

Eastbound Technology Simplifies Hybrid Infrastructure Monitoring



Executive Summary

Today's modern IT environment is complex, mixed, and difficult to monitor from a single location. Just ask Timothy Wright, Founder and CEO at Eastbound Tech, a United States based IT consulting company. Timothy, a long time user of Google Cloud Platform (GCP), is in charge of building and monitoring Eastbound Tech's and its customers' infrastructures and databases.

Eastbound Tech turned to BindPlane Metrics and Logs for Google Cloud Platform to:



Consolidate monitoring into one view, versus three different products



Save money canceling a 6 figure SIEM solution for log monitoring



Quickly deploy with no additional costs or signed contracts through Stackdriver



Benefit from responsive and helpful customer support



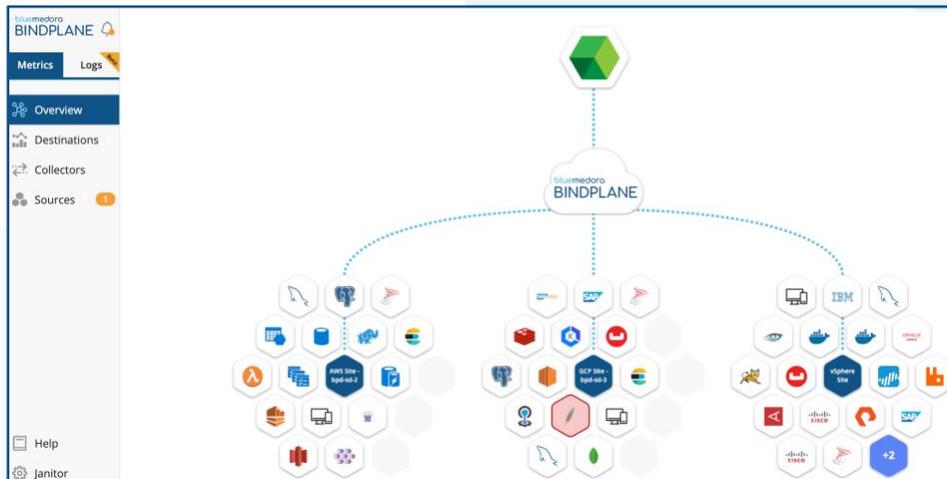
Challenges

Eastbound Tech's hybrid environment includes Microsoft SQL on-prem, Google Cloud SQL on GCP and additional applications and hosts. Timothy was monitoring in Google Cloud Monitoring and Google Cloud Logging, formerly known as Google Stackdriver, but was using the Google Cloud products reluctantly because his sources were diverse and not all hosted on GCP. He was in need of a solution that could easily combine on-prem and cloud monitoring from multiple database providers into a single view to provide full picture reporting for logs, metrics, and health monitoring.

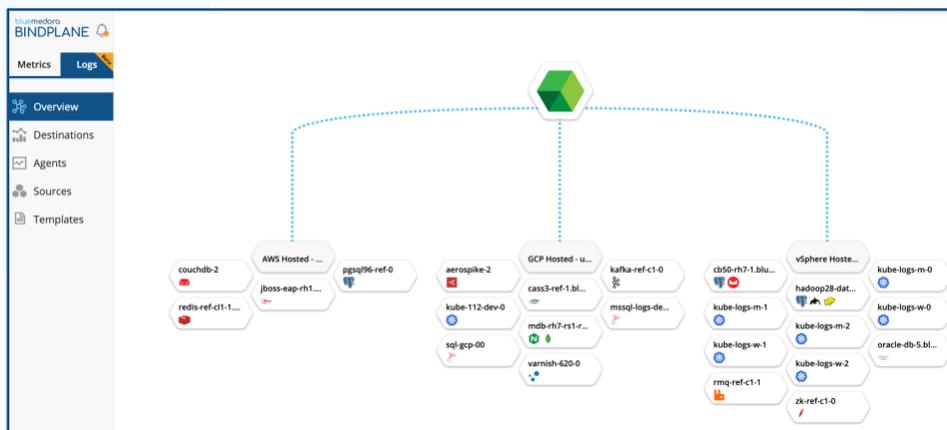


Solution

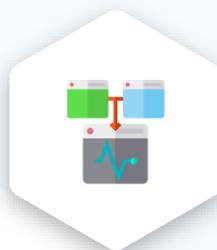
BindPlane is a new approach to unified IT monitoring through integration as a service (MaaS). It addresses the common challenge most data center operations teams experience – gaining a comprehensive view of what's going on across their IT ecosystem. BindPlane automates the collection of database performance data, metadata, and logs from across Eastbound Tech's environment, including in-depth database monitoring. This real-time data stream is then fed into their Google Cloud Monitoring platform, along with pre-built dashboards, for charting, alerting, correlation and other analysis.



BindPlane Metrics for Google Cloud



BindPlane Logs for Google Cloud



Full Visibility at No Additional Cost

After launching BindPlane, Timothy found a monitoring solution where he could easily manage all of his customers' sources and databases in a single location at no additional cost. At the 2019 Google Cloud Next event, Timothy shared his experience with BindPlane for Google Cloud Monitoring and Google Cloud Logging saying, "It has really,

really simplified my monitoring of databases and my infrastructure as a whole". He has also saved money, canceling a 6-figure contract for a SIEM log solution and eliminating multiple open-source solutions, stating, "The Blue Medora and Google Cloud Logging solution has allowed me to gather signals from a really diverse environment and see them in a single pane of glass. This has saved us significant money and effort otherwise spent on managing additional tools and open source solutions."

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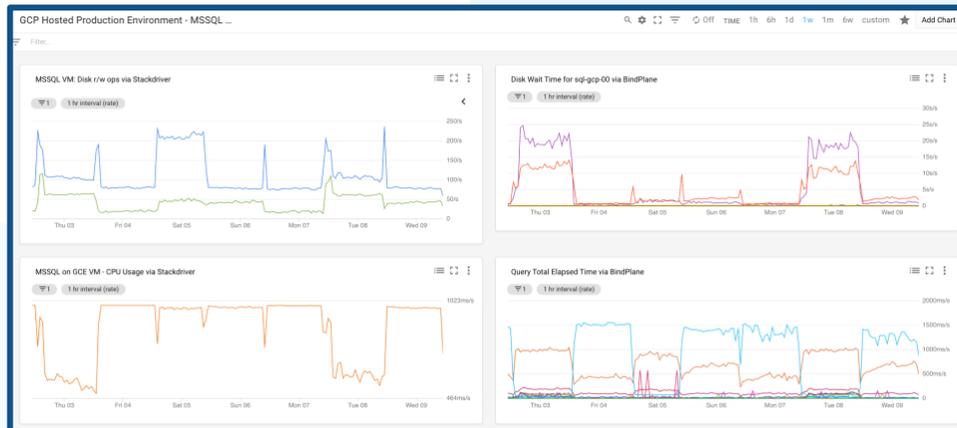
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Timothy Wright
Founder and CEO, Eastbound Tech



Easy to Launch with Full Support

Timothy shared that getting started with BindPlane through the Google Cloud Marketplace was extremely easy. Unlike other monitoring solutions that promise customers a lot upfront but ultimately fall flat, "the BindPlane team has been extremely fast and extremely responsive". He has been able to effectively communicate with the BindPlane customer success team and knows his requests are valued. He explained that he can reach out to customer success and say, "Hey, I need this. And then that is what they build next". Bindplane's roadmap is extremely responsive to customer needs with new logs and sources being built out when requested.



The BindPlane team has also helped him with understanding Google Cloud Monitoring and Logging’s dashboards and how he and his customers can best use the reporting. What’s even greater is that because BindPlane is looking at multiple sources in a single view, it provides additional metrics and health insight that single platform or source management misses. By simplifying monitoring in Google Cloud, Timothy and his customers have found a single pane of glass, hybrid monitoring solution that has allowed them to eliminate the cost of third party monitoring tools and gain back the time that was once lost to aggregating data from multiple providers.

Get started with BindPlane!

bluemedora

About Blue Medora

Blue Medora’s pioneering IT monitoring integration as a service addresses today’s IT challenges by easily connecting system health and performance data—no matter its source—with the world’s leading monitoring and analytics platforms. Blue Medora helps customers unlock dimensional data across their IT stack, otherwise hidden by traditional approaches to metrics collection. Learn more at BlueMedora.com.

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