INDUSTRY: Computer Software

LOCATION: Mountain View, California, USA

ROLE: IT Operations Manager

CHALLENGE

- › Tool was needed to monitor the source of technical issues in real-time
- › Existing processes around resource monitoring only highlighted issues after their occurrence

SOLUTION

- › Direct connectivity to Keynote monitoring tool expedited initial dashboard set-up
- › AppInsights global maps pinpoint specific origin of infrastructure issues
- › AppInsights custom API offers visibility into the performance of Endicia's external dependencies

RESULTS

- › Endicia IT Operations team now aware of performance issues long before customers are impacted
- › Regional maps are shared with high volume Endicia customers as a flagship benefit
- › AppInsights will act as scalable monitoring solution as merger with Stamps.com generates higher printing volumes



monitoring tool, IT / DevOps team member Eric Rogers found it particularly easy to begin surfacing their critical KPIs — all that was required were his standard login credentials for the service. “I think set-up took maybe a couple of days,” says Eric.

Applnsights US and World map visualizations now display response times for Endicia’s API across their most important customer regions. The map brings attention to any significant performance issues as they occur, provoking further inspection as needed. They can also be used to confirm whether a customer issue is related to Endicia’s activity or can be tied to a customer’s infrastructure at the local level. As a back-up, live Twitter feeds have been paired with performance data so the team is aware of any pressing customer issues that were not apparent on map visualizations.

“We’re the eyes of Endicia. We wanted to have all our metrics in one place, and we felt Applnsights was the way to give us that NOC feel, without having to allocate significant resources.”



JASON PAYNE
IT OPERATIONS MANAGER
ENDICIA

As a key partner to USPS, DHL, and eBay, Jason and Eric also need visibility into the health of their external API dependencies. Sparklines now monitor each partner’s response times, as well as the availability of various services through each of these partners. The Endicia team is now instantly in tune with any dips in partner performance that might ultimately impact their customer network.

Results

Jason and Eric now have a solution that brings all of their metrics together, delivering insight during rare performance dips and peace of mind when performance is stable. “We’re the eyes of Endicia,” shares Jason. “We wanted to have all our metrics in one place, and we felt Applnsights was the way to give us that NOC feel, without having to allocate significant resources.”

The domestic and global maps are now a flagship benefit not only to the internal DevOps team, but also to key Endicia customers who have been given view-only access to relevant dashboards. “We’re gaining trust and revenue by sharing the [Applnsights] domestic map; we’re inviting key clients into our world”, says Eric.

As the DevOps team implements new and more sophisticated tools for app monitoring, Applnsights will play a vital role as the visual layer on top of these technologies. Customer-facing dashboard environments are now a more significant value-add for key Endicia clients, with shipment volumes and regional API performance data being shared that was formerly reserved for the Endicia team.





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With Endicia's recent acquisition by Stamps.com, postage volumes are sure to grow in the coming years. The AppInsights dashboard app will be integral in keeping the DevOps team informed as Endicia's systems experience higher traffic and printing volumes.



CASE STUDY

ABOUT APPINSIGHTS

AppInsights is a real-time business dashboard application that empowers companies of all types to more directly engage with the core KPIs – including sales, marketing, project management, analytics, and more – that directly impact their success. The AppInsights platform consolidates key data sources, transforms them into beautiful visualizations, and distributes them via a cloud-based application, all without requiring a single line of code.

AppInsights combines performance, automation, security, and design, appealing to customers like Cisco, GameStop, Intuit, Hootsuite, Lending Club, Red Bull, and many others across the globe.

LEARN MORE

Contact an AppInsights sales representative by emailing info@appinsights.com or visit www.appinsights.com.

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