
22 WINNING OBSERVABILITY STRATEGIES

EBOOK

BUSINESSES TODAY RELY (ALMOST) ENTIRELY ON THEIR DIGITAL SYSTEMS

Businesses today rely (almost) entirely on their digital systems. Applications, infrastructure, and user experiences are crucial for revenue, reputation, and customer loyalty. As digital environments become increasingly complex, understanding their performance and behavior is challenging.

New Relic's intelligent observability platform provides this clarity. It transforms operational data into actionable insights, helping you quickly identify the root cause of issues, understand how problems affect customers before they escalate, and accelerate innovation with confidence. This is the core benefit of comprehensive observability.

This ebook presents **22 winning use cases** from leading organizations globally, organized by industry to showcase how diverse teams use New Relic to tackle sector-specific challenges. You will see how these companies are succeeding in the digital age, supported by New Relic for resilience, agility, and profitability.

TECHNOLOGY & SOFTWARE ↘



Consolidated multiple monitoring tools onto New Relic, reducing cognitive load on engineers, achieving cost savings, and gaining clear visibility into future spending.



Chegg, an online learning platform, achieved 87% reduction in mean time to resolution (MTTR) for incidents. This improvement ensured minimal service disruptions, providing a more reliable experience for students.



Used New Relic to cut application latency by **95%**, improving user experience and identifying opportunities for long-term cost reductions through optimized hosting configurations.

AIRLINE & TRAVEL ↘



Paired OpenTelemetry with New Relic's observability platform to innovate and scale its travel search platform without compromising deep insights.



Gained real-time data on digital channels (website, mobile app, airport kiosks) to improve customer experience and inform business decisions, resolving performance issues before impact.



Pinpointed and troubleshooted online service issues in minutes (previously hours) by deploying New Relic across its websites for real-time performance measurement.

RETAIL & ECOMMERCE ↘



Reduced error rates to near zero and improved response times to **less than 50 milliseconds** per request, optimizing its ecommerce user experience across Latin America.



Improved Core Web Vitals and website performance to improve digital experience, fostering data-driven communication between engineering, management, and digital teams.



Achieved 99.9% uptime for digital and in-store POS systems, proactively preparing for peak shopping periods using New Relic for synthetics monitoring and intelligent Slack alerts.

FINANCIAL SERVICES ↘

Credit Sense

Achieved an 80% reduction in Mean Time To Detection (MTTD) and substantial AWS bill savings by optimizing resource utilization with New Relic.

MORNINGSTAR

Achieved zero major outages in the first eight months after re-platforming its website to a serverless model by instrumenting everything with New Relic from the outset.

Bangkok Bank

Used New Relic to manage explosive growth in mobile and digital banking, maintaining high performance and reliability for a growing number of digital transactions.

MEDIA & ENTERTAINMENT ↘

ABS CBN

The media company achieved 98-99.5% uptime for its digital platforms by implementing automated alerts and proactive monitoring. This reduced MTTR from 4-8 hours to 1-2 hours.

itv

New Relic ensured a smooth migration of ad revenue systems from on-premises legacy applications to a new cloud-native platform on AWS, continuing to be used for site reliability engineering and performance baselining, fostering collaboration between business and technology teams.

shutterstock

The media platform protected customer data and improved fraud detection by using New Relic to correlate telemetry and business data. Shutterstock promptly surfaced suspicious login attempts, blocked bad actors, and reduced the time spent generating fraud reports by 75%.

TELECOMMUNICATIONS ↘

verizon✓

Extended observability to its 5G Edge network; New Relic and Pixie integration provided developers with a single dashboard for edge and non-edge workloads, improving developer experience and accelerating solution implementation.

FOOD & BEVERAGE OPERATIONS ↘



Used New Relic to optimize its Site Reliability Engineering function, helping it achieve 99.6% service level objective (SLO) attainment, directly contributing to quicker pizza delivery.



Scaled its global operations by using New Relic's Application Performance Monitoring (APM) and customizable dashboards, providing real-time insights for optimizing service delivery and making data-driven decisions.



The beverage company resolved incidents 80% faster by consolidating nine siloed monitoring solutions into New Relic. Engineers gained a unified view of their buyer's portal, allowing them to quickly identify and fix issues.

GAMING & BETTING ↘



By adopting New Relic, they achieved a 25% reduction in MTTR and gained the ability to spot 95% of incidents in a single dashboard.



William Hill, a betting and gaming company, improved its MTTR by 80% by standardizing on New Relic and consolidating three other monitoring tools. This led to a 25% faster resolution of P1 incidents and a 60% reduction in alert noise.

AUTOMOTIVE ↘



Toyota leveraged New Relic to integrate comprehensive observability into its internal cloud development platform, TORO, to accelerate its transition from a car manufacturer to a mobility company by enabling DevSecOps and faster application deployment.



TECHNOLOGY & SOFTWARE

Companies whose core product is software or a technology platform face the constant challenge of managing massive, complex, and rapidly scaling microservices architectures while maintaining a seamless user experience. Observability is the foundational requirement for accelerating development, enabling engineers to push code faster with confidence.

CONSOLIDATING TOOLS FOR OPERATIONAL EFFICIENCY

SOFTWARE / FINANCIAL SERVICES : NORTH AMERICA



When we first installed New Relic, we were able to consolidate a lot of information that was sprawled across multiple tools. From there we were able to go through and with a single agent installation notice things that were falling between the cracks that allowed us to alleviate pressure before it was ever felt by any of the clients.

Cody Chandler

Senior Director of Cloud Engineering
BlackLine

 [WATCH THE VIDEO →](#)

[READ THE FULL STORY →](#)

BUSINESS GOAL

Reduce cognitive load on engineers, streamline monitoring, and achieve cost savings by consolidating disparate monitoring tools.

SOLUTION

BlackLine consolidated its monitoring data onto the New Relic platform, moving away from a sprawl of multiple tools. New Relic's single agent installation provided a unified view, allowing engineers to quickly identify issues that were previously falling through the cracks. They also benefited from New Relic's predictable usage-based pricing model.

CHALLENGE

BlackLine, an accounting automation software provider, experienced high cognitive load on its engineering teams due to managing multiple, siloed monitoring tools. This led to inefficiencies in debugging and correlating information across different systems.

RESULTS

The consolidation significantly reduced the cognitive burden on engineers, allowing them to debug and resolve issues faster with a single source of truth. The company also realized cost savings by simplifying its monitoring stack and gaining clear visibility into future spend.



REDUCING MTTR BY 87%

EDUCATION TECH : NORTH AMERICA



The thing I really love about New Relic APM is that it takes a bunch of raw data about an application, and it turns it into insights.

Steve Evans

Vice President of Engineering Services
Chegg

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BUSINESS GOAL

Significantly reduce Mean Time To Resolution (MTTR) for incidents to ensure continuous availability and performance of their online learning services.

SOLUTION

Chegg implemented New Relic's full-stack observability and incident management capabilities. This provided real-time alerts, detailed trace data, and logs in context, enabling engineers to rapidly understand the scope and root cause of issues.

CHALLENGE

Chegg, a leading online learning platform, faced challenges with incident resolution times impacting student access to critical resources. They needed a solution to quickly identify, diagnose, and fix problems across their complex environment.

RESULTS

New Relic helped Chegg achieve an impressive 87% reduction in MTTR. This drastic improvement ensured that service disruptions were minimal, leading to higher availability of their learning resources and a better experience for students.

CUTTING LATENCY WITH FREE-TIER OBSERVABILITY

DATA ANALYTICS / TECHNOLOGY : EUROPE



We can instrument our entire tech stack—AWS, physical, and virtual servers—simplifying the process of identifying bugs and anomalies.

Henrik Duerkop
Head of Infrastructure
Statista

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BUSINESS GOAL

Significantly reduce application latency and optimize hosting configurations to enhance customer experience, without incurring massive additional costs.

SOLUTION

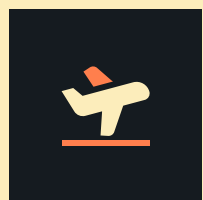
Statista introduced New Relic into their environment, starting with the free tier to instrument their AWS stack and demonstrate value. They used New Relic to identify issues like N+1 database problems and malfunctioning plugins, enabling optimization of hosting configurations and adoption of auto-scaling.

CHALLENGE

Statista's WordPress instances suffered from sluggish performance due to accumulated plugins, unrefactored websites, and underlying bugs, leading to poor customer experience. They needed to identify the root causes of latency effectively.

RESULTS

Statista achieved a dramatic 95% reduction in latency; pages that previously took 2 seconds were now served in just 100 milliseconds. This significantly improved the user experience. They also identified avenues for long-term cost reductions by planning to replace physical servers with optimized AWS instances.



AIRLINE & TRAVEL

In the airline and travel tech industry, user experience is directly tied to business success. Customers expect instantaneous performance when booking flights, checking in, or searching for travel deals. Observability is crucial for gaining real-time data on digital channels and performance across complex, distributed microservices. It enables teams to pinpoint and troubleshoot online service issues in minutes (not hours) and maintain rapid innovation while ensuring system reliability through open standards like OpenTelemetry.

PAIRING OPEN STANDARDS WITH OBSERVABILITY

TRAVEL TECH : EUROPE



Before New Relic, we didn't really enable engineers to produce data that is well-structured, meaningful, and cost-effective. With New Relic, we have established a default set of metrics, alerts, and dashboards, giving our team the observability experience from the get-go.

Daniel Gomez Blanco
Principal Software Engineer
Skyscanner

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BUSINESS GOAL

Continue to innovate and scale their travel search platform by embracing open standards and a comprehensive observability strategy.

SOLUTION

Skyscanner integrated New Relic with their OpenTelemetry implementation, enabling them to collect, unify, and analyze all their telemetry data in a single platform. This allowed them to monitor their complex environment with flexibility and avoid vendor lock-in.

CHALLENGE

Skyscanner, a global travel search engine, operates a highly distributed microservices architecture and needs to maintain rapid innovation while ensuring system reliability. They aimed to leverage open standards like OpenTelemetry for their observability data without compromising on deep insights.

RESULTS

New Relic enabled Skyscanner to continue innovating faster by providing complete visibility into their systems through open standards. Engineers gained the ability to debug faster, understand system behavior, and continuously improve their platform's performance and reliability.

GETTING REAL-TIME DATA ON CUSTOMER- ENGAGEMENT CHANNELS



Every click done by our customers becomes a transaction that goes to different endpoints. With New Relic, we can bring everything together in one simple view.

David Sánchez Barrientos
Commercial IT Deputy Director
Aeromexico

AIRLINE : LATIN AMERICA

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BUSINESS GOAL

Ensure the availability of critical digital channels (website, mobile app, airport kiosks) and gain real-time data on service performance and passenger behavior to improve customer experience and inform commercial decisions.

SOLUTION

Aeromexico consolidated all their data in the cloud and implemented New Relic observability for both application performance (APM) and infrastructure. They used [New Relic APM](#) to monitor software components at a granular level and browser functionality to analyze commercial channels and optimize load times.

CHALLENGE

Aeromexico's three digital channels support over 40% of customer interactions but faced challenges with ensuring coverage across their distributed infrastructure and consolidating siloed data. This made it difficult to connect data to business decisions and proactively resolve issues.

RESULTS

New Relic enabled Aeromexico to monitor the health of all servers in real-time with centralized information, identify failing technological components, and maximize cloud benefits. They gained real-time insights into applications, allowing them to resolve performance issues before impacting users and to optimize components without compromising quality.

MONITORING ONLINE SERVICE PERFORMANCE IN REAL TIME

AIRLINE : EUROPE



We turned off the other monitors we were using because New Relic is our single, global source of truth for the website.

Declan Costello

Infrastructure and Operations Manager
Ryanair

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BUSINESS GOAL

Measure real-time performance of online services, troubleshoot issues quickly, and support a growing microservices architecture with a small operations team.

SOLUTION

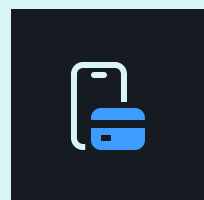
Ryanair deployed New Relic across its mobile and main websites, instrumenting every environment from development to production. They use the New Relic Platform for real-time performance measurement, troubleshooting, and custom dashboards to track key metrics like seats sold.

CHALLENGE

Ryanair's website, visited by over 1.3 million people daily, is critical for bookings and check-ins. They previously lacked deep insight into performance, only knowing when the site slowed down or stopped, without understanding the root cause.

RESULTS

New Relic allows Ryanair's operations team to pinpoint issues in minutes that previously took hours. They gained the ability to identify performance issues with third-party services, detect cyberattacks, and discover increases in payment fraud. This enabled a small four-person team to manage five websites with nine microservices, taking on far more responsibility.



RETAIL & ECOMMERCE

For retail and ecommerce, every millisecond of downtime or latency directly impacts conversion rates and revenue. Observability provides end-to-end visibility into user interactions and the full digital experience—from website load times to in-store Point-of-Sale (POS) systems. The key advantage is the ability to proactively prepare for peak shopping periods, reduce error rates to zero, and optimize the customer journey to improve metrics like [Core Web Vitals](#), ultimately fostering better data-driven communication across all teams.



OPTIMIZING ECOMMERCE USER EXPERIENCE AND EFFICIENCY

RETAIL / ECOMMERCE : LATIN AMERICA



New Relic is an essential tool for not only our developers and engineers but also our executives. It gives everyone on the team a clear picture of how our applications and services are performing.

Hernán Di Chello
Director of Product Development
Mercado Libre

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BUSINESS GOAL

Improve application performance, reduce error rates, and optimize infrastructure costs while scaling ecommerce operations across Latin America.

SOLUTION

Mercado Libre standardized on OpenTelemetry and New Relic across its engineering and product teams. They deployed New Relic APM, distributed tracing, and other monitoring capabilities to gain real-time visibility into their infrastructure and applications. They also used New Relic to identify over-provisioned machines.

CHALLENGE

Mercado Libre, a massive ecommerce and payments company, faced the challenge of managing a complex, ever-changing system with thousands of services and a large engineering team. They needed better insight into error rates, application performance, and the customer experience, alongside cost optimization.

RESULTS

The company reduced its error rate to almost zero and improved response times to less than 50 milliseconds per request. They also reduced the number of virtual machines used by 20%, cutting costs while increasing efficiency. New Relic provided insights that directly impacted conversion rates by improving the user experience in the browser.

ENHANCING LUXURY DIGITAL EXPERIENCES

LUXURY RETAIL : EUROPE



It's [New Relic] been a real game-changer, because we've been able to align the engineers, the management, and our digital teams into this single dashboard.

Chet Patel
QA Manager, Kurt Geiger

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BUSINESS GOAL

Improve Core Web Vitals and overall website performance to deliver a seamless and high-quality digital experience for luxury retail customers.

SOLUTION

Kurt Geiger initiated a dedicated program to address their low Core Web Vitals score. The core technical solution involved deploying New Relic with custom instrumentation to ingest real-time performance data directly from their Magento ecommerce platform. This deployment provided immediate and granular visibility into the actual user experience.

CHALLENGE

As a luxury retailer, Kurt Geiger's digital presence needed to match its high-end brand. They struggled with website performance, which could impact customer satisfaction and online engagement, especially concerning Core Web Vitals.

RESULTS

New Relic significantly enhanced Kurt Geiger's website performance, leading to improved Core Web Vitals, faster load times, and smoother user experiences. The collaboration between engineering, management, and digital teams improved communication around performance, making the approach less reactive and more data-driven.



ACHIEVING 99.9% UPTIME FOR DIGITAL RETAIL

RETAIL : ASIA PACIFIC



We needed a solution that could give us real-time visibility across our entire stack, and provide us with not just alerts, but data to help improve product management and Kmart's customer experience as a whole.

Nicholas Potesta
Technical Lead, Kmart

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BUSINESS GOAL

Deliver peak performance across online and in-store point-of-sale (POS) systems, improve system resilience, enhance customer experience, and achieve 99.9% uptime.

SOLUTION

Kmart implemented New Relic's all-in-one observability platform, including APM, [browser monitoring](#), and [synthetics monitoring](#). They used synthetics to simulate user journeys for major online events and integrated New Relic with Slack for intelligent alerts.

KEY METRICS

↑ 99.9%

UPTIME ACHIEVED

✓ 4.4

DAILY PRODUCTION
DEPLOYMENTS

🕒 17

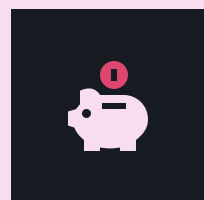
MINUTES MTTD

CHALLENGE

Kmart, a major Australian and New Zealand retailer, undertook a re-platforming process to strengthen its omnichannel experience. They lacked reliable data on website access and customer purchase journeys, making it difficult to respond to evolving customer needs and ensure peak performance.

RESULTS

Kmart achieved 99.9% uptime and significantly improved visibility into their digital operations. New Relic helped them identify anomalies, understand web page performance, track user behavior, and prepare proactively for peak shopping periods. The [Slack integration](#) fostered better team collaboration for issue resolution.



FINANCIAL SERVICES

Trust is the ultimate currency in financial services. Observability is vital for maintaining the highest levels of stability and managing explosive growth in digital banking. It enables FinServ companies to achieve a drastic reduction in Mean Time To Detection (MTTD), quickly address anomalies in highly critical platforms, and ensure zero major outages. Furthermore, it allows for significant cost savings by optimizing resource utilization, aligning technical health with fiscal performance.

ACHIEVING 80% REDUCTION IN MTTD

FINTECH : ASIA PACIFIC



New Relic made an instant difference, with the team going from comparatively 'being blind' to having full visibility.

Lucas Doud
Head of Business Infrastructure
CreditSense

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BUSINESS GOAL

Drastically reduce Mean Time To Detection (MTTD) for issues and optimize AWS costs in their financial services platform.

SOLUTION

Credit Sense implemented New Relic for comprehensive monitoring of their AWS environment and applications. They used New Relic's alerting and anomaly detection capabilities to get immediate insights into performance deviations.

CHALLENGE

Credit Sense, a financial technology company, needed to quickly detect any anomalies or issues in their highly critical platform to maintain trust and service availability. Slow detection times could lead to customer impact and regulatory concerns. They also sought to reduce their AWS bill.

RESULTS

New Relic helped Credit Sense achieve an impressive 80% reduction in MTTD, ensuring rapid identification of issues. They also saw substantial savings on their AWS bill by optimizing resource utilization based on New Relic's insights.

ZERO MAJOR OUTAGES AFTER REPLATFORMING

FINANCIAL SERVICES : NORTH AMERICA



Since re-platforming Morningstar.com and deploying New Relic throughout, not only have we not had any major incidents to report, but that very fact has become newsworthy, with our CTO actually calling out our success.

Clay Gregory

Senior Software Engineer, Morningstar

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BUSINESS GOAL

Rebuild Morningstar.com with stability, eliminating frequent outages and enabling faster deployment times.

SOLUTION

Morningstar prioritized monitoring from the outset, instrumenting everything with New Relic. This provided end-to-end visibility into their complex, mixed-environment system (Java, .NET, and new serverless components like AWS Lambda).

CHALLENGE

Morningstar faced challenges with its legacy website architecture, including frequent outages (one major outage per month), a lack of scalability, and slow deployment times. They needed to re-platform the site to a serverless model while ensuring continuous monitoring.

RESULTS

Morningstar achieved zero major outages in the first eight months post-replatforming. The increased visibility and confidence allowed them to drastically reduce the time to pinpoint and resolve issues and enabled stress-free feature releases at 5 p.m. A new culture of observability emerged, with both engineering and business teams using New Relic dashboards.

MANAGING EXPLOSIVE GROWTH IN MOBILE AND DIGITAL BANKING

BANKING : ASIA PACIFIC



The transparency that New Relic offers gives us the ability to invest in areas where we need to focus and also where we need to improve.

Ian Guy Gillard
SVP, Bangkok Bank

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BUSINESS GOAL

Support and manage the explosive growth in mobile and digital banking services while maintaining high performance and reliability.

SOLUTION

Bangkok Bank implemented New Relic to gain full-stack observability across their mobile and digital banking applications and underlying infrastructure. This provided them with real-time insights into performance, user experience, and potential threats.

CHALLENGE

Bangkok Bank experienced rapid adoption of its mobile and digital banking platforms, necessitating a scalable and robust observability solution. They needed to ensure seamless performance for a growing number of digital transactions and users.

RESULTS

New Relic enabled Bangkok Bank to effectively manage the explosive growth in mobile and digital banking. They could maintain high levels of performance and reliability, ensuring a seamless experience for their expanding digital customer base.



MEDIA & ENTERTAINMENT

Media platforms demand near-perfect continuous availability for their global audience. Observability helps this sector maintain extremely high uptime through automated alerts and proactive synthetic testing. It's essential for smooth migrations of high-value systems, like ad revenue platforms, to cloud-native architectures. Crucially, it provides the security insights needed to correlate telemetry and business data to protect customer data, immediately surface suspicious login attempts, and efficiently reduce the time spent generating fraud reports.

ACHIEVING 98-99.5% UPTIME WITH AUTOMATED ALERTS

MEDIA AND ENTERTAINMENT : ASIA PACIFIC



Customers would just elaborate on their experience, and sometimes they couldn't clearly recall exact details. That made it difficult for us to do our troubleshooting.

Jane Quiambao

OIC-Head of Enterprise Technology Division
ABS-CBN

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BUSINESS GOAL

Maintain extremely high uptime and reliability for their digital media platforms through automated incident alerts and proactive monitoring.

SOLUTION

ABS-CBN implemented New Relic's automated incident alerting capabilities along with full-stack observability. This allowed them to detect issues quickly, receive relevant notifications, and proactively address problems across their digital estate. Synthetic testing every five minutes for critical services enabled proactive monitoring.

CHALLENGE

ABS-CBN, a major media and entertainment conglomerate, operated various digital platforms that demanded continuous availability for their audience. Their previous monitoring approach relied on multiple, siloed tools and a reactive strategy, leading to issues only being identified after they had escalated and were already impacting end-users.

RESULTS

New Relic helped ABS-CBN achieve an impressive 98-99.5% uptime for their digital platforms. The automated alerts and comprehensive monitoring enabled faster detection and resolution of issues, reducing MTTR from 4-8 hours (or even days) to just 1-2 hours, minimizing disruptions for their vast user base.



MIGRATING AD-REVENUE SYSTEMS TO CLOUD

MEDIA AND ENTERTAINMENT : EUROPE



By being able to trace across all of those systems and then very quickly tie down where our performance bottlenecks are with New Relic, we can get to the root of what is actually involved in serving a user request and fix it.

Andrew Duncan,
Principal Engineer, ITV

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BUSINESS GOAL

Successfully migrate key ad revenue systems from on-premises legacy applications to a new microservices platform in the AWS public cloud, ensuring continued revenue generation and building trust among users.

SOLUTION

ITV used New Relic to achieve full observability during the migration. This provided real-time visibility and monitoring of application and infrastructure performance, crucial for identifying and fixing bottlenecks. New Relic dashboards were shared with the entire ATS department during go-live.

CHALLENGE

ITV, a major broadcaster, faced the complex task of modernizing its Airtime Sales (ATS) department, which generates £1.7 billion in annual advertising revenue. This involved moving from legacy Java applications to a new cloud-native, microservices architecture on AWS, with significant technical debt and user resistance to change.

RESULTS

New Relic ensured a smooth and trouble-free migration, building trust among end-users and technology teams. Post-migration, New Relic continues to be used for site reliability engineering, performance baselining, and improving business processes, fostering a collaborative culture and shared understanding between business and technology.

PROTECTING CUSTOMER DATA AND FRAUD DETECTION

MEDIA / CREATIVE PLATFORM : NORTH AMERICA



With New Relic, our engineers have the information they need to resolve potential business-critical events faster, so we can focus on helping our customers tell their stories through our extensive content library.

Christian Bobadilla,
Director of Product & Application Security
Shutterstock

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BUSINESS GOAL

Advance monitoring capabilities to protect customer information, efficiently identify fraud patterns, and secure against account takeovers.

SOLUTION

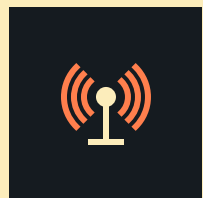
Shutterstock partnered with New Relic to enhance their observability for security. They leveraged [New Relic's logs in context](#), log query enhancements (including JOINS, GeoIP, and Lookups), and data export capabilities to correlate telemetry and business data for security insights.

CHALLENGE

Shutterstock, with its vast library of digital content, needed to efficiently identify security threats and analyze fraud patterns in logs to protect customer data. Generating reports on fraud was a time-consuming process.

RESULTS

Shutterstock significantly improved its ability to assess suspicious activities and potential fraud patterns. They could immediately surface multiple login attempts from single IP sources targeting customer accounts, proactively block bad actors, and reduce the time spent generating fraud reports by 75%.



TELECOM

For telecommunications and platform providers, observability enables continuous innovation and DevOps improvement to stay competitive. The unique advantage is the ability to **extend visibility to the 5G Edge network** using solutions like New Relic with Pixie, providing a single dashboard for edge and non-edge workloads that drastically improves developer experience. This capability is fundamental for scaling and maintaining high platform stability while rapidly deploying new features.



EXTENDING OBSERVABILITY TO THE NETWORK EDGE

TELECOMMUNICATIONS : NORTH AMERICA



By working with the Pixie team, we embedded automation and observability into the architectures that customers are using today.

Robert Belson

Developer Relations Lead, Corporate Strategy
Verizon

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BUSINESS GOAL

Deliver ultra-high reliability and low latency for applications on Verizon 5G Edge, improving developer experience and enabling advanced workload orchestration.

SOLUTION

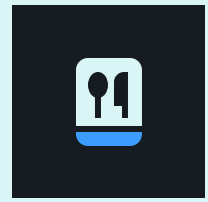
Verizon chose New Relic auto-telemetry with [Pixie](#) for APM and Kubernetes monitoring. Pixie agents, installed in a three-level architecture, automatically capture telemetry data using eBPF, eliminating manual instrumentation. New Relic and Verizon collaborated on a Terraform module for automated deployment.

CHALLENGE

Verizon's 5G Edge platform introduces significant complexity for application observability, making it difficult for developers to gain visibility into Kubernetes clusters at the edge. Traditional APM tools were insufficient, hindering the value proposition of edge computing.

RESULTS

Developers on Verizon 5G Edge gained a single dashboard across their entire digital estate, providing holistic visualization of performance and availability. The auto-instrumentation and automated deployment significantly improved developer experience and accelerated solution implementation.



FOOD & BEVERAGE OPERATIONS

In the fast-paced world of food delivery, system reliability directly translates to customer satisfaction and business outcomes (like quicker pizza delivery). Observability allows these companies to optimize their Site Reliability Engineering (SRE) function, track against Service Level Objectives (SLOs) like 99.6% attainment, and manage massive scale. By consolidating siloed monitoring tools, it offers a unified view, helping engineers resolve incidents up to 80% faster.



ACCELERATING PIZZA DELIVERY WITH SRE AND OBSERVABILITY

FOOD DELIVERY : EUROPE



New Relic provides a portal whereby we can codify specific SLI configurations in order to make sure that we are compliant with the SLOs, and ultimately this helps us in getting the pizza to the customers quicker."

Patrick Hyland
Senior Engineering Manager
Domino's Pizza UK & Ireland

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BUSINESS GOAL

Future-proof their digital platform, ensure high availability (SLO attainment), and improve the speed of pizza delivery by optimizing their site reliability engineering function and customer journeys.

SOLUTION

Domino's implemented New Relic to run vital observability and monitoring competencies across its SRE function. They codified specific Service Level Indicator configurations within the New Relic portal's Service Level Management offering to track error budgets against SLOs (e.g., 99.6% availability). They were also exploring New Relic Session Replay to understand customer-experienced issues.

CHALLENGE

Domino's UK, operating as a high-technology digital platform business, aimed to maintain rapid pizza delivery while evolving its architecture. They needed robust observability to monitor golden signals, track critical customer journeys, and ensure compliance with Service Level Objectives (SLOs) in a composable architecture.

RESULTS

New Relic provided a unified platform for monitoring, helping Domino's achieve 99.6% SLO attainment. This allowed them to track and ensure the reliability of their digital services, which directly contributed to getting pizzas to customers quicker. The platform fostered a common language for SRE engineers and improved predictable conversations.

SCALING OPERATIONS WITH DASHBOARDS AND APM

FOOD DELIVERY : EUROPE



Many tools provide a lot of technical telemetry, but New Relic can connect that with business metrics and costs.

Mathias Nitzsche

VP of Engineering, Delivery Hero

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BUSINESS GOAL

Effectively scale their global food delivery operations and improve decision-making with robust monitoring dashboards and Application Performance Monitoring (APM).

SOLUTION

Delivery Hero implemented New Relic's APM and extensively utilized customizable dashboards to visualize key performance indicators across their entire delivery ecosystem. This provided real-time insights into application health, order processing, and driver logistics.

CHALLENGE

Delivery Hero, a leading global online food ordering and delivery marketplace, manages a vast and rapidly expanding operation across numerous countries. They needed a scalable observability solution to monitor thousands of microservices and diverse infrastructure, providing clear insights for operational teams.

RESULTS

New Relic empowered Delivery Hero to effectively scale their global operations. The comprehensive APM and intuitive dashboards provided their teams with the necessary visibility to quickly identify and resolve issues, optimize service delivery, and make data-driven decisions to support continuous growth.

RESOLVING INCIDENTS 80% FASTER

RETAIL / BEVERAGES : NORTH AMERICA



New Relic helps with the how. It allows us to pinpoint issues down to specific lines of code, and that in turn helps drive accountability, which is what it's all about.

Yang Tang
Global Director of Engineering
AB InBev

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BUSINESS GOAL

Significantly improve incident resolution times and gain integrated monitoring across frontend, APM, and infrastructure for their buyer's portal.

SOLUTION

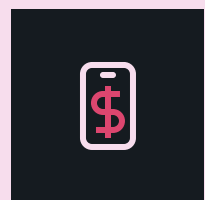
AB InBev consolidated nine siloed monitoring solutions into New Relic. They implemented integrated frontend, APM, and infrastructure monitoring to gain a unified view of their entire buyer's portal stack.

CHALLENGE

AB InBev, the world's largest brewer, managed a complex digital ecosystem for its buyer's portal with multiple monitoring solutions, leading to siloed data and slow incident resolution. This impacted their ability to maintain optimal service for their business customers.

RESULTS

AB InBev achieved an 80% faster incident resolution time. The integrated monitoring provided their engineers with comprehensive insights, allowing them to quickly identify and fix issues, leading to improved uptime and performance of their critical business applications.



GAMING & BETTING

Gaming and betting platforms handle millions of real-time transactions and price changes daily, especially during peak events. The benefit of observability is its capacity to standardize on a single platform, leading to an improvement in MTTR and a significant reduction in alert noise. The real-time visibility is key to ensuring 100% uptime when every second counts for the business.



25% REDUCTION IN MTTR

MEDIA, ENTERTAINMENT & GAMING : EUROPE



We have a dashboard for all our environmental applications, all our different products—the things I care about the most, in one place. We can spot 95% of our incidents in this one dashboard.

Mihnea Dobre
Group CTO, EveryMatrix

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BUSINESS GOAL

Fuel year-on-year growth by ensuring high uptime and reliability for their leading iGaming platform technology, which serves over 300 global clients and tier-1 regulated operators.

SOLUTION

EveryMatrix standardized on New Relic to combine visual dashboards and intelligent alerts. They use New Relic to track the full transactional journey across their distributed infrastructure and monitor "golden signals" (Throughput, Latency, Error rate) as a single source of truth.

CHALLENGE

The online gaming environment requires instant interaction, meaning slow or intermittent solution components result in lost revenue. This challenge is compounded by a globally distributed infrastructure involving multiple cloud providers and a component-based architecture.

RESULTS

New Relic helped EveryMatrix achieve a 25% reduction in MTTR and allowed them to spot 95% of incidents in a single dashboard. The team became more proactive, drastically reducing out-of-hours and on-call workloads. They use the data to accurately calculate the direct cost of downtime (number of transactions affected) to inform strategic investments and meet the strict requirements of tier-1 state lotteries by providing transparent, verifiable metrics.

IMPROVES MTTR BY 80%

GAMING / BETTING : EUROPE



When we have downtime, we need to know how much that downtime is costing us as a company. Every second counts. And the real-time nature of New Relic actually lets us work out those costs, exactly.

Stephen Wild

Engineering Manager for Observability and Automation, William Hill

[READ THE FULL STORY →](#)

BUSINESS GOAL

Decreasing downtime and improve Mean Time to Resolution (MTTR) for incidents across a complex, real-time tech stack.

SOLUTION

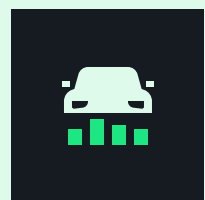
William Hill standardized on New Relic, consolidating three competitive monitoring tools into a single, self-service observability platform. They leveraged New Relic for APM, [infrastructure monitoring](#), and distributed tracing (with [OpenTelemetry](#)).

CHALLENGE

William Hill, a leading betting and gaming company, handles millions of online transactions and price changes daily. They faced frequent overnight incidents with their previous monitoring tools, leading to downtime and high MTTR, especially during peak events.

RESULTS

William Hill achieved an 80% improvement in MTTR and a 25% improvement in resolving P1 incidents within 60 minutes. They also saw a 60% reduction in alert noise. The platform's reliability ensured 100% uptime, even during massive events like the [Grand National](#).



AUTOMOTIVE

The automotive industry benefits uniquely from extending observability to complex edge environments like in-vehicle systems and accompanying mobile apps. This allows companies to reliably retrieve and analyze logs from car-sharing apps and in-vehicle smart key boxes, even under unstable communication conditions. The direct result is a significant reduction in response time to inquiries from car dealers and customers.

TORO ACCELERATES A FULL MODEL CHANGE TO A MOBILITY COMPANY

AUTOMOTIVE : ASIA PACIFIC



New Relic is a critical component in our DevSecOps cycle. New Relic will allow us to normalize the process of driving continuous application and service improvement through observing the user experience, which is key for any project.

Mitsuhiro Mabuchi

Group Manager of the Cloud Data PF Group
at the AI Management Department, Toyota

[READ THE FULL STORY →](#)

BUSINESS GOAL

To accelerate Toyota's full model change from a traditional car manufacturer towards becoming a mobility company by creating an internal cloud platform (TORO) that allows all teams to immediately start application development, reduce operational toil, and quickly launch new digital services.

SOLUTION

Toyota's Cloud Center of Excellence (CCoE) team developed TORO (TOyota Reliable Observatory/Orchestration), an automated cloud development platform that is compliant with company security standards and integrates a CI/CD pipeline. They embedded New Relic as the default observability layer within TORO's deployment, ensuring that every new project had monitoring (APM, browser, logs, infrastructure) automatically set up via an Infrastructure as Code (IaC) model from the start.

CHALLENGE

Toyota was undergoing a massive, company-wide "full model change" toward becoming a mobility company, requiring a rapid increase in software projects across all departments. The existing processes made provisioning new cloud environments and ensuring security a lengthy process, which threatened to slow the pace of digital transformation and application development.

RESULTS

Developers can upload their code, and the CI/CD pipeline can package and deploy it to production on the same day, allowing them to focus on application development rather than infrastructure and security provisioning.

CONCLUSION

NEW RELIC IS THE FOUNDATION FOR DIGITAL EXCELLENCE

The use cases detailed throughout this ebook, through the lens of industry-specific outcomes, collectively paint a compelling picture of how New Relic is transforming digital businesses worldwide.

From the real-time conversion optimization in Retail to the absolute transactional reliability required in Financial Services, and the urgent need to accelerate engineering velocity in Core Technology, the consistent theme is observability as a cornerstone of sustained digital excellence and a strategic business advantage.

Key takeaways from industry leaders:

→ **Accelerated Resolution** Companies across every sector dramatically reduced their time to resolution (MTTR) and detection (MTTD), proving that faster diagnosis means lower financial impact.

→ **Business Alignment** Observability provided a unified, shared understanding between engineering, product, and executive teams, enabling data-driven decisions that directly impacted revenue and efficiency.

→ **Proactive Resilience** Organizations moved from a reactive firefighting posture to a proactive stance, ensuring high uptime, enhancing security, and safely deploying new features.

New Relic provides the unified, AI-strengthened insights that enable teams to navigate complexity with confidence. By breaking down data silos and offering a single source of truth for all telemetry, New Relic empowers every leader and engineer to understand the health, performance, and impact of their digital systems.

These stories are about building a proactive, resilient, and innovative future. Observability is the investment that future-proofs your business for agility and profitability in the digital age.

Ready to learn more?
Join us for a demo today.

See How it Works →

