



Datadog Acquires Timber Technologies

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Datadog Welcomes the Developers of Vector, a Real-Time Platform That Enriches, Pre-Processes and Efficiently Routes Logs and Other Observability Data

NEW YORK, Feb. 11, 2021 /PRNewswire/ -- [Datadog](#), Inc. (NASDAQ: DDOG), the monitoring and security platform for cloud applications, today announced that it has acquired Timber Technologies, the developers of [Vector](#), a vendor-agnostic, high-performance observability data pipeline. With Vector, customers can collect, enrich, and transform logs, and other observability data both on-premises and in cloud environments, and can route this data automatically to the destination of their choice.



Observability data like logs, traces and metrics are critical to organizations maintaining the health and availability of their applications. However, enterprises can often have hundreds of legacy and cloud observability technologies deployed across their applications, making it impossible to manage the egress of sensitive data, consolidate monitoring platforms and control costs. With Vector, customers will be able to solve these challenges by gaining full control over how and what data flows out of applications into observability platforms whether they run on-premises or in the cloud.

"Observability has become central to how businesses operate in the modern digital world, yet organizations have little to no control over what data is collected and managed by multiple observability platforms, creating complex compliance issues, vendor lock-in and cost overruns," said Renaud Boutet, Vice President, Product, Datadog. "With Datadog's ['Without Limits'](#) model we introduced some choices for customers for how to manage their observability data in the cloud. And, with Vector, we plan to bring this flexibility to on-premises environments while also adding many new features."

"Our vision for Vector has always been to help customers take back control of their observability data," said Zach Sherman, CEO, Timber Technologies. "Working with Datadog means we will be able to expand on that vision, to build the ultimate observability pipeline for logs, metrics and traces, and to improve the monitoring experience for millions of engineering teams around the world."

"Tool sprawl is a top complaint we hear about from teams struggling to more efficiently monitor their applications and infrastructure," said Brian Partridge, Vice President, Infrastructure, DevOps and IoT, 451 Research, part of S&P Global Market Intelligence. "One of the most significant problems stems from difficulty unifying the analysis of data collected in different tools. Tools may ingest a certain type of data, like metrics or logs, and when the data is kept in silos, it becomes more difficult to discover a problem. It can further slow down incident response when practitioners must switch tools."¹

Under the terms of the acquisition, co-founder and CEO Zach Sherman and co-founder and CTO Ben Johnson will join Datadog within the product and engineering teams respectively to build this integrated vision. The core team from Timber Technologies will become Datadog employees. For more information, visit the [Vector website](#).

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 November 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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¹ Significant majority of organizations prefer to buy monitoring tools from a single vendor, 451 Research, October 2020

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