Simplifying technology management

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LogicMonitor is an automated IT performance monitoring platform that helps IT Ops teams ensure application availability and infrastructure performance, to improve the customer experience. Using an easy-to-deploy SaaS platform, customers are able to monitor their infrastructure and the cloud, from a single application. Steve Francis, founder and Chief Product Officer of LogicMonitor, highlights their new Network Traffic Flow Analysis tool which was recently released in conjunction with a new LogicMonitor User Interface.

Francis basically established LogicMonitor to address problems he encountered himself when he was managing data centres for the University of California system, National Geographic, and Expert City (now Citrix Online). The company has grown fast since it was first established, in 2008, and it now has three offices and customers worldwide. Francis adds they focus on three verticals: Internal IT, SaaS companies, and Service Providers. "Each segment uses LogicMonitor in a slightly different way. Internal IT uses LogicMonitor to monitor the performance of their internal infrastructure and data centres that run their internal environment. SaaS companies use LogicMonitor to monitor the performance of their product and the infrastructure on their customer facing environment. And Service Providers use LogicMonitor to monitor the performance of their customers' infrastructure."

What really differentiates LogicMonitor, in his view, is the automation and breadth of coverage, which translates to ease of use. "Users are easily able to monitor the performance of their entire technology stack; networks, servers, applications, storage and cloud, all from one application. The LogicMonitor technology takes the element of human error out of monitoring, automatically identifying what type of device you are trying to monitor. It also automatically starts collecting performance metrics on that machine and places it into alerting, based on industry best practices. With LogicMonitor, there is no need to be an expert on monitoring every piece of infrastructure."

Commenting on their new Network Traffic Flow functionality, Francis adds: "We have found that many of our users would like the ability to diagnose issues with a router beyond overall throughput, which we have historically alerted on, but that many of the tools available for purchase are overkill for their needs. The Network Traffic Flow Analysis provides users with the ability to understand at a glance where their traffic is coming from or going to as well as high level analysis of causation. It enables users to dig a layer deeper when issues arise."

Francis believes the company is very well positioned to deal with the upcoming challenges as IT adopts more services - but is still going to be responsible for the performance and availability of those SaaS services. "Knowing what matters is our challenge, doing it with our same guiding principles of ease of use and built in best practices is our opportunity."

LogicMonitor

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