



## Datadog Adds Synthetic Monitoring

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*Datadog Synthetics simulates user traffic to proactively detect availability issues and correlates them with logs, traces, and performance metrics for fast root cause diagnostics*

NEW YORK--([BUSINESS WIRE](#))--Datadog, the leading monitoring and analytics platform for modern cloud environments, today announced Datadog Synthetics, a new capability that monitors application and API availability by simulating user traffic. Synthetics is built on Datadog's unified platform for infrastructure and application performance monitoring, allowing for logs, traces, and infrastructure metrics related to issues detected by Synthetics to be instantly available for troubleshooting.

When issues are detected by typical synthetic monitoring systems, engineering teams must then utilize multiple disjointed tools to extract the logs, application traces, and infrastructure metrics related to the issue to get to the root cause. Not only are outages prolonged with these tedious manual steps, but also, it becomes difficult, or, in some cases impossible, to identify root causes due to potential data gaps or mismatches that exist between multiple systems.

Datadog simplifies alerting and troubleshooting of issues detected via Synthetics by providing engineering teams with all of the data that has been collected by the Datadog platform related to a website problem. Once Synthetics identifies an issue, related infrastructure metrics, logs, and traces collected from the services, applications, and hosts or containers running the website are automatically surfaced. This instant delivery of performance data enables immediate root cause diagnostics, significantly minimizing the time to resolution of an issue.

"The performance of a given web page or API can have a significant impact on our customers' businesses," said Albert Wang, Director of Product Management at Datadog. "With Synthetics, these customers can be proactively alerted to poor performance, bugs, and outages and dig more deeply into their causes with Datadog's fully integrated infrastructure monitoring, application tracing, and log management products."

"Datadog's monitoring products have helped our team troubleshoot more quickly," said Jose Diaz, Infrastructure Lead at SeatGeek. "Without Datadog, we would need to be alerted to outages using one synthetics tool, then switch over to another tool to actually troubleshoot. Now we can see everything in one place without any slowdowns."

A preview of Datadog Synthetics will be demonstrated at Datadog's booths, #402 and #208 in The Venetian and #207 in The Aria, at AWS re:Invent in Las Vegas from Monday, November 26th to Thursday, November 29th. The product is expected to be available in a private beta in early December and customers can join the beta waitlist [here](#).

**Blog Post:** [www.datadoghq.com/blog/introducing-synthetic-monitoring](http://www.datadoghq.com/blog/introducing-synthetic-monitoring)

### About Datadog

Datadog is a monitoring service for hybrid cloud applications, assisting organizations in improving agility, increasing efficiency, and providing end-to-end visibility across the application and organization. These capabilities are provided on a SaaS-based data analytics platform that enables Dev, Ops and other teams to accelerate go-to-market efforts, ensure application uptime, and successfully complete digital transformation initiatives. Since launching in 2010, Datadog has been adopted by more than 9,000 enterprises including companies like Activision, AT&T, Deloitte, Peloton, Samsung, Seamless, The Washington Post, T-Mobile, Turner Broadcasting, and Whole Foods.

### Contacts

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