



# Observability to Better Apps

Erica Windisch  
CTO & Co-founder, IOpipe



Is your application working  
for your users?

Are you sure?

Define “working”.

UP  $\hat{=}$  “online”



UP == useful

Uptime?

What if your app is always “up”?



Your code always does what you write it to do.

Does it do what you WANT it to do?

If it “works” matters.



What your app is doing matters.

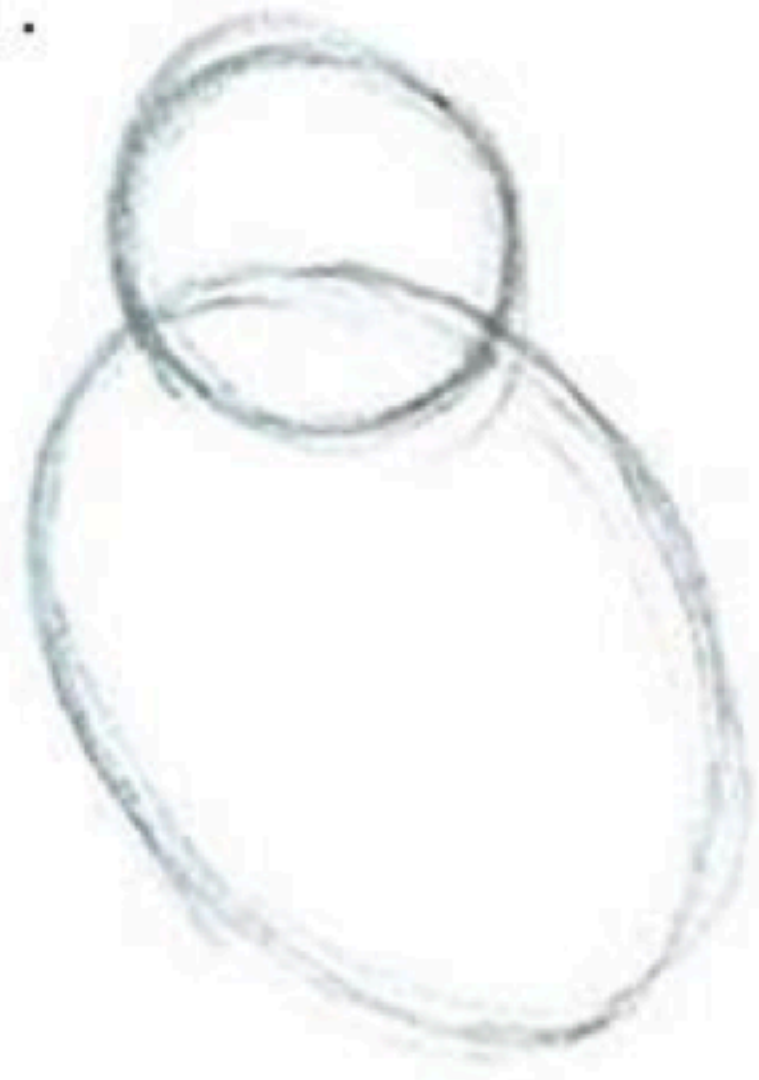
What your users are doing matters.



Knowing if your app works is... ops?

## How to draw an owl

1.



1. Draw some circles

2.



2. Draw the rest of the owl



# Serverless Culture

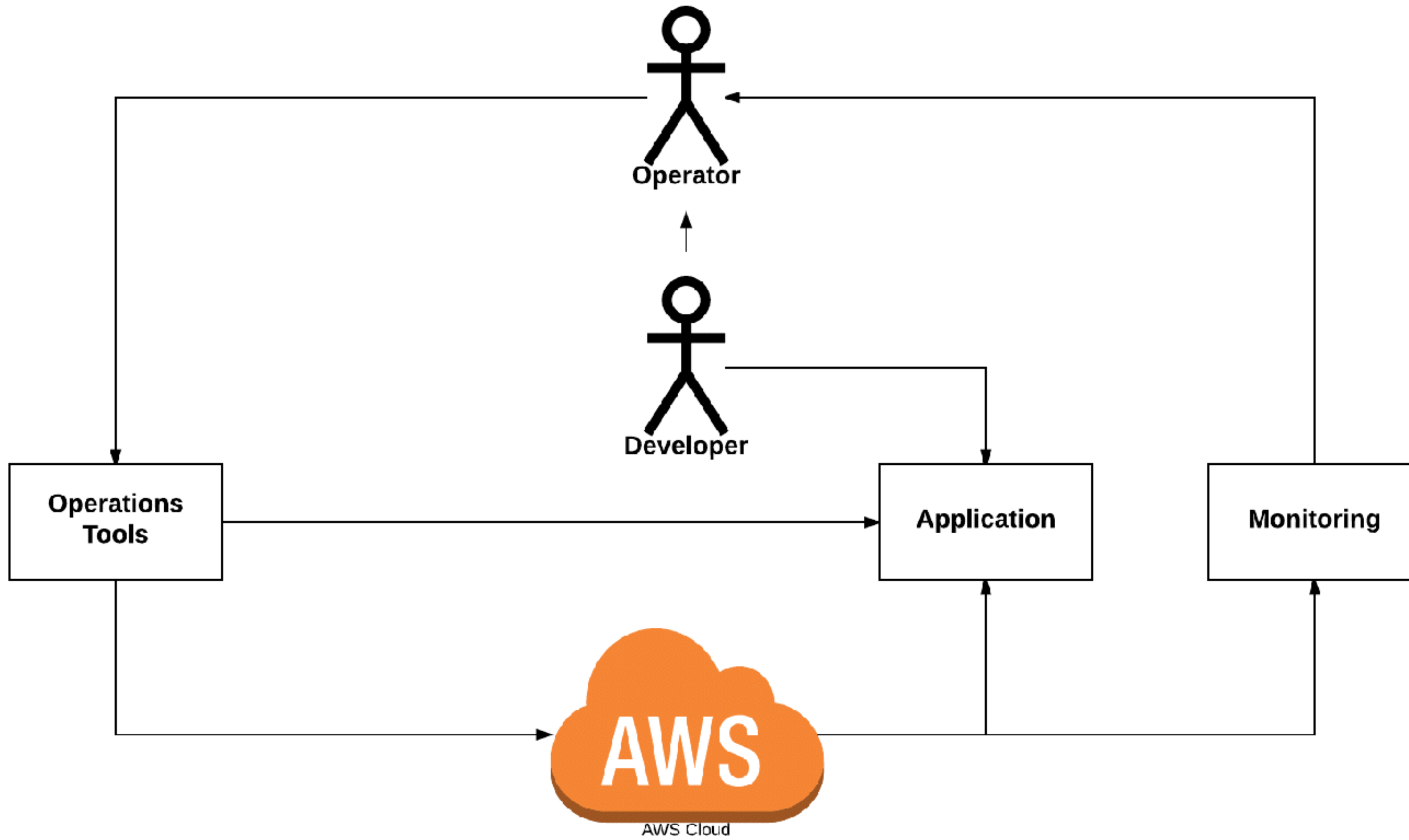
Don't build, when you  
can buy.

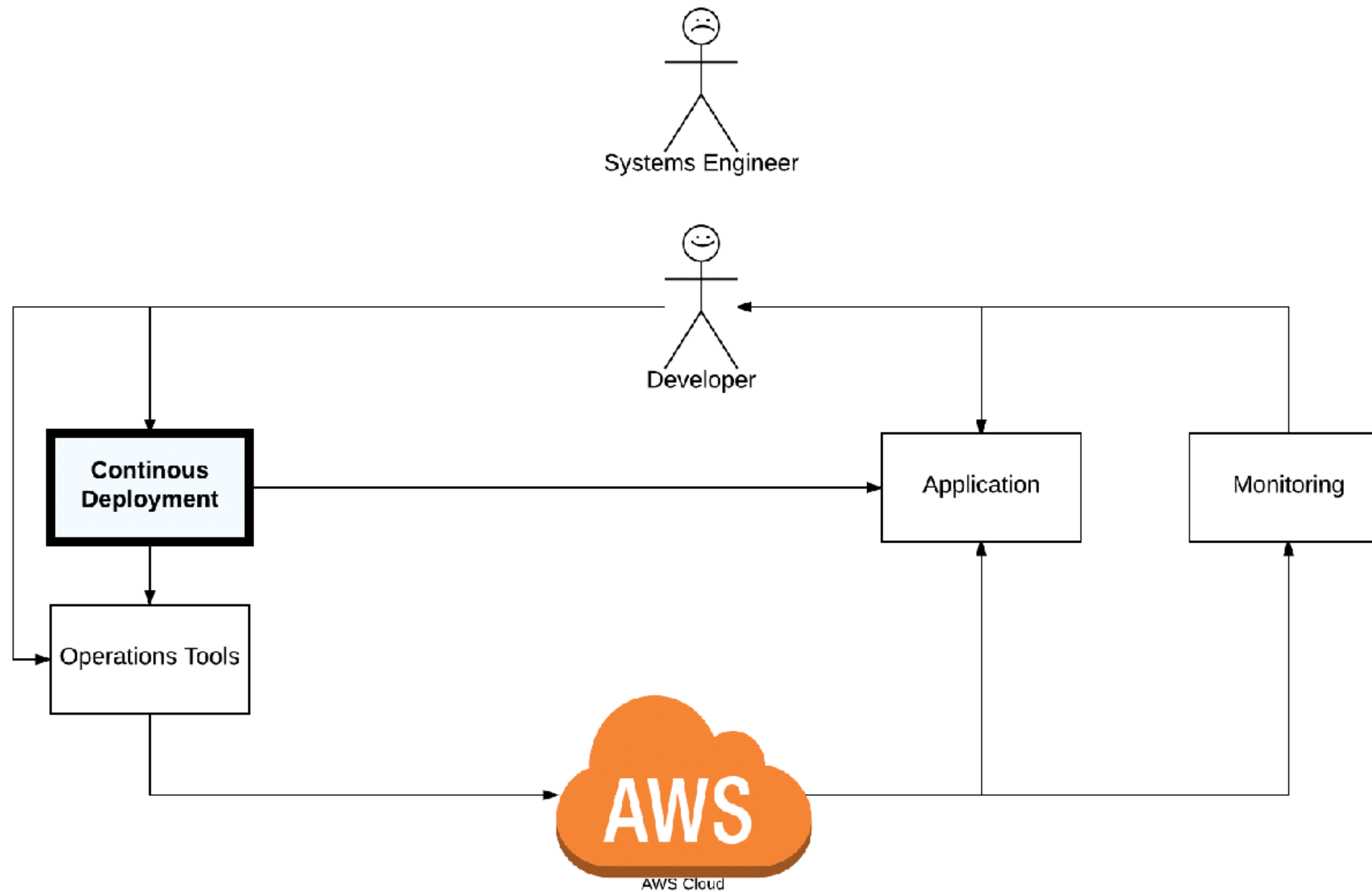
Build as little as  
necessary.

Build with the minimum  
operational complexity.



Maybe all you need are some circles







# DEPLOYMENT



# LOGS & METRICS

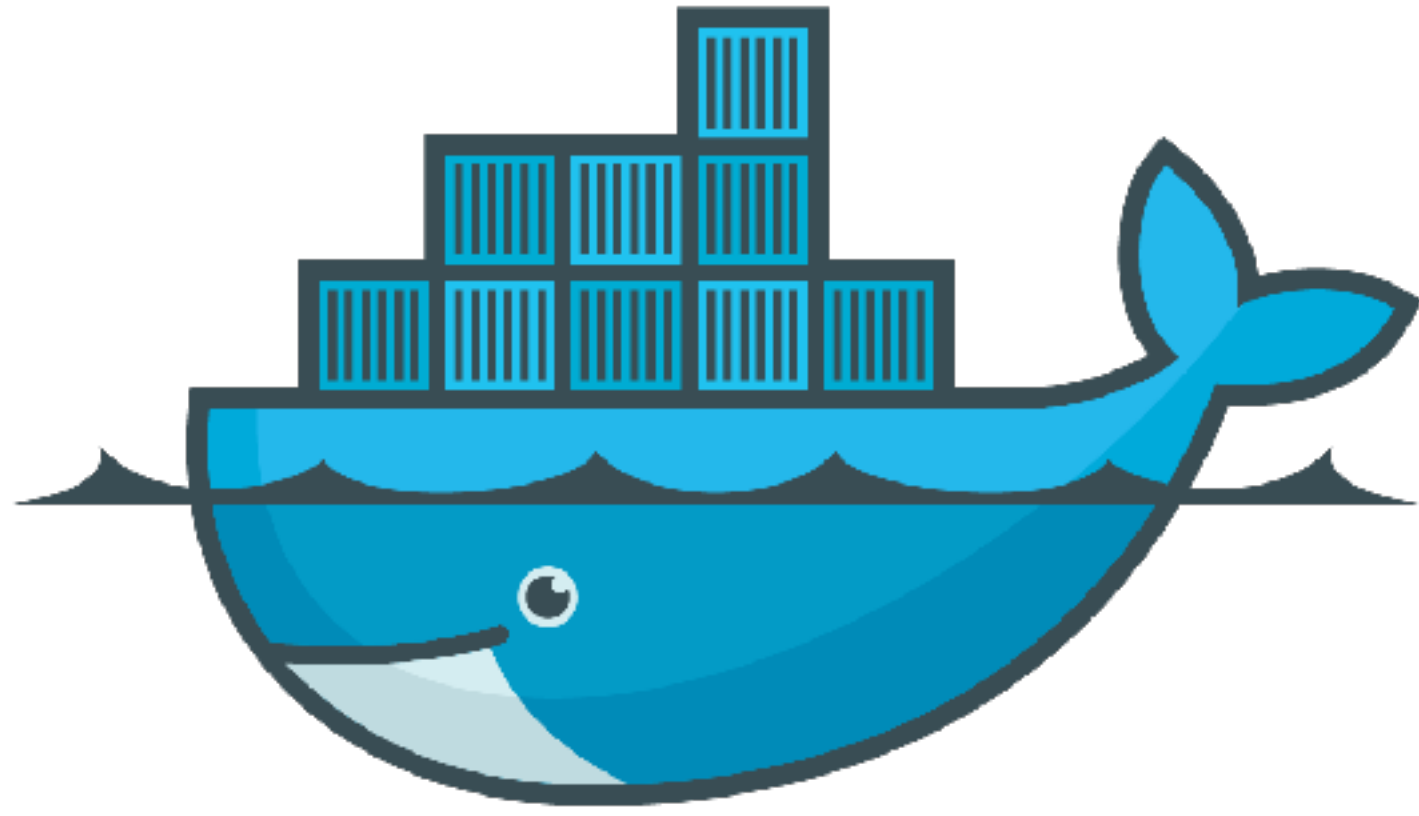


**AWS Cloudwatch**



# APP

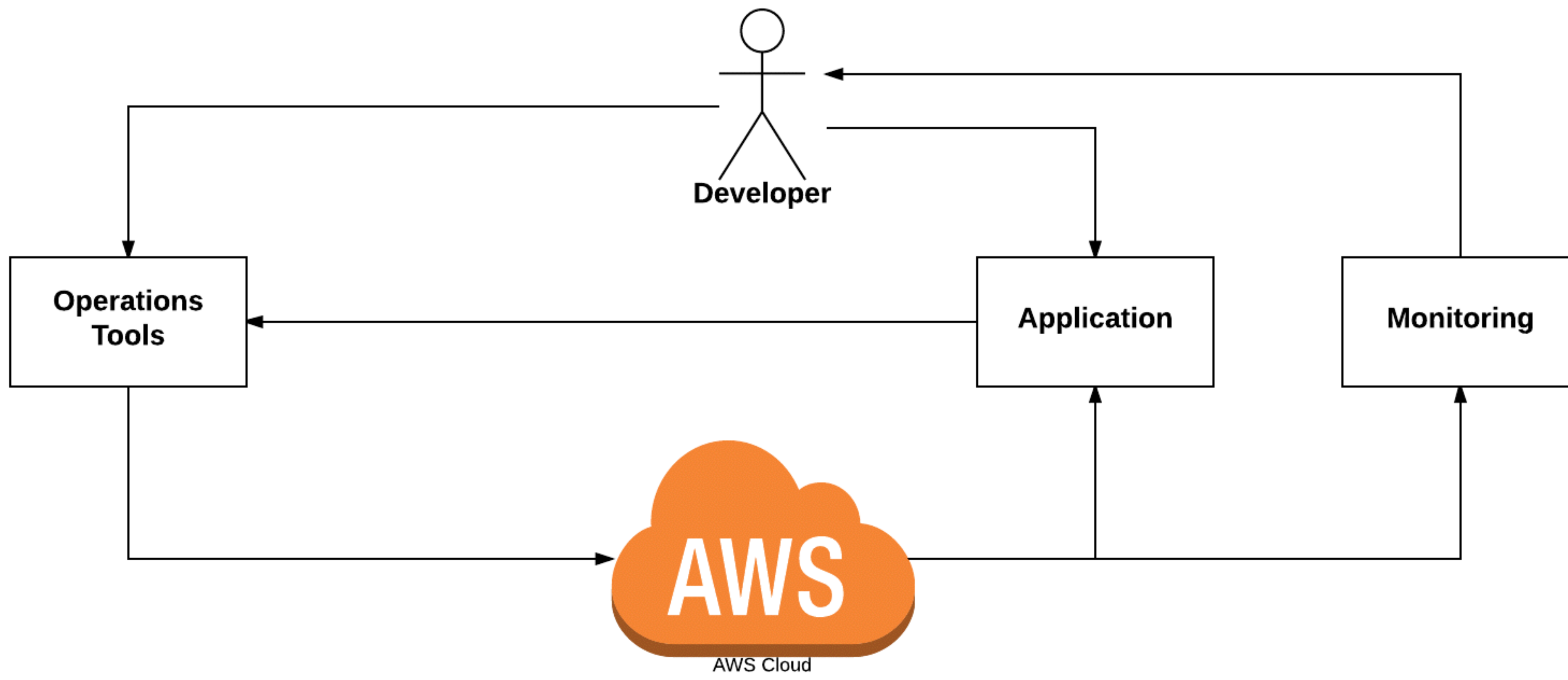




**docker**



**kubernetes**





# DEPLOYMENT



kubernetes

# LOGS & METRICS



AWS  
Cloudwatch



DATADOG



# APP



AppDynamics



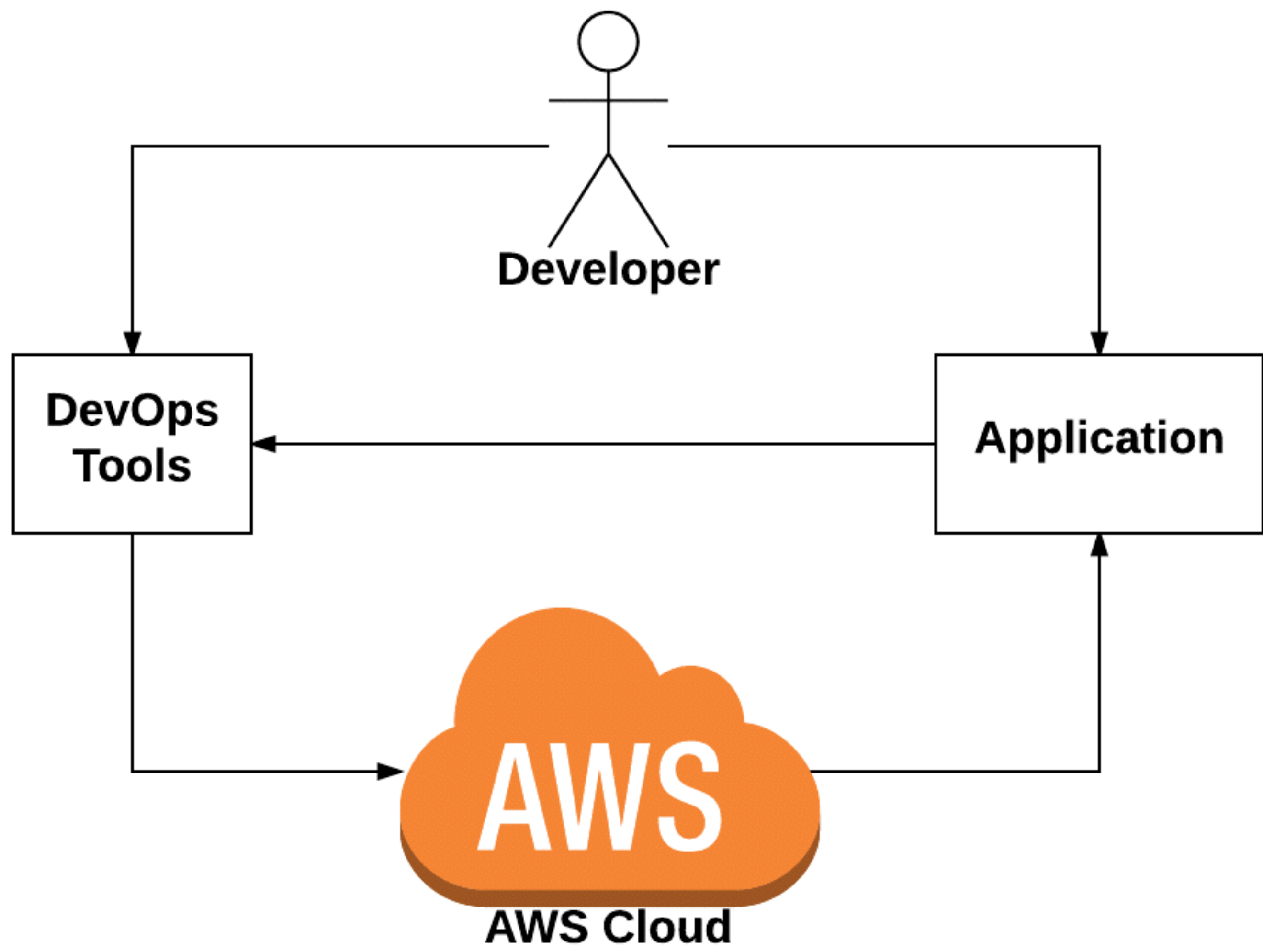
dynatrace



DATADOG



AWS Code  
Pipeline



# DEPLOYMENT

 **serverless**

 **AWS CHALICE (PYTHON)**

 **SPARTA**

 **ZAPPA**



 **circleci**

  
**AWS Code Pipeline**

# LOGS & METRICS



**AWS  
Cloudwatch**

IOpipe

 **Epsagon**



 **dashbird**

# APP

IOpipe



The traditional story  
is centered on  
deployment & uptime.

What value do you provide  
to your business?

What do you \*cost\* your business?



What do you **\*SAVE\*** your business?

Are you pleasing your users?

How do you enable  
your data scientists?



Key Performance Metrics (KPIs)  
are critical.

Data-driven development  
=  
Agile

How?



Your stateless app has stateful artifacts.

You want to know about  
your stateless application's state.

You have databases...



You have users?

What percentage of database writes  
for this customer took over 5ms? 10ms? 100ms?

Which HTTP request stored this file on S3?  
... this database record?



How do you track this state?

Which user encountered this error?

What was the chain of API calls made by this user?



How many users of your Alexa skill thanked you?

How many cursed you?

Application metrics > Infrastructure metrics





IO|

[www.iopipe.com](http://www.iopipe.com)

Erica Windisch  
CTO & Founder IOpipe, Inc.

@ewindisch