Datadog Announces Tracing without Limits™ for APM

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NEW YORK--(BUSINESS WIRE)--Datadog, the monitoring and analytics platform for modern cloud environments, today announced Tracing without Limits, the next evolution of Application Performance Monitoring (APM) and Distributed Tracing, allowing customers to search all traces without sampling live and store the traces matching bad user experiences long-term.

Traditional APM products sample traces at the host due to the prohibitive cost of storing all traces. This works in monolithic environments but breaks in a modern microservices architecture, where single-user requests traverse multiple hosts, containers, serverless functions, and third-party services. Sampling at the host in this new distributed architecture leads to incomplete traces or missing errors and high latency traces, the traces developers need most.

Datadog's Tracing without Limits solves this problem by ingesting all traces and querying them live, keeping the traces matching bad user experiences long-term, all while running as a fully-managed SaaS solution. Developers can create custom rules on important tags to define which traces to store long-term, such as all checkouts greater than $10,000, all searches by a specific large customer, or all logins from a canary deployment app version. This gives engineers full observability whether they are troubleshooting an outage, or a specific customer issue.

"We built Tracing without Limits so customers can avoid tradeoffs between full application visibility and cost," said Brad Menezes, Director of Product Management at Datadog. "Tracing without Limits gives engineers 100% visibility into their users' requests and stores only the problematic traces long-term for analysis, allowing for faster time-to-resolution for our customers."

"When debugging performance problems across billions of emails and push notifications, we need access to all live tracing data," said Zach McCormick, Engineering Manager at Braze. "Datadog's tracing tools have been invaluable when troubleshooting our customers' marketing campaigns, and we're looking forward to the evolution of this tool for faster time-to-resolution."

Tracing without Limits was announced at Dash, Datadog's annual conference about building and scaling the next generation of applications, infrastructure, and technical teams. For more information about products announced at Dash, please visit: www.datadoghq.com/blog/dash-2019-new-feature-roundup

About Datadog

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

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