



How Parse.ly Leverages Metricly to Detect Performance Problems Early



Parse.ly is a real-time analytics platform trusted by many of the web's best digital storytellers. Thousands of writers, editors, site managers, and technologists use Parse.ly to understand what content draws in website visitors and why. Hundreds of top sites use its Data Pipeline and API to drive better on-site visitor engagement. Overall, Parse.ly helps companies maximize the value of their audience data through better analytics. To provide real-time and historical website analytics for its partners, Parse.ly receives and processes over 60 billion requests a month from over 475 million monthly unique visitors.

Parse.ly's team was first exposed to Metricly's anomaly detection technology during a presentation by Metricly's Chief Data Scientist, Elizabeth (Betsy) Nichols, Ph.D., at DevOpsDays DC's inaugural event. As they were drawn to Metricly's full stack monitoring solution, the team soon signed up for a trial account. Metricly began to ingest and process their custom application metrics via StatsD and provided immediate value over their current monitoring solutions.

Data Driven Performance Monitoring

Parse.ly collects and processes information regarding millions of page views in real-time. In the past 3 years, Parse.ly has rapidly grown to nearly 40,000 requests per second – a figure that is humanly impossible to monitor for systems errors and anomalies. Data flows from Parse.ly's distributed collection infrastructure to an analytics stack that includes Apache Storm, Kafka, Cassandra, and Elasticsearch.

The volume of processed data is the most meaningful indicator of performance problems in the data processing chain. According to Chris Clarke, the DevOps Lead at Parse.ly, the rate of requests Parse.ly receives is thoroughly dictated by the traffic coming to their customers' websites. This generally means that the traffic adheres to reliable daily and weekly cycles.

"A number of factors can cause short- or long-term adjustments to this – breaking news, widespread internet outages, holidays, adding new customers, even the weather," Clarke said. "Effectively monitoring and alerting on our data collection and downstream systems is impossible with threshold-based techniques."

Applying Real-Time Analytics for Capacity and AWS Cost Analysis

Parse.ly believes that capacity is as equally important to analyze as performance. Metricly's utilization indexes measure and monitor multiple dimensions of system capacity such as CPU, memory and I/O.

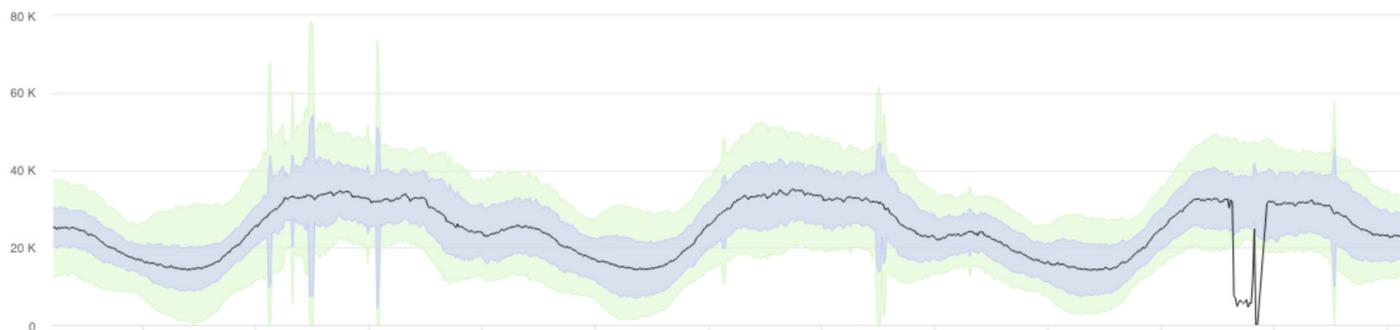
Parse.ly also uses Metricly's AWS cost analysis reports to balance cost and capacity for each application micro-service. By monitoring cost, capacity, and performance together, the management team is able to make more informed decisions on scaling and capacity planning.

Detecting Performance Problems Early

With Metricly, Parse.ly has been able to detect deviations and application performance degradations in its Data Pipeline far more quickly and accurately – all before they impact the quality of users' experiences on its platform. As Parse.ly's users depend on accurate, up-to-date results, quickly resolving problems is of the utmost importance to its customers.

“Any company providing a SaaS solution should have a solid anomaly detection system in place,” Clarke explained.

By turning to Metricly, Parse.ly has been able to prevent performance problems swiftly, as the platform has alerted their team to many issues far sooner than they would have been able to detect previously. In a few cases, the team was able to identify a few problems that they would not have ever known about without the assistance of Metricly.



Example of single-variate and multi-variate 'bands of normalcy' detecting deviations on a key performance indicator metric.



About Metricly

Metricly is a SaaS-based adaptive monitoring solution that helps organizations monitor cloud services, applications, infrastructure, and public cloud costs. Metricly's advanced machine learning algorithms learn the behavior and workload patterns of your environment to optimize your resource allocation, reduce your cloud spending, and identify performance anomalies that matter to your business. To learn more and start a free trial, visit: www.metricly.com

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