DATADOG | nectar | nobs
Every Conversation Matters

Nectar delivers great customer experiences with help from Datadog and NoBS

Enterprise Software Development

100 Employees

Jericho, NY

NoBS

ABOUT NECTAR

Nectar delivers actionable digital experience insights for the enterprise cloud collaboration and contact center markets.

ABOUT NOBS

NoBS.tech is an Advanced Datadog partner with 10+ years of hands-on Datadog experience. From gold-standard Datadog setups to custom integrations, NoBS delivers results that matter, quickly–without the fluff.

"With a unified implementation of Datadog, we've drastically reduced the time it takes to resolve performance issues. What used to take days now takes hours."

Michael Kraut
Director of Cloud Operations
Nectar

WHY DATADOG?

· Unified observability platform, offering real-time visibility across infrastructure, applications, and logs

· Advanced data correlation, linking metrics, traces, and logs for actionable insights

· Robust monitoring and alerting capabilities, ensuring quick issue detection and resolution

· Customizable dashboards for streamlined monitoring and decision-making

CHALLENGE

Nectar's fragmented Datadog implementation left critical telemetry data siloed, making proactive monitoring and efficient troubleshooting nearly impossible. Without integration and clear adoption strategies, teams struggled with reactive issue resolution, misaligned efforts, and underutilized Datadog's full potential.

WHY NOBS?

· 100% focused on Datadog with extensive experience working with a high volume of Datadog customers across industries

· No one-size-fits-all fixes—customized solutions to unique challenges and business needs

· Beyond tech, NoBS considers people and practices as part of their solutions

USE CASE

Infrastructure Monitoring

Container Monitoring

Log Management

Application Performance Monitoring

Database Monitoring

Data Streams Monitoring

Cloud Workload Security

CI Visibility

KEY RESULTS

From reactive to proactive

Full-stack visibility enabled faster issue response

Reduced MTTR

Troubleshooting time dropped from days to hours

3X platform adoption

Usage expanded across engineering and support teams

Significant cost savings

Legacy tools retired, infrastructure costs reduced dramatically

A structured approach to integration and optimization

Nectar's ability to deliver a seamless digital experience for contact centers and Unified Communications as a Service (UCaaS) platforms depends on a highly available, high-performing infrastructure. To improve service reliability and optimize performance, NoBS began by conducting a comprehensive Datadog health check, providing Nectar with a clear assessment of its setup within a week. The review uncovered misaligned tagging practices, disconnected telemetry data, and gaps in dashboard coverage—all of which hindered proactive monitoring and seamless customer interactions.

To resolve these issues, NoBS established a unified tagging strategy that enabled seamless correlation across logs, metrics, and traces, ensuring end-to-end visibility. Log processing was optimized with centralized pipelines, eliminating redundancies and improving data accessibility. Custom dashboards and actionable alerts were designed to deliver real-time insights into infrastructure health and application performance, allowing teams to detect potential problems before they affected customers.

With Datadog's comprehensive observability platform fully optimized by NoBS, Nectar gained unified telemetry, real-time insights, and proactive monitoring—transforming its ability to deliver seamless customer experiences. This enhancement empowered teams to diagnose issues faster, resolve incidents with greater precision, and consistently maintain the high performance their customers expect.

Improving performance and customer experience

Nectar's adoption of Datadog extended beyond infrastructure monitoring to a range of advanced observability and security tools, driving significant improvements across multiple areas of its operations.

One of the most impactful transformations came through Datadog Application Performance Monitoring (APM). Before NoBS' engagement, identifying the root cause of application slowdowns required manually piecing together logs and metrics from disparate sources, often leading to misdiagnosed issues and extended resolution times. NoBS implemented Datadog APM with end-to-end distributed tracing, allowing Nectar to pinpoint exactly where latency originated—whether in the application code, database queries, or external service calls. By visualizing request flows in real time, the team could quickly isolate bottlenecks and optimize performance. Teams now resolve latency issues faster, reducing troubleshooting time and ensuring a seamless customer experience.

Another major improvement came through tool consolidation and cost optimization. Nectar previously relied on multiple monitoring tools, leading to inefficiencies and unnecessary costs. Working with NoBS to consolidate these into Datadog's unified observability platform, Nectar eliminated redundant spending and expects to save thousands of dollars per month in infrastructure costs—while also reducing future tech debt and operational complexity.

Faster resolution, greater efficiency

With NoBS' help, Nectar fully unlocked Datadog's capabilities, achieving significant business outcomes. Incident resolution times were drastically reduced, and teams gained real-time visibility into application and infrastructure health. With Datadog now serving as the foundation of their observability strategy, engineers can move faster, resolve issues with confidence, and maintain uninterrupted service reliability.

Datadog adoption increased from 20 percent to 75 percent, expanding beyond DevOps to include Support, Development, and eventually QA and DBA teams. With broader team enablement, every department now has the tools they need to leverage Datadog for proactive monitoring and troubleshooting.

"We are now able to utilize our service catalog, really get the big picture of our SaaS platform, and ensure that every team at Nectar benefits from Datadog."

Mike Kraut
Director of Cloud Operations, Nectar

Expanding observability with Datadog

With a strong observability foundation in place, Nectar is continuing to expand its use of Datadog with NoBS' ongoing support. The team is now focusing on training new teams, optimizing Datadog configurations, and exploring Synthetic Monitoring to enhance performance visibility. By continuously refining its observability strategy, Nectar ensures its platform remains resilient, high-performing, and ready to deliver great customer experiences.

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