

— CASE IN POINT | DATADOG + VENMO

How Venmo Modernized Its Datadog Deployment and Saved \$1.3M a Year

Delivering 92% lower log ingest cost, team-level cost attribution, and monitoring as code

Realigning a mature Datadog footprint, one sprint at a time

Sprint Theme & What Changed	Business Impact
Full-cost log ingest; added Vector sampling for top log producers	92% lower daily log ingest cost
Costs outpaced value; right-sized log ingest for the top 25 services	\$1.3M in annualized savings
Ownership drift; built an ownership sync & team cost dashboards	65 teams with clear Datadog spend
Monitor sprawl; golden templates deployed via GitHub Actions	1 standard monitoring baseline for every service
Over-provisioned access; designed SAML role mappings	4 standard roles to replace ad hoc access

" All of these were things that we had on our to-do list, some of them for years. You guys coming in has really been helpful to actually just focus and get through all this work."

— Director of Observability, Venmo

venmo