

SUCCESS STORY

CloudBees Spins Up Behavioral Analytics across Multiple Data Streams in Under One Hour

Combines data from three companies and implements analytics in real-time, with little manual effort

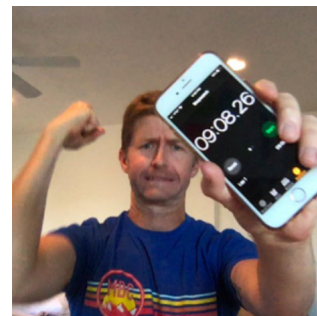


Executive Summary

- Integrates multiple data streams using Segment and launches Scuba's analytics solution across three companies' data - all during a 30-minute phone call.
- Implements behavioral analytics across 12 applications in three months.
- Allows CloudBees' business users to analyze millions of data points, iteratively and in real-time, to surface hard to find business insights.

About CloudBees

CloudBees offers the first end-to-end system for continuous software development. Their global mission is to help companies balance governance and developer freedom. CloudBees believes in open source; their founders and leaders are veterans of open source projects that now power digital businesses and software engineering around the globe.



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Phil Steffek

Data Architect for CloudBees

“After the 30-minute call, their data was showing up in our analytics tool.”

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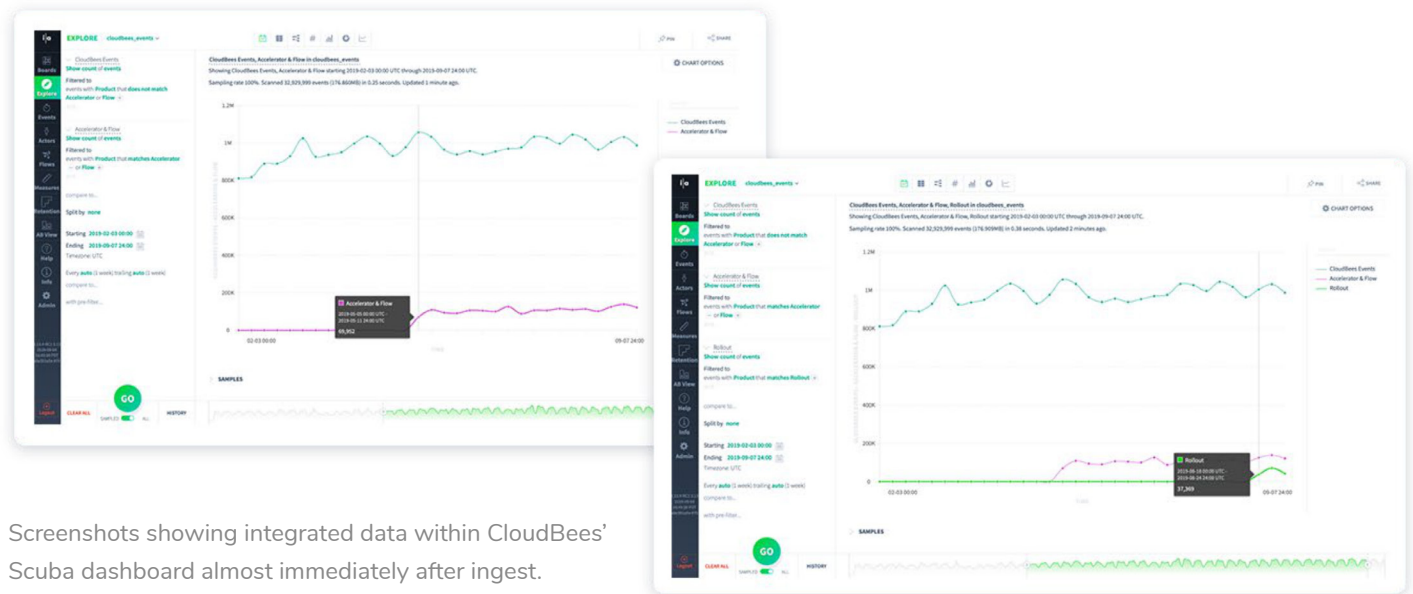
Challenge

The company needed to analyze the granular details of how CloudBees customers were leveraging the CloudBees product suite in real-time. They were looking for a solution that enabled them to operate within a compliant, scalable, and self-service environment.

Phil Steffek, Data Architect for CloudBees, outlined the challenges the data team was experiencing:

- Data from different sources is historically difficult to integrate
 - Field names don't match
 - Fields which are important in one system don't exist in another system
- Custom extract and load processes must be built
- Resources are limited
 - Not enough “data people” to provide for the data consumers
 - Not enough data people to support engineers/developers
- Instrumenting various products is difficult and time-consuming – there’s so much data to collect, it often takes months
- Figuring out how to get users to actually use the data isn’t straightforward

To top it off, CloudBees was acquiring two companies – Electric Cloud and Rollout – and was looking for ways to integrate the new companies’ data streams into their own. And to analyze it all, if that was even possible.



Screenshots showing integrated data within CloudBees’ Scuba dashboard almost immediately after ingest.

Solution

After some research the CloudBees team chose to leverage their existing data streams in Segment and Scuba's real-time analytics platform - stating, "Scuba and Segment make data and analytics a fact, not just a bullet point in a report." Through the technology partnership, CloudBees was able to seamlessly add new events for tracking, while automating the process of collecting the insight and making it accessible to the right internal users.

Results

The Scuba platform is now empowering CloudBees data architects and product managers alike to analyze data and understand why something occurred, not simply what actions took place. Phil and his team have now been able to add behavioral analytics to 12 applications in three months – in Phil's words "without even trying."

In Action

Phil explains how they've realized so much value from Scuba:

"At CloudBees, we have made a few strategic acquisitions over the past year and two of these companies – Electric Cloud and Rollout – were also Segment users. Merging companies is always an art form, from technology to culture. Yet with Segment already in place we were able to merge the customer data from our acquisitions and start to perform deep analysis with Scuba in under an hour – seeing in real-time where our current customers intersect and how behaviors mapped or differed. The ability to visualize and understand the merged company's customer behavior in minutes is a complete game changer."

Seamless Integration for Real-time Analytics

To learn more about leveraging behavioral analytics for your Segment data streams, register for a demo at:

<https://www.scuba.io/request-demo>