



Flight Centre Travel Group Picks Datadog to Fuel Global Observability Strategy and Reduce Cloud Costs

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- *Australia's leading travel agency's Corporate division, which includes FCM Travel and Corporate Traveller brands, boosts bottom-line growth,*
- *productivity and efficiency with DatadogCloud cost reduction, platform stability have brought Datadog into executive visibility at Flight Centre*

Sydney, Australia – August 19, 2025 – Datadog, Inc. (NASDAQ: DDOG), the monitoring and security platform for cloud applications, today announced that Flight Centre Travel Group, one of the world's largest travel companies, is using the Datadog platform to support a global observability strategy across its Corporate travel division. The partnership is helping Flight Centre Corporate drive operational efficiency, enhance resilience, save on cloud costs, and deliver a seamless digital experience for customers and employees.

Flight Centre Corporate, which delivers a comprehensive suite of travel services to customers across more than 95 countries. As part of its digital strategy, the company needed a single observability solution that could support global scale, consistency and innovation.

"Before Datadog, we had multiple tools across various environments, which were limiting our ability to effectively proactively manage performance at a global scale," said Grant Currey, A/NZ CTO at Flight Centre Corporate. "We now have a globally consistent observability layer that provides complete visibility into our systems' health and enables our teams to prevent issues before they escalate."

The adoption of Datadog coincides with Flight Centre Corporate's broader investment in productivity. In Australia alone, digital systems process over 15,000 travel bookings daily, with over 65 per cent of customer journeys fully automated. As the business has scaled, identifying points of failure quickly has become critical. The Datadog platform has significantly accelerated issue detection and resolution and prevention, resulting in more streamlined operations and stronger service reliability.

"Datadog has given us a global platform to shift from reactive issue management to proactive incident prevention at a global scale," said Currey. "The benefits of this are being felt at every level of the Flight Centre Corporate business—from our executive leadership to our travel consultants and, most importantly, our valued customers."

As part of its deployment, Flight Centre Corporate is leveraging Datadog Real User Monitoring (RUM) to visualise the impact of system issues on end users, which has improved customer and staff experiences while increasing productivity. RUM alerts Flight Centre Corporate to issues as soon as they occur, and visualises the impact of delays and downtime while identifying and troubleshooting performance issues.

Similarly, Datadog Synthetic Monitoring is helping Flight Centre Corporate act faster on user-facing issues, such as wait time. It simulates user journeys, detects issues earlier, and reduces false positives, resulting in faster, more accurate root cause analysis.

Additionally, Datadog Cloud Cost Management has delivered measurable savings by combining observability with cost intelligence. This supports Flight Centre Corporate's long-term growth ambitions by ensuring technology investments are both effective and efficient.

"Our business is built on people, relationships, and the experiences we deliver. Having the right technology in place is essential to upholding those values," Currey said. "Downtime is not an option. We need the systems, visibility, and accountability that Datadog brings."

Following the successful rollout in Australia, Flight Centre Corporate is now expanding the Datadog-backed observability strategy across its global operations.

Rob Thorne, Vice President for APJ at Datadog, said, "Transparency is at the heart of the travel industry; without it, flights are delayed, bookings are missed, luggage is lost, and both staff and customers lose out. By using Datadog to create a resilient observability strategy, Flight Centre's corporate travel business has de-risked its operations to support its business strategy, drive robust and reliable experiences for its stakeholders, and pave the way to major cost savings."

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About Datadog

Datadog is the observability and security platform for cloud applications. Our SaaS platform integrates and automates infrastructure monitoring, application performance monitoring, log management, user experience monitoring, cloud security and many other capabilities to provide unified, real-time observability and security for our customers' entire technology stack. Datadog is used by organisations of all sizes and across a wide range of industries to enable digital transformation and cloud migration, drive collaboration among development, operations, security and business teams, accelerate time to market for applications, reduce time to problem resolution, secure applications and infrastructure, understand user behaviour and track key business metrics.

Forward-Looking Statements

This press release may include certain "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, or the Securities Act, and Section 21E of the Securities Exchange Act of 1934, as amended including statements on the benefits of new products and features. These forward-looking statements reflect our current views about our plans, intentions, expectations, strategies and prospects, which are based on the information currently available to us and on assumptions we have made. Actual results may differ materially from those described in the forward-looking statements and are subject to a variety of assumptions, uncertainties, risks and factors that are beyond our control, including those risks detailed under the caption "Risk Factors" and elsewhere in our Securities and Exchange Commission filings and reports, including the Annual Report on Form 10-K filed with the Securities and Exchange Commission on August 8, 2025, as well as future filings and reports by us. Except as required by law, we undertake no duty or obligation to update any forward-looking statements contained in this release as a result of new information, future events, changes in expectations or otherwise.