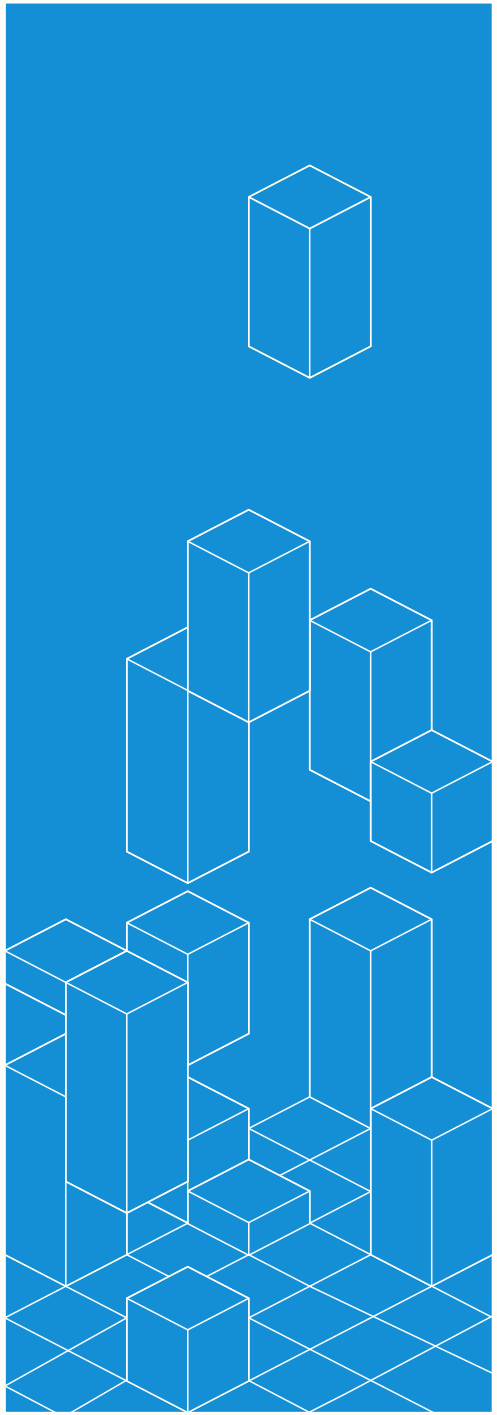


mezmo

THE PIPELINE: FROM OBSERVABILITY CHAOS TO CONTROL

How 10 Mezmo Customers Used Telemetry Pipelines to Streamline Data and Cut Through the Noise

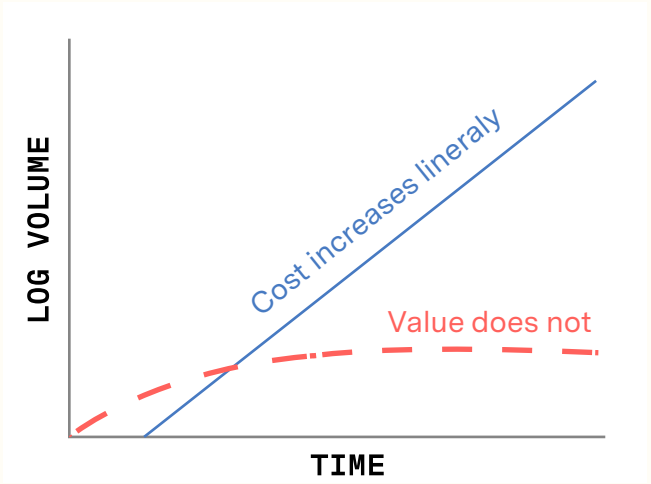
Bringing Control, Cost-Efficiency, and Trust to Telemetry Data

The volume of observability data continues to grow as application stacks become more complex, with hybrid cloud environments, microservices, and open-source libraries all contributing to the increase. Much of this data is generated automatically, outside a developer's control. Because its value is often temporal, you don't know you need it until you do—and sometimes, you don't need it at all.

The current paradigm for managing observability data is to collect and store everything in an observability tool, then figure out what's important later. However, this approach is becoming increasingly unsustainable. Storage and ingestion costs continue to rise rapidly, while the value derived from the data remains largely flat. In fact, many organizations store up to 80% of their log data without ever using it, simply because they worry they might need it someday.

This creates a widening gap between the cost of storing observability data and the actual value it provides—a classic example of the Norman cost/value curve (see Figure 1). The result is wasted budget and time, as teams struggle to sift through massive volumes of data to find meaningful insights.

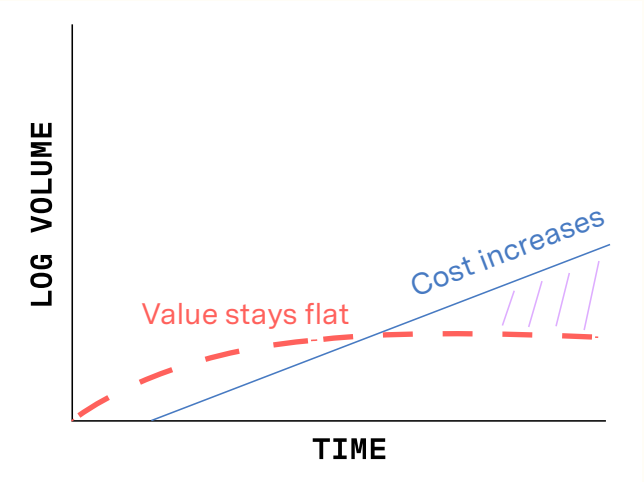
FIGURE 1



A new wave of observability vendors try to tackle the cost challenge by offering cheaper storage options or enabling teams to manage their own storage. While this slows the rate of cost growth, it doesn't solve the core problem. What SREs and developers truly need is the ability to control what data gets collected, understand what matters in real time, and transform raw data into actionable insights.

Solving the observability data challenge requires more than just lowering storage costs. It means changing how we manage the data's value. Typically, only 20 to 30 percent of log data is regularly needed to understand application health and performance. The rest is either rarely used or only helpful during specific events like troubleshooting or capacity planning.

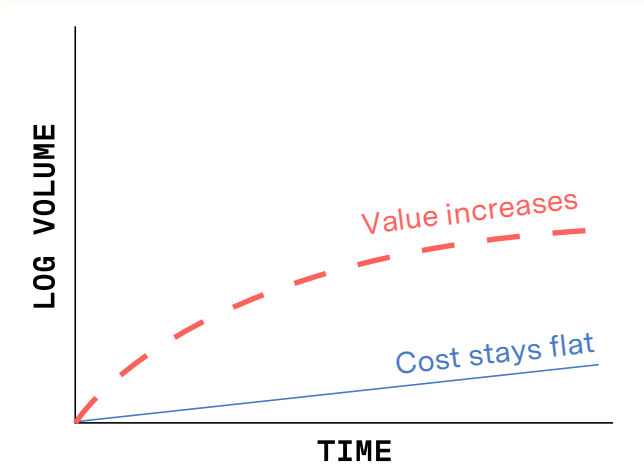
FIGURE 2



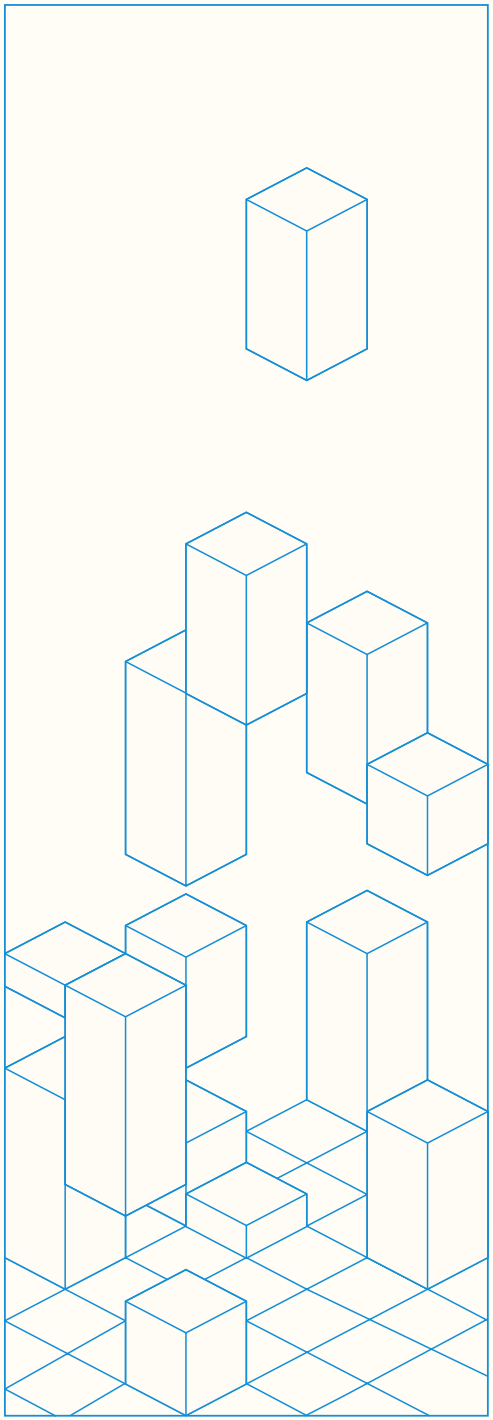
The key is to identify and classify the data that truly matters and transform it into meaningful metrics such as latency, error rates, and resource usage instead of storing raw logs. **This approach** reduces data volume, pushing costs down and keeping them nearly flat. At the same time, the transformed data becomes more valuable, supporting not just monitoring but also improving user experience, tracking behavior, and understanding business health.

By focusing on high-value data and extracting actionable insights, teams can hold costs steady while increasing value. This shift ensures observability delivers a positive return, boosting reliability, performance, and development speed.

FIGURE 3



This is known as Telemetry Pipelines.



Built to bring control, cost-efficiency, and trust to observability data, Mezmo's Telemetry Pipeline ensures your data is cleaner, smarter, and more useful by pre-processing telemetry before it reaches your tools. The business benefits include:

+ Cost optimization by reducing data volumes and lowering ingestion and storage costs
+ Faster incident resolution with actionable, high-quality data that improves detection and diagnosis
+ Data transformation at scale through normalization, enrichment, and structuring to boost data usability
+ Streamlined, consistent workflows with automation that cuts manual effort and reduces operational drift
+ Reduced cognitive load on teams by eliminating noise and complexity during on-call and incident response

How 10 Companies Transformed Observability Chaos into Business Value with Mezmo

Across industries like telecom, aviation, digital advertising, gaming, and compliance, Mezmo helps organizations turn observability chaos into real business value. The stories in the following pages reflect real customer outcomes, though most names have been withheld for confidentiality.

TELECOM

Optimizing Data Volume to Accelerate Issue Resolution

COMPANY

Netlink Voice specializes in simplifying business communication solutions, such as reliable broadband, at competitive prices.

CHALLENGE

Netlink monitors and collects Syslog events from Microsoft Windows Servers in order to identify bad actors or unauthorized access to servers. However, these Syslog events are very robust and lengthy, which ultimately resulted in the Security Operations team having to drop these security-related events on the server. This in turn led to higher risk of missing issues, inability to store all the appropriate data for auditing purposes, and excessive time spent sifting through them to identify events, impacting resolution times.

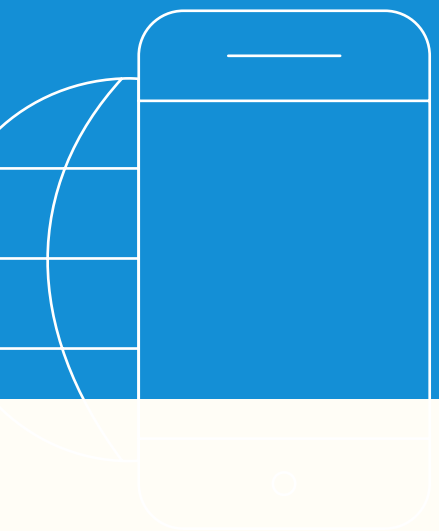
SOLUTION

Netlink began sending its events through a Mezmo Telemetry Pipeline, which pre-processed the data before forwarding it to a downstream destination. The format and content within the events were standardized so data wouldn't have to be dropped. The pipeline also reduced the amount of data that would then be saved and indexed in Mezmo Log Analysis, reducing the risk of overages while ensuring nothing important was missed.

TELECOM

OUTCOMES

+ Reduced volume in Syslog events; decreased event size by 90%
+ Cost savings through reduction in data being indexed and stored
+ Faster analysis, identification, and resolution of security-related issues



> This is exactly what I'm looking for. Telemetry pipelines shows the necessary events variables for our team and reduces the amount of data significantly.

- Travis Jones, SOC Manager at Netlink Voice

COMMERCIAL AVIATION

Reducing MTTR for Critical Applications

COMPANY

Operating one of the world's largest and most recognized airlines, this U.S. based company oversees a vast network of domestic and international flights to hundreds of destinations in dozens of countries.

CHALLENGE

The company needed to quickly identify and respond to high volumes of inappropriate access attempts. Previously, they were caught off-guard when multiple API services unexpectedly stopped accepting traffic, resulting in a spike in 4xx-level responses. This led to prolonged troubleshooting efforts to pinpoint the root cause. Compounding the issue, existing observability tools struggled to surface these failures due to data format limitations. The impact was significant, affecting critical systems, including the company's website.

SOLUTION

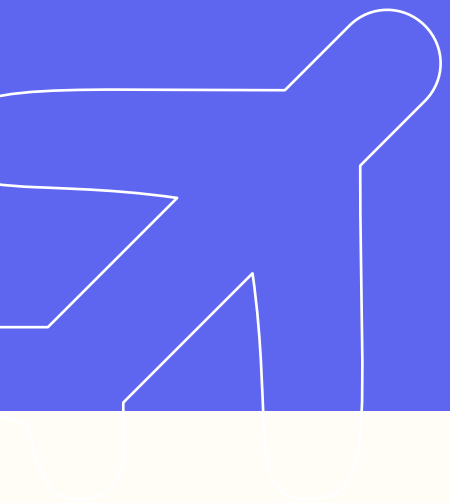
The company implemented Mezmo Telemetry Pipeline to extract HTTP response codes from Akamai events. This enabled real-time calculation of counts across all non-2xx responses, including 3xx, 4xx, and 5xx codes, offering a broader view of system behavior. They also developed dashboards to track and visualize fluctuations in API response types, making it easier to spot and address anomalies.

To further optimize the pipeline, the company applied filtering, sampling, and restructuring processors to streamline the data, which reduced unnecessary log volume, improved visibility into meaningful events, and significantly lowered operational costs.

COMMERCIAL AVIATION

OUTCOMES

- Enabled extraction and analysis of response codes from Akamai events
- Identified and monitored unexpected increases in non-2xx API responses
- Dashboards provided real-time visibility into API response trends and fluctuations
- Reduced noise and data costs, improving observability and lowering MTTR



> Mezmo has been a valuable partner, providing the tools and support we need to effectively manage our data. We look forward to continuing our successful partnership.
>
> *- Director, IT Service and Asset Management*

COMPLIANCE & RISK MANAGEMENT

Cutting Data Volume to Reduce Costs and Increase Control

COMPANY

Ranked as one of the fastest-growing technology companies in North America by Deloitte, the firm provides a cloud-based platform used by more than 50% of the Fortune 500 to transform audit, risk, compliance, and ESG management.

CHALLENGE

The company had received unexpected and substantial overage bills from their Application Performance Management (APM) provider. There were no warning signs or controls that could have prevented this situation, and no support from the APM provider to prevent this from happening again. The team was left with a choice of either dealing with high bills or dropping potentially valuable data. Additionally, logs were arriving in their tools inconsistently formatted, making it difficult to understand, optimize, and respond to data efficiently.

SOLUTION

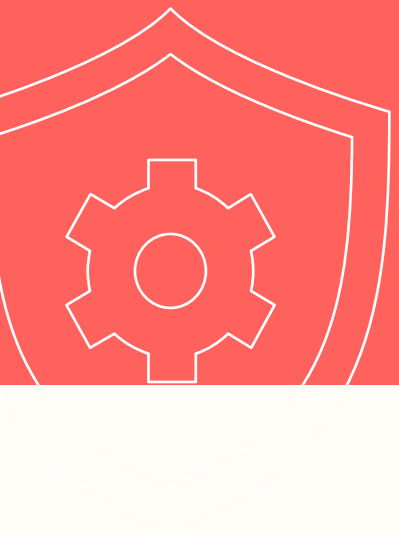
The customer leveraged Mezmo's data profiling capabilities to identify common log patterns quickly and get insights on what to keep and what to discard. Verbose ELB/Cloudwatch logs were reduced by sampling, and some exclusion rules were added to filter noisy API endpoints. The team was able to reduce their retained data volume by two-thirds.

In addition, by sending this data through the pipeline, the company was able to better manage the data they produce and detect data surges. This was accomplished by implementing pre-processing checks and throttling mechanisms prior to sending data to platforms that may cause overage bills. Centralizing the data collection and processing through telemetry pipeline helped get better control of the data and reduced the mental toil of data users who depend on the right data to debug and troubleshoot problems.

COMPLIANCE & RISK MANAGEMENT

OUTCOMES

- Up to 92.5% reduction in telemetry data streams
- Improved data volume controls and mechanisms
- Better data management by migrating off legacy observability tool to Mezmo



> [Using Data Profiler] Is a big win with an 80% reduction in Kubernetes logs (KEDA events in particular) and API request/response events.
>
> *- Senior SRE II - Data and AI*

REVENUE INTELLIGENCE

Real Time Visibility with Advanced Data Pre-Processing

COMPANY

A sales execution platform that integrates seamlessly with Salesforce to enhance sales team performance. The platform offers real-time guidance, conversation intelligence, and automation tools to help sales representatives engage effectively with prospects, prioritize leads, and close deals more efficiently.

CHALLENGE

Facing high costs and limited scalability with Papertrail, the team needed a more flexible log management solution to handle growing telemetry from systems like CloudWatch, Airflow, and Syslog. They turned to Mezmo for real-time visibility, better data normalization, and advanced pre-processing—plus the ability to forward events to Grafana for business intelligence analysis.

SOLUTION

Utilizing Mezmo, this company enhanced their ingest pipeline with advanced pre-processing, including field re-mapping for hostnames and timestamps, and structured parsing of syslog and CloudWatch events. They leveraged scripting processors to sanitize data, such as removing newline characters that disrupted event integrity, and enabled data normalization across sources. To support incident response and compliance, they configured archiving and rehydration. Additionally, they used Mezmo's Event-to-Metric processor to derive metrics from log events and forward them to Grafana for real-time business intelligence visualization.

REVENUE INTELLIGENCE

OUTCOMES

+ Converted logs to metrics and pushed them to Grafana for real-time monitoring
+ Normalized and cleaned data pre-ingest to improve log consistency
+ Enabled archiving and rehydration to retain and restore dropped data as needed

> “Being able to step back and look at the frequency of issues or do higher-level analysis is such an important factor when you’re trying to debug or architect your systems. Mezmo’s telemetry pipeline has given us so much more visibility and insight into our data—it’s really helped us make more intelligent decisions to improve the experience for our customers.”
>
> *- Director of Infrastructure Engineering*

ONLINE GAMING

Tightening Control and Cutting MTTR through Better Intelligence

COMPANY

Specializing in live-streaming physical slot machines and electronic table games (ETGs) to online players, the company enables users to experience authentic casino gaming remotely, offering real-time visuals and sounds from actual casino floors.

CHALLENGE

The company needed immediate visibility into container failures and anomalous behaviors within the Kubernetes infrastructure its critical applications run on. These failures were leading to cost spikes due to unexpected volume surges, resulting in higher MTTR and a lack of control over telemetry data. The company needed a more robust and responsive monitoring system to provide more detailed and accurate system performance metrics.

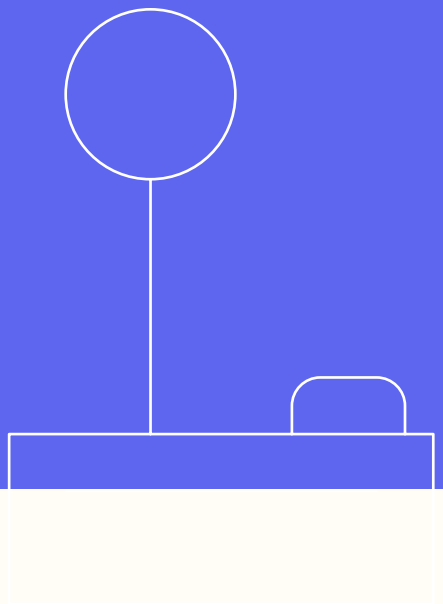
SOLUTION

To address its observability challenges, the company used the Mezmo platform to build three purpose-driven telemetry pipelines. The first pipeline routed data based on container names and monitored stream volume, triggering a webhook alert and automatic throttling if any stream exceeded 5,000 lines per hour. The second pipeline also routed by container name but focused on absence detection—firing alerts if no data was received from a stream within five minutes. The third pipeline tracked error-related log volume over hourly and daily intervals, forwarding the metrics to the company's BI tool for continuous monitoring and failure analysis. Together, these pipelines helped the team gain better visibility, respond faster, and reduce data noise and system risk.

ONLINE GAMING

OUTCOMES

+ Cost control through stronger telemetry data controls
+ Reduced MTTR through more detailed and responsive monitoring
+ Better intelligence about system performance over time



> Mezmo delivers the reliability and consistency we need to support our platform.
>
> *- Chief Technology Officer*

WORKFORCE MANAGEMENT

Reducing Costs, MTTR, and SRE Frustration

COMPANY

This California-based software company specializes in support operations solutions and offers a platform that integrates modern, enterprise-level workforce management with AI-powered issue resolution to enhance customer support services.

CHALLENGE

The company wanted to accelerate the discovery and resolution of infrastructure problems. Still, large amounts of redundant and low-level data, such as DEBUG/INFO type logs, were being sent to monitoring systems. This volume of data cluttered the monitoring environment and was often irrelevant, forcing the team to sift through event information tediously. It also led to high costs for storage and APM tooling.

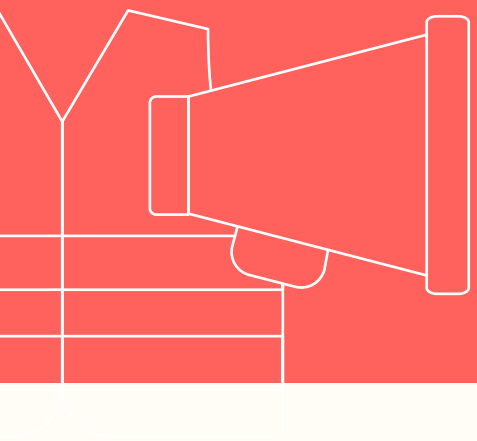
SOLUTION

Using the Mezmo Telemetry Pipeline, the team could extract INFO/DEBUG level events from the telemetry data streams, parse the unique values such as timestamp from this content, and aggregate redundant messages-which greatly reduced logging costs and increased the overall efficiency of the environment.

WORKFORCE MANAGEMENT

OUTCOMES

- 85% reduction of DEBUG/INFO level events streaming into data management platforms
- Reduced APM tooling costs
- Decreased MTTR for log management with more efficient infrastructure management
- Higher job satisfaction for SRE teams



> “Mezmo’s approach has helped improve the efficiency and cost-effectiveness of our log analysis.”
>
> ***- Software Engineer***

ROBOTIC OPERATIONS/FULFILLMENT

Visualizing Opportunities for Improvement

COMPANY

The organization's mission is to help retailers offer an amazing customer experience while remaining profitable by harnessing the power of automation. The company offers robotic operations solutions for order fulfillment centers that are fast, cost-effective, and enable their customers to compete and win in a challenging market.

CHALLENGE

Log events sent to Mezmo contained both human and machine-readable content describing the activity and state of applications and robot performance. Engineers were also required to set up metrics in Prometheus so they could be visualized in Grafana, even though the values for these metrics already existed in the text portion of the event logs. This extra Prometheus configuration step was sometimes missed, creating a burdensome task list and tool sprawl.

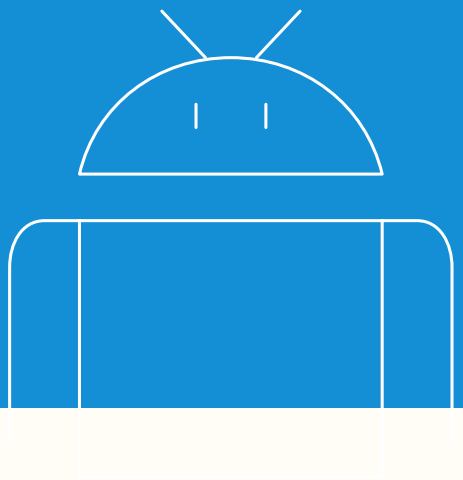
SOLUTION

Using Mezmo, the company built a telemetry pipeline that automated the process of extracting and routing key performance data, eliminating the need for redundant Prometheus configurations. The pipeline was designed to parse the human-readable text in log events, extract relevant metrics (such as robot performance indicators and application states), and convert those into structured metrics. These metrics were then aggregated in real time and automatically routed to Grafana for visualization. This streamlined setup reduced manual engineering effort, eliminated gaps caused by missed configurations, and provided faster, more consistent access to operational insights.

ROBOTIC OPERATIONS/FULFILLMENT

OUTCOMES

+ Reduced log volumes
+ Less engineering toil as metrics are automatically extracted from existing events
+ Ability to build visualizations that provide rapid insights and accelerate improvements



> Mezmo helped us automate metric extraction from logs, cutting out redundant Prometheus configs and giving us faster, more reliable insights with less manual effort.
>
> ***- Site Reliability Engineer***

LEISURE MANAGEMENT SOFTWARE

Cutting Log Lines to Lower MTTR

COMPANY

A leading provider of leisure management solutions, the company offers a cloud-based platform with a comprehensive suite of tools designed to enhance member experiences and streamline operations for leisure operators.

CHALLENGE

The company faced growing concern about the high costs of ingesting and storing its full Cloudflare logs. The organization also needed a centralized log store to allow various teams to access the logs, rather than having them access the event logs on the production servers. In addition, identifying and resolving issues was taking too long because their log and event data was siloed in different places, making it difficult to correlate what was happening across the various parts of the application stack.

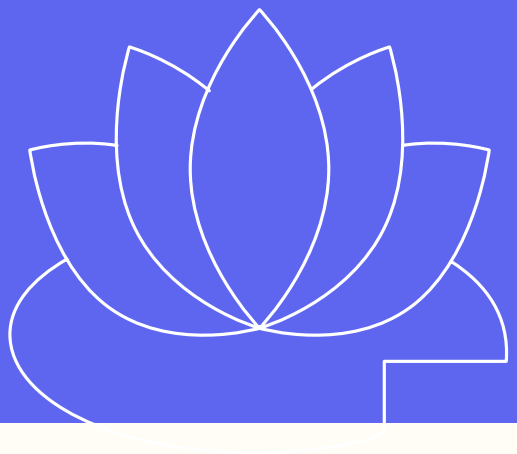
SOLUTION

Mezmo provides a centralized log store for the company's cloud-based applications, giving teams secure access to logs without keeping them on production servers—reducing security and compliance risks. Development and support teams use the platform to troubleshoot both internal and customer-facing issues, while alerting features help detect anomalies based on log volume and error spikes. To manage costs, the company selectively ingests only the data it needs, avoiding unnecessary storage and processing.

LEISURE MANAGEMENT SOFTWARE

OUTCOMES

+ 90% reduction in Cloudflare log lines
+ Reduced MTTR by having a single place to aggregate log lines and correlate across parts of the application stack to find the source of problems faster



> Pipeline has been working wonders since it was put in place, great concept!
>
> - *Infrastructure Manager*

CONSUMER FINANCE

Organizing and Presenting Actionable User Data

COMPANY

The firm provides innovative 100% digital services, including near-field communication-based prepaid cards and wallets for consumers. It is committed to using technology to simplify and revolutionize banking, making it more dynamic, intelligent, efficient, and simple.

CHALLENGE

As a fast-growing FinTech startup, the company needed to closely manage expenses and ensure they were getting value from their observability investments. To stay within budget, they implemented usage quotas to cap daily and monthly log volumes. Since log data from multiple teams flowed through a shared pipeline, noisy logs from one group could consume the quota and impact visibility for others. Without team-level usage breakdowns, it was challenging to track volume, control log noise, or fairly allocate responsibility.

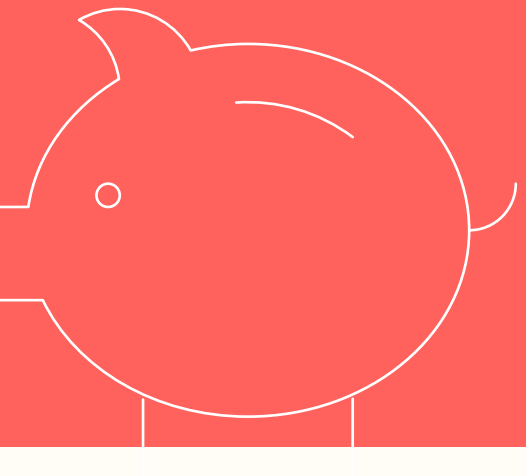
SOLUTION

With the Mezmo platform, the company built a telemetry pipeline to better manage log usage across teams. The pipeline tracked log volume by team, allowing for precise visibility into who was generating what data. Events were aggregated into metrics, making it easier to monitor trends and set usage thresholds. This enabled the company to enforce limits for individual teams without affecting others' ability to retain and access the logs they needed—ensuring fair usage, reducing waste, and improving overall cost control.

CONSUMER FINANCE

OUTCOMES

+ Visibility at a team level into observability costs
+ Budget protection enforced by pipeline
+ Visualizations to track usage by team and guide improvements



> “Mezmo helps us manage log data by cutting storage costs, and making it easier to access what we need.”
>
> *- VP of Software Engineering*

CLOUD & HIGH-PERFORMANCE COMPUTING

Delivering New Business Services and Competitive Advantages

COMPANY

The organization provides a cloud platform focused on high-performance computing (HPC). It offers solutions for running computationally intensive workloads such as simulations, modeling, and engineering analyses on cloud infrastructure.

CHALLENGE

The company's customers require regular delivery of Flow and CNAF logs in specific formats to support their security, compliance, and troubleshooting efforts. However, this process is manual and time-consuming—requiring teams to isolate customer-specific log data, package it according to format requirements, and transmit it securely. Additionally, there's no straightforward way to track the volume of data delivered to each customer, making it difficult to measure usage or accurately charge for the service.

SOLUTION

Mezmo is responsible for ingesting VPC flow logs and CNAF logs from AWS, filtering them according to customer specifications, and delivering them to Azure Blob. This process allows customers to manipulate and shape the data, as well as dump it into the desired locations. Mezmo also offers the ability to parse VPC flow logs and meter the data so that customers can be charged based on the amount of data processed.

CLOUD & HIGH-PERFORMANCE COMPUTING

OUTCOMES

+ Ability to provide additional data services to satisfy customer requirements
+ Additional revenue streams through new competitive advantages
+ Improved data efficiency through reduced storage and processing overhead

> Mezmo handles the heavy lifting—ingesting and filtering flow logs, delivering them where our customers need, and giving us visibility into usage. It streamlined our pipeline and made scaling much easier.
>
> *- Senior Software Engineering Manager*

Mezmo: Transforming Telemetry Data Into Actionable Insight

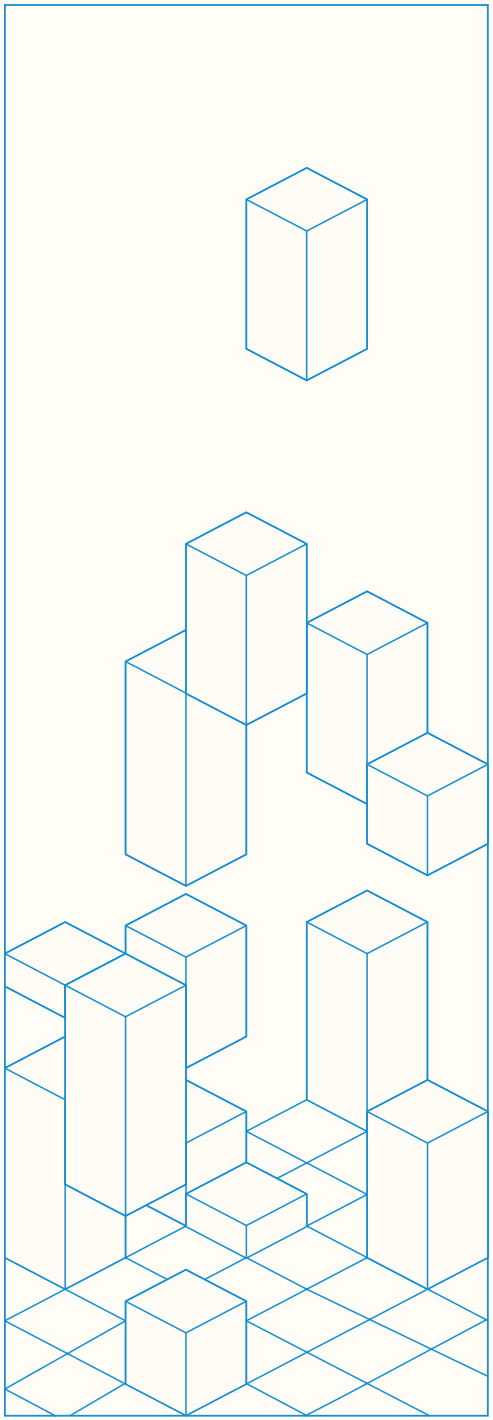
Telemetry pipelines are a relatively new concept, but their impact is already clear—especially for forward-thinking companies like those featured in this eBook.

Mezmo is leading the way in pipeline innovation, solving core observability challenges around cost, control, and data trust.

With Mezmo, customers turn overwhelming volumes of raw telemetry into meaningful, actionable insights—enabling faster response times, more efficient operations, and smarter resource use. The result: a cost-value balance unmatched by traditional observability approaches.

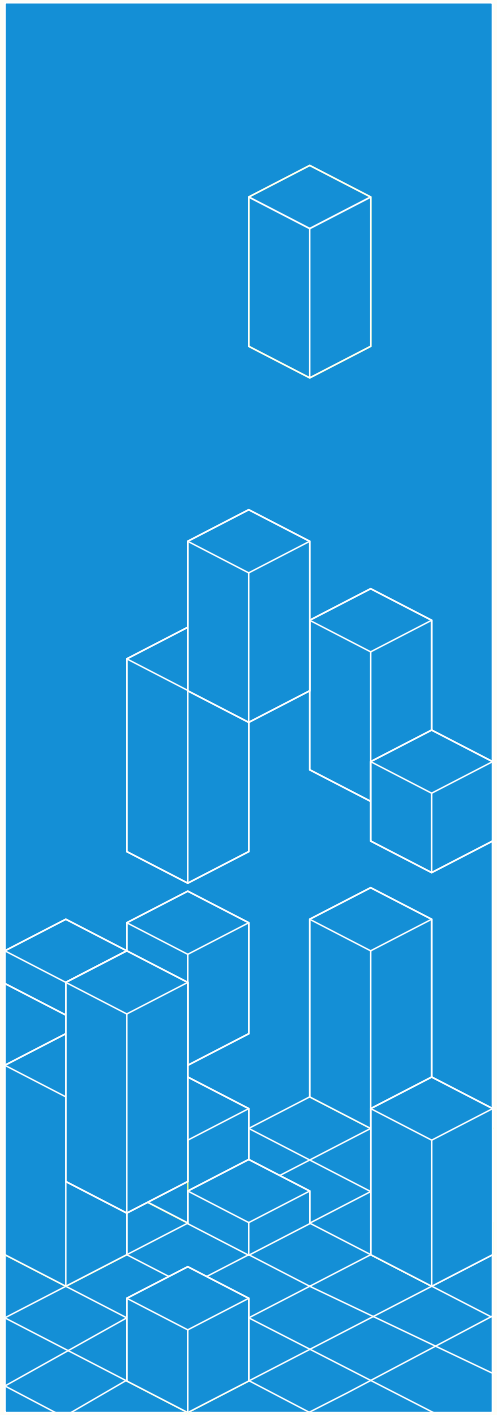
Start your free trial of Mezmo Telemetry Pipeline or Request a demo and see how your company can experience the following benefits:

+ **Cost optimization:** Reduce data volume and lower ingestion and storage costs
+ **Faster incident response:** Deliver actionable, high-quality data to improve detection and diagnosis
+ **Data transformation at scale:** Normalize, enrich, and structure telemetry to boost usability
+ **Streamlined workflows:** Automate manual effort and reduce operational drift
+ **Reduced cognitive load:** Eliminate noise and complexity for on-call teams



About Mezmo

Mezmo is the leader in intelligent telemetry orchestration, empowering platform teams and developers to control, understand, and act on their telemetry data in real-time, reducing costs, accelerating troubleshooting, and enabling innovation at scale. The AI-powered solution combines continuous profiling, intuitive live stream search, responsive, dynamic routing, and stateful in-stream aggregation to deliver enhanced visibility, compliance, and cost optimization. The company has been recognized as one of the fastest-growing companies in the U.S by Inc. 5000 and Deloitte Fast 500.



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