

“With Sumo Logic, we put the power in the hands of the people who can actually fix the problem. Our average response times have reduced from hours to minutes and we can detect and resolve any irregularities before they have the potential to impact customers.”

Michael Ridgway
Director of Engineering for Ryvuss



Challenge

Transitioning from a traditional datacenter to the cloud, carsales was looking for a SaaS-based solution that would provide instant visibility into the health of applications in order to detect potential issues before they happen and ultimately reduce the impact to users.



Solution

carsales uses Sumo Logic’s cloud-native data analytics platform to gain full stack visibility and real-time insights into the status of their applications, as well as greatly benefits from its simple log querying and aggregation functions, customizable dashboards and reporting and alerting capabilities.



Results

- Greater transparency has resulted in greater ownership over quality
- Proactive resolution of issues which may have otherwise not been detected
- Establishment of solid baselines and identification of breaches up to five times quicker

Carsales.com Ltd (carsales) is Australia’s leading automotive classifieds website, servicing the private consumer space and over 6,000 dealers in Australia across multiple verticals. Based in Melbourne and with a team of over 450 staff, their mission is to connect buyers and sellers via a range of platforms and user-friendly products throughout their network of sites. Every month, the carsales website welcomes over 6 million unique visitors, processes over 450 million searches and serves over 12.5 billion image downloads.

With operations across the Asia Pacific region, carsales is creating a strong presence abroad by investing in other players in automotive industries in Brazil, South Korea, Mexico, Malaysia, Indonesia and Thailand.

As a growing enterprise, carsales has long been looking to transition from a legacy data center to the cloud.

“We originally started moving our infrastructure to the cloud because our site traffic varies greatly throughout the day – no one day is the same. The cloud

Company

carsales

Industry

Online Retail & Advertising

Headquarters

Australia

Size

450 employees

Use cases

Operations

Drives confidently towards the cloud with real-time Insights from Sumo Logic.

is perfect for allowing us to adjust our footprint as necessary. It also made it easy for us to develop a solid disaster recovery plan without having to pay and manage separate data centers” said Ridgway. “As part of our transition, we quickly discovered that retrieving logs manually from machines wasn’t practical so we sought out a log management solution. One of our non-negotiable requirements for this solution was to avoid managing any additional infrastructure or software. We previously had an ELK stack which was used by everyone as a ‘data dumping ground,’ and this became a huge burden on our infrastructure team, so we needed a pure SaaS offering.”

“In addition we had to consider our QA team - which wanted to track application performance and visualize automated test results - as well as the Operations team, whose focus was on monitoring machine and application health across our 150+ services” said Ridgway.

After evaluating other potential options, carsales chose Sumo Logic, a cloud-native data analytics service that delivers continuous intelligence to enable organizations to monitor the service delivery and performance of their infrastructure to ensure services are available and performing at the highest levels that serve the business and its customers.

In just under three weeks, carsales deployed Sumo Logic to monitor over 100 servers and, within minutes, teams were able to configure log alerts and create visual dashboards and see trending metrics, in real-time.

Using analytics to gain full stack visibility and boost efficiency

Using Sumo Logic, carsales has gained operational visibility across their entire infrastructure stack and obtained new insights into application health and performance.

Sumo Logic has also resulted in some significant operational efficiencies for the carsales team. Previously, finding someone with production access to obtain and retrieve the correct logs was time consuming. Now, any developer can access logs across the entire system within seconds and use Sumo Logic’s query language to analyze and easily drill down to find the source of any problem.

With constant monitoring, the development team now has greater ownership over quality, and having real-time insights at their fingertips, feel empowered to use data to highlight the impact of business decisions to senior management. “We’ve barely scratched the surface with Sumo Logic,” says Ridgway. “The ability to access trending metrics over time is a bonus we never expected to get from a log management system. And the fact that it’s also

easy to adopt means we can deliver better quality products to our customers. Over the next 12 months, we plan to invest further into the cloud and I’m sure Sumo Logic will play a big part in getting us there and helping us stay there.”

“Before Sumo Logic we were working blind. Only certain individuals had access to our application logs, which were typically accessed if there was some failure. Now, our entire development team has real-time access and can get instant visibility into what’s going on within our environment at any time.”

Michael Ridgway

Director of Engineering for Ryvuss

About carsales

carsales.com Ltd (ASX: CAR) is the largest online automotive, motorcycle and marine classifieds business in Australia. Attracting more Australians interested in buying or selling cars, motorcycles, trucks, caravans and boats than any other classified group of websites. The carsales network of websites includes carsales.com.au, Australia’s number one automotive classified website, motoring.com.au, bikesales.com.au, boatsales.com.au, RedBook.com.au as well as leading caravan, truck and machinery classified websites. Together with its subsidiaries employing more than 600 people in Australia, carsales develops world leading technology and advertising solutions that drive its business around the world. The carsales network has operations across the Asia Pacific region and has interests in leading automotive classified businesses in Brazil, South Korea, Malaysia, Indonesia and Thailand. For more information, visit www.carsales.com.au.

About Sumo Logic

Sumo Logic is a leader in continuous intelligence, a new category of software, which enables organizations of all sizes address the data challenges and opportunities presented by digital transformation, modern applications, and cloud computing. The Sumo Logic Continuous Intelligence Platform™ automates the collection, ingestion, and analysis of application, infrastructure, security, and IoT data to derive actionable insights within seconds. More than 2,000 customers around the world rely on Sumo Logic to build, run, and secure their modern applications and cloud infrastructures. Only Sumo Logic delivers its platform as a true, multi-tenant SaaS architecture, across multiple use-cases, enabling businesses to thrive in the Intelligence Economy.

Founded in 2010, Sumo Logic is a privately held company based in Redwood City, California, and is backed by Accel Partners, Battery Ventures, DFJ Growth, Franklin Templeton, Greylock Partners, IVP, Sapphire Ventures, Sequoia Capital, Sutter Hill Ventures, and Tiger Global Management. For more information, visit www.sumologic.com.

