



PARTNER CASE STUDY

ATEM Group revolutionizes IT management with Datadog and BW Soluções



Extraction of oil and natural gas



6,000 Employees



Manaus, Amazonas, Brazil



BW Soluções

ABOUT ATEM GROUP

The ATEM Group, a leader in crucial sectors such as fuels, logistics, shipbuilding, and oil refining, has faced significant challenges amidst its remarkable recent expansion. Its coverage spans 13 states in Brazil, including a refinery, 7 active distribution bases, and over 350 franchised gas stations, handling about 9 billion liters of fuel annually.

ABOUT BW SOLUÇÕES

BW Soluções specializes in observability for critical environments, offering solutions that go beyond technology and focus on business success. With a highly qualified team and extensive experience in high-impact projects, BW Soluções positions itself as a reliable partner for institutions demanding high performance and security in their IT operations.



“BW Soluções' distinctive strength lies in the exceptional competent professionals capable of bringing solutions to our reality. I see that we have a promising future in this partnership.”

Rafael Gurgel
Director of IT and Digital Transformation
ATEM Group

WHY DATADOG?

Datadog has gained prominence due to its comprehensive Application Performance Monitoring (APM) capability, offering advanced troubleshooting features such as error tracking and thread-level distributed tracing. Its ability to correlate with traces and metrics speeds up problem resolution. Additionally, Datadog's unified DevSecOps features provide real-time threat detection and continuous configuration audits in applications, hosts, containers, and cloud infrastructure, making it an indispensable tool for ensuring security and compliance.

CHALLENGE

The acquisition of the only refinery in the northern region through privatization required rapid implementation of essential technologies for business continuity. The main challenge was the safe transition of approximately 70 systems, encompassing people, processes, and technology, to ensure seamless operational and production processes without disruptions.

WHY BW SOLUÇÕES?

BW Soluções not only provided an effective solution but also proved to be a reliable and competent partner. Their highly qualified team brought valuable expertise in implementing Datadog's solutions, ensuring that the ATEM Group could leverage these tools to their fullest potential. Their focus on business success, beyond just technological implementation, made them an ideal partner for the ATEM Group.

USE CASE



Application Performance Monitoring (APM)



Real User Monitoring (RUM)



Infrastructure Monitoring



Security



Log Management

KEY RESULTS

50% reduction in MTTD and MTTR

Improved system observability enabled operational continuity and faster incident response.

Enhanced security posture

Real-time threat detection and audits protected data and ensured regulatory compliance.

40% reduction in resource wastage

Better resource tracking significantly cut costs and boosted sustainability.

60% faster user issue resolution

RUM and Session Replay accelerated fixes, ensuring customer satisfaction and retention.

Operational inefficiencies and security gaps drive urgent digital transformation

The [ATEM Group](#) faced numerous challenges as it expanded its operations. Before partnering with BW Soluções and implementing Datadog, they lacked a unified observability and security solution, resulting in significant resource wastage and high operational costs. They struggled with a lack of visibility into their AWS and DigitalOcean environments and couldn't quickly identify the root causes of issues, which impacted operational efficiency and business continuity. Resolving user issues was also slow and ineffective as development teams struggled to identify the critical points affecting the user experience, leading to lower customer satisfaction. Finally, the acquisition of a major refinery required the rapid implementation of critical technologies, including migrating around 70 systems without disrupting operations.

Rafael Gurgel, Director of IT and Digital Transformation, noted:
"We faced significant challenges due to the monopoly in the refining process and the complexity of production and operational processes. To overcome this, we aimed to deeply understand the business and implement a digital transformation."



Implementing Datadog with BW Soluções revolutionizes ATEM Group's monitoring and security

ATEM Group met BW Soluções through a client prospecting process. To address ATEM Group's challenges, BW Soluções implemented Datadog as their unified observability and security solution. This partnership immediately improved resource tracking and management, leading to significant cost efficiency and sustainability. For the first time, ATEM Group had a holistic view of operations using Datadog's unified tagging system to correlate metrics, traces, logs, and database queries in a single pane of glass. Watchdog, Datadog's AI-powered engine, also helped proactively detect root causes and alert on potential issues, accelerating investigation and remediation.

BW Soluções primarily focused on implementing Datadog APM to transform how ATEM Group monitored and maintained its systems. Error Tracking enabled real-time error monitoring and swift issue prioritization and resolution, while Datadog's end-to-end distributed tracing provided detailed visibility into transactions, helping isolate and resolve performance issues. The Service Map visualized complex interactions within the system so that engineers could easily understand the dependencies between services and teams, and quickly pinpoint the source of issues to improve service continuity and stability. Finally, ATEM Group appreciated how Datadog integrates detailed database query information so that teams can isolate and fix performance issues outside the main application and optimize database operations overall.

Implementing Datadog Real User Monitoring (RUM) and Session Replay also allowed product analysts to make faster, informed decisions based on heat mapping. Previously, they faced a recurring issue accessing a critical control panel for refinery operations. Using RUM, they saw exactly where users were encountering difficulties with the slow access due to an inefficient script, and quickly optimized it to significantly improve the user experience and retention.

Beyond improving resource management, operational efficiency, and user experience, BW Soluções also strengthened ATEM Group's security posture by implementing Datadog's DevSecOps functionalities. Using Software Composition Analysis (SCA), Cloud SIEM, and Cloud Security Management (CSM), ATEM Group was able to detect vulnerabilities, misconfigurations, and threats in their application's open source libraries and throughout their cloud environment and technology stack. This proactive approach not only enabled ATEM Group to take corrective actions against emerging cyber risks and attacks, but also ensured their compliance with LGPD requirements to protect sensitive data.

Gurgel highlighted, "Datadog, with the support of BW Soluções, provided us with visibility and agility in identifying and resolving problems that occurred both in development and continuous monitoring during sustainment."



Driving success and future growth with Datadog and BW Soluções

The digital transformation of the ATEM Group, supported by BW Soluções and powered by Datadog, turned a challenging scenario into a success story. André Lozano, Head of Operations at BW Soluções, commented: "With Datadog's comprehensive observability and security solutions, we provided the ATEM Group with unprecedented visibility into their operations, enabling more informed and precise decision-making."

For example, Datadog RUM and Session Replay enhanced overall visibility, resulting in a 40% reduction in resource wastage and a 60% faster issue resolution. Meanwhile, implementing Datadog's APM led to significant gains in application performance, reducing response times of critical applications by 50% and drastically upgrading the end-user experience.

Gurgel added: "Datadog's Error Tracking and Distributed Tracing capabilities allowed us to identify and resolve failures with agility, transforming our operational efficiency."

Overall, the partnership with BW Soluções and the implementation of Datadog led to remarkable improvements in resource optimization, cost reduction, operational efficiency, and security enhancement. This successful collaboration has positioned the ATEM Group to continue its impressive growth in the enterprise market and meet future challenges with confidence. Gurgel summarized: "BW Soluções' differential is the highly competent professionals capable of bringing solutions to our reality. I see a promising future in this partnership."

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