

— CASE IN POINT | DATADOG

Toolstation's Journey to Streamlining E-Commerce Monitoring with Datadog

How Toolstation consolidated 3 monitoring tools into Datadog to cut \$251K in costs, replicate Noibu's functionality, and enhance visibility into customer impact

From SKUs to Sales: Unlocking Cost-Efficient, Impact-Driven Monitoring

Business Challenges & Technical Solutions

Noibu SKU error monitoring migrated to Datadog, cutting redundant tooling costs

Custom Python in Datadog quantified lost transactions and revenue to prioritize errors by business impact

Consolidated 3 tools into Datadog, unifying data into 12 dashboards for full funnel visibility

Engagement Results

\$251K in annualized licensing savings

32% faster incident prioritization

45% reduction in monitoring overhead

"This was a fantastic engagement. The dashboard built exceeded what we thought was possible and the process was guided seamlessly from start to finish."

— Head of Innovation, Toolstation

