Datadog Announces New Cost Optimization Features for its Log Management Platform

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NEW YORK--([BUSINESS WIRE](#))--Datadog, the monitoring and analytics platform for modern cloud environments, today announced Log Rehydration™ and the generation of Custom Metrics from ingested log data. Together, these capabilities allow for an economical way to process, analyze, and store massive volumes of log data.

Storing, indexing, and managing all log data in traditional log management solutions can be prohibitively expensive. To alleviate this issue, last year Datadog introduced Logging without Limits™, a two tiered model that allows customers to ingest all logs economically and select which ones to index and which to archive for free in their own storage for possible future use. The new features further enhance the Logging without Limits capabilities to provide an extremely efficient structure for log management.

Log Rehydration for Cost-Effective, Ad Hoc Historical Data Analysis

With Log Rehydration, Datadog customers can now reload, on-demand, any archived logs into Datadog. This new capability allows customers to confidently archive significant portions of their logs, knowing that they can be loaded, indexed, and analyzed quickly if they need to access them. This will allow customers to dramatically improve the cost associated with managing logs that need to be stored for a variety of audit and compliance reasons, and yet are unlikely to be accessed often.

Log-Based Custom Metrics for Advanced, Cost Effective Analytics

When log volumes are massive, much of the real-time analytics on the log data requires summarizing occurrences of patterns with numeric metrics such as counters and gauges. With this new feature, users can create and update metrics from real-time log streams at ingestion. These metrics are then available in Datadog alongside all other metrics for 15 months at full granularity, providing analytics for many business and technical problems without the high costs of log indexing and retention.

"We built Datadog Log Management for efficient use of log data for our customers," said Renaud Boutet, VP of Product Management at Datadog. "Logging without Limits was the first step in unlocking the ability to collect all logs with real-time filtering, and with the addition of Log Rehydration and Log-Based Custom Metrics, we are unlocking many new ways to use logs in extremely cost-effective ways."

"Datadog Log Management has changed the way we approach log ingestion and usage, allowing multiple teams to sustainably manage very large volumes of logs," said Aaron Mitti, Chief Software Architect at GE Transportation, a Wabtec company. "With these new enhancements, we can now revive data from cold storage and keep summaries of log data, giving my teams even greater value and control."

Log Rehydration and Log-Based Custom Metrics were announced at Dash, Datadog's annual conference about building and scaling the next generation of applications, infrastructure, and technical teams. Pricing for Log Rehydration starts at $1.27 per million re-hydrated events and Log-Based Custom Metrics start at $5 per 100.

For more information about Datadog, and to start a free 14-day trial, please visit: http://dtdg.co/Start-Free-Trial.

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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