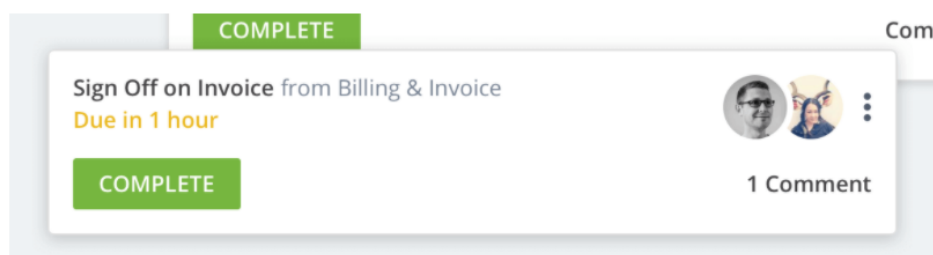


# Tallyfy measures adoption of integration partners at the edge with Moesif



## Overview

Tallyfy provides workflow software that enables anyone to define and track processes. Companies like Oracle, Nestle, and Emerson depend on their API and countless API-powered integrations to other SaaS companies which also have API's. With his technical background, Amit Kothari, Tallyfy's CEO, likes to get deeply involved in architectural decisions for their platform. Tallyfy was looking for a solution to capture API requests at the edge with a very low-latency architecture for their staging and production APIs.



## Problem

They found Mixpanel great at tracking UI interactions on web and mobile, but didn't solve the problem around tracking user interactions happening on their API platforms such as for their integration partners and plugins. Tallyfy's main challenge was getting an overall picture of adoption and user activity from their many different integrations and plugins.



The real goal for us is to get an overall picture of user activity from many different platforms. Tools like Mixpanel didn't really solve the problem around user events for us.

— Amit Kothari, Tallyfy CEO

## Results

Tally choose Moesif because it's able to log API data to Moesif with extremely low latency (<1ms) at the edge via [Moesif's Cloudflare Worker plugin](#). They found no perceivable overhead using Moesif and discovered it will scale with zero impact on the rest of their tech stack. They're able to link a customer event such as "Task completed" to a set of API calls which handle/cause that event. They now can gather analytics on these customer actions no matter whether the customer actually interacted with Tallyfy's UI/website or on one of their integration partners which include Gmail, Outlook, Slack, Zapier, etc.



We now have a traceable log and audit trail of all usage of our API, from any channel.

— Amit Kothari, Tallyfy CEO

Tallyfy now have a traceable audit trail of all **usage of their API**, from any channel. *Engineering* is able to speed up debugging and replicating new API issues because Moesif provides a full API trace replayable in Postman. Product and customer success is able to obtain customer analytics for every channel while getting product alerts when customers may be struggling.