



Datadog Announces General Availability of Private Locations for Synthetic Monitoring

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NEW YORK--(BUSINESS WIRE)--Jul. 16, 2020-- Datadog, Inc. (NASDAQ: DDOG), the monitoring and security platform for cloud applications, today announced the general availability of Private Locations for Synthetic Monitoring. This new capability enables DevOps teams to proactively monitor internal applications that are not accessible from the public internet, so they can understand the performance of these applications from any location that is mission critical to their business operations.

As modern businesses build and iterate their applications, they rely on Datadog Synthetic Monitoring to ensure their customers have consistent and positive digital experiences. While Datadog's existing managed locations are useful for simulating application behavior and discovering user experience issues, these are focused on public-facing websites and endpoints. When businesses need to test internal applications or simulate the behavior of applications that serve customers from discrete geographic regions, they require customized synthetic locations.

With the launch and general availability of Private Locations for Synthetic Monitoring, Datadog customers now can achieve testing coverage for both internal-only and public-facing applications. Customers can build code-free tests and reduce their manual overhead with self-maintaining tests from both managed and private locations, thus ensuring that their applications are performant and reliable around the world.

"Since the launch of Synthetic Monitoring in 2019 on top of our monitoring platform, our customers have been able to constantly check the performance of their websites and endpoints across the globe, alongside logs, metrics and traces," said Renaud Boutet, Vice President of Product at Datadog. "With private locations generally available, we are now adding coverage to include applications that are not available publicly."

"After just two weeks of usage, we had three instances where Datadog Synthetic Monitoring immediately notified us of a problem stemming from an internal private location," said Matt Farley, Production Support at a major regional development bank based in the Asia Pacific region. "We were able to restore functionality before any users were impacted."

Private Locations for Datadog Synthetic Monitoring will also allow customers to:

- Deploy the private location as a container inside their internal environments through integrations with Docker, Kubernetes, ECS and other container integrations.
- Easily scale private locations by adding Docker containers, for more nimble proactive testing.
- Automatically correlate between Synthetic Monitoring and APM, logs, infrastructure metrics, and Datadog's 400+ integrations.

For more information, and to get started using Datadog Synthetic Monitoring, please visit: <https://docs.datadoghq.com/synthetics/>

About Datadog

Datadog is the monitoring and security platform for cloud applications. 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, security and business teams, accelerate time to market for applications, reduce time to problem resolution, secure applications and infrastructure, understand user behavior 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. 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 Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on May 12, 2020, 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.

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