

New Version -2x conversions

Traffic Source:
This landing page is for traffic from Google search ads, with keywords around cloud monitoring or observability.

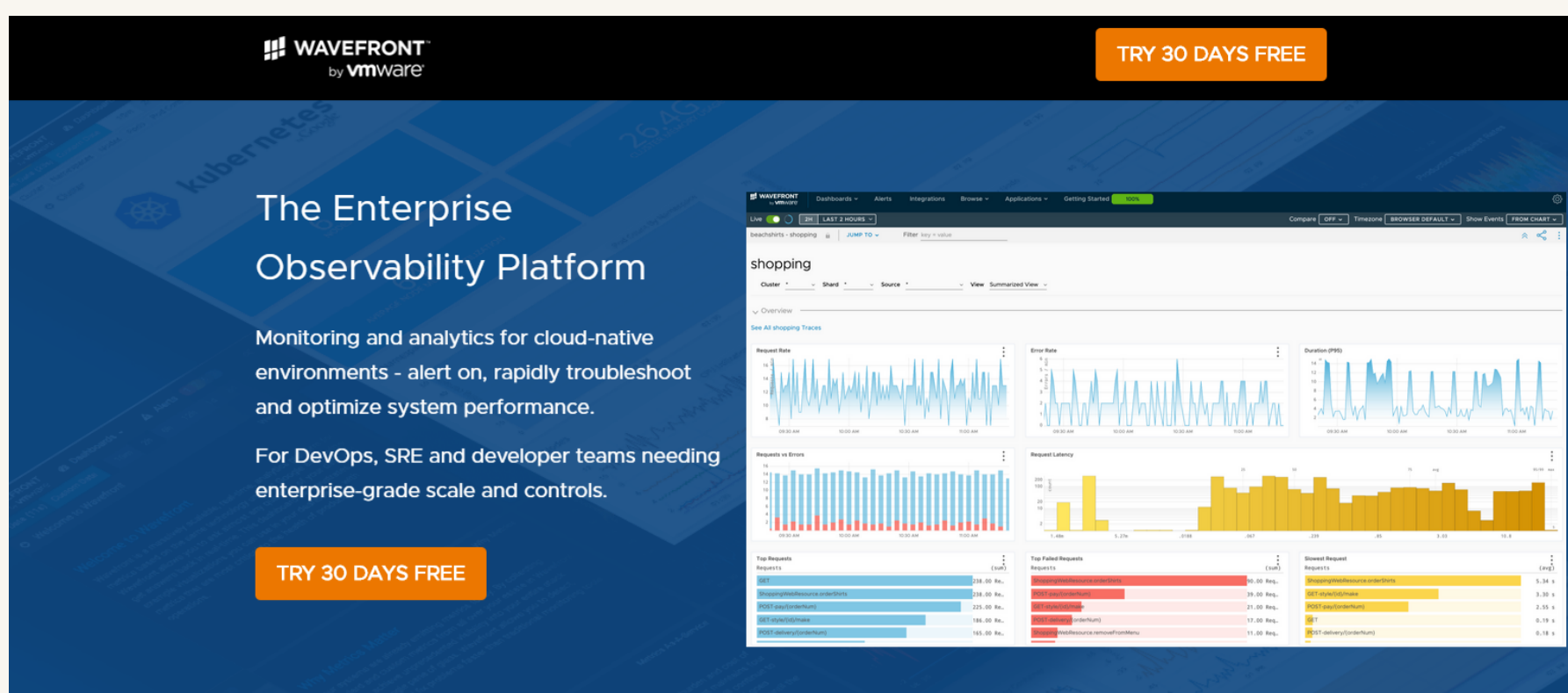
Hypothesis:
The original page talked about why cloud monitoring is important and the general benefits.

However, VMWare were after enterprise leads. They confirmed that this group are always already using a monitoring tool, but one that struggles with enterprise demands.

Strategy:
The new version was refocused on why Wavefront was a good upgrade choice for enterprise users.

This was reflected in priorities such as reducing mean time to repair, and managing vast quantities of data.

Result
The result was a 2x lift in conversions..



"Observability" was the key industry trend at the time, so the hero section referenced this and key requirements for enterprise users such as cloud-native compatibility.

80% MTTR reduction vs traditional monitoring tools

Traditional monitoring systems weren't designed for cloud-native. They might tell you if a system is generally working, but they can't explore your data to quickly isolate an issue's cause.

As a cloud observability platform, Wavefront gives you context-rich operational intelligence that's full stack. Detect and diagnose complex issues in a fraction of the time.

The first main section focused on the key pain of improving MTTR, with examples of how Wavefront speeds up the process compared to the typical alternatives.

Taking you beyond traditional monitoring

- Gather metrics, traces, span logs and histograms from every corner of your environment**
- Detect issues 10x earlier with fewer false alarms via smart analytics-driven alerts**
- Ask open-ended questions and explore your data with advanced analytics and queries**
- Dig through your data with AI powered analytics tools to spot anomalies in a matter of clicks**

Over 30,000 developers at digital enterprises rely on Wavefront everyday



These three points were identified as key pain points that growing companies experience with inadequate tools, so we wanted to specifically call them out.

Roll out monitoring-as-a-service across your enterprise through

- policy controls**
- consumption tracking**
- at-scale performance**

Alerting and diagnostics

As your cloud-native stack grows, detecting issues and getting to the root cause becomes exponentially harder. Wavefront leverages analytics, AI/ML, and automation to gain speed and productivity.

- Consume telemetry from across your full-stack environment**
Gather metrics, traces, span logs, histograms and system events from your full stack: from applications and containers to public cloud or hybrid data center infrastructures.
- Find the needle in the data haystack with advanced analytics and AI/ML**
Quickly locate the problem metric from within your environment using analytics and queries. Over 100+ functions for correlative analysis, forecasting and anomaly detection.
- Act only on true alerts, with multi-variable conditions to cut false alarms**
Set multi-variable alert conditions with analytics, not simple thresholds. Validate these with past data to alert on anomalies that matter, minimizing false alarms and noise.
- Search data faster and ask open-ended questions with query builder**
Ask open-ended questions about your data with our advanced query builder, which can then drive smart alerts or dashboards. Tag all your telemetry for filtered and aggregated searches.
- Visualize a single request flowing through containerized microservices**
Drill-down on root causes within distributed applications using service maps and distributed tracing to visualize how any single request flows through the stack.
- Retain 100% data fidelity without downsampling**
The entire telemetry is preserved without aggregation, including 1-sec granularity over 18 months visible in real-time, essential for analysing seasonality and other past behavior.

Key issues for monitoring large setups are reliable alerts without false positives, along with the ability to pinpoint the issue. So, this section gave details on how Wavefront solved both.

Proven to scale for large enterprises

Wavefront is built with the features and performance that large enterprises require so centralized monitoring teams can confidently roll out monitoring-as-a-service to every technical department across the enterprise.

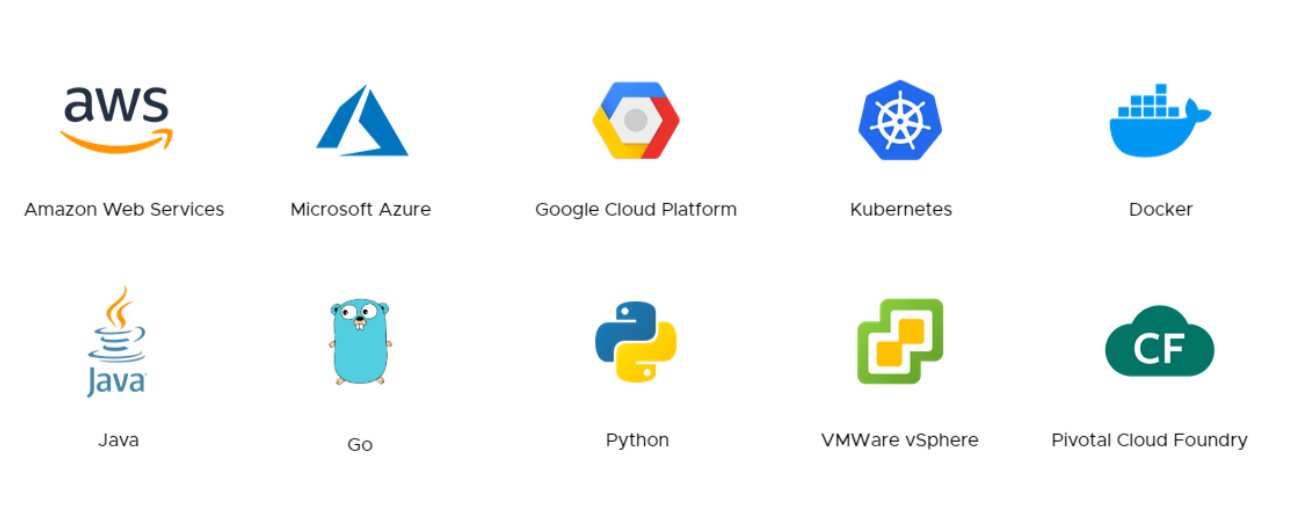
- Consume 250+ million points per minute**
Wavefront can ingest the vast quantities of data required to monitor every corner of your environment, so teams don't have to compromise on which sources to record.
- Support 1000s of users without slowdown**
Support all your engineering teams, with each user receiving real-time visualizations, able to customize dashboards, alerts and SLO metrics, or share telemetry data.
- Enforce corporate data policies**
Set granular policy controls on who has access to what data and assets. Sensitive metrics are protected through access rights, multi-level data encryption and multi-tenant SSO.
- Priced by consumption with simple controls**
Wavefront is priced by consumption with simple status and usage reports. Each team is able to track their usage to maintain costs, without any fees for unused telemetry.
- Increase availability, backed by a 99.95% SLA**
Deliver high-availability monitoring as SaaS with dynamic cloud resilience. Service is assured using multiple availability zones across multiple regions and quad-redundant data retention.
- Automate monitoring programmatically**
Accelerate incident response and reduce human error with monitoring as code. Provides a complete API and CLI, to integrate with run-book automation and continuous delivery tools.

The final section covered the main issue of suitability for large teams, including speed, data throughput and access controls.

"Wavefront gives us very quick insights and the best query language we could find to explore and understand our data. Since we rely on data and metrics to make our decisions, Wavefront is an essential and indispensable part of our day-to-day operations."

Pierre-Alexandre Masse
Engineer Director
box

Over 200 integrations



Try Out Wavefront!

You are welcome to test out Wavefront for free.

Visualize your telemetry in 10 minutes with over 200 easy integrations and pre-built dashboards.

Get your questions answered immediately via the Wavefront slack channel or online docs.

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 Less than 250 employees
 250 or more employees
 I consent to receive emails from VMware about Wavefront in accordance with the VMware Privacy Policy.