

Observability adoption often fails because we keep repeating old mistakes. Today, let's talk about what to start, and what to stop....

Stop! doing stupid things

Observability Forum Finland November 2025

kyndryl

Short introduction

Name: Jeppe Lindberg

Location: Copenhagen

Day Job: Transformation Strategist

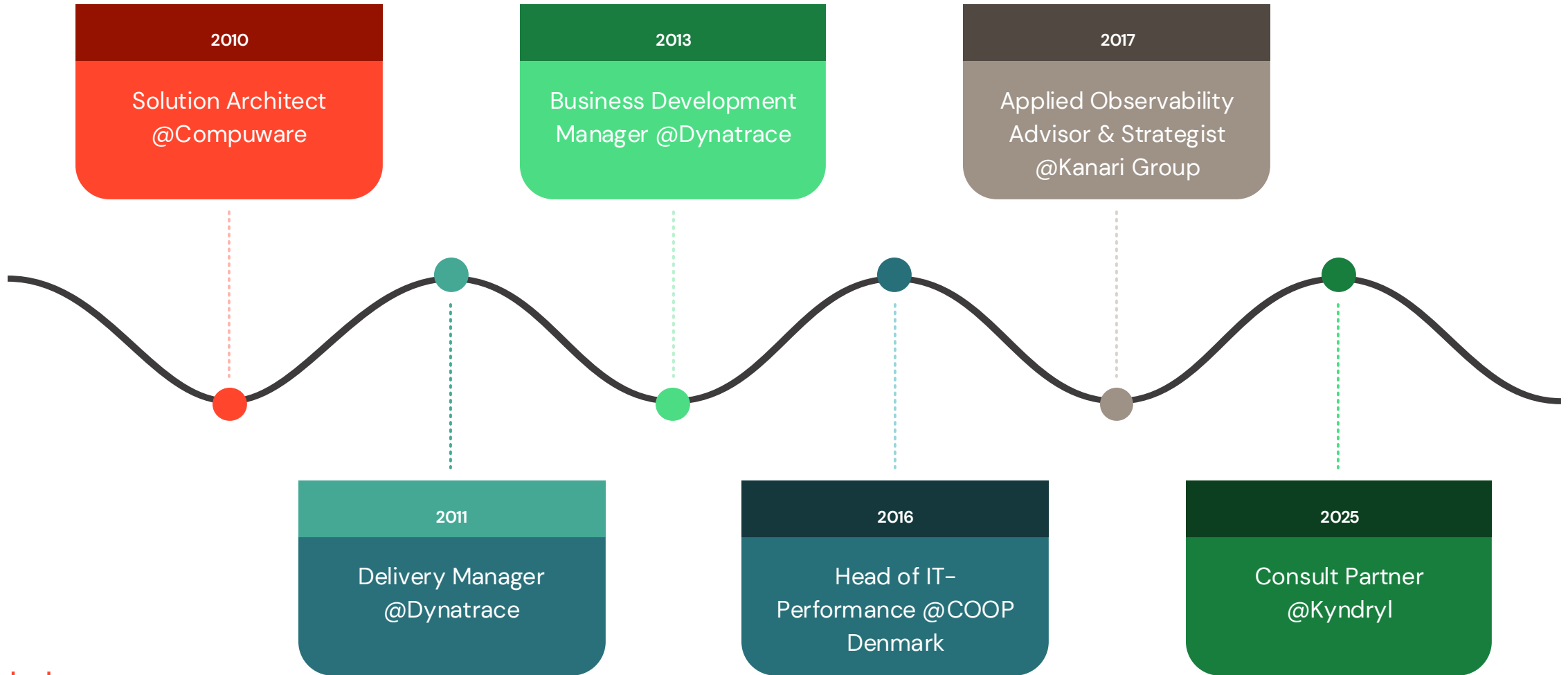
Side Hustle: Applied Observability

Spare-time: Farther of 3, Husband of 1 and military reserve.



Professional Journey

15+ years observing stupid things in IT



The implication journals

Plenty of things that seems stupid

Technology

Culture

Process & People

Value Realization and Change

Shelfware



“Shelfware is the graveyard of good intentions. Tools that aren’t adopted don’t just waste money, they erode trust and stall transformation.”

Tool spawl



**When tools multiply,
visibility divides.**

Every new tool promises visibility.

Together, they create opacity and stance for any organization.

Why Shelfware Happens

Overbuying Features

- Organizations purchase advanced observability tools with capabilities they never realize due to lack of focus.
- Driven by fear of missing out on market trends.

Tool Sprawl

- Multiple overlapping tools create confusion and redundancy.

Poor Change Management

- Tools are deployed without proper onboarding or cultural adoption.
- People stick to old habits (logs, manual checks).
- No clear ownership or integration strategy.

Why It's Irrational

Paying for visibility you never use:

Companies ingest terabytes of telemetry but analyze only a fraction.

False sense of progress

Buying tools feels like transformation, but without adoption, nothing changes.

Consequences

Financial Waste

Shelfware costs millions annually in unused licenses and data ingestion.

SaaS studies show **21% of apps unused, 45% underutilized.**

Operational Risk

Critical signals ignored because teams don't use the tools.

Increased MTTR and higher outage risk.

Cultural Damage

Creates cynicism: "We buy tools, but nothing changes."

Reinforces hero culture and blame gaming.

Strategic Failure

Observability fails to deliver promised business outcomes.

Leadership loses confidence in IT investments.

The ineffective journals

Plenty of things that seems stupid

Technology

Culture

Process & People

Value Realization and Change

Anti-Methodologies

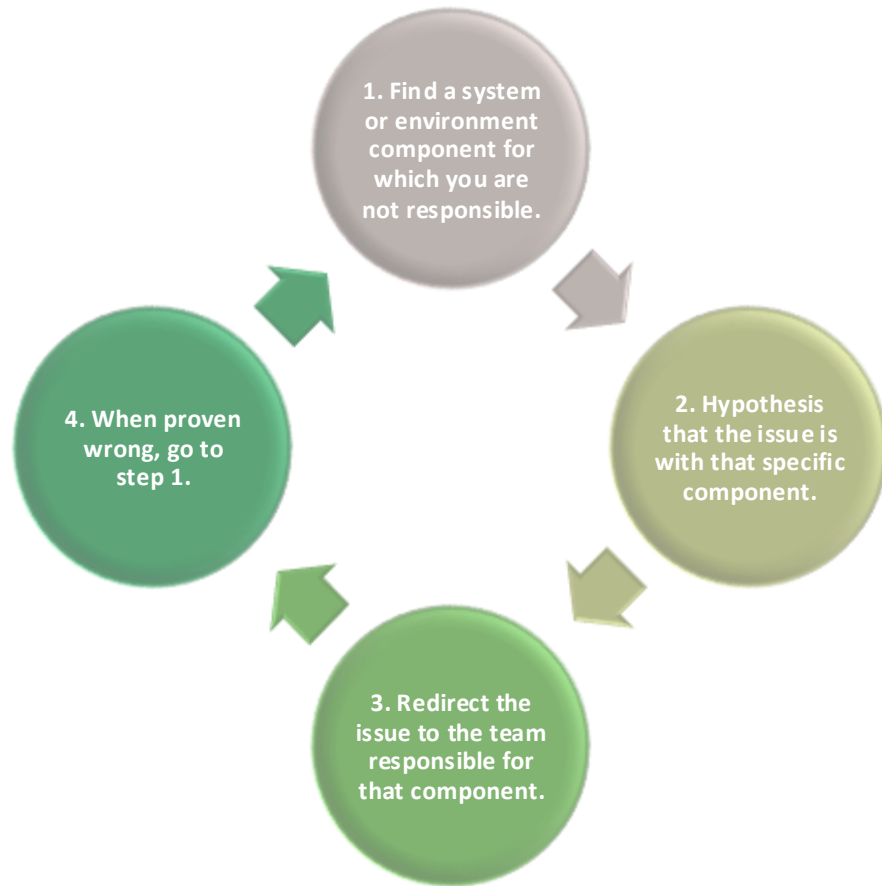


There is a universal set of anti-methodologies, which introduce not only risk but are costly to any organization



Acknowledge the anti-methodologies, a
stupid

First step from reactive to proactive



Conclusion: This methodology identifies that the users practicing it either lacks data or use of analyzing data.

The risk of this methodology is the team don't get anywhere and if they do, they will waste time getting the problem identified and resolved. And they will loose innovation power

Hero Culture

- Relying on a few “heroes” to save the day instead of building resilient systems and processes.
- Leads to burnout and knowledge silos.

Ticket Tennis

- Passing incidents back and forth between teams without ownership or collaboration.
- Increases MTTR and frustrates stakeholders.

Process Worship

- Blindly following ITIL or other frameworks without adapting to context.
- Creates bureaucracy instead of agility and shelfware.

Data Ignorance

- Having observability data but not using it for troubleshooting or decision-making.
- Leads to wasted investment and poor outcomes.

Silo Mentality

- Teams hoard information and resist cross-functional collaboration.
- Slows down resolution and innovation

The implication journals

Plenty of things that seems stupid

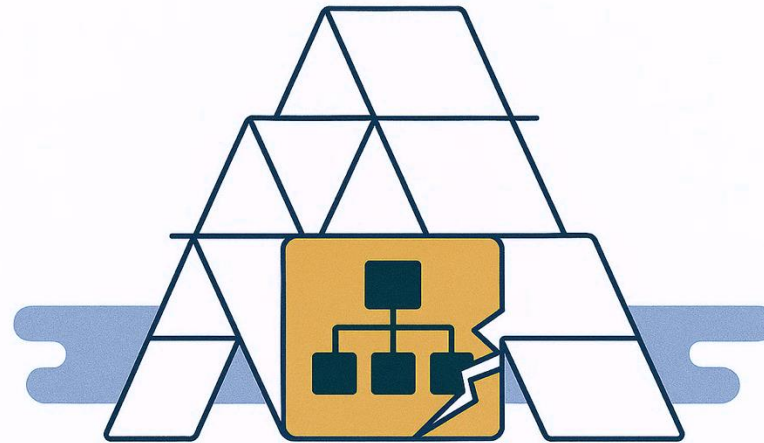
Technology

Culture

Process & People

Value Realization and Change

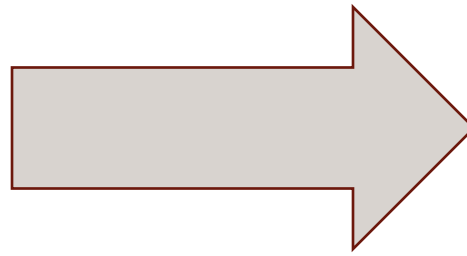
“It’s not the people



“It’s organizational fragility.”

in 2020

74%



in 2025

43%

Of employees said
“I’ll support your
Transformation.”
What is this number today?

A collapse in commitment
that, no transformation
plan, no leadership model
can ignore.

Source: Dr. Nadya Zhexembayeva Ph.D. in Organizational Behavior

23%

Are fully engaged in transformations

62%

Are quite quitting and only goes to work for the checklist, they are there for getting their mortgage paid.

15%

Are in active stage of sabotage

Source: Dr. Nadya Zhexembayeva Ph.D. in Organizational Behavior

Because when 62% disengage and 15% sabotage, the real problem isn't the AI, regulation, geopolitics, new competitor, or a new product substitution.

“It’s organizational
fragility.”

Observability Dreamboard

Put the CIO
to sleep

"I never have
to guess
what's wrong."

"Problems
fix themselves
before
customers notice."

I spend time
innovating,
not firefighting.

"I can prove
IT performance
drives business
success."

"My monitoring
is zero-maintenance
and scales
automatically."

kyndryl
CONSULT



From technical noise to business clarity



Illustration: Nordic bank shorthanded wireframe for loan process dashboard.

Started: Total loan applications initiated from the supplier.

Cancelled. Percentage of applications that were canceled before completion.

Reliability: Indicates the operational success rate of the process.

Delay: Average time delay in processing applications

Amount: Funds successfully allocated to approved loans.

“Traditional strategy work takes 6-9 months to develop; the market and reality changes every 6 weeks. So when executing on the you strategy, you'll end up executing on yesterdays opportunities”

“Six months to plan, six weeks to change, that gap is where opportunities die”

The implication journals

Plenty of things that seems stupid

Technology

Culture

Process & People

Value Realization and Organization
Change

Value realization

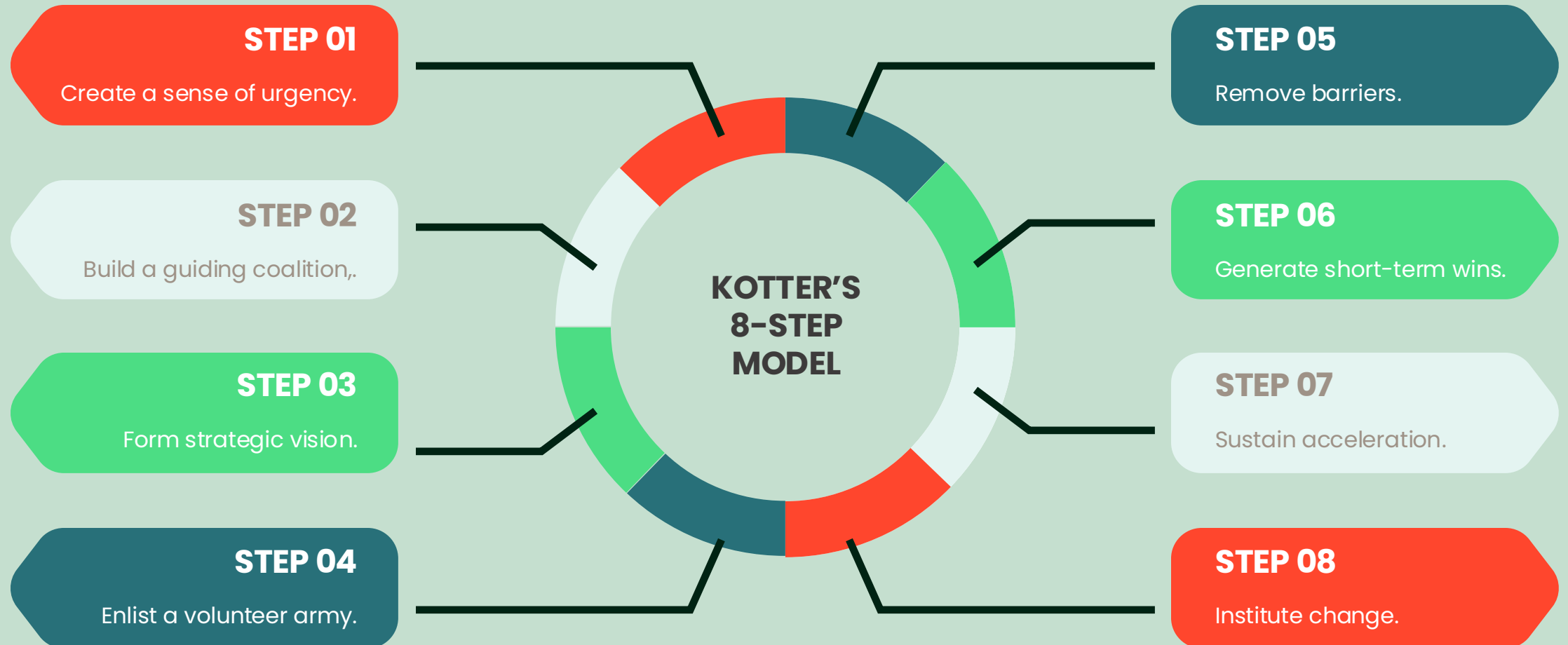
If you don't define success, you'll never achieve it. Observability without clear goals is just noise.

Organizational Change Management

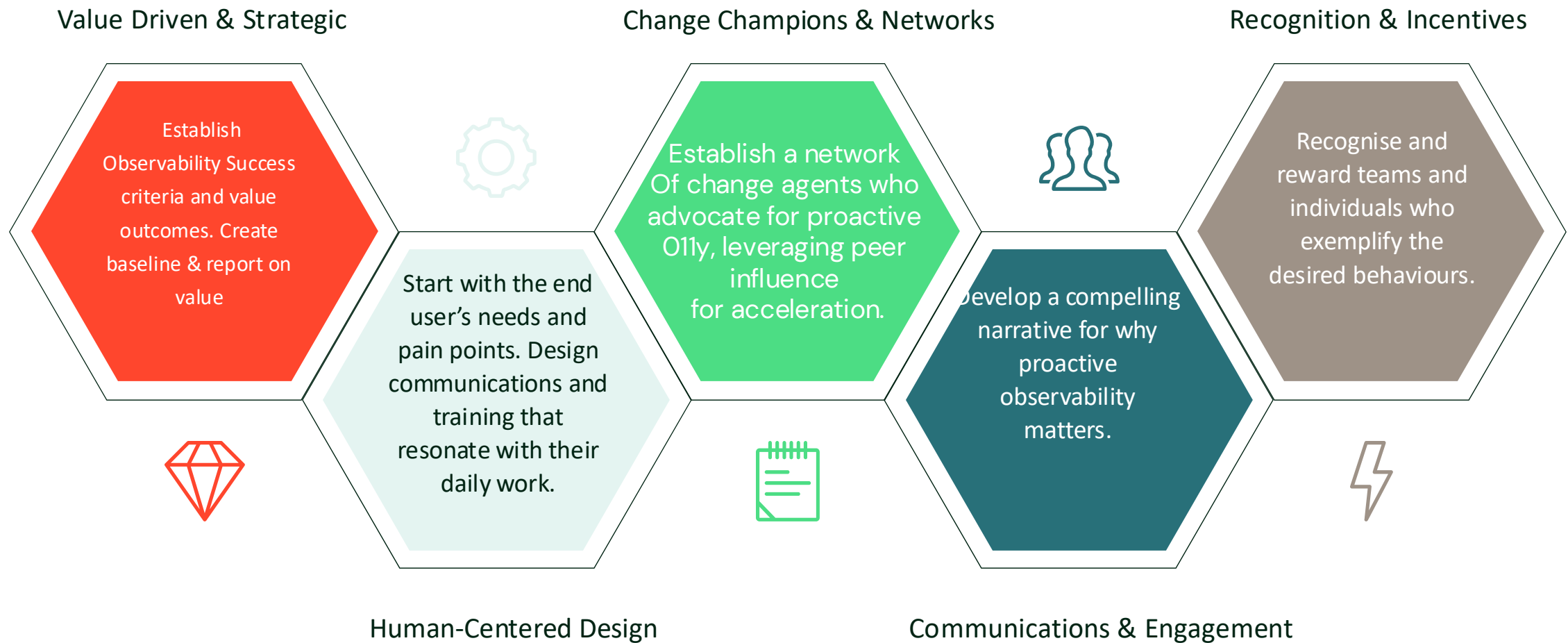
*Technology doesn't fail, adoption does.
Without change management,
observability becomes shelfware*

The planning framework

Build an structured and inclusive program.



The focus areas in OCM and value realization



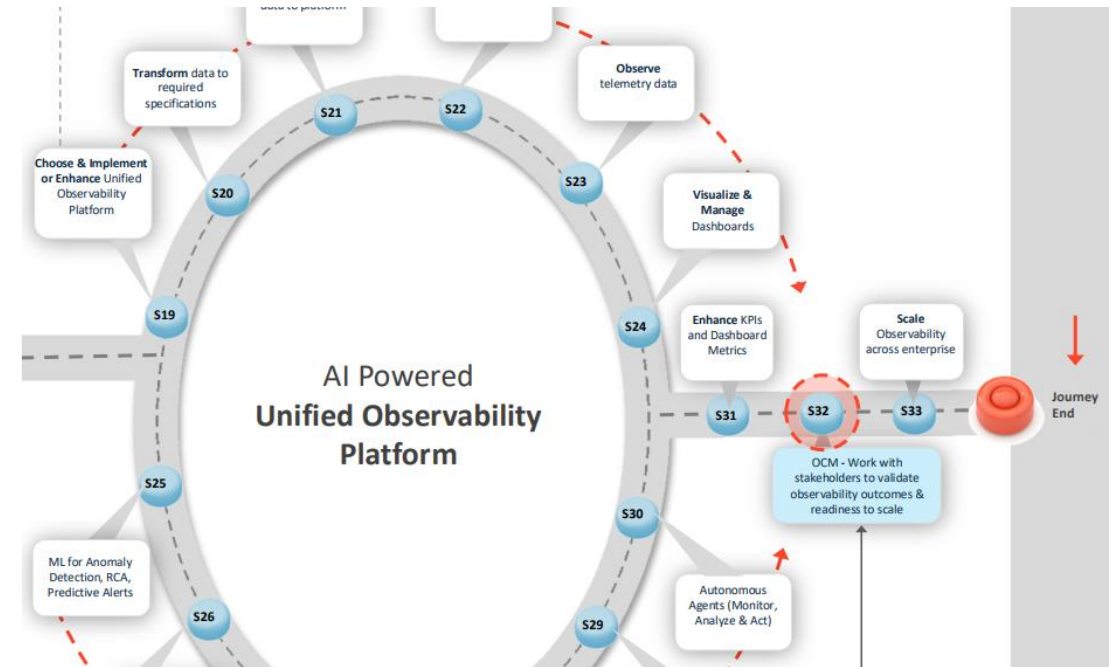


No matter where you are in your Journey

There is hope

In what ways does Kyndryl support its customers on their observability journey?

Kyndryl adopts a consultative approach, adapting its role throughout each stage of the observability transformation to align with specific customer needs and requirements.



Thank you