<Acme> & New Relic

May 2021

Full Stack Observability

Keys to Thriving as a Digital Business

Improved uptime
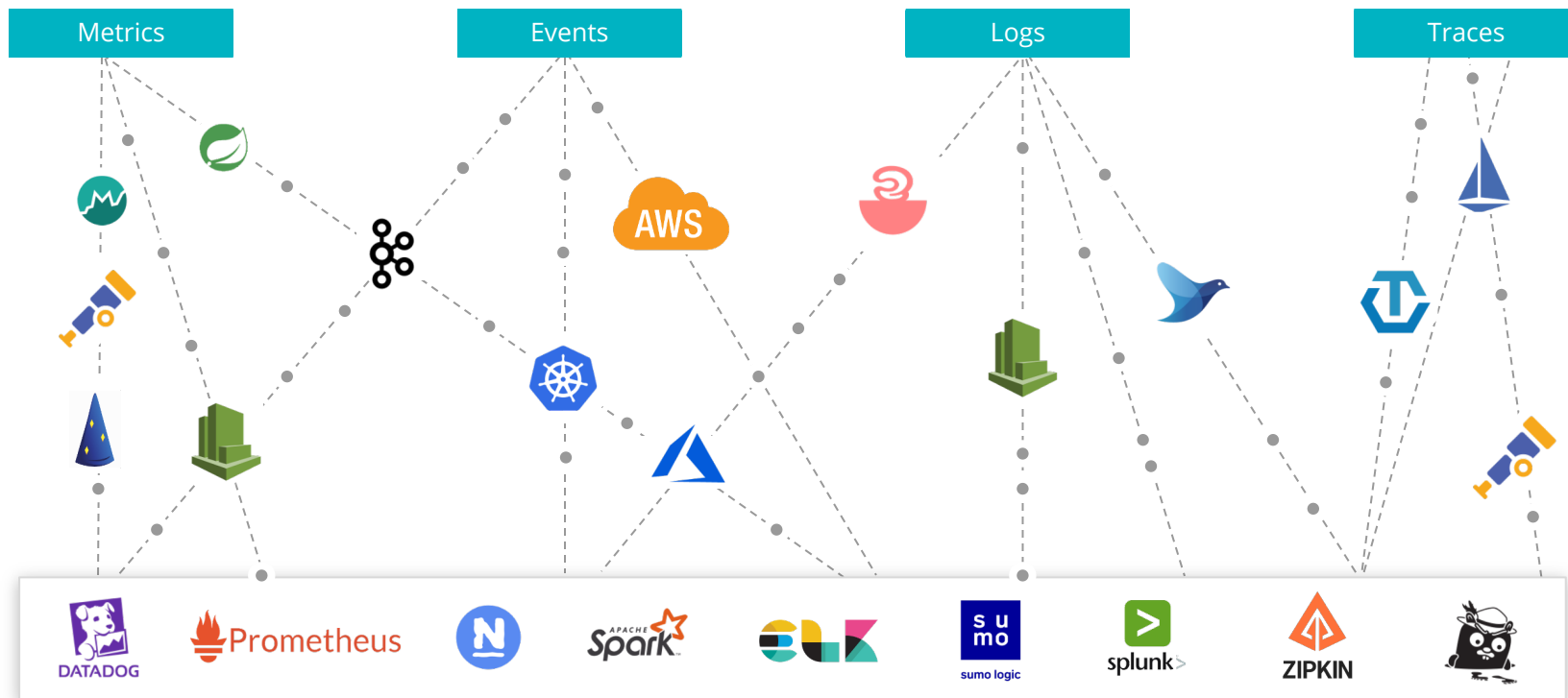& performance

Greater scale &
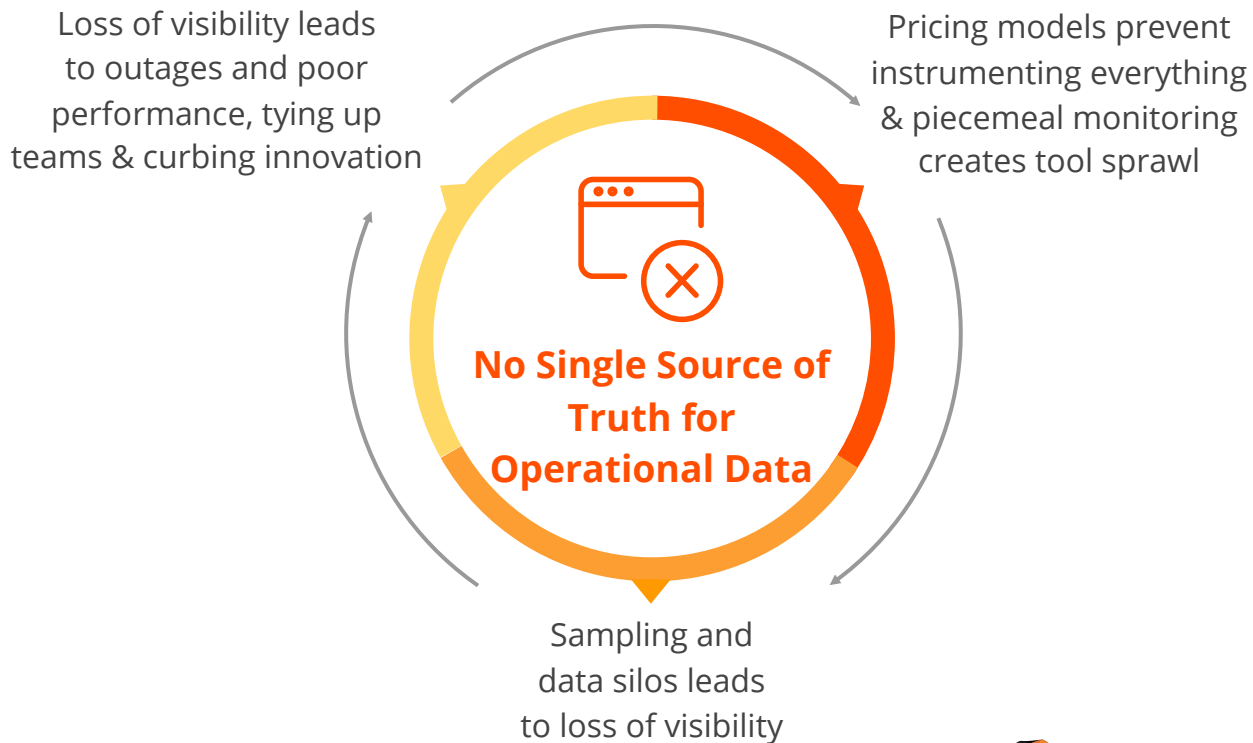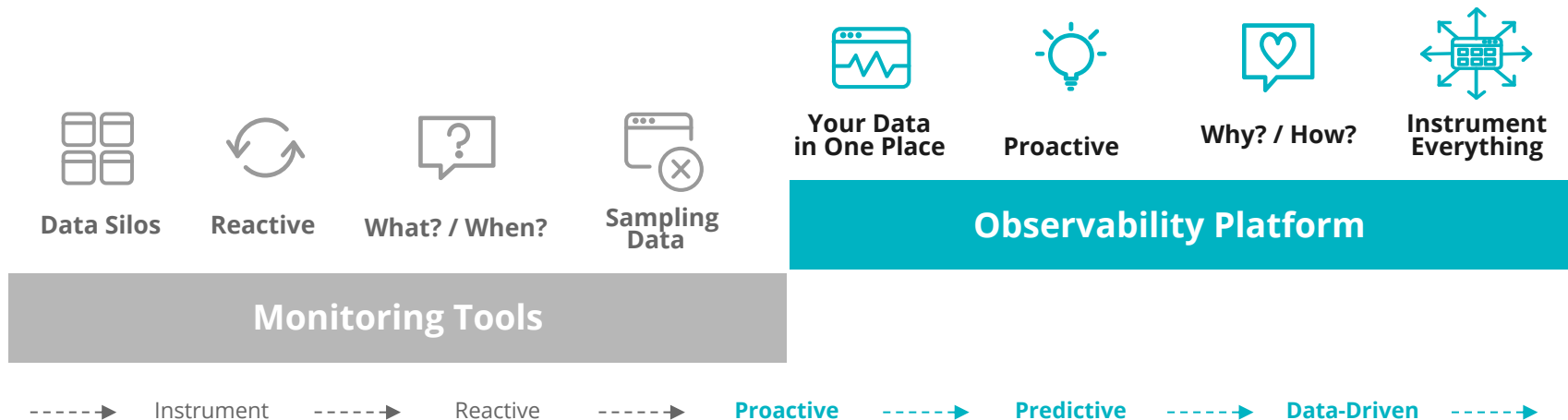efficiency

Increased speed
& agility

New Relic. 2

The Way We Monitor Software Needs to Change

Metrics Events Logs Traces

DATADOG Prometheus Spark ELK sumo logic splunk> ZIPKIN

New Relic. 3

What is Getting in the Way?

Loss of visibility leads
to outages and poor
performance, tying up
teams & curbing innovation

Pricing models prevent
instrumenting everything
& piecemeal monitoring
creates tool sprawl

**No Single Source of
Truth for
Operational Data**

Sampling and
data silos leads
to loss of visibility

New Relic.

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It's Time for a New Approach

Data Silos **Reactive** **What? / When?** **Sampling Data**

Your Data in One Place **Proactive** **Why? / How?** **Instrument Everything**

Observability Platform

Monitoring Tools

- - - - ▶ Instrument - - - - ▶ Reactive - - - - ▶ **Proactive** - - - - ▶ **Predictive** - - - - ▶ **Data-Driven** - - - - ▶

Companies Ahead of the Pack Embrace Observability

Legend: Leaders · Laggards

Observability is core to development
- Leaders: 94%
- Laggards: 56%

Learn about service disruptions from observability platforms vs. customers
- Leaders: 78%
- Laggards: 12%

Integrate end-user & software performance data in one place
- Leaders: 100%
- Laggards: 20%

Have fewer than 5 outages per month
- Leaders: 83%
- Laggards: 3%

Resolve incidents within 30 minutes
- Leaders: 75%
- Laggards: 1%

New Relic.

Simple, Powerful Observability

New Relic ONE™

Observability Platform

Applied Intelligence
Automatically detect anomalies, correlate issues, and reduce alert noise

Full-Stack Observability
Analyze and troubleshoot problems easily across your entire software stack

Telemetry Data Platform
Ingest, visualize, and alert on all of your telemetry data in one place

Telemetry Data Platform

The single source of truth for all your operational data, ask and answer any question within milliseconds
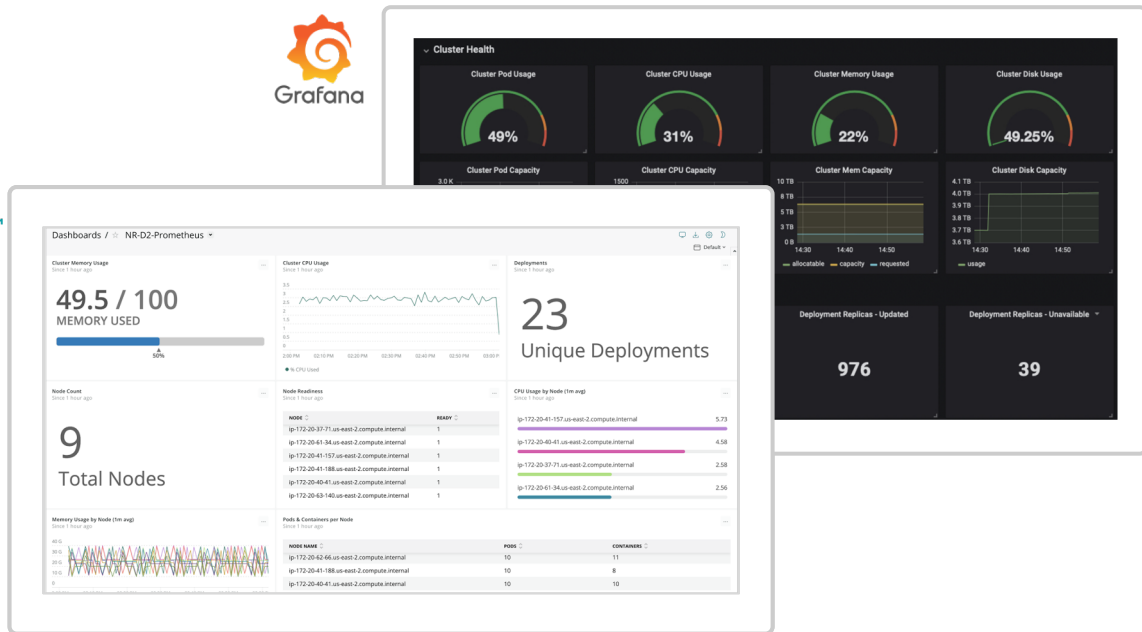
Open data ingest

Alerting

Data analysis

Log Management

Dashboards + Grafana

300+ integrations

Programmable for custom apps

Full-Stack Observability

Easily monitor your software stack with purpose-built visualizations specific to areas of your business
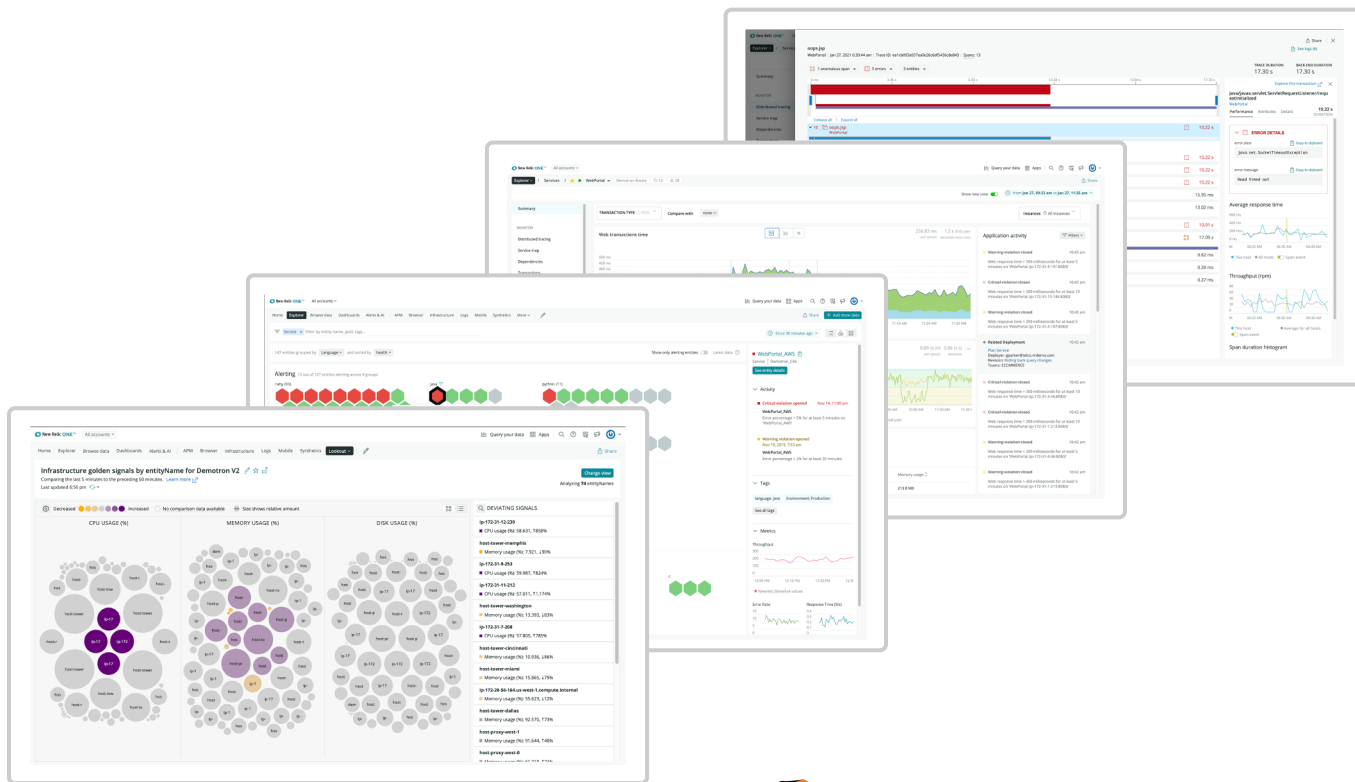
APM

Infrastructure

Digital Experience

Synthetics

Serverless

Logs in context

New Relic Explorer

New Relic Lookout

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Applied Intelligence

Detect, understand, & resolve incidents before customers notice
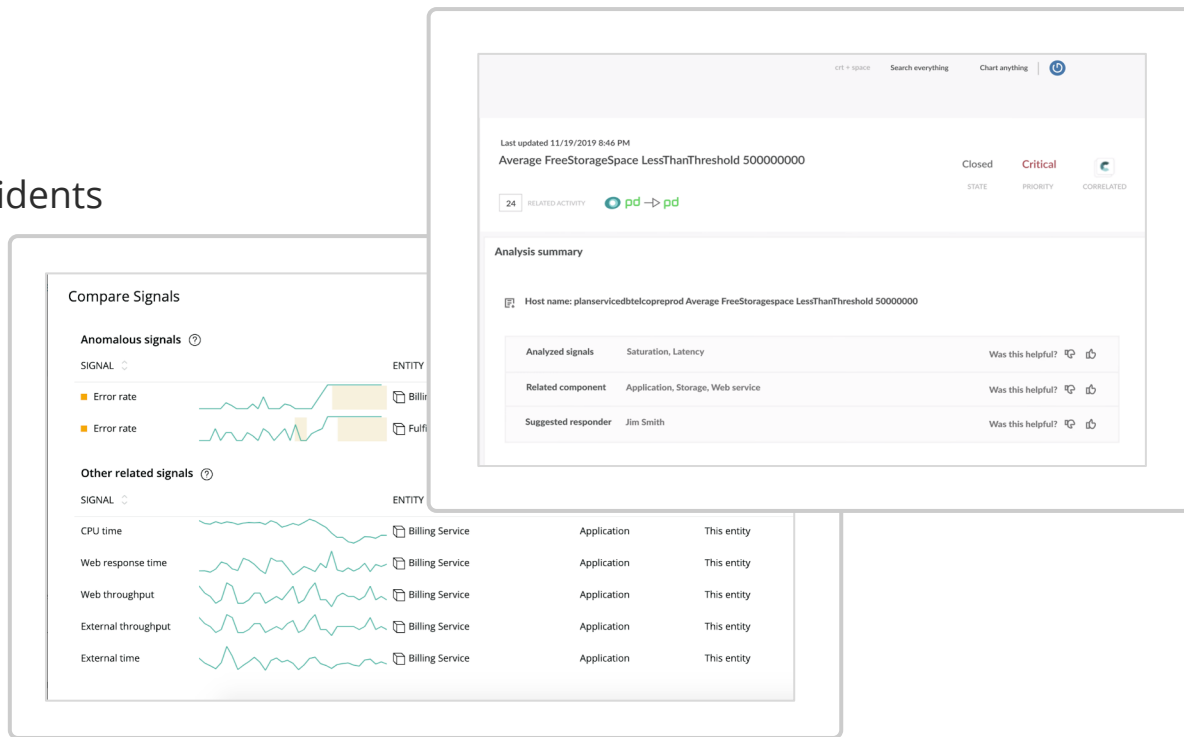
Detect & explain anomalies

Correlate related alerts & incidents

Reduce alert fatigue

See why incidents are correlated

Determine root cause faster

Integrate with existing workflows

Troubleshoot Your Stack. Not Your Monitoring Bill.

Simple, predictable pricing designed to remove barriers to observability.

Telemetry Data Platform ----→ Petabyte scale and millisecond speed for $0.25 per GB.

Full-Stack Observability ----→ Predictable, user-based pricing to monitor your entire stack.

Applied Intelligence ----→ Usage based billing by transaction/event.

New Relic.

Why New Relic?

Instrument Everything

with petabyte scale to eliminate blind spots

Observe Everything

with full-stack visibility into your entire estate

Harness AI/ML

to detect failures quickly and reduce alert fatigue

Predictable

usage-based billing that is easy to manage

Our Mission

To instrument, measure and improve the internet to help our customers create more perfect software, experiences and businesses.

Chegg®

Customers can expect a great experience with Chegg because New Relic gives our engineers insights on the behavior of their applications, so they can continuously improve that experience.

Steve Evans
Vice President Engineering Services

Goal: Deliver great customer experiences to tech-savvy students with high expectations

Challenge: Understand what is happening in complex AWS environment with hundreds of hosts and 500+ microservices

Solution: Enable end-to-end visibility for engineering teams across the full environment

Outcomes

Gained contextual insights to improve digital customer experience

Streamlined troubleshooting with event and trace data and detailed logs

Reduced MTTR by 88%, from 197 minutes to 24 minutes
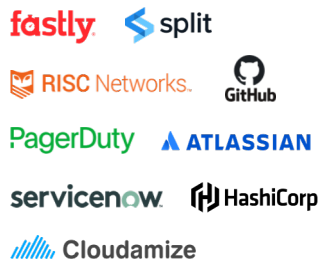
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Read the case study

Our Platform is Central to an Expanding Partner Ecosystem

New Relic. Partner Network

Cloud Platform Alliances

Commitment to Open Source and Developers

(developer.newrelic.com) for flexibility and rapid innovation

Technology Partners

Channel Partners

(MSPs, Solution Providers, Consulting Partners)

Cloud Platform Alliances logos: aws, IBM, Azure, Google Cloud

Technology Partners logos: fastly, split, RISC Networks, GitHub, PagerDuty, ATLASSIAN, servicenow, HashiCorp, Cloudamize

Channel Partners logos: accenture, 2ND WATCH, Computacenter, Softcat, WPengine, softchoice, Cloudreach, ctp, BESPIN GLOBAL, MEGAZONE CLOUD, rackspace technology, Kinect CONSULTING, slalom, mission, blazeclan, claranet, Tech Mahindra, carahsoft

Open Source logos: influxdb, OpenTelemetry, MICROMETER, OPEN METRICS, CLOUD NATIVE COMPUTING FOUNDATION, kamon, Grafana

New Relic.

Observability Made **Simple**

All your data in one place for one predictable price.

Purpose built monitoring across your ecosystem.

No host or application left behind.

No engineer without visibility.

Observability at scale.

Thank You

New Relic.

Appendix

New Relic.

Our commitment to this partnership

Adoption	Enablement	Value realization	Feedback

New Relic Partnership

New Relic. 19
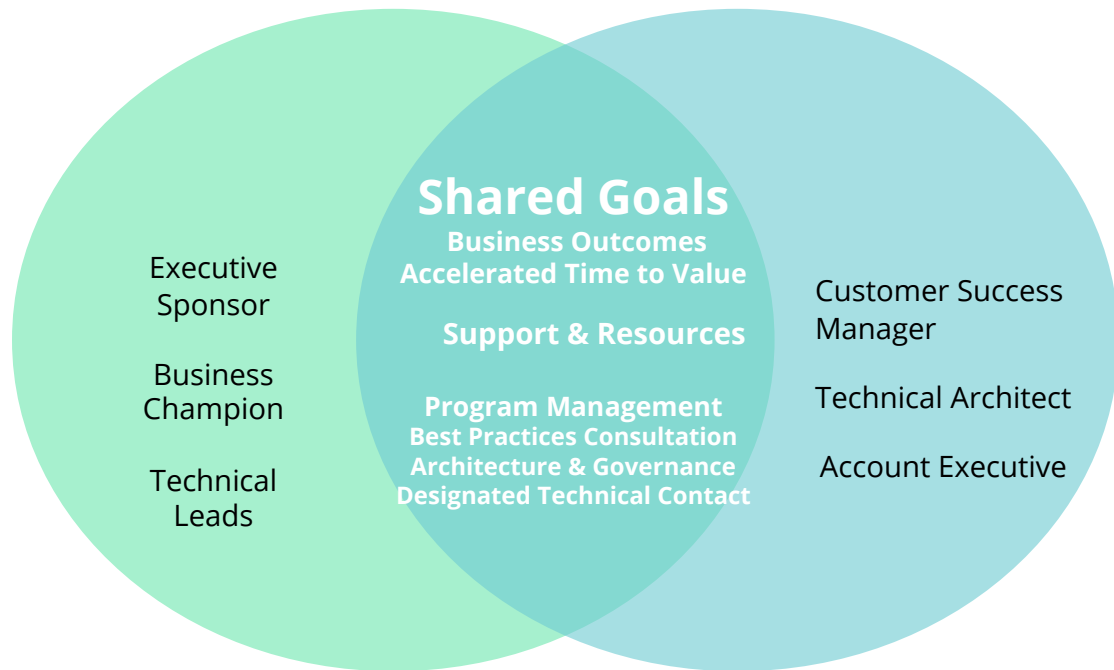
Strategic Partnered Approach

100k ARR+

Customer

Strategic program oversight
Secure business commitment
Program escalation

Manage expectations
Deliverables oversight
Program advocate

Technical business leader
Project accountability
Implementation planning

Executive Sponsor

Business Champion

Technical Leads

Shared Goals
Business Outcomes
Accelerated Time to Value

Support & Resources

Program Management
Best Practices Consultation
Architecture & Governance
Designated Technical Contact

Customer Success Manager

Technical Architect

Account Executive

New Relic

Success objectives planning & workstream management
Relationship management
Observability maturity consultant

Technical Strategy & Delivery
Ongoing product enablement
Real-time communication via slack channel

Overall strategic relationship owner
Contact for commercial conversations
Ensures relationship is delivering ROI over time.

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Getting Up to Speed in 90 Days
100k ARR+

We are committed to getting you started right and start seeing ROI.
You get a designated Customer Success Engineer to partner
with you and deliver the below in the first 90 days

Month 1	Month 2	Month 3	Month 4
Build a Success Plan	**Deploy, Train, Dashboarding**	**Review, Assess, Next Steps**	**Expand Value & Usage**
Confirm Stakeholders, Use Cases & Key Success Metrics	Implement & Track	Bi-Weekly Touch Points	Ongoing Adoption Messaging
Build Deployment Plan	NRU-Instructor led training sessions	Recommendations	New Relic University
Build Communications Plan	Customer Success Engineer led custom enablement	NEWR Resource Toolkit	Product Updates
Establish Best Practices	Persona based (Use Case Specific)	QBR (Review Value, Achievements & Next Steps	Extended Expert Services Offering
Leverage NR in app instructions	Team Dashboards		

Expected Engagement

Bi-Annual
Executive Summary
Planning & Forecasting
Measuring Success
Roadmap Presentation
True-Up Discussion
Iterate Best Practices

Stakeholders
Executive Sponsor
Customer CoE
New Relic Account Team
New Relic Product Mgt

Monthly
Review Product Usage
Measure/Discuss Adoption
KPI Discussion
Technical Product Updates
Support Case Overview
Audit Consumption

Stakeholders
Customer Team Leads
New Relic Account Team
Subject Matter
Experts/Guest Speakers

Ongoing
Usage Metrics
Shared Task Tracking
Slack Channel
Onsite Tech Topics
Support Escalations
Feature Requests
Status Meets

Stakeholders
Key practitioners and
division leads

New Relic.org
Observability for Good
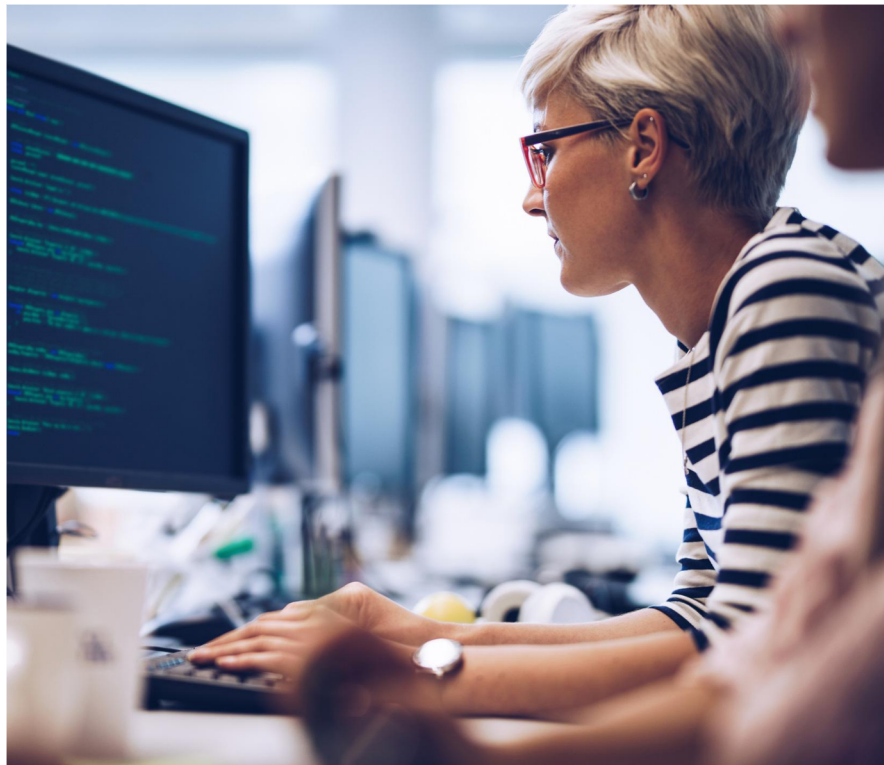
Full Stack Observability for NGOs, Nonprofits & Charities

- **1TB** of data/month in the Telemetry Data Platform for free
- Up to **5 standard users** with access to Full Stack Observability for free
- **50% discount** on New Relic Applied Intelligence
- Additional platform discounts for use beyond the free offering
- Ticketed support services
- Access to **NewRelic.org programs**

Learn more at newrelic.org/signup.

New Relic.

Customer Stories

[CHOOSE MOST APPROPRIATE
EXAMPLE & INSERT AFTER SLIDE 13]

zest

Our responsibility is to make sure our systems are error-free and performing their best to deliver a quality customer experience. That's what New Relic enables us to do.

Ganesh Muralidhar
Director of DevSecOps

Goal: Implement an elastic, cost-effective infrastructure to meet scalability, DevOps, and service delivery goals.

Challenge: Achieve scale while delivering on performance and customer experience expectations

Solution: Deploy cloud-based consolidated end-to-end observability platform

Outcomes

Reduced cost by optimizing resource usage

Decreases server stand-up time from minutes to seconds

Proactive alerting enables rapid investigation and problem remediation

Read the case study   Read the blog

New Relic gives me a full view of all our systems, and I don't think I could manage without it now. Once you see the value New Relic delivers, you can't not have it.

David Turner
Head Of Engineering

Goal: Phenomenal growth rates dictate the need for optimal performance and maximise uptime across the infrastructure to maintain a competitive edge

Challenge: No consistent monitoring or alerting solutions

Solution: Consolidated observability platform with one set of tools to manage all aspects of infrastructure

Outcomes

Decrease average resolution time from half an hour to a few minutes

Plug and play solutions reduce implementation time

Problems diagnosed in minutes rather than hours

[Read the case study](#)

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Instead of laboriously going back and forth between tools to tie together what's happening, New Relic does all of that correlation in one place for me and ensures I don't miss anything.

Daniel Kraaij
DevOps Engineer

Goal: Deliver a great customer experience for a superb shopping experience

Challenge: Improve visibility to support move from a monolithic infrastructure to microservices aimed at improving manageability and reduce downtime

Solution: Implement an observability platform to provide full environment visibility

Outcomes

Full insight into what's happening in e-commerce applications

Supported migration from a monolithic structure to microservices running on clusters and nodes

Fast problem resolution with Kubernetes Cluster Explorer

<u>Read the case study</u>

![cellulant]

Now that we're not just throwing resources at application problems but rather identifying and fixing the root cause thanks to New Relic, we're seeing a drastic reduction in the number of customers who are having a bad experience.

George Murage
Group Head of Technology Operations

Goal: Transition to a cloud-based infrastructure to modernize applications and speed deployment of new features

Challenge: Re-platform and re-architect infrastructure without loss of service to customers

Solution: End-to-end visibility facilitates seamless application and infrastructure performance

Outcomes

Lowered infrastructure costs by 25%

Increased platform resiliency and reduced MTTR by 50%

Provided 15 times faster throughput and a 300% reduction in latency

Read the case study   Read the blog   Watch the video

basecone

We know New Relic is a platform that can support us in the years to come. It is so vital for us to scale up our systems to serve new customers in new markets without service interruptions and with a seamless migration to serverless. These are all things that you can do only if you have a solution like New Relic to support you.

Lorenzo Moretti
CTO

Goal: Basecone is expanding into new European markets and transitioning to serverless

Challenge: They needed to ensure the platform was always available and performant for existing customers, and have the ability to correlate application and infrastructure performance

Solution: Continued use of New Relic to predict the growth and performance of their infrastructure in order to meet future customer demand

Outcomes

Maintains high availability and performance, expanded service to new markets

Rapid and preemptive resolution of any service issues

Supports a strategic move towards serverless to deliver greater operational efficiencies and agility

[Read the case study](#)

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ELSEVIER

We're starting to link our business goals and our technology goals, and we have a clear vision of how we can enhance our digital customer experience and enrich our products and services, thanks to New Relic.

Matt Reid
Technology Infrastructure & Ops Manager

Goal: Evolve traditional publishing business to a digital technology media and analytics organization

Challenge: Consolidate differently configured monitoring tools and move to a DevOps model

Solution: Deploy New Relic solutions and move front-end applications to the AWS cloud for entire platform observability

Outcomes

Lowered costs and improved performance by replacing multiple monitoring tool

Accelerated issue resolution with single-pane view of system-wide performance and proactive alerting

Improved digital customer experience by reducing page load times from over 20 seconds to just over 1 second in China

Read the case study   Watch the video

30

Many people had visions of our £1.7 billion ad sales revenue being put at risk by technical problems as we moved from the old to the new. This is where New Relic and its ability to allow us to instrument everything proved so crucial.

Andrew Duncan
Principal Engineer

Goal: Create a data-driven digital business that scales to protect vital advertising revenue

Challenge: Merge complex legacy systems with 12 regional broadcasters into one cohesive infrastructure with no loss of service during cutover

Solution: Migrate to the AWS cloud with New Relic providing end-to-end visibility

Outcomes

Encouraged more data-driven decision-making

Ensured a smooth transition on crunch systems changeover weekends

Obtained full observability over a new platform on AWS

Read the case study   Watch the video

Australia Post

By learning to divide our focus and look at both the front and backend of our systems, we've gained a clear view of performance metrics and tracing transactions from the customer to the backend.

Andrew Nette
Head of Platform Engineering

Goal: Build scalable functionality and monitoring in order to manage increased customer demand and create greater observability across assets

Challenge: Increasingly competitive industry focused on transition from bricks and mortar to an on-demand digital customer experience

Solution: Create infrastructure with technology to support transition to online business with no decrease in service level

Outcomes

Doubled the number of deliveries and user registrations

Implementation of a front-end authentication caching system dropped traffic to the backend by 80%.

Created long-term partnership with market leading vendor

Read the case study (LINK TBD)

Culture Amp

New Relic is key in telling us when things go wrong. It lets us move fast without the wheels coming off.

Matthew Tapper
Lead Site Reliability Engineer, Culture Amp

Goal: Streamline new product deployments and automate instrumentation

Challenge: Evolve from a monolithic infrastructure to a microservices environment

Solution: Automate instrumentation and the build, test and deployment of new services

Outcomes

Reduced the time to get new services into productions from weeks to hours

Automated instrumentation to improve observability

Introduced SRE best practices for measuring and tracking SLA's, SLO's, and SLA's

Read the case study

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Throughout our journey, New Relic has been a partner we've always been able to rely on.

Pakavat Nonkunakorn
Head of Operations

Goal: Implement a best-practice cloud-based observability platform based on a DevOps model

Challenge: Lack of application transparency and delayed problem resolution

Solution: Deploy a fast, scalable and modern observability platform

Outcomes

New proactive monitoring and alerting reduced MTTR

DevOps model speeds roll-out of new applications

Created strategic partnership with industry leading vendor

Read the case study

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ROYAL SOCIETY OF CHEMISTRY

New Relic is giving us a view into our platforms, with metrics and data about the interdependencies, how they're performing, and what the experience is like for real users that we could never access before. That helps us build better products and services for our global audience of researchers, and chemical science organisations.

Chris Callaghan
Site Reliability Engineering Manager

Goal: High volume of legacy technical debt and and keeping pace with a customer demand that's increasingly international

Challenge: As they moved to the cloud and embraced DevOps, RSC was missing real-time observability into their systems

Solution: New Relic became the single source of truth for correlating application, infrastructure, and real user performance, while supporting the organisation's modernization journey

Outcomes

End-to-end visibility of the effects of new deployments, quick error resolution

Real-time monitoring of real customer digital experience

New Relic helps monitor progress from managed data centre to AWS public cloud.

Read the case study

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SHARENOW

With New Relic, all we have to do is support the platform to make sure it's running. This is the strongest and most significant paradigm shift from traditional reporting and analysis tools: While those tools can do the job, they're static rather than active. Using New Relic is like moving from an acoustic guitar to an electric guitar.

Erik Bak-Mikkelsen
Head of Cloud Operations

Goal: Share Now wanted to oversee the full breadth of their digital business in one single place in real-time.

Challenge: With a complex microservices architecture and a multicloud environment, dependencies and bottlenecks were hard to identify and visualize

Solution: Enable end-to-end visibility and out of the box monitoring for engineering teams

Outcomes

Improved customer experience for car-sharing app by speeding issue resolution

Freed up IT to focus on developing features and delivering value

Removed barriers between IT and business by making performance data accessible and digestible companywide

Read the case study   Watch the Video

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smartbox

We start looking at how people are visiting the web stores in the run-up to Black Friday and Cyber Monday. New Relic gives us the facts as opposed to relying on a gut feeling of what's happening.

Paul Cash
Director of IT Operations

Goal: Migrate front-end infrastructure to the cloud and utilize an end-to-end observability platform

Challenge: Spread infrastructure across cloud and on-prem to gain needed flexibility while maintaining operations and customer loyalty

Solution: Use a mix of AWS cloud and on-prem datacenters with New Relic solutions to provide needed flexibility with a single pane of glass for observability

Outcomes

Increased real-time insights into digital customer experience

Better manage demand variations in regional markets to increase customer satisfaction

Improved DevOps cross-collaboration and co-deployment of new applications

Read the case study

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TANDEM

What New Relic means to me and my team is how it delivers a modern enterprise-grade 360-degree visibility of our entire technology landscape.

Difa Niculescu
IT Director

Goal: Migrate to the AWS cloud while adopting an 'infrastructure as code' deployment

Challenge: Maintain high levels of customer satisfaction while shifting the entire infrastructure to the cloud

Solution: Consolidate all operations and multiple cloud instances into the AWS cloud to gain full visibility across the business

Outcomes

Delivered business insight into the customer onboarding experience

Provided end-to-end visibility for better decision making

Demonstrated performance gains of 47%

Read the case study   Watch the Video   Listen to the Podcast

vocento

We can see, step by step, what is happening within our applications and also analyse it, extract information and, most importantly, make informed decisions very quickly.

Ariel Ferrandini
Software Architect

Goal: Implement a single observability platform for Grupo Vocento's 13 engineering teams

Challenge: Poor monitoring tools and no single pane-of-glass to help decision making

Solution: Transform into a DevOps organization using New Relic solutions to increase customer loyalty

Outcomes

Increase in users' perceived quality of digital publications

Reduction of error resolution time to zero for mobile-optimised page

Secured data needed to measure the impact of changes and improvements in the user experience.

Read the case study

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MORNINGSTAR

Thanks to New Relic, we can move forward through a problem rather than backward, and that feels really good.

Clay Gregory

Senior Software Engineer

Goal: Deliver a simple, transparent user-facing website that's exceedingly fast and stable, and easy to adapt and maintain

Challenge: In 7 months, rebuild website to ensure better performance, scalability and cost savings

Solution: Replatform in the AWS cloud with New Relic to drive speed, stability, and continual deployments

Outcomes

17 Drastically shortened time required to detect, pinpoint, and resolve issues

Reduced major site outages from once per month to none

Improved customer experience by facilitating continuous deployment of new products and features

Read the case study (LINK TBD)

THE CLIMATE CORPORATION

With New Relic, our developers have the information they need to quickly and appropriately track down an issue. Developers get a lot more time back to spend on developing new features in our solution.

Scott Pigeon
Senior Staff Engineer

Goal: Help farmers collect, store, and visualize field data for insights on crop performance

Challenge: Help farmers collect, store, and visualize field data for insights on crop performance

Solution: Moved from multiple monitoring tools and a custom-developed logging and metrics system to a single observability platform

Outcomes

Maintained customer SLAs for data delivery in the midst of big growth

Streamlined instrumentation by building agents into containers

Reduced monitoring complexity, giving time back to developers

[Read the case study](#)

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"We chose to partner with New Relic because of the core mission we both share: **help engineers in our community be effective and equitable.** Our partnership allows us to gain the benefits of the Observability for Good program and continue to build out projects for the greater good."
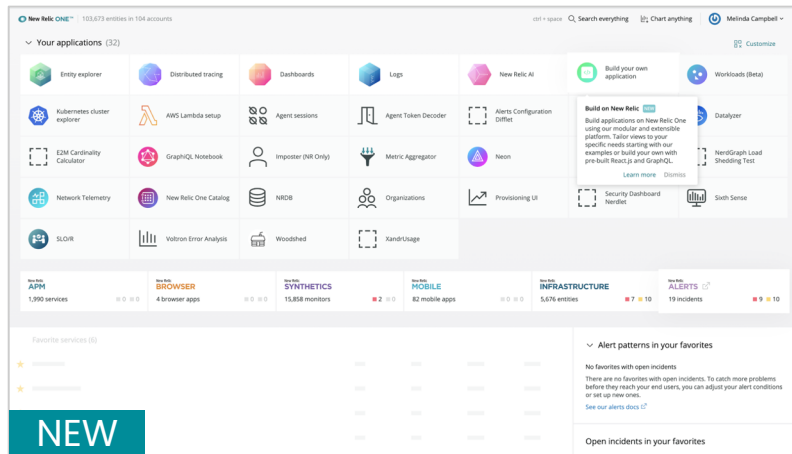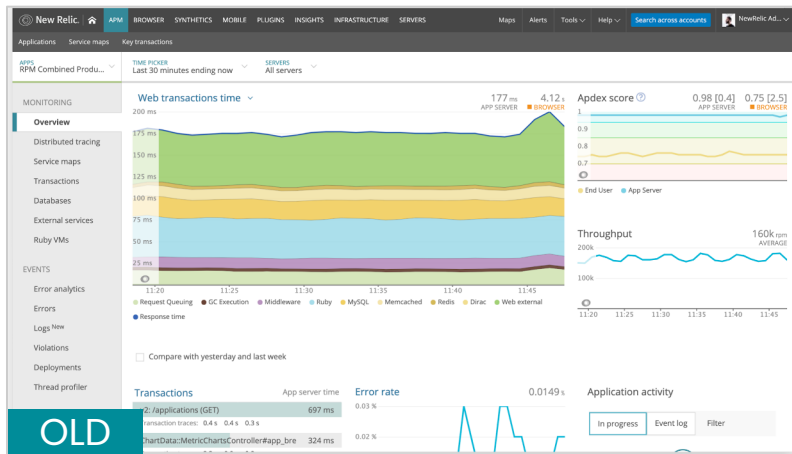
Lou Moore
CTO, Code for America

New Relic.org
Observability for Good

New Relic.

Appendix Slides for Conversations With Existing Customers

 [INSERT THE FOLLOWING SLIDES
AFTER SLIDE 10]

New Relic.

Introducing the *new* New Relic One

OLD

NEW

Seamless Experience

Elegant experience between 'old' and 'new' user experience.

In-Place Upgrades

All features included in New Relic One where you expect to find them.
All links & existing functionality retained.

Simplified Onramp

5 minutes to get started quickly and experience joy.

In-Product Feedback

In-product experience added to get feedback from customers.

We're Committing to Open Source

All New Relic agents will be open source

Aligned with CNCF industry instrumentation standards

Activating outreach in existing open source communities

New Relic's Historical Pricing

Various pricing models | Partial Coverage | Less Flexibility

APM
Hosts

Browser
Page Views

Metrics
Data Points

Infrastructure
Compute Units

Mobile
Apps/Users

Traces
Spans

Logs
GB Ingest/Retention

Synthetics
Checks

Insights
Events/Retention

New Relic.

A Better Pricing Model

+

Dramatically simplify pricing and packaging.

+

Makes it easier to instrument everything

+

No silos between our products and SKUs.

+

Better align price with value.

+

No surprises.

Next Steps