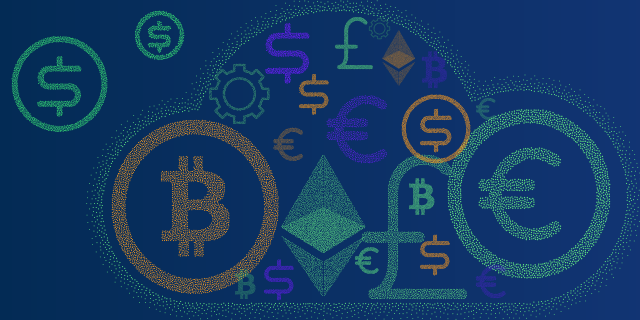# chronosphere

Four Ways Your Unreliable Observability is Costing You

Companies around the world can calculate the cost of service downtime and performance issues in terms of lost revenue, CSAT, customer churn, and negative press. However, it can be much more difficult to understand the costs to your company when your observability solution is slow or unavailable.

When your observability platform is down - even short, intermittent outages or performance degradations - your team is flying blind with no visibility into your services. Even if your apps and services worked fine, the poor reliability of your observability platform is costing you in a number of ways:

Business grinds to a halt

**Engineers get burned out**

Troubleshooting takes longer

Customers switch to competitors

The good news is that you don't have to live with unpredictable and unreliable observability. And improving the reliability of your observability tool has been shown by Forrester Research to reduce severe incidents by 75% annually.

Conquer the 4 big costs of unreliable monitoring and observability

1. Business and revenue interruption

Even if your apps are up and running, you can't fully operate your business when your observability platform is down. As an example, audit trails can be broken when observability stops. This means you can't allow any transactions until the observability platform is back up. You may also have to tell engineers to halt deployments until the observability platform is operational. In both cases, unreliable observability tooling is costing you time and money.
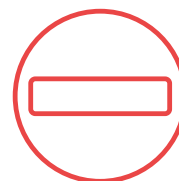
Reduced downtime over 3 years is worth more than $5.2M.[1]

2. Longer troubleshooting time

There is a cost to keeping your environment going when your monitoring and observability platform are experiencing a partial or complete outage. Troubleshooting takes longer because engineers are chasing down observability data from alternate sources. Engineers get pulled away from other important tasks to help manage through the outage. Also, permanent data loss isn't out of the question, which could mean any trend analysis is missing data. Unreliable observability decreases the confidence in your observability tooling. Developers become hesitant to roll out new code — which slows deployments and the business.

Improving observability reliability gives time back to critical resources who manage the observability practice as well as those involved in the remediation process.

3. Engineer burnout

The human cost of observability downtime is real — it results in burnout, which impacts your top and bottom line. Fixing downtime issues can lead to long hours, extended on-call shifts, and growing frustration. Companies lose their most valuable engineers due to burnout, and it is challenging to be constantly recruiting new engineers. Moreover, the burnout problem is rampant, according to a 2023 Cloud native observability report [2], which found engineers spend 25% of their time (nearly a full business day!) troubleshooting.

Switching to cloud native observability allowed Affirm to save 14,000 engineering hours annually.

4. Customer satisfaction

Customer dissatisfaction is perhaps the most tangible cost of unreliable observability. Today's customers are savvy, impatient, and have high expectations — a few minutes of performance issues can make them abandon a search, request, or transaction, resulting in lost revenue. In fact, 61% of customers will leave a company after one bad experience, according to a recent ServiceNow survey. When your observability solution is slow or unavailable, you can miss an issue that affects your customers. The key to customer experience is meeting SLAs, yet 99% of engineers in the 2023 Cloud Native Observability Report [2] said they are missing their MTTR (mean time to remediate) target.

Downtime improves customer experiences and drives positive business outcomes.

[1] *Forrester Study: The Total Economic Impact™ of Chronosphere*
[2] *2023 Cloud Native Observability Report: Overcoming Cloud Native Complexity*

Get the most ROI out of observability

Worldwide, companies are all-in on cloud native because it allows you to be efficient and responsive in an environment where customers expect fast transactions, and an always-on experience. Your ability to monitor your cloud native environment needs to exceed the promise of your platform. However, legacy monitoring systems, which were built for monitoring monolithic applications deployed on VMs, struggle to provide you with the reliability and scale you need with cloud native business.

Chronosphere is a single tenant, SaaS-based cloud native observability platform that offers a 99.9% SLA but has delivered 99.99% across all customers in the past 12 months. With Chronosphere, you can reduce critical incidents by up to 75%, ensuring your systems and profits stay up. Unlike legacy systems, Chronosphere puts the right data in context, allowing engineers to quickly find what they need to solve the problem.

Calculate the ROI of using Chronosphere cloud native observability.

Calculate the ROI

Learn more and request a demo at **chronosphere.io**

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