



LogRhythm, a leader in security intelligence and analytics, empowers organizations around the globe to rapidly detect, respond to, and neutralize damaging cyber threats. The company's award-winning platform unifies next-generation SIEM, log management, network, and endpoint forensics and advanced security analytics.

While powerful, its flagship desktop software was not as easy to use as the marketplace demanded, resulting in stagnating sales and significant support costs. The LogRhythm team approached Blink to help them expand its customer base and **increase customer satisfaction** by creating a web application with world-class user experience, balancing power, efficiency, and intuitiveness.

Improving UX without losing a step

This project began with an overall storyboarding of what we wanted to build together, and it was successful for two key reasons. First, our partnership with the company's CTO and VP of Software Development ensured we were in lock-step throughout. Second, we spent time with regular users of the platform, opening our eyes to challenges and inefficiencies. By doing so, we gained an understanding of where customers were spending most of their time and what needed better prioritization within the feature set.



Over the course of a year, our combined teams redesigned the entire application and all of its modules, ultimately developing a vision for the next iteration of the platform, down to the smallest component.

"We were moving from on premise to web based products and they advised us on product vision, roadmap, and worked extensively on our user experience for critical areas of the product. The team was skilled at working in our technical domain and with our complex tools. They understood the balance of user needs, business objectives, and technical feasibility."

-Chris Brazdziunas, Vice President, Products

The Result

The finished product delivered significantly **improved performance** and user experience, including an **innovative and intuitive search solution** that allowed LogRhythm's clients to confidently roll the system out to a much larger group of end users. The final product exceeded expectations and pleased customers in the pilot release and beyond. LogRhythm was able to build its customer satisfaction, attract new revenue streams in an industry where there are limited opportunities to do so with existing customers, and provide a fresh generation of security intelligence tools.