

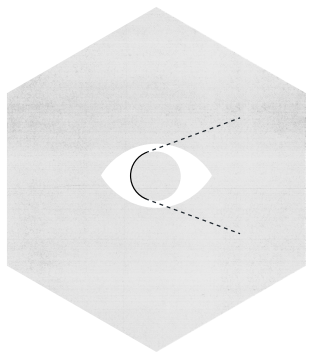
ASEAN

State of Observability in Asia Pacific

Key findings from the largest, most comprehensive observability study



2024 Observability Forecast



New Relic partnered with Enterprise Technology Research (ETR) for the 2024 *Observability Forecast* report, which examines the practice of observability, how it's evolving, and the ways external forces influence adoption.

With input from **1,700 technology professionals across 16 countries**, including the Association of Southeast Asian Nations (ASEAN) countries of Indonesia, Malaysia, Singapore, and Thailand, it's the largest and most comprehensive study in the observability industry. With digital experiences and business growth at the forefront for businesses, the findings highlight the tangible business value of observability. IT professionals are seeking ways to reduce unplanned downtime, improve uptime, and boost reliability, all while managing key performance indicators (KPIs) through smarter investments in automation and preventative measures. The report shows that organisations prioritising observability have a significant advantage in terms of operational efficiency and business performance.

While ASEAN organisations had strong levels of observability adoption and received considerable value from investments, they struggled with complicated tech stacks and reduced budgets.

View a summary of the highlights and key findings for ASEAN below.

Key findings for ASEAN



Downtime and outage costs are high

78%

said high-business-impact outages cost US\$1 million or more.

Tool sprawl is widespread

49%

used five or more tools for observability.

Artificial intelligence (AI) is driving observability adoption

38%

said AI adoption is driving the need for observability.

The impact of observability

62%

said observability was a key enabler for achieving core business goals.

42%

said observability reduced security risks.

37%

said observability improved system uptime and reliability.

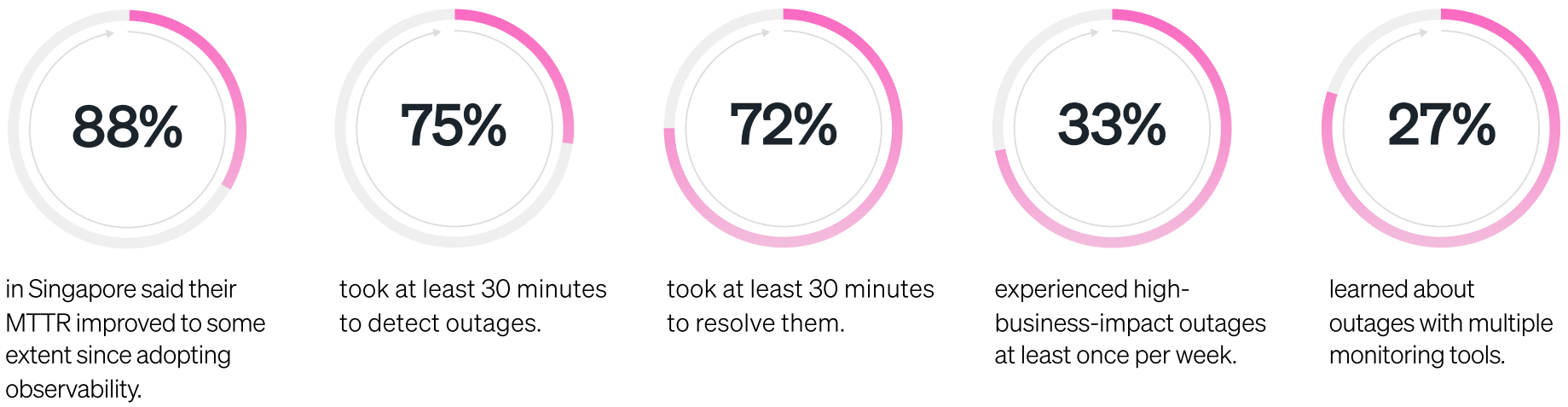
“Downtime is expensive. You can spend more time from a human capital perspective to go in and solve a specific problem if you don't have the right tool in place.”

Senior Director of IT Infrastructure
Large Fintech Enterprise

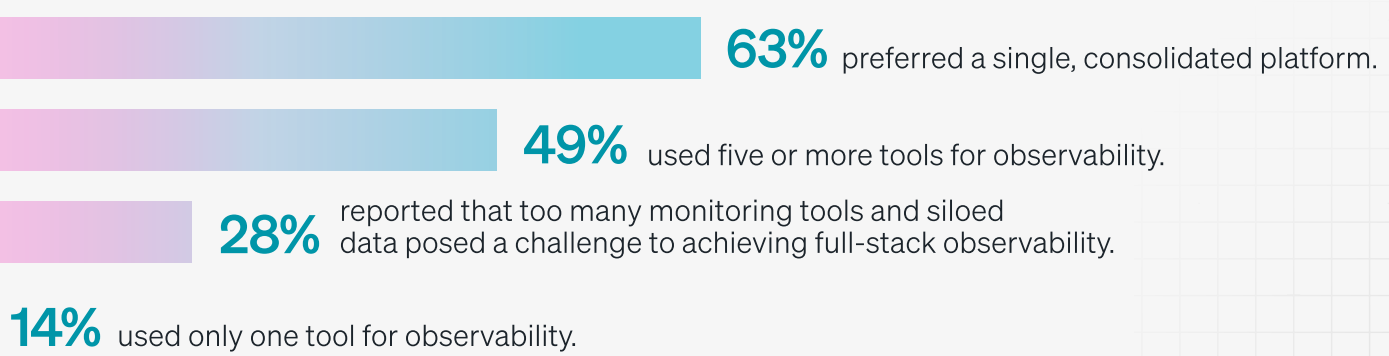
87% of ASEAN respondents received at least **US\$1 million** in total value per year from their observability investment.

Downtime and outage costs are high

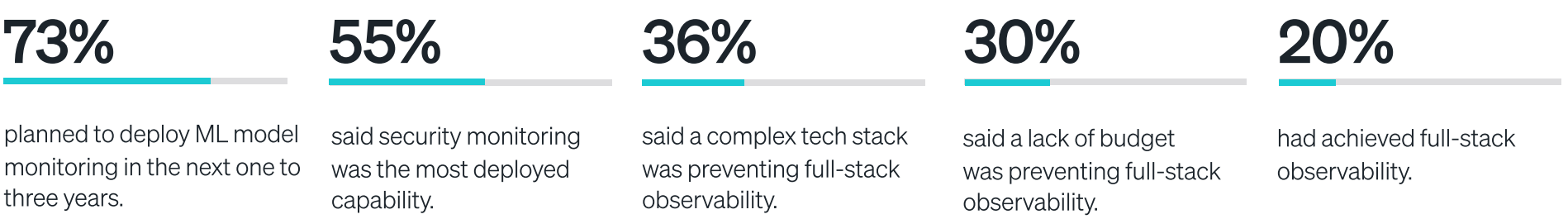
The median hourly cost for high-business-impact outages in ASEAN was **US\$2.5 million** per hour.



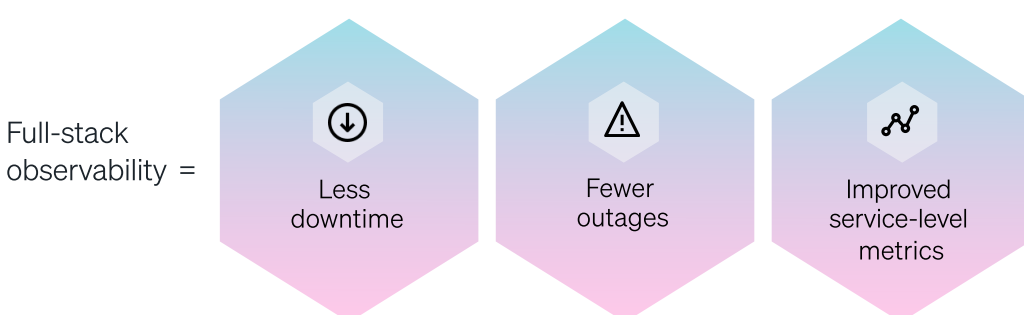
Tool consolidation is a priority



Observability adoption is extensive and provides business value



Full-stack observability is key to better outcomes



Investment in observability delivers ROI

- **302%** median annual ROI in Malaysia.
- **300%** median annual ROI in Thailand.
- **258%** median annual ROI in Singapore.

View Full Report

2024 Observability Forecast

