

# Landbay successfully migrates to AWS and goes cloud native with Dynatrace

Cloud-native, full stack visibility monitors and optimizes the experience of every online visitor

**LANDBAY®**

## Industry

Financial Services

## Challenge

Landbay needed to plan a cloud-native, full stack monitoring solution which would aid them in ensuring that every visitor to their site is treated like a VIP, with a fast site, that is easy to use and always available.

## Solution

Dynatrace — for the real time health of their cloud technologies, as well as complete visibility into the customer experience.

## Results

- Platform rebuilt in cloud-native architecture
- 30+ microservices, running in AWS
- 2 – 3 code releases a day
- AI-powered full-stack monitoring reduces performance risk from rapid innovation

## Why Dynatrace?

"The value we get from Dynatrace is on a day-to-day basis proactively preventing outages from occurring in the first place. Dynatrace's AI capabilities mean we don't have to waste crucial time trawling through logs to identify the root cause when tests fail; it just gives us instant answers."

—Chris Burrell, Head of Tech, Landbay.


## Migrating to AWS in a cloud-native architecture

Landbay wanted to rebuild its peer-to-peer lending platform from the ground up, to increase agility and gain full control of its underlying ecosystem. As part of this shift, Landbay migrated all systems to Amazon Web Services (AWS) and rebuilt the platform in a cloud-native architecture, based on a growing number of microservices running in containers.

The success of this new cloud architecture would be largely determined by its ability to guarantee an excellent user experience for every site visitor. Chris Burrell, Head of Tech at Landbay explains; "Customer transactions in the peer-to-peer lending market are typically low volume, high value. That means that every visitor to our site must be treated like a VIP. Having a fast site, that is easy to use and always available is key to conversions and repeat transactions."

## Optimizing performance in a hyper-dynamic ecosystem

"We required visibility across our entire IT stack and we needed to monitor and understand the experience of every visitor to our site. We looked at a number of options, but the alternatives were unsuitable as they were not cloud-native or comprehensive. Dynatrace made sense. Not only does it cover



**"Dynatrace made sense.** Not only does it cover the full stack and provide the depth of application monitoring we require, but it's also built in a cloud-native architecture, so inherently supports cloud-native ecosystems."

— Chris Burrell, Head of Tech, Landbay

the full stack and provide the deep code-level analysis that we require, but it's also built in a cloud-native architecture, so inherently supports cloud native applications," adds Burrell.

"The Dynatrace dashboard enables me to have a real-time view of the health of our technology estate, as well as providing me with visibility into the activity of our customers and the quality of the experience we're providing for them," says Julian Cork, Chief Operating Officer at Landbay.

Another major advantage Landbay saw in Dynatrace was the simplicity with which it can be installed to monitor a hyperdynamic cloud native infrastructure. Other solutions needed manual configuration from one host to the next, but Dynatrace's AI capabilities mean it can be launched with a single agent.

## Maintaining control of rapid innovation

Landbay releases two to three code deployments a day to continually deliver new features and functionality to its platform. To reduce risk, Landbay has implemented a shift-left strategy to ensure that extensive testing occurs during multiple stages of development. Dynatrace plays a key role in this process, running extra monitoring once code has been deployed into production. This enables Landbay to instantly identify increases in failure rates and performance degradations and ensure its Engineering team is alerted rapidly, before customers are impacted.

"Dynatrace's AI capabilities mean that when tests fail, we don't waste crucial time trawling through logs to identify the root cause; it just gives us instant answers. In one instance, this insight enabled us to roll back from a deployment that caused our registration journey to fail within just 15 minutes of it going live; limiting its impact to just two or three customers.

## Building a performance culture

Performance management and the process of proactively preventing any service failures has now become so ingrained in Landbay's culture that Dynatrace is the first thing the engineering team checks when they arrive at work.



Looking to the future, Landbay will continue to make improvements to its mobile-first portals to optimize the user experience for customers across all platforms. For example, Landbay can adopt the latest development frameworks within just days of their release, safe in the knowledge that Dynatrace will provide the visibility and support needed to ensure the transition is made successfully.

Summing up the experience of using Dynatrace, Burrell concludes, "We've been really impressed by Dynatrace on so many levels, and Dynatrace is also an extremely comprehensive solution that is very cost-effective. Its rapid release cycles mean that it regularly brings new features and functionality to its users."

## About Dynatrace

Dynatrace provides software intelligence to simplify cloud complexity and accelerate digital transformation. With advanced observability, AI, and complete automation, our all-in-one platform provides answers, not just data, about the performance of applications, the underlying infrastructure, and the experience of all users. That's why many of the world's largest enterprises trust Dynatrace® to modernize and automate cloud operations, release better software faster, and deliver unrivaled digital experiences.

Curious to see how you can simplify your cloud? Visit our [trial page](#) for a free 15-day Dynatrace trial.

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