OBSERVABILITY FORUM FINLAND

Business Observability

And why it all starts with Engineering Maturity

PRESENTER

Miguel Balsa

Senior Sales Engineer @ Dynatrace

Agenda

- What is the Business?
- What is Observability?
- Control VS. Dependency
- The Observability Maturity Pyramid
- Common Pitfalls
- What GOOD looks like

What is the BUSINESS?!

- **Non-technical, outcome-driven side of the organization.**
- **Cares about revenue, customer experience, growth, and operational efficiency**, rather than infrastructure, code, or system uptime.

- The Business is the **outcome of all we build**. If we don't connect tech with outcomes, we fail.
- This connection is what **Observability and Control ultimately support** – it's not just monitoring tech, is enabling the business.

Technical Event	Business Impact
API latency in checkout	Drop in conversion rate
Inventory sync failure	Out-of-stock errors on site
CDN outage in a region	Revenue loss in that market
Slow product page load	Bounce rate increase
Payment gateway errors	Abandoned carts

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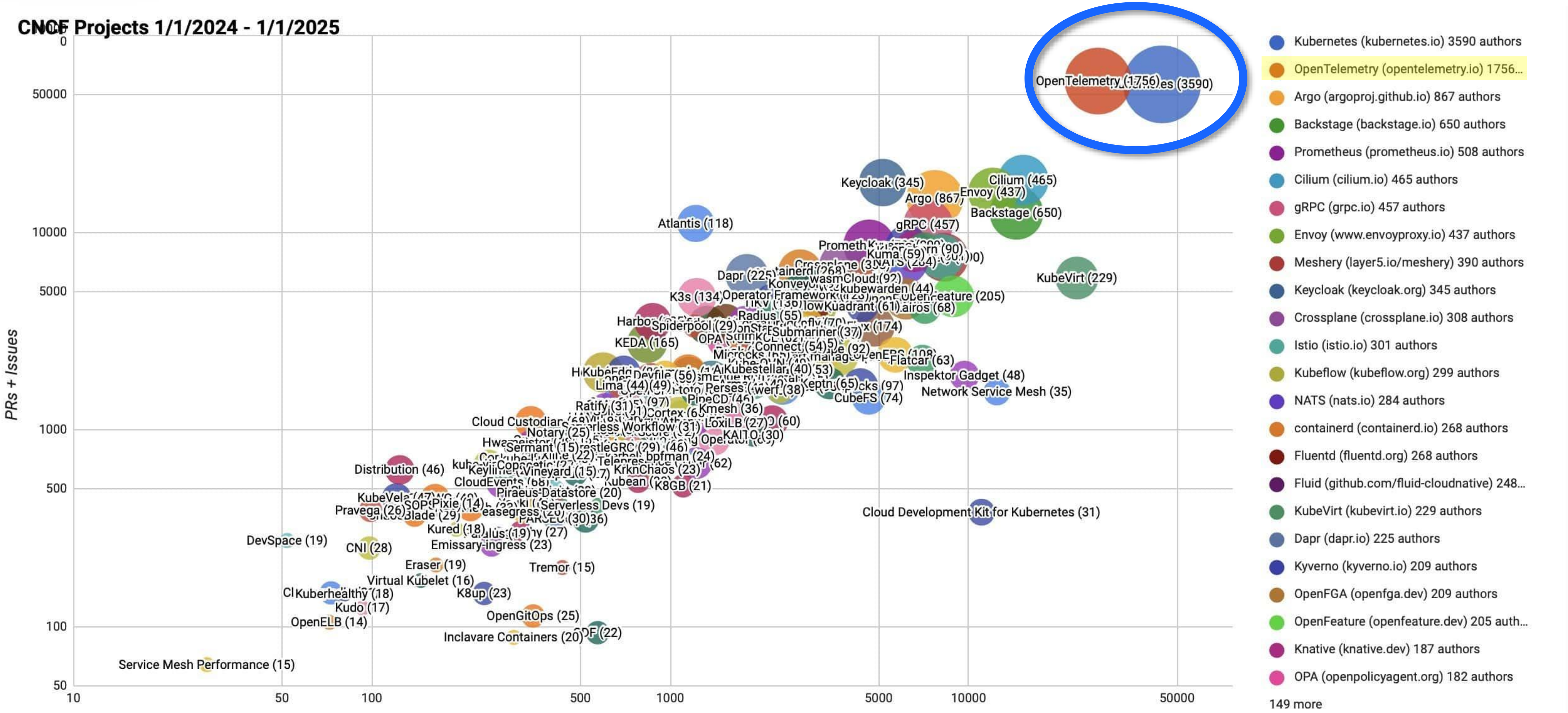
> *"Modern companies are no longer defined by their industry, but by their ability to* ***deliver digital experiences*** *within that industry."*
> *- Miguel Balsa*

What is Observability?



CNCF Projects 1/1/2024 - 1/1/2025

Control vs. Dependency: The Observability Challenge

Business observability isn't a layer you buy—it's a capability you build.

- **Own your data** and insights to adapt fast.
- **Dependency** on external platforms (like legacy ERP) **slows innovation and blindsides businesses.**
- Control the **observability stack** to control the future.
- Tooling ≠ Maturity, Dashboards ≠ Insights

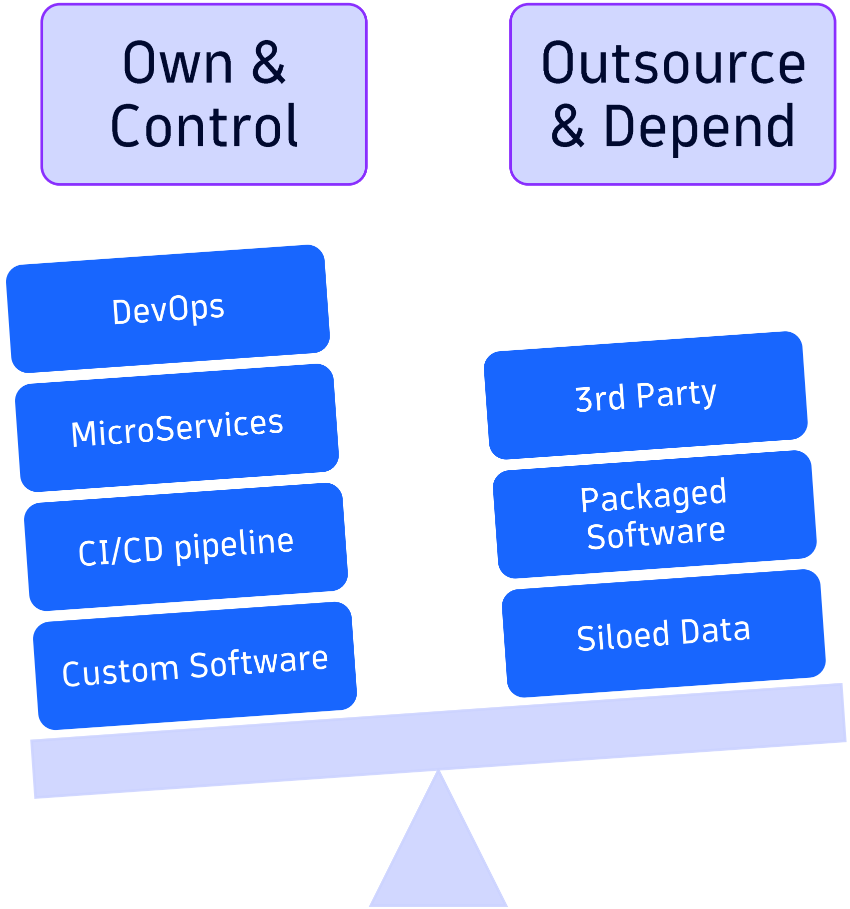
amazon

moderna

NETFLIX

Spotify

TESLA



The Observability Maturity Pyramid – Tools & Capabilities

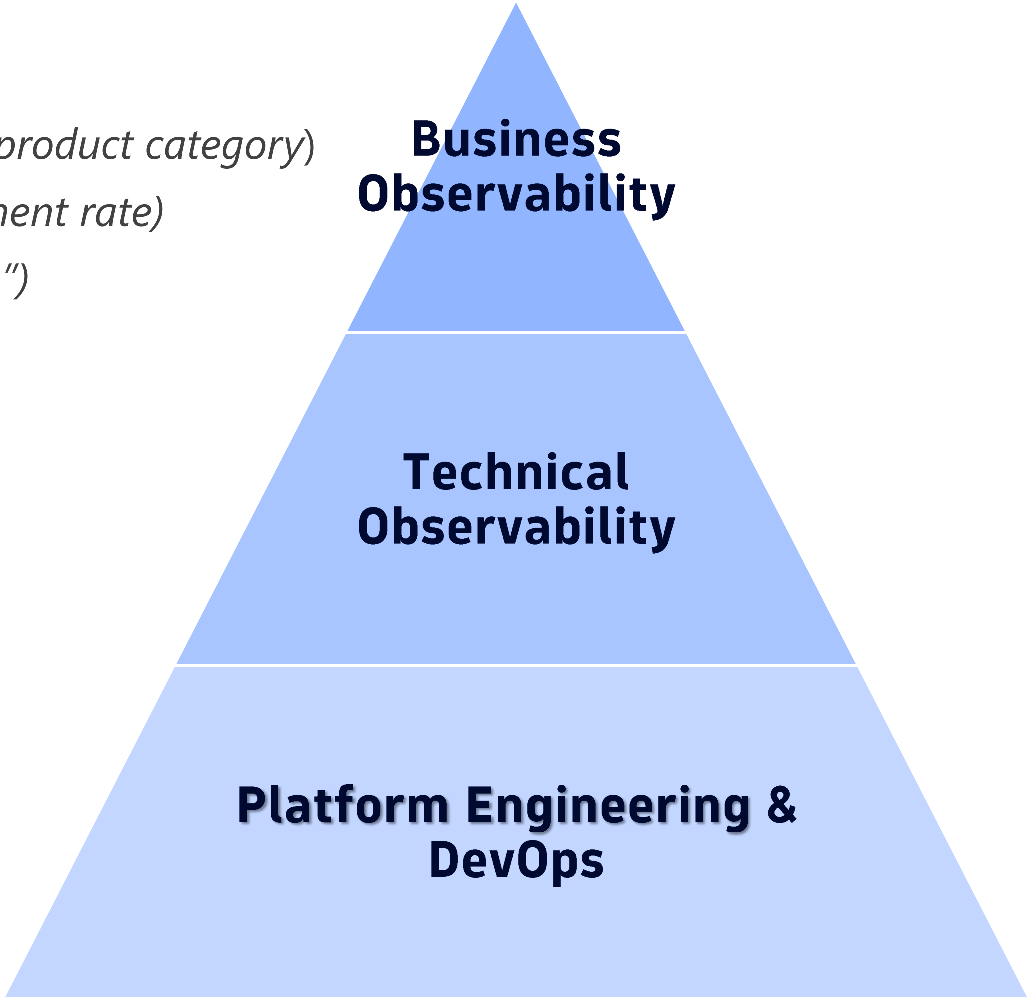
- Enriching telemetry with **business metadata** (*e.g., customer tier, product category*)
- **Real-time** business KPIs (*e.g., revenue per minute, cart abandonment rate)*
- **Impact** analysis (*e.g., "This outage affected 12% of premium users")*

- Distributed **tracing** (e.g., OpenTelemetry)
- Centralized **logging**
- Real-time **alerting** and **dashboards**
- Service-level indicators (**SLIs**)

- Infrastructure as Code (**IaC**)
- **CI/CD** pipelines
- **Automated** testing and deployment
- **Self-service** developer platforms
- **SLOs** and error budgets

Kyverno

argo

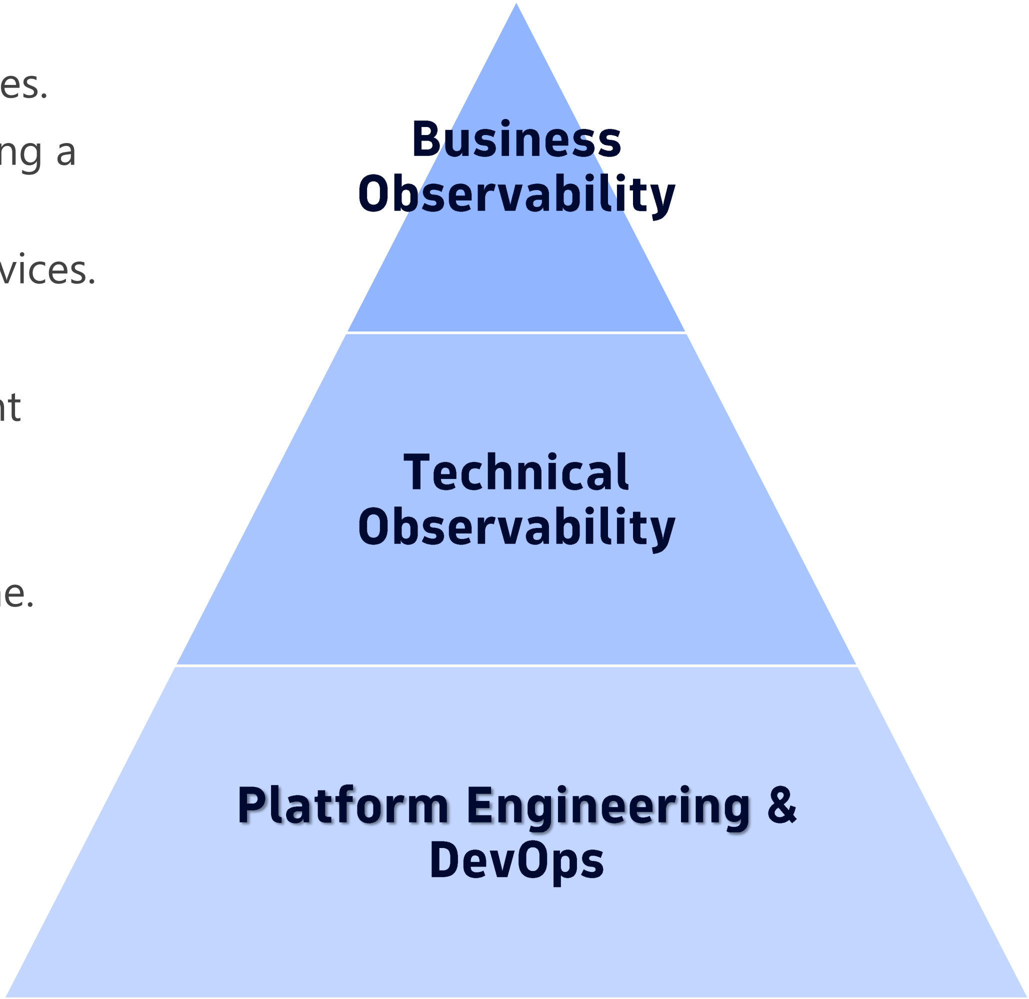


The Observability Maturity Pyramid – Metrics & Activities

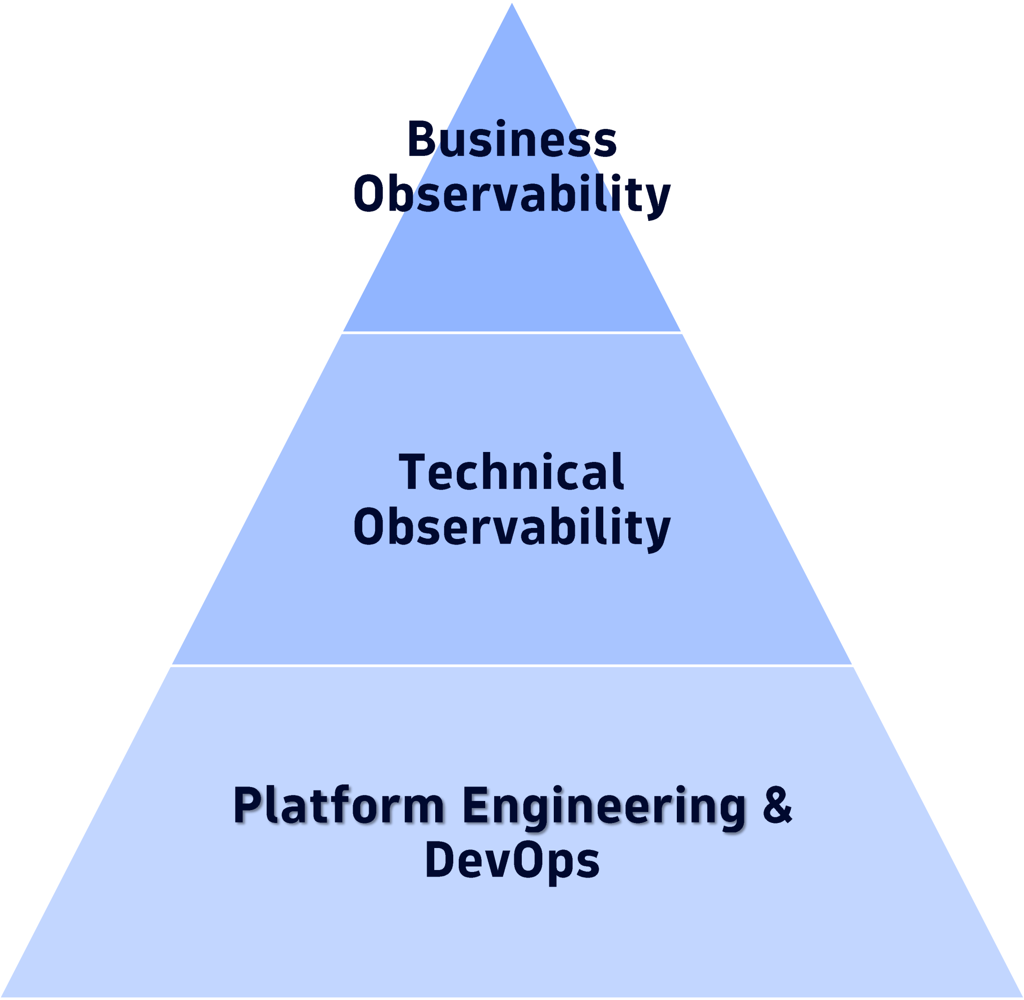
- **Cart abandonment spike** traced to a frontend bug on iOS devices.
- **Revenue drop** correlated with a slow-loading product page during a campaign.
- **Customer churn** linked to repeated failures in order tracking services.

- **Tracing a slow checkout** to a specific microservice (e.g., payment gateway latency).
- **Monitoring API error rates** during a flash sale.
- **Detecting memory leaks** in the product recommendation engine.

- **Blue/Green Deployments** for checkout services to avoid downtime during peak sales.
- **Self-service environments** for marketing teams to test landing pages without engineering bottlenecks.
- **Feature flag systems** to roll out promotions gradually and safely.



The Observability Maturity Pyramid – Business Outcomes



Business observability turns engineering from a cost center into a strategic partner.
It helps **prioritize incidents based on business impact,** not just technical severity.

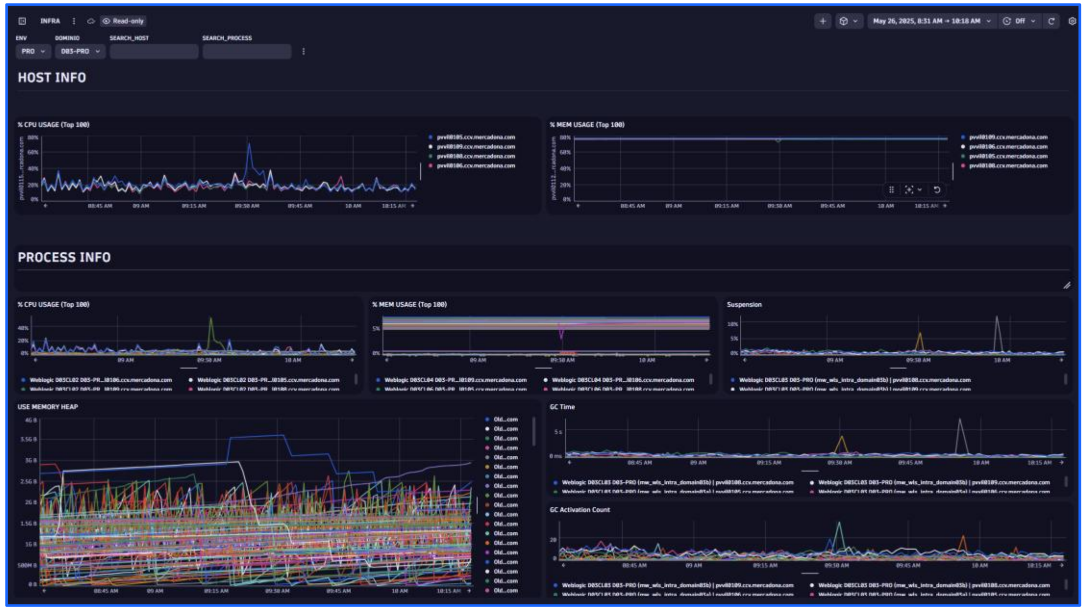
Technical observability helps you answer "**what went wrong?"** but not always **"how much did it cost us?"** That's where business observability comes in.

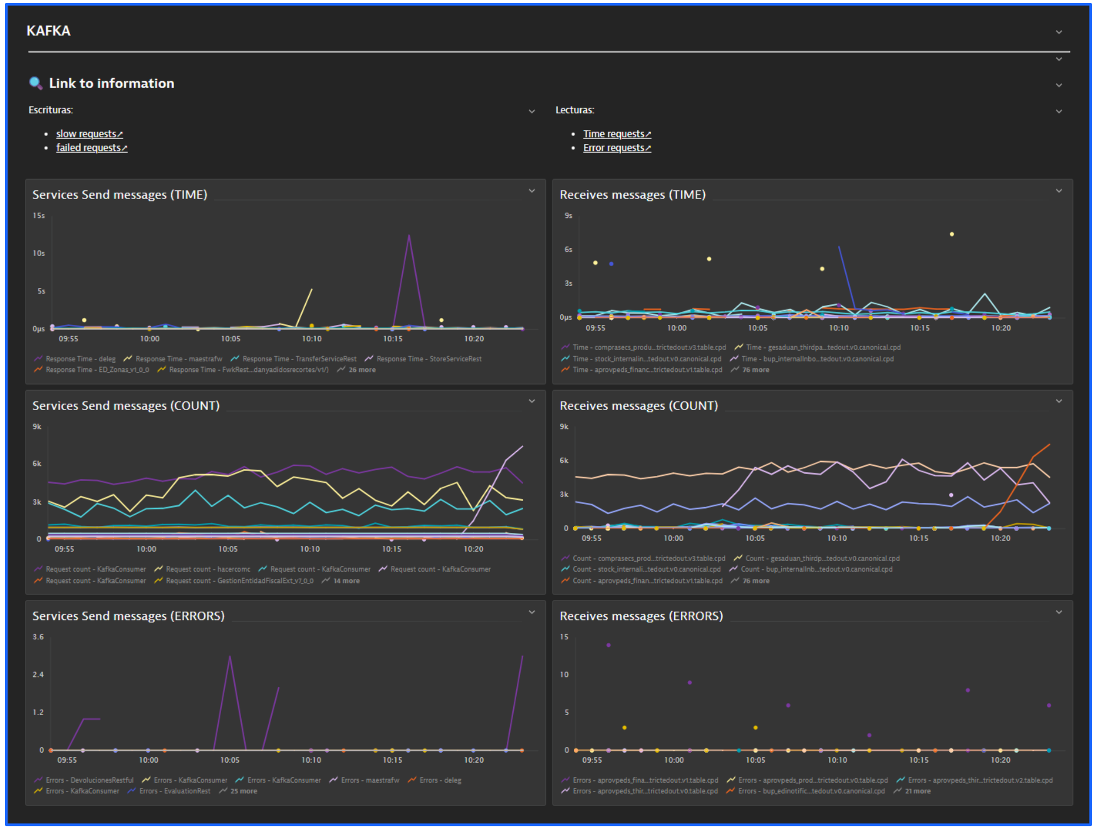
Without a stable and standardized platform, **telemetry is inconsistent and hard to trust**. Business observability built on shaky infrastructure is like building a castle on sand.

Common Pitfalls - Been there, Done That!

- **Tool-First Mentality**
  - *“We bought the best observability platform—why aren’t we getting insights?”*
- **Siloed Teams and Data**
  - *“Engineering owns the data, but business owns the questions.”*
- **No Business Context in Telemetry**
  - *“We have traces, but we don’t know which ones matter.”*
- **Over-Alerting and Noise**
  - *“We get 500 alerts a day. We ignore most of them.”*
- **Lack of Ownership**
  - *“Whose job is it to care about business observability?”*
- **Chasing Vanity Metrics**
  - *“Our dashboards look great, but we’re still losing customers.”*

What ‘starting’ looks like.

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failed requests
Lecturas:
Time requests
Error requests
Services Send messages (TIME)
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Errors - maestrafw
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Errors - KafkaConsumer
Errors - EvaluationRest
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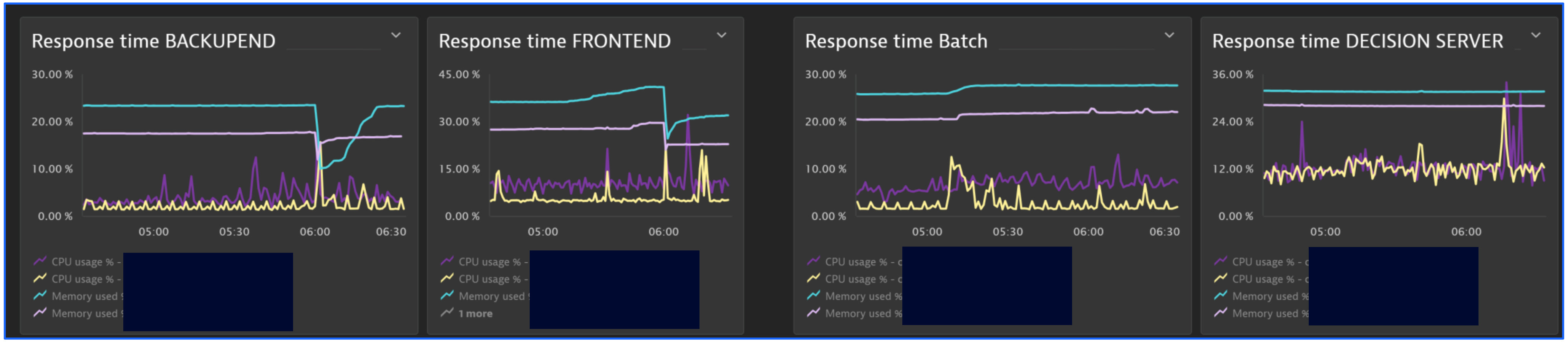
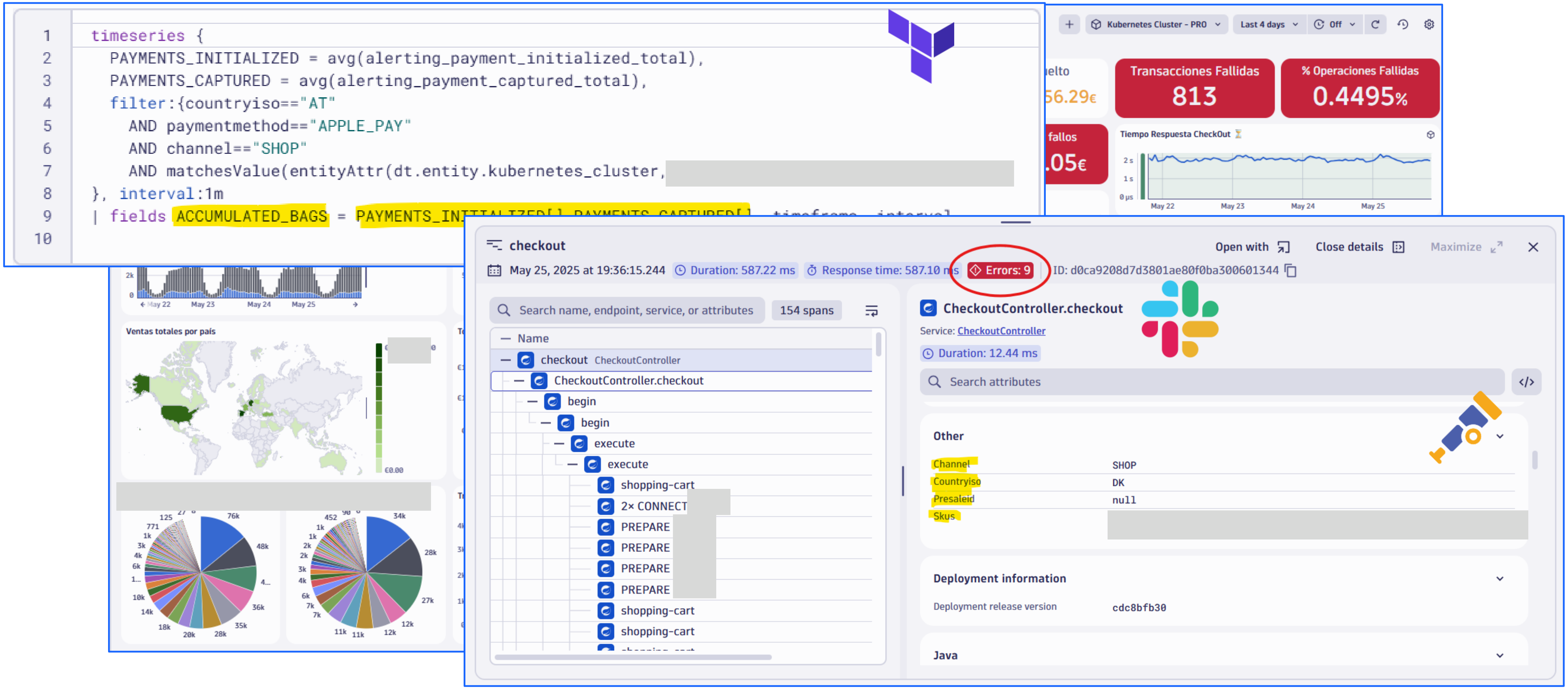
21 more



What Good Looks Like



```
timeseries {
  PAYMENTS_INITIALIZED = avg(alerting_payment_initialized_total),
  PAYMENTS_CAPTURED = avg(alerting_payment_captured_total),
  filter:{countryiso=="AT"
    AND paymentmethod=="APPLE_PAY"
    AND channel=="SHOP"
    AND matchesValue(entityAttr(dt.entity.kubernetes_cluster, [redacted]
}, interval:1m
| fields ACCUMULATED_BAGS = PAYMENTS_INI
```

checkout

May 25, 2025 at 19:36:15.244 Duration: 587.22 ms Response time: 587.10 ms Errors: 9 ID: d0ca9208d7d3801ae80f0ba300601344

Open with Close details Maximize

Search name, endpoint, service, or attributes 154 spans

Name

- checkout CheckoutController
  - CheckoutController.checkout
    - begin
      - begin
        - execute
          - execute
            - shopping-cart
            - 2× CONNECT [redacted]
            - PREPARE [redacted]
            - PREPARE
            - PREPARE
            - PREPARE
            - shopping-cart
            - shopping-cart

CheckoutController.checkout

Service: CheckoutController

Duration: 12.44 ms

Search attributes

Other

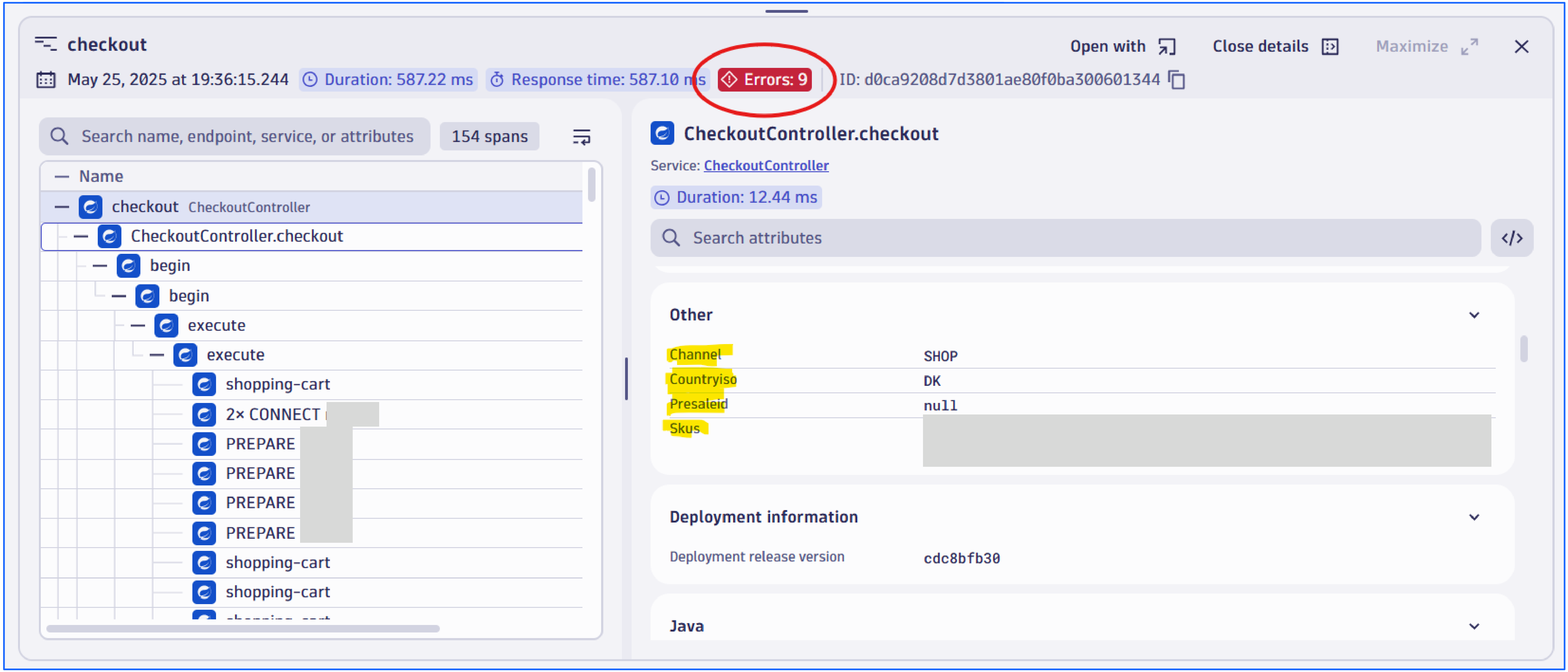
Channel	SHOP
Countryiso	DK
Presaleid	null
Skus	[redacted]

Deployment information

Deployment release version	cdc8bfb30

Java

What Good Looks Like



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Call to Action: Build Before You Buy

Invest in Foundations First

Establish **robust software architecture** (microservices, APIs).

Prioritize **data quality and governance** from the start.

Build a **DevOps mindset** with automation and CI/CD pipelines.

Create a **scalable, observable** infrastructure.

Make Observability a Culture, Not a Tool

Shift-left observability into the development lifecycle.

Foster **cross-team collaboration** around metrics and insights.

Promote a "**you build it, you monitor it**" philosophy.

Emphasize **real-time feedback loops** and continuous learning.

Align Around Business Impact

Tie observability metrics directly to business.

Prioritize insights that drive **decisions and innovation**.

Focus on **resilience and agility**, not just uptime.

Make **data-driven decision-making** a core value.

Start Small, Scale Smart

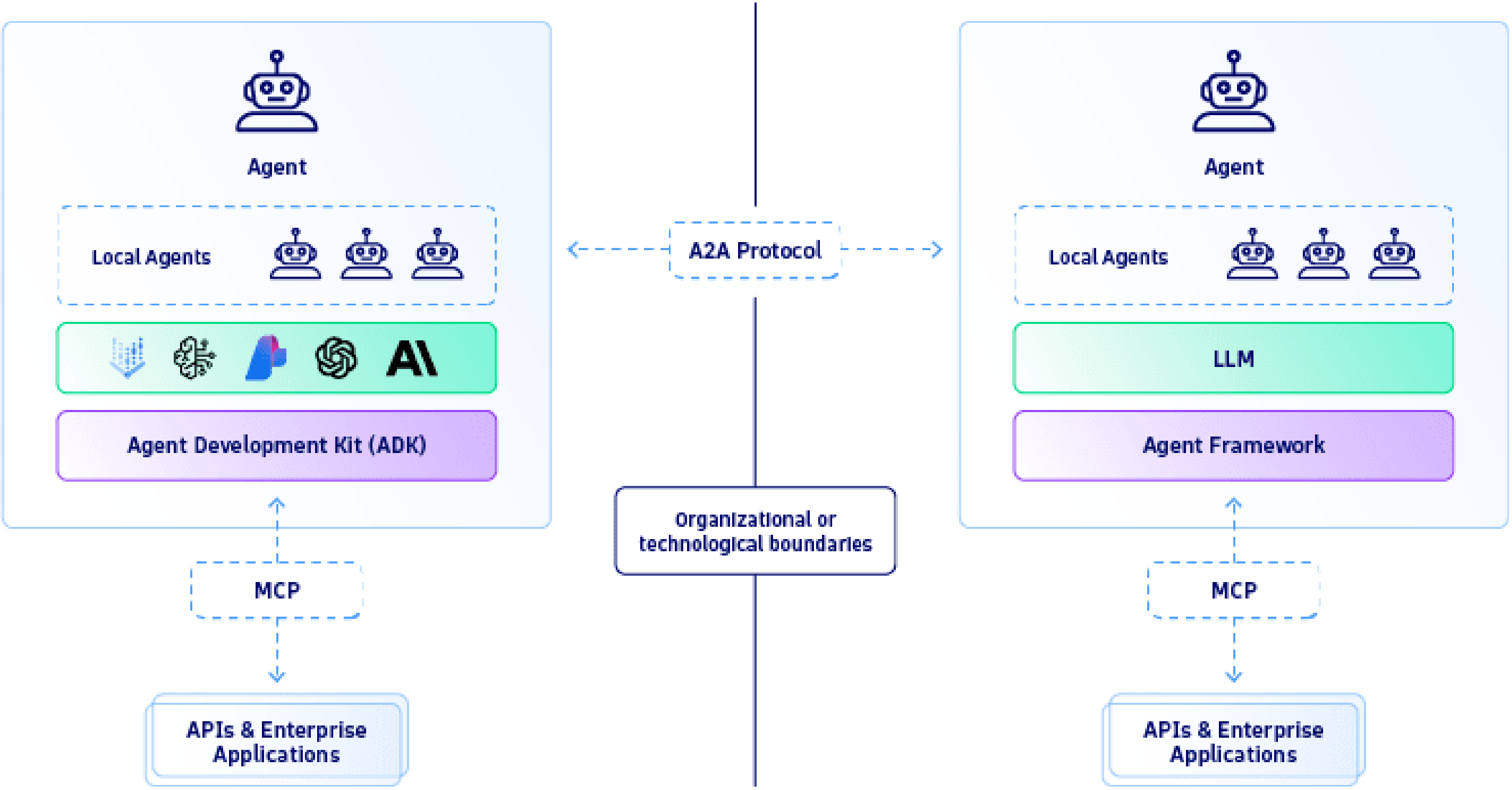
Begin with a **focused use case** or pilot project.

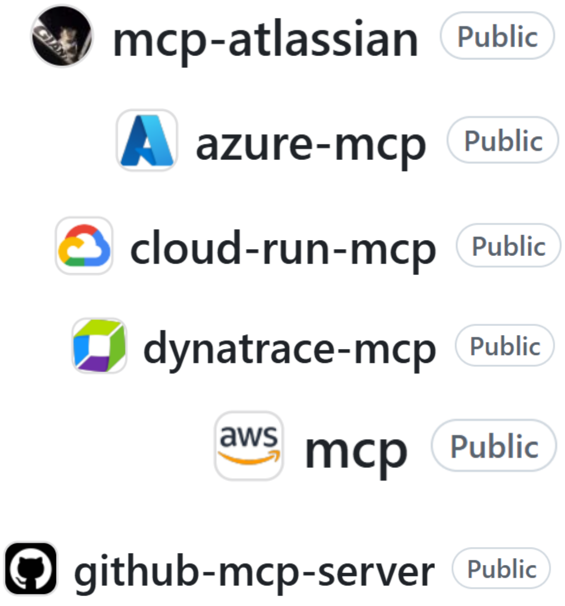
Build **lightweight, modular** observability solutions.

Iterate quickly and adapt as complexity grows.

Scale successful patterns across the organization.

Before you leave... Agentic AI


Agent
Local Agents
Agent Development Kit (ADK)
MCP
APIs & Enterprise Applications
A2A Protocol
Organizational or technological boundaries
Agent
Local Agents
LLM
Agent Framework
MCP
APIs & Enterprise Applications



mcp-atlassian Public

azure-mcp Public

cloud-run-mcp Public

dynatrace-mcp Public

aws mcp Public

github-mcp-server Public

Open Discussion

Hands-On Session: Root-Cause Challenge

Today's Scenarios

- Root-cause Analytics
- Logs-based Incidents Analytics
- Davis Anomaly Detectors
- Auto remediation