

Fueling Observability ROI: How Wawa Maximizes Value with Datadog

Delivering ROI through 60% log reduction, 100% tagging alignment, and 25 proactive monitors

Turning platform hygiene into proactive monitoring

Challenge & Technical Solution	Business Impact
Rising log costs reduced efficiency; Optimized retention & indexing to control spend	61% reduction in indexed logs lowered cost & improved efficiency
Inconsistent tagging & unclear ownership prompted tag & ownership fixes	100% tagging alignment restored across all environments
Limited automation slowed progress; implemented new monitors & workflows improved visibility & response	25 new monitors delivered for proactive network, database, & kiosk monitoring
Low adoption & lack of self-service jeopardized Datadog ROI	200+ users onboarded & fully enabled in Datadog
Poor hygiene hindered troubleshooting; audits & SSO validation improved access control	1 cohesive Datadog platform now spans stores, data centers, & cloud