

# New Relic Runs On Insights

Six Innovative Ways New Relic® Uses  
New Relic Insights™ to Improve its Business

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# Overview: 6 Ways New Relic Relies on New Relic Insights

*“It’s beautiful and it’s super fun.”*

— Steven Minor, senior technical support engineer, New Relic

It’s not often that a B2B technology company wants to talk about how its product is fun to use or how it inspires and empowers people. But then again, it’s not very often that people get truly excited about using a business tool.

That’s what’s different about **New Relic® Insights™**, our real-time, cloud-based analytics platform that collects, stores, and transforms data into actionable insights about customers, applications, and the business. New Relic Insights opens up countless possibilities for exploring your data in real time, without needing developer resources, allowing you to make faster, more informed decisions. And that, in the words of a New Relic Insights user here at New Relic, is simply “beautiful and super fun.”

## Everyone’s using it

With New Relic Insights, everyone at New Relic—from business development managers to the CEO—can ask questions of our data and get answers in milliseconds to better inform our business decisions. Here are six ways we’re using New Relic Insights today:

- 1. Marketing:** Using Marketo™ Webhooks, New Relic marketers created dashboards to visualize data from the Marketo marketing automation platform. The marketing group now has a real-time view of email programs, lead creation, program membership, status of leads in the marketing and sales funnels, and more. Answers to marketing questions now take milliseconds compared to days of consolidating figures and crunching numbers.
- 2. Customer Support:** The customer support group uses a New Relic Insights dashboard to work with the data it gets from customer service and support-ticket application Zendesk® to improve processes, scheduling, and time allocation. A second dashboard helps the team take advantage of customer usage data to begin resolving issues even before contacting customers. Together the dashboards enable the customer support group to speed time to resolution and improve the customer service experience.
- 3. Business Development:** Using information on customer product usage from New Relic Insights, business development managers can now demonstrate the value of partnering with New Relic and drive deeper engagement with Partners. They can show Partners how to help their joint New Relic customers be more successful with the combined offerings. In turn, Partners are getting inspired to use New Relic Insights to mine their own customer usage data to drive greater customer satisfaction and revenue.
- 4. Engineering:** The engineering team created a series of dashboards to provide insight into the most critical areas to allocate resources. Using New Relic Insights improves visibility into customer usage of New Relic products and features, including tracking the rollout of new features.

**5. Product Management:** The dashboards that product management created provides detailed insight into customer usage to inform development efforts and improve the customer experience. The real-time data visualized in New Relic Insights dramatically accelerates the feedback loop, shortening the time it takes to understand the impact of a new feature.

**6. The CEO:** New Relic's CEO uses ad-hoc queries and dashboards to gather real-time insight for executive decisions on engineering and marketing investments, monitor critical customer projects, and to provide information to other parts of the company.

## Let yourself be inspired

New Relic Insights is making us more agile, responsive, and customer-focused than ever before. We hope that by sharing some details about our successes, you'll be inspired to discover how New Relic Insights can help your company achieve similar breakthroughs, whether that's boosting customer loyalty, converting more leads to customers, delivering a competitor-crushing customer experience, or wherever your business—and your imagination—leads you.

NEW RELIC INSIGHTS USE CASE: MARKETO DASHBOARD

# New Relic Marketers Gain Deep Insight into Campaign and Program Performance

## Highlights:

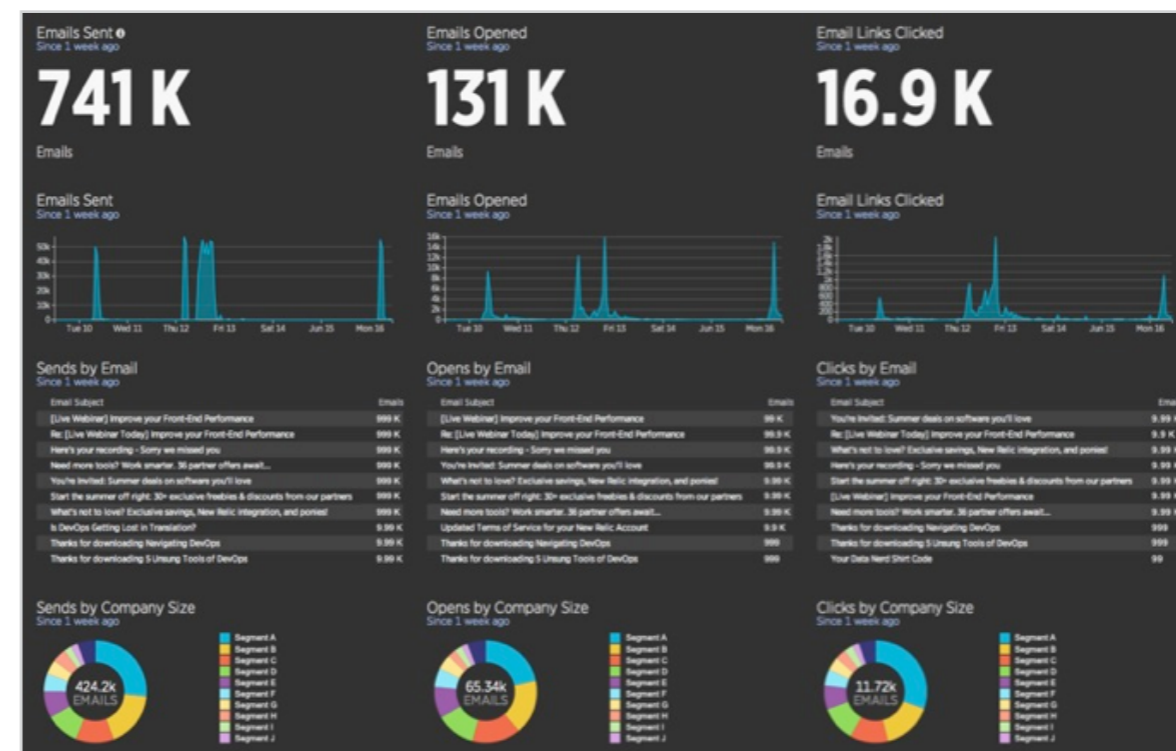
- Using Marketo™ Webhooks, New Relic marketers created dashboards to visualize data from the Marketo marketing automation platform
- Marketers now have a real-time view of email programs, lead creation, program membership, status of leads in the marketing and sales funnels, and more.
- Answers to marketing questions take milliseconds compared to days of consolidating figures and crunching numbers

*“It’s incredibly easy to use Marketo’s Webhooks to provide data to an external dashboarding tool. New Relic Insights lets you make brilliant-looking dashboards that show exactly what your marketing programs are doing in real time.”*

— Isaac Wyatt, marketing operations manager, New Relic

## Wanted: Greater visibility into campaign and program performance

Like many companies today, New Relic®’s marketing department relies on marketing automation software from Marketo™ to help it streamline and automate execution of its campaigns and programs. However, while Marketo



enables New Relic to automate which message is sent to which contact and when, marketing staff couldn’t easily see the whole marketing story across all customer touchpoints and events.

Isaac Wyatt, marketing operations manager at New Relic, knew the team needed a way to answer, in real time, basic business questions such as how many emails in each nurture flow are we sending week over week or month over month? “We wanted an easy way to create new reports on the fly or conduct fast, ad-hoc analysis on any of our email, webinar, or nurture programs,” says Wyatt. “For example, quickly answering business questions pertaining to how many emails were sent and what were the conversion rates, for a given time period compared to a previous time period.”

When New Relic released New Relic® Insights™, a real-time analytics platform, Wyatt seized the opportunity to ask more complex and detailed questions of the data produced and collected by Marketo.

## Using New Relic Insights with Marketo Webhooks

Using [Marketo Webhooks](#), Wyatt pushes the data to New Relic Insights to show metrics and attributes about New Relic's email programs, lead creation, program membership, status of leads in the marketing and sales funnels, and more. "It's incredibly easy to use Marketo's Webhooks to provide data to an external dashboarding tool," says Wyatt. "New Relic Insights is an official [Marketo Launchpoint Partner](#), which means we are a trusted member of the Marketo application ecosystem. New Relic Insights lets you make brilliant-looking dashboards that show exactly what your marketing programs are doing in real time."

"Using NRQL (New Relic Query Language), it's easy to find out lead engagement results by email or webinar campaign, week over week or this quarter compared to last quarter," says Wyatt. NRQL enables Wyatt and the marketing group to ask a variety of questions about their data that aren't so easy to ask with the Marketo platform in an ad-hoc fashion. For example, if New Relic sends the same email every week, the statistics in Marketo will show the total for all weeks, but New Relic Insights breaks out the performance week by week so the marketing team knows exactly how well the email is performing over time.

Once the marketing team saw the dashboard Wyatt created, it generated myriad follow-on questions about marketing volume and effort. "We started asking questions we never had the capability to ask before," says Wyatt.

### No need to ask a developer

After Wyatt showed the team how easy New Relic Insights was to use, email marketing staff and demand generation analysts began writing their own ad hoc queries and drilling down into the data. One salesperson even cloned the original dashboard Wyatt created and customized it to show the

touchpoints and activity in his particular customer accounts. And with Insights' new dynamic Filters, any salesperson could use the dashboard to monitor their own accounts. No cloning needed.



Now answers to simple questions such as how many emails were sent last week can be answered in 100 milliseconds or less with New Relic Insights.

"We get near instant information compared to something that would have taken days of analysis previously," says Wyatt. "New Relic Insights helps us ask and answer business questions that would have been nearly impossible or impractical to answer before."

"I started using New Relic Insights just to see what was happening with our email marketing programs and to troubleshoot problems," says Wyatt.

"Now, we have an accessible data landscape that captures millions of data points and marketing interactions that allow us to drill down into information and use it to make better marketing decisions."

As marketing's use of New Relic Insights increases, Wyatt envisions tracking and measuring the influence of marketing on each closed deal, seeing in real time the volume of leads in the sales funnel and how fast they are moving through it. "We've only discovered a fraction of the different applications that are possible with New Relic Insights," says Wyatt.

Does your company use Marketo?

- Find out [more](#) about connecting your Marketo data with New Relic Insights.



NEW RELIC INSIGHTS USE CASE: SUPPORT TEAM METRICS DASHBOARD AND SUPPORT DETAILS APP

# New Relic Cuts Time to Resolution for Customer Service Using Data from New Relic Insights

## Highlights:

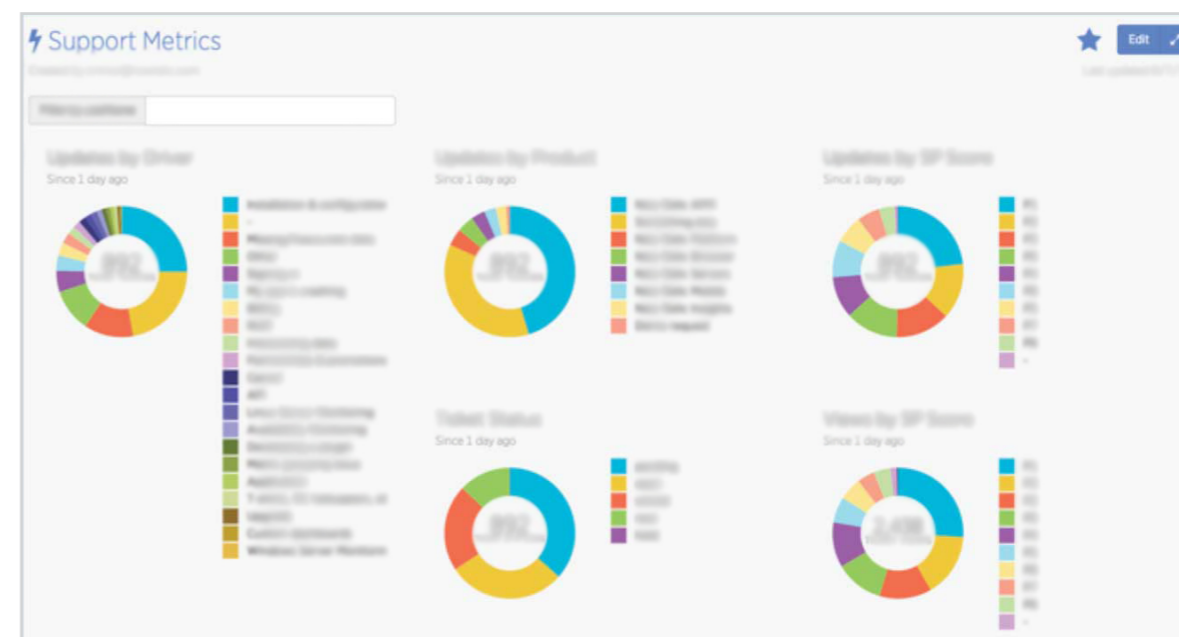
- Extends the insight gained from Zendesk® to improve processes, scheduling, and time allocation
- Identifies customer usage data to begin resolving issues before contacting customers
- Speeds time to resolution and improves the customer service experience with real-time analytics

*“Using the Support Team Metrics dashboard, we’re achieving a better balance across the day and across types of tickets”*

— Steven Minor, senior technical support engineer, New Relic

## Looking for ways to improve the customer experience

Employee productivity and effectiveness are important metrics for many business functions, but often where they are most critical is the customer service department. As the primary touchpoint for many customers, the



customer support team at New Relic® is focused on being as effective and efficient as possible in answering customer questions and helping resolve issues. “We’re always looking for ways to improve our processes and our responsiveness,” says Steven Minor, senior technical support engineer at New Relic.

To that end, Minor wanted to better understand:

- How the various members of the customer support team were spending their time
- What types of trouble tickets generated the most effort
- What was the volume of tickets at certain times of day

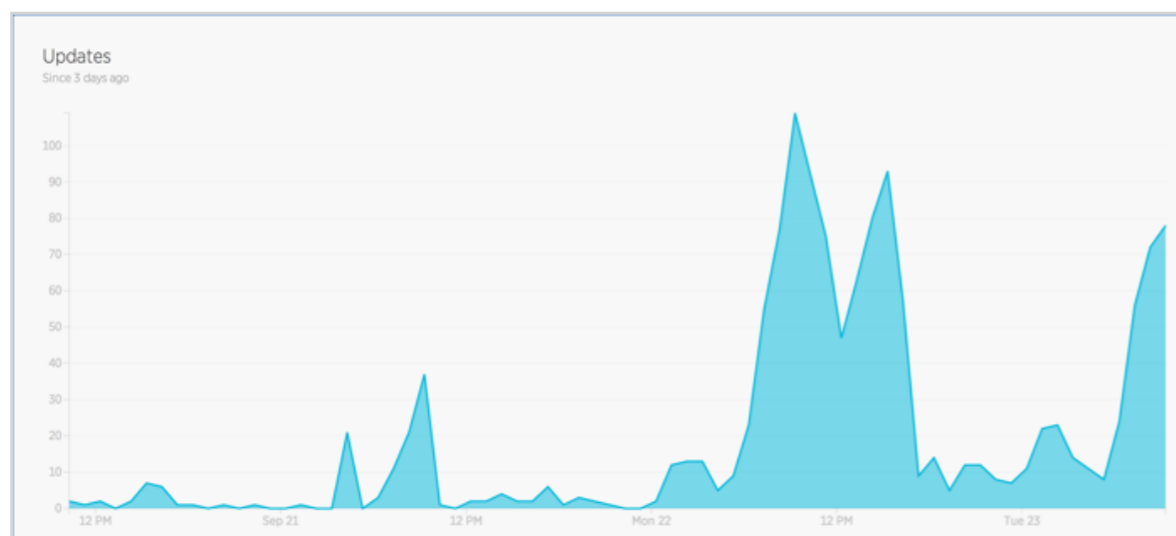
Minor decided to see if New Relic® Insights™, a real-time, cloud-based analytics platform, could extend the value the team gets from its use of Zendesk®, the customer service and support ticket application, and provide deeper insight into customer support data.



## Creating the Support Team Metrics Dashboard

Using Zendesk APIs, a New Relic support enablement engineer created a Zendesk application for the customer support team that pushes data into New Relic Insights. “We started collecting everything that Zendesk can track about support tickets,” says Minor. “Using that data, we built the Support Team Metrics Dashboard in New Relic Insights to finally get the information we need on how people are working in our group.”

From what types of tickets a person has worked on to how many tickets are resolved in a certain amount of time, Minor and the rest of the team can now drill down to understand how to balance schedules better, plan for types of support requests that take longer, and improve the customer experience.



## Taking the next step to improving the customer service experience

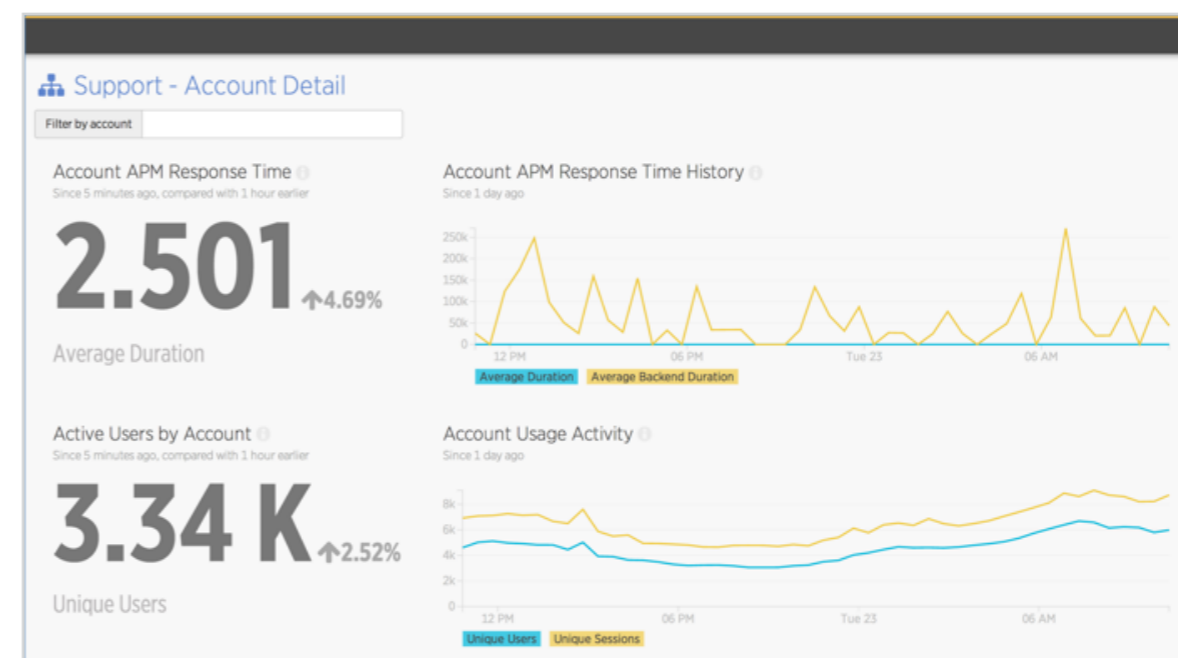
The success of the first New Relic Insights project spurred the customer success team to tackle another problem: How to get more information about a customer’s issue upfront to reduce the amount of time it takes to resolve the problem. Minor explains: “Typically, a customer submits a

support ticket and then we have to contact them to get more details about the problem before we can begin to help resolve it.” Using New Relic Insights, Minor wanted to get more information upfront about what the customer was doing when the issue occurred so the team could begin diagnosing the issue even before it contacts the customer.

Minor decided to use an upcoming feature of New Relic Insights to create a data application, essentially a collection of dashboards. Called the Support Details App, the new data application provides information about customer usage of New Relic products. “It essentially took us an afternoon to create the app in New Relic Insights,” says Minor. “It was so easy.”

Now, before the New Relic customer success team contacts the customer, they can identify:

- In which application the problem occurred
- On what page the issue occurred
- What the performance was at the time of the problem
- Average response time as they were using the application



## Positive feedback is “through the roof”

While still early in its usage of both the Support Team Metrics dashboard and the Support Details app, the customer support team is already reaping significant benefits.

“Using the Support Team Metrics dashboard, we’re achieving a better balance across the day and across types of tickets,” says Minor. The customer support team also appreciates being able to see information they previously had no access to. “It helps people stay accountable,” says Minor. “The feedback from the team has been very positive.”

Although there is not yet hard data on improved customer satisfaction, the initial reports on the Support Detail App have been “through the roof” according to Minor. “It’s a huge help already for our first-level triage,” says Minor. “One of our triage specialists reported that she’s now spending about 50% of the time using the app to help her already get a handle on the issue.”

Minor believes that New Relic Insights will help significantly reduce the time to resolution for customer issues and enable the group to provide a better, faster customer service experience. Finally, he’s thrilled with the ease of use of New Relic Insights: “It’s highly iterative, so we can easily experiment with how we want to view the data. Best of all, we don’t have to get a developer to write it for us, we can do it ourselves. It’s beautiful and it’s super fun.”

### Advice from the New Relic customer support team

One piece of advice senior technical support engineer Steven Minor would offer other customer support organizations: “Whether it’s Zendesk® or some other software, collect all the information you possibly can, even if you don’t currently have a use for it. That way, it’s much easier to simply start using it when you’re ready for it and you’ll already have historical data you can analyze.”

Minor gives the example of capturing tag data within Zendesk. His group doesn’t fully use this capability in Zendesk yet, but Minor can imagine using it in the future, so he’s already capturing all the tag data that is available.

NEW RELIC INSIGHTS USE CASE: PARTNERSHIP CUSTOMER ACTIVITY DASHBOARD

# New Relic Deepens Engagement with Partners Thanks to New Relic Insights

## Highlights:

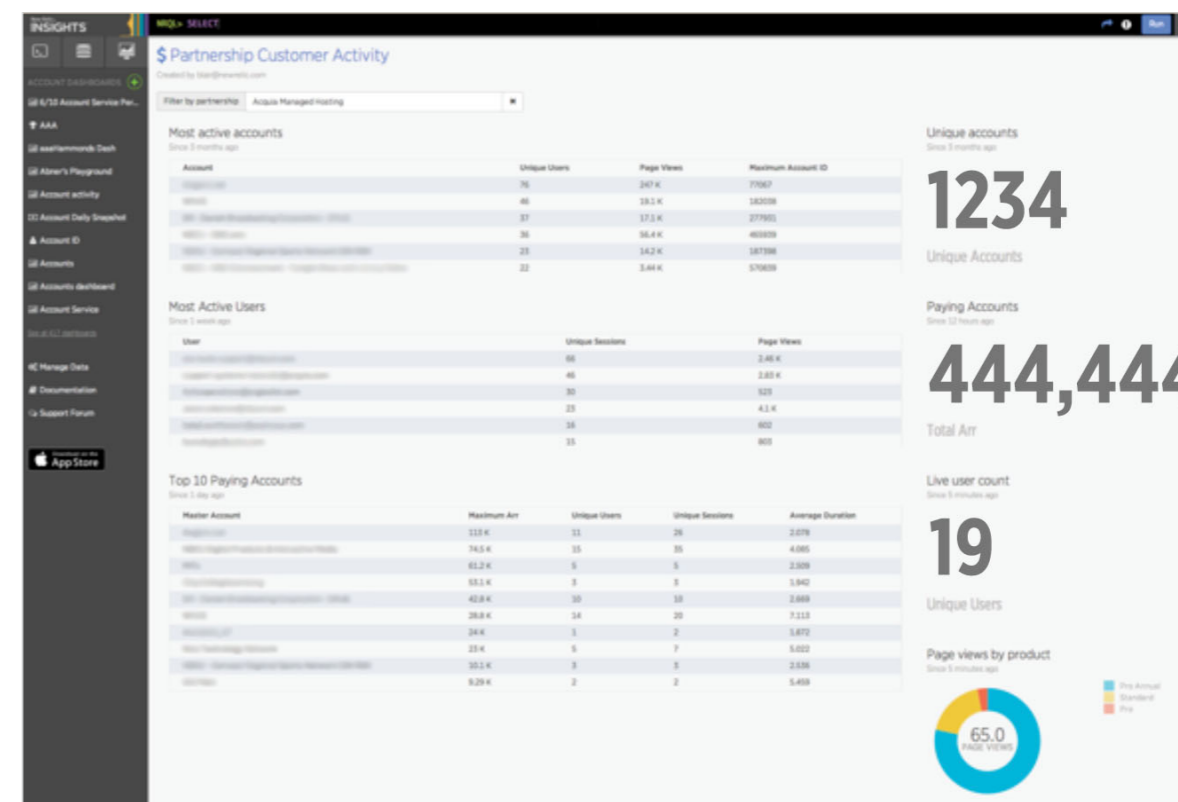
- Data about customer product usage helps the New Relic business development team demonstrate value to partners
- Insight into how to help joint New Relic/partner customers be more successful with partner offerings creates deeper engagement
- Partners are inspired to use New Relic® Insights™ to mine their own customer usage data to drive greater customer satisfaction and revenue

*“By sharing the dashboard data from New Relic Insights with partners, we’re getting more engagement and interest. We can show a particular partner how its customers are using New Relic and help them understand ways to improve usage of both New Relic and the partner’s products and services.”*

— Cooper Marcus, business development manager, New Relic

## Going beyond Salesforce.com™ reporting to help Partners be successful

The New Relic® Partner Program includes industry leaders in the cloud infrastructure and service provider, platform, and enterprise integrator



Data has been changed for privacy concerns.

spaces. In addition to the benefits of revenue sharing or free usage of New Relic, partnering with New Relic can help companies reduce support costs because their customers can troubleshoot their own application issues. But how does a partner know whether its customers are using New Relic products to their fullest potential?

That’s what Cooper Marcus, business development manager at New Relic, was trying to find out. In working with companies to help them achieve the greatest possible benefit from their partnership with New Relic, Marcus wanted to provide partners with insight based on actual customer usage data. His go-to reporting tool, Salesforce.com®, revealed only which customers were associated with which partners, but offered no insight into how the New Relic products were being used.

“I wanted to be able to look at daily information as well as see trends over time,” says Marcus. “I knew it would be incredibly valuable to compare partner-related customer usage information from previous weeks or a month ago.”

## Gaining real-time insight into customer usage

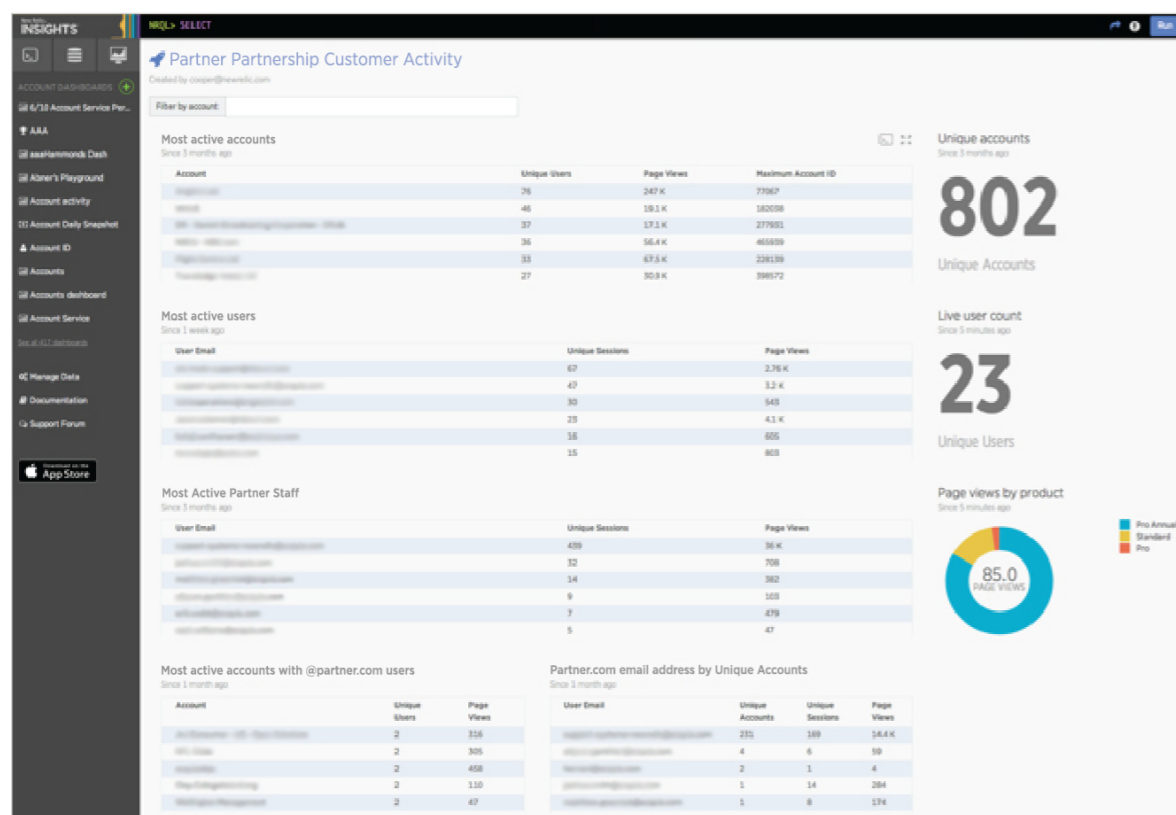
Marcus turned to New Relic® Insights™, a real-time analytics platform, for the answer. After first seeing how other people in other departments within New Relic were creating dashboards and querying the data using New Relic Insights, Marcus built his own dashboard for business development. “It wasn’t intimidating at all,” says Marcus. “It took me less than an hour to create a dashboard.”

Marcus uses the information from his New Relic Insights dashboard to understand how joint New Relic/Partner customers are using New Relic products, including how many unique users per account are using New Relic products, which customers are most active, and how long customers are using New Relic products. “The more a customer is using New Relic, the happier both the customer and the partner are,” says Marcus. “For instance, when customers can solve their own problems using New Relic, they don’t need as much technical support from the partner. It’s a win-win.”

## Improved engagement with partners

With the detailed usage data the business development team is now able to provide partners, demonstrating the value of the partnership has become far easier. “Now we have trend data we can share at the individual Partner and customer level,” says Marcus. “We can use our insights to inform targeted emails with suggestions to specific customers on how to use New Relic in a way that benefits both the customer and the partner.”

According to Marcus, New Relic Partners are getting excited about what New Relic Insights can do—both from the partnering perspective and the ability to start using it within their own companies. “By sharing the dashboard data from New Relic Insights with partners, we’re getting more engagement and interest,” says Marcus. “We can show a particular partner how its customers are using New Relic and help them understand ways to improve usage of both New Relic and the partner’s products and services.”



NEW RELIC INSIGHTS USE CASE: PERFORMANCE AND USAGE DASHBOARDS

# New Relic Engineering Group Reduces Effort and Improves Resource Allocation with New Relic Insights

Highlights:

- Gives the engineering group insight into the most critical areas to allocate resources
- Improves visibility into customer usage of New Relic products and features
- Provides improved tracking of feature rollouts

*“We have a small team responsible for a large chunk of products. With the data we get from New Relic® Insights™, we can prioritize which pages to work on for maximum impact and also which customers to use as examples for performance improvement to validate that our efforts are successful.”*

— Gabriel Castro, software engineer, New Relic

## Optimizing the use of engineering resources

No company has infinite engineering resources, which makes it extremely important to ensure those resources are well utilized. But without the proper insight into what is most important to customers and to the



company, making decisions about which features and problems to work on can be a shot in the dark.

When New Relic® Insights™, a cloud-based, real-time analytics platform, was released, Gabriel Castro, software engineer at New Relic®, immediately saw an opportunity to improve engineering’s visibility into customer usage and performance of New Relic products.

## From proof of concept to an ever-increasing number of uses

Castro started with a proof of concept. He built a dashboard to see which parts of the New Relic® APM™ product customers were using the most. “It took me about 30 minutes to build a full dashboard with 9-12 graphs,” says Castro. “Then we continued to tweak it as we thought of new ways we wanted to see the data.” Satisfied with the results, he then turned his imagination loose and started creating dashboards to help solve some common engineering challenges:

**Browser usage:** Castro noticed that there were many issues being filed by customers using or supporting Microsoft® Internet Explorer 9. “We wanted to see how many customers were still on this older version of Internet



Explorer so that we could decide whether or not we should still continue supporting it,” says Castro. The results gave Castro and the engineering team insight into which customers were using which browsers and which version of each browser. They discovered that an extremely small number of customers were still using Internet Explorer 9. Working with those customers, they were able to determine the actual usage of Internet Explorer 9 and move them off of it. “It helped us reduce the support load on engineering for a version of a browser that very few customers were still using,” says Castro.

**Identifying and prioritizing performance improvements:** Castro built a series of dashboards in New Relic Insights to track performance of various New Relic products. “We have a small team responsible for a large chunk of products,” says Castro. “With the data we get from New Relic Insights, we can prioritize which pages to work on for maximum impact and also which customers to use as examples for performance improvement to validate that our efforts are successful.”

**Tracking new feature rollouts:** Another way Castro and the engineering team are using New Relic Insights is to track performance of new features being introduced to New Relic products and compare that performance to the previous version. “We created two dashboards to track the performance of new pages versus the old ones,” says Castro. “One dashboard compares performance over a longer period of time so we can see trends. The other dashboard lets us see performance on an hourly basis, to see in real time if we’re still handling the load well.” The dashboards help the engineering staff identify any performance issues and then push out a fix before rolling the new page out to the rest of the customer base.

## Fixing problems before customers even notice

“With New Relic Insights, we can track performance at a granular level and quickly identify what is causing a problem and whether it’s impacting just one customer or groups of customers.” This often enables engineering to fix a problem before other customers are aware of it or complain about it.

Castro appreciates the ability to quickly get questions answered when it comes to allocating engineering resources effectively. “For instance, let’s say we want to change or remove a feature,” says Castro. “It’s so easy to run a query that tells us exactly how many customers are using it so that we can decide whether it warrants continued maintenance from engineering.”

With deeper insight into customer usage of New Relic products, the engineering group can now focus on the areas that deliver the greatest impact to the most users, enabling it to effectively do more with finite resources.

### What makes New Relic Insights interesting for engineers

What Gabriel Castro, software engineer at New Relic®, finds particularly interesting and useful about New Relic® Insights™ is the FACET command. FACET is part of the New Relic Query Language (NRQL, pronounced “nerkel”), which is a SQL-like language New Relic created specifically for analytics.

The FACET command lets you group your results. “If I see something in the data that doesn’t make sense, then I can go off to the side and run a query with the FACET command that lets me group the data in different ways,” says Castro. “I might FACET on account or the number of hosts. By doing that, I can often discover a pattern and identify what’s behind the anomaly I’m seeing my dashboard.”

NEW RELIC INSIGHTS USE CASE: CUSTOMER USAGE DASHBOARD

# New Relic Relies on Customer Usage Insight to Guide Product Development Plans

## Highlights:

- Provides detailed insight into customer usage to inform development efforts and improve the customer experience
- Dramatically accelerates the feedback loop, shortening the time it takes to understand the impact of a new feature
- Improves quality of decisions for the future product roadmap

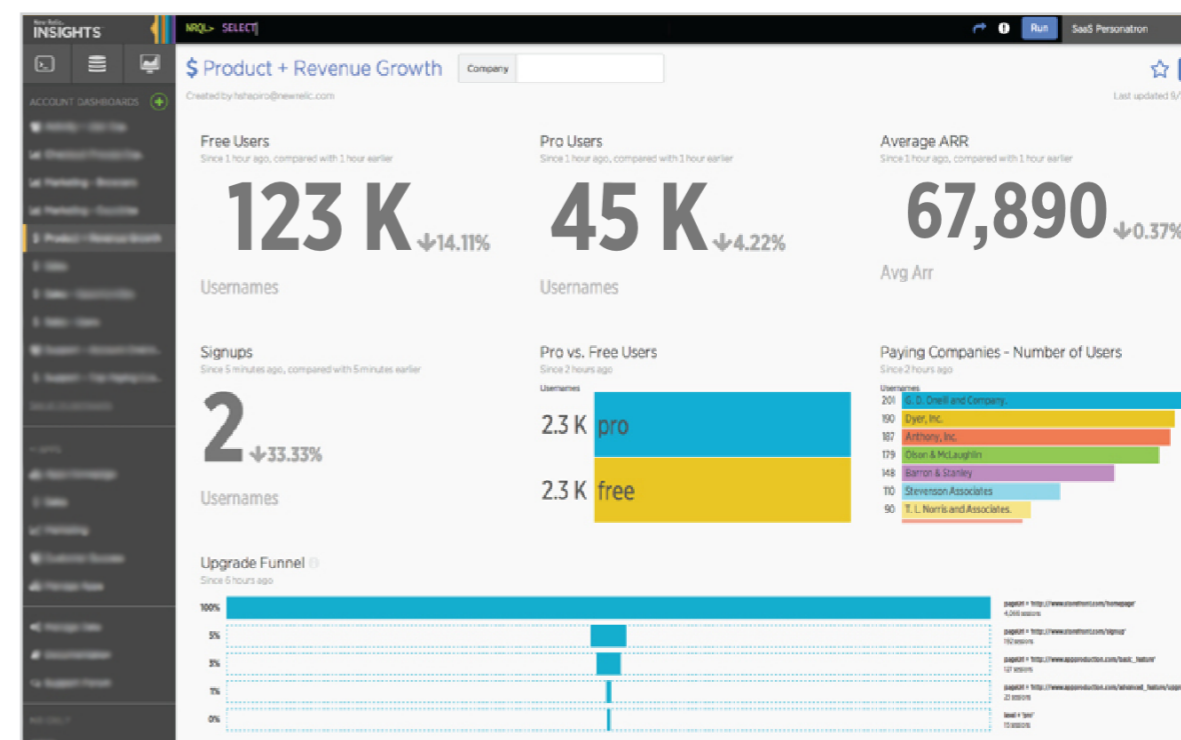
*“The team feels more engaged with customers because they can see that people are using the product. It’s a great motivational tool because it dramatically shortens the customer feedback loop.”*

— Jim Kutz, technical product manager, New Relic

## Solving a problem as old as the product management role

Truly understanding how customers use products and their individual components and features is at the heart of what good product managers do. However, obtaining detailed and accurate information on actual customer usage has been a perpetual challenge for many companies.

Relying on the traditional customer feedback loop can take months of effort after a new product version is released and often doesn’t provide the optimal level of detail.



Jim Kutz, technical product manager for New Relic® Insights™, decided to take advantage of his own product to get the immediate, detailed information he needed to guide future product development strategies and ultimately improve the customer experience. “Instead of running a focus group, conducting surveys, or interviewing a self-limiting number of customers, I realized that I could see, in real time, how our customers are using New Relic Insights,” says Kutz. “All I needed to do was write a few queries.”



## Quick and easy insights into New Relic Insights usage

Kutz quickly built a dashboard using New Relic Insights that gives him the usage data he and the rest of the product team need to drive better decisions. Now he uses the dashboard on a daily basis. “I can see how customers are engaging with the product,” says Kutz. “This is critical, because I’m not only counting the amount of usage, but I can now understand the context of how our customers are using our product.”

For a product manager, it’s not often that one gets the opportunity to use the product being managed to make a positive impact on the job and the company. Kutz got to experience firsthand just how easy it is to use New Relic Insights: “It literally took me minutes to build a basic dashboard,” says Kutz.

Kutz and other members of the product management and development team are using the information gleaned from New Relic Insights to drive development efforts and continuously improve the customer experience for Insights users. For example, Kutz and team have used their newfound insights to:

- Target ideal candidates for a usability study for a new product feature
- Discover common use cases across customers
- Identify which new attributes to include out-of-the-box

Based on the information Kutz got from New Relic Insights on customer usage, the development team rapidly added new attributes to the product, including account name and company size, which allowed the team to understand how different types of customers were using New Relic Insights.

```
NRQL> SELECT uniqueCount(account), count(*) FROM Transaction FACET account_company_size
      SINCE 30 days ago
```

## Dramatically accelerating the feedback loop

Kutz reports that the product team is energized by the data it’s getting into customer usage. “The team feels more engaged with customers because they can see that people are using the product,” says Kutz. “It’s a great motivational tool because it dramatically shortens the customer feedback loop.”

Product managers for other New Relic® products also use New Relic Insights to glean insight about customer usage. The product manager for **New Relic® APM™**, for example, uses New Relic Insights to understand which pages in the application provide customers with the most unsatisfactory experience so the engineering team can focus on those specific pages for improvement. It’s an excellent tool for continually monitoring site performance and customer experience.

Like other New Relic users, Kutz and other product managers who rely on New Relic Insights benefit from the rapid development cycles the detailed usage data enables. Improvement to the product, such as adding new attributes, let product management explore usage data in new ways that ultimately benefit a wide swath of customers.

Kutz sums up the value New Relic Insights brings to the product management effort: “There are so many different directions we can go with this product. Understanding how people are using features and validating usage helps us determine the best roadmap.”

## NEW RELIC INSIGHTS USE CASE: EXECUTIVE DASHBOARDS

# At New Relic, the CEO Gets into the Act with New Relic Insights

## Highlights:

- Ad hoc queries deliver real-time insight for executive decisions on engineering investments
- Enables virtually anyone in the company to ask questions and get answers in milliseconds

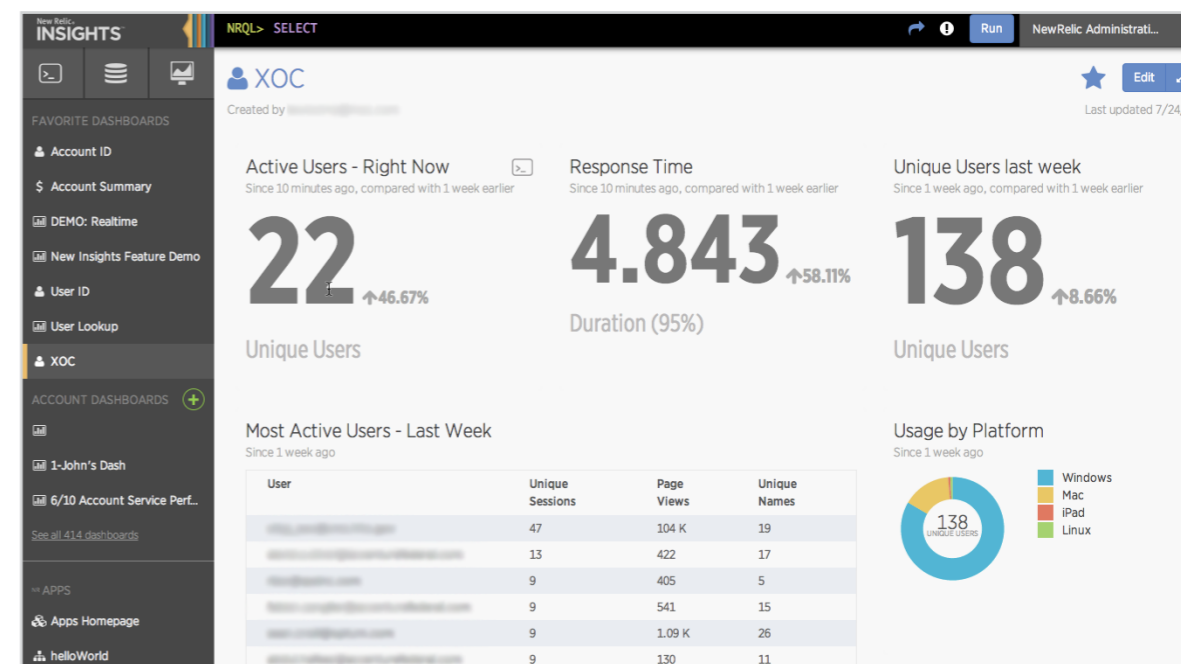
*“When I have a question, I can find the answer almost instantly. We’re putting the power of big data in everyone’s hands.”*

— Lew Cirne, founder and chief executive officer, New Relic

## Answering the questions on an executive’s mind

While Lew Cirne, founder and chief executive officer of New Relic®, possesses software development expertise that few CEOs bring to the job, he does share the same questions and concerns about the strategic direction of the business that just about any executive would have.

“I was looking for answers to questions such as: Is New Relic investing engineering resources in the right areas?” says Cirne. “What size customers are using which features of our products? Should we invest more in marketing a particular product?”



## Welcome to your data, let’s go querying

Cirne decided to use the company’s own product, New Relic® Insights™, to get rapid answers to both ad hoc questions that come up as well as for more strategic planning. New Relic Insights is a real-time, cloud-based analytics platform that collects, stores, and transforms data into insights about customers, applications, and the business.

Because New Relic Insights is so easy to use, executives don’t have to have developer skills like Cirne to quickly create queries and dashboards that provide greater insight into your data. “It takes a matter of minutes to start visualizing your data and begin using those insights to make data-driven business and IT decisions,” says Cirne.

Some of the recent CEO use cases for New Relic Insights include:

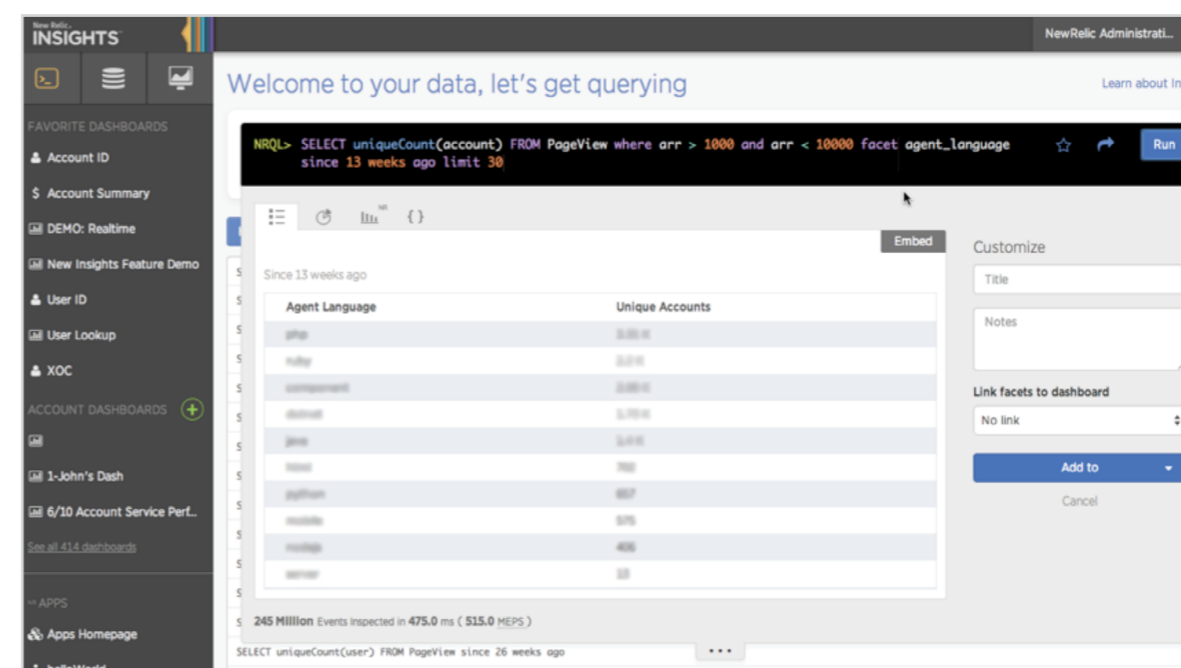
**Determining how to allocate engineering resources:** New Relic products include agents for monitoring performance in eight different programming languages. “Because supporting so many languages is engineering resource-intensive, I wanted to know more about which languages were

the most popular with our customers, what the fastest growing agent was by language, and which language agents are the most popular with our top customers,” says Cirne. “Getting information from Salesforce.com™ would be time consuming and limited to what we’ve sold. With New Relic Insights, I get real-time usage information, which is far more valuable for informing strategic decisions on allocating engineering and marketing resources.”

Cirne can quickly see what the most popular language agent is among customers who spend more than a specific quarterly threshold, as well as identify who the top customers are using the Ruby on Rails® agent, for example, and how much they spend. He can even tell which language agents are popular among small businesses versus larger enterprises. Just as important, New Relic Insights can easily display trends over time for all these metrics to answer such questions as: Is PHP usage growing or shrinking among our biggest customers?

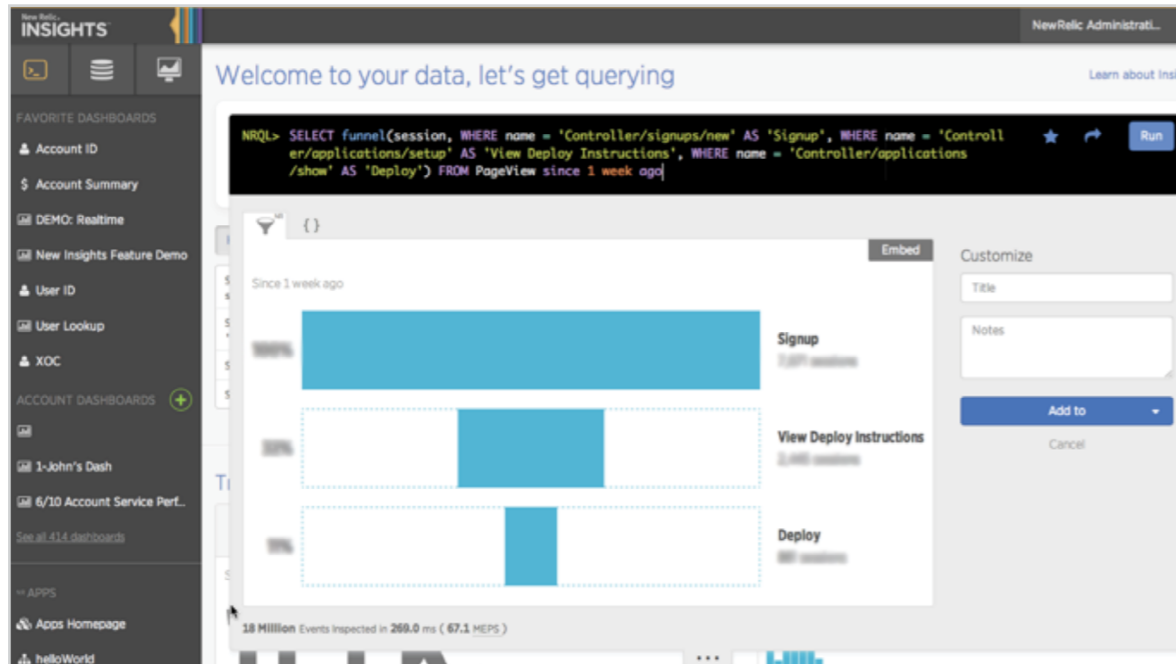
**Keeping close tabs on an important new customer:** “Our software was being used to help solve major problems that were occurring on a recently launched, highly visible Web property,” says Cirne. “I created a dashboard that showed in real time how New Relic was being used to fix the website in question. I could see usage trends over time that gave me insight into how the project was progressing.”

By analyzing more than one billion page views, the dashboard showed how many people were using New Relic in that project at any given moment, and tracked usage on a week-to-week basis. The dashboard took two minutes to build, and just as quickly revealed, “Is my software helping?”



**Helping sales target trial users:** “Using an upcoming feature, I created a data app using New Relic Insights that anyone in sales can use,” says Cirne. “It shows the customers who are in trial with a New Relic product, how much they are actually using the product, how many servers they have New Relic installed on, and more.”

By tracking usage instead of merely installs, the app lets a salesperson determine the most valuable prospects to follow up with to convert them to paying customers. Along with their usage history and response times, salespeople can tell when customers last logged in, where they are located, the transactions they most recently viewed, and the size of the apps on which they installed New Relic, which helps determine the size of the opportunity. That information is critical, because the people who log into New Relic the most, for example, are likely to be the most loyal customers and could champion New Relic in their organizations.



## Empowering everyone from the CEO on down

One of the things Cirne appreciates the most about New Relic Insights is that it enables creative problem solving to happen immediately. “When I have a question, I can find the answer almost instantly,” says Cirne. “We’re putting the power of big data in everyone’s hands.”

New Relic Insights is already empowering nearly everyone within New Relic to ask ad hoc questions and get answers in milliseconds, from the CEO to the marketing operations manager, from engineers to business development.

# About New Relic

New Relic® is a software analytics company that makes sense of billions of data points about millions of applications in real time. Our comprehensive SaaS-based solution provides one powerful interface for web and native mobile applications and consolidates the performance monitoring data for any chosen technology in your environment. We have over 250,000 users that utilize our cloud solution to analyze more than 690 billion data points per day across more than 4 million application instances. When your brand and customer experience depend on the performance of modern software, New Relic provides insight into your overall environment. Learn more at <http://newrelic.com>.