

CASE STUDY

Aha! selects Datadog to streamline observability and service management workflows

ABOUT AHA!

Aha! is the world's #1 product development software. Aha! helps more than 1 million product builders bring their strategy to life. Product teams use the Aha! software suite to imagine, plan, build, and deliver lovable software.



Software Development



135 Employees



100% Remote



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Chris Waters
Co-founder and CTO
Aha!

WHY DATADOG?

- Centralizes performance monitoring, paging, and service management
- Accelerates workflows by integrating with messaging apps
- Provides an intuitive user interface designed for engineering teams
- Streamlines onboarding with familiar, preconfigured tooling

CHALLENGE

Aha! supports more than one million users including many of the world's leading companies. The company prioritizes operational excellence and requires complete system observability.

USE CASE

Incident Management



On-Call

KEY RESULTS

Streamlined workflows

Seamless connectivity between APM and Incident Response for faster remediation

Quick time to value

Fast onboarding for engineers with a familiar tool that aligns with existing response process

Operational consistency

Ability to tailor on-call schedules to support diverse team needs across Aha!

Supporting one million users

[Aha!](#) creates software to help organizations plan and build products. Founded in 2013, the company's tools—including Aha! Roadmaps, Aha! Ideas, Aha! Whiteboards, Aha! Knowledge, and Aha! Develop—help streamline the process of taking ideas from concept to market.

Chris Waters, co-founder and chief technology officer, guides innovation and oversees the Aha! engineering organization. His top priority is creating value for customers so they can deliver lovable products. A key part of that is keeping the platform running reliably and securely. "Over one million product managers at some of the best-known and most innovative companies in the world trust our product development software to capture customer requests, create visual roadmaps, and build with confidence," says Waters. "Ensuring we always provide a responsive, available, and secure service is key to our success."

Aha! software is designed for product managers who plan product strategy and roadmaps—so it naturally integrates with many different types of development tools. Those development tools send Aha! webhooks that enable it to stay up to date with the status of work as it's completed. In a given week, Aha! processes more than 140 million webhooks. Aha! chose Datadog tooling to manage technical performance at scale.



Streamlining service management

Aha! began using Datadog Application Performance Management (APM) several years ago. To maintain operational excellence, the company recently added Datadog's Service Management solution, [Incident Response](#). These tools allow Aha! to manage workflow around APM notifications within the same platform. "When Datadog released On-Call and Incident Management, we saw the benefit of using these tools alongside APM to give engineers one place to monitor performance, schedule our rotations, and streamline our workflow," says Waters.

Alex Bartlow, Aha! director of platform engineering, says On-Call's user interface—which allows them to set up different rotations and escalation policies—is the best he's ever used. He also likes that On-Call easily mapped to the way the team was scheduling previously using its own internal tooling. "On-Call basically mapped exactly to our existing processes, which was nice because those processes have evolved over many years and we were really happy with them," says Bartlow.

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Finding the right expert

The Aha! team also uses On-Call to schedule engineering rotations to answer internal technical questions, such as around staging environment configuration. This allows engineers to get quick answers without interrupting everyone on the team. Bartlow notes, "The team now knows who's responsible when, so there's never confusion."

Responders can also initiate a Slack channel right from the On-Call page. "The Slack integration feature is really helpful for collecting the discussions, data points, hypotheses, and eventual conclusion to a discussion," says Bartlow. "That real-time collaboration has enhanced our ability to streamline our work—and it shows with our steady cadence of two go-to-market feature releases each week."

Simplifying onboarding

Perhaps most importantly, the seamless integration between Datadog products means the engineering team does not need to learn disparate tools. This makes onboarding efficient too. "Choosing a tool the engineers were already familiar with was important because every new system someone has to learn is nontrivial friction in their daily job," says Waters.

Today, Aha! has enhanced its processes for maintaining a reliable and secure platform, enabling its million-plus users to deliver great products. "Having observability and service management tools interconnected has been critical to achieving that," adds Waters.

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