

Ending Downtime at Global Scale for a Consumer Goods Company

RapDev deployed Datadog across 1,300+ servers for a global CPG company

RapDev's automation-first engineering and tagging strategy **accelerated Datadog deployment across 1,300+ servers in 65 countries**, eliminating the downtime that was costing revenue

CPG Packaged Goods

Customer Challenges

- Weekly Sev 1 incidents on customer-facing systems
- Little visibility into services and infrastructure
- No in-house capacity to deploy across 1,300+ servers
- Order disruption cutting directly into revenue

RapDev Solutions

- Full observability stack across infrastructure, APM, network, logs, and synthetics
- Automated deployment via proprietary tooling
- Automated tagging with cloud templates
- Knowledge transfer for independent management

Outcomes

- **Zero Sev 1 incidents**, down from four a month
- **1,300+ servers** monitored worldwide
- **250+** role-based dashboards

THE COMPANY

About the Client

This global consumer packaged goods company sells in 65 countries and employs roughly 19,000 people. Its business runs on customer-facing ordering applications, so any downtime stops orders and revenue with them. Rapid pandemic-era growth plateaued, and an investigation traced the cause to persistent downtime and a near-total lack of visibility across a globally distributed estate.

19K+

Employees

8

Manufacturing Facilities

80%+

Workforce is Engineering & Ops

BUSINESS CHALLENGE

Downtime vs. Revenue

CORE CHALLENGE: For a modern CPG company, applications drive the business. Any downtime cripples customer ordering. The organization lacked the expertise and resources to deploy Datadog across 1,300+ servers.

They needed a partner who could handle enterprise-scale deployment quickly, freeing internal teams to focus on business priorities.

SOLUTION & DELIVERY

Automation-First Datadog Deployment

TAILORED PRODUCT SELECTION

RapDev's team dove into the business to understand both its technical needs and its overarching business goals. That led to a recommendation spanning Infrastructure, APM, Network Device Monitoring and Network Performance Monitoring, Logging, and Synthetic API and browser monitoring: the combination needed for full visibility across services and infrastructure.

DASHBOARDS, ALERTING & KNOWLEDGE TRANSFER

Teams could access 250+ custom dashboards filtered by region, country, and role, giving executives high-level overviews and engineers the detail they need. RapDev configured proactive, contextualized alerts and synthetic transactions that automate health checks. Dedicated transfer sessions left internal teams able to run the platform themselves.

AUTOMATED DEPLOYMENT AT SCALE

Rather than instrumenting 1,300+ servers by hand, RapDev deployed Datadog using its own automation tooling. The approach compressed a rollout that would have taken the internal team months and freed their engineers to stay on business priorities throughout.

TAGGING STRATEGY & INFRASTRUCTURE MAPPING

RapDev helped build a sound tagging strategy and then automated it, using cloud templates to complete infrastructure mapping. Eliminating manual tag creation means the strategy keeps applying itself long after the deployment closed.

RESULTS & IMPACT

Zero Sev 1 Incidents, Global Visibility



Zero Sev 1 Incidents

Unexpected shutdowns dropped from four a month to none post deployment



250+ Dashboards

Filterable by region, country, and role for every audience



1,300+ Servers Covered

Full Datadog deployment across a globally distributed estate



Automated Health Checks

Proactive alerts and synthetic transactions catch issues first

“RapDev, to me, is a premier professional services organization that was incredibly flexible, protective, operated with a sense of urgency, and delivered incredible value in a short period of time.

On top of that, they were a pleasure to work with.”

– Director of Network Engineering

WHAT'S NEXT?

Scaling the Rollout

While working with RapDev, the customer identified additional uses for Datadog with potential ROI well beyond the original project scope. With internal teams now running the platform independently, the company is extending application, system, and network visibility across more of its global estate.

Interested to learn more?

Schedule a demo to learn more about RapDev's Datadog deployments & integrations.

[SCHEDULE A DEMO](#)