FITZROY IT

A little bit about us...

At Fitzroy IT, our primary objective is to assist businesses in optimising their processes and achieving greater efficiency. We specialise in transforming organisations and guiding them towards their desired business outcomes.

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Have you set up an AWS environment that requires class-leading monitoring and insights into performance, security, and cost?

Then you need Datadog.

DATADOG

Datadog is an observability, analytics and monitoring solution that goes above and beyond standard cloud tools and empowers you to take control of the health of your infrastructure. It's used by nearly 9000 businesses worldwide, and it is recognised as one of the best monitoring and analytics tools on the market.

As a fully certified Datadog Partner and an AWS Advanced Consulting Partner, Fitzroy IT is ideally positioned to help you deploy, configure and use Datadog to overhaul your infrastructure and application monitoring. Our experts can train your staff and help with any custom integrations you might need. In short, we will get you up and running with the right foundation.

Fitzroy IT and Datadog provide peace of mind that you are proactively addressing potential issues and are fully supported in resolving any issues that may arise.

Why should I use Datadog?

Ultimately, the reason to use Datadog is simple: it makes monitoring more efficient and gives you greater oversight of your infrastructure.

Datadog lets you move beyond simple monitoring to gain a deeper understanding of what's going on within your infrastructure – whether that be on-prem, in the cloud, or a hybrid setup. It grants your organisation **observability**: it allows you to simultaneously determine exactly what's happening and, more importantly, *why*.

Modern infrastructure is complex; it incorporates hardware and software (on both private and publicly-available networks) with containerised services and ephemeral hosts, much of which is auto-scaling. Datadog's power lies in its simplicity; it can boil down massive amounts of information from logs, metrics and traces into an easy-to-navigate UI which allows you to identify issues instantly. It can identify patterns of problems and collate data from multiple sources related to individual errors.

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What can Datadog do?

Datadog was created to bridge the gap between development and operations allowing DevOps teams to collaborate effectively.

It was built from scratch to be an integrated platform that can deal with modern technologies, whether on-prem, hybrid or in the cloud. It can handle autoscaling, containers and microservices and integrates with hundreds of services to collect logs, metrics and traces, including your own in-house software.

And in no time, you'll be up and running with Datadog, gaining value in just hours instead of weeks or months. It's incredibly user-friendly, and some companies have even used it to identify and resolve critical issues on the same day they deployed it!

Datadog can also improve the efficiency of DevOps staff, so that they are not dealing with irrelevant alerts, but instead are focused on revenue-generating activities. Numerous Datadog adopters have reduced their "alert fatigue" substantially thanks to Datadog's Machine Learning and AI capabilities, which allows you to focus on only the most important issues.

And if you want to go beyond the basics, Datadog has modules for Application Performance Monitoring, User Experience testing and tracing, and Network mapping and monitoring.

Start your Datadog journey with Fitzroy IT today

As a Datadog partner, Fitzroy IT is here to help you take the first step.

We will work with you to understand your business and its priorities and determine exactly how to maximise Datadog's benefits in your organisation. And then as you continue on your journey, we can be by your side providing you ongoing support.

So, whether your legacy monitoring tools are in need of an update, or you're diving into monitoring and analytics for the first time, speak to Fitzroy IT about Datadog and our Datadog package.

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Contact us for a FREE consultation with one of our AWS specialists.

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