


Redefining Observability: Observability 3.0

Observability, so
hot right now

Unfortunately,
observability is
pretty useless

How 2 OIIy

1. Collect GOB-SMACKING *buckets* of ✨ data ✨
2. Put it in a giant pile in the corner ~~corner~~ \$VENDOR
3. Never look at it
4. ???



Observability is a process through which one develops the ability to ask meaningful questions, get useful answers, and act effectively on what you learn.

– Hazel

ok wait hold on how did we get here, I was promised pillars and dashboards and SLOs
and sleep deprivation and sad feelings and stripped budgets and ...

Hazel's Survival Guide to Rolling Out Observability

Find a Non-Engineering Champion

My favorites are

- Marketing (feature flags!)
- Sales (usage numbers!)
- Security (security related alerts!)

One, Three, Five

- One command install
- Three⁺ stacks
- Five minutes

but Hazel, literally *nothing* in the industry accomplishes this

Perception >
Reality

One, Three, Five

Let's try that again

- One step opt-in
- Three⁺ advocates
- "Five" minutes



Y'all are talking about
Observability 3.0 and I'm still on
0.0.1-pre-release--BETA--do-
not-use+untested



– Most companies

Start From Zero

Start From Zero

- No, more zero

Start From Zero

- No, more zero
- Less than that

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- No, more zero
- Less than that
- Keep going

Start From Zero

- No, more zero
- Less than that
- Keep going
- Even *less* zero

Start From Zero

- No, more zero
- Less than that
- Keep going
- Even *less* zero
- Ya gotta *feel* the []

Start From Zero

- No, more zero
- Less than that
- Keep going
- Even *less* zero
- Ya gotta *feel* the []
- There ya go

Light It On Fire and Throw a Party

haha you're funny

No Really, Light It On Fire and Throw a Party

- Show ROI before
- Light it on fire
- +ROI of new system is now **way** easier to prove

Story time!

The hunt for a \$250,000+
line of yaml

The Dark Metric

Observability queries per
engineer per month

The Hard Part

Give them what they want,
not what they need.

The Climb to 2.0

Blind Truth vs False Clarity?

Observability Dirty Secret Culture > Data Store + Query Engine



You're paying what? 10-20% of your *entire* infrastructure budget for something that 5% of the organization is going to use, 10% of that 5% are going to be actually deeply competent in, and 10% of that 10% are going to be an expert in. That's the worst possible way to spend 20% of your budget.

– Hazel "yes-i-actually-quote-myself" Weakly

Cultural Pivot: Designing Telemetry Around Data Correlation

Cultural Pivot: Those who Build, Query

The Climb to 3.0

data "lake-house" architecture or whatever

Cultural Pivot: Value For Non-Engineering Functions

Cultural Pivot:
Observability \approx
Business Intelligence

Cultural Pivot: Company Strategy is Representable

Questions?

References and Resources

- <https://hazelweakly.me/blog/the-future-of-observability-observability-3-0/>
- <https://jeremymorrell.dev/blog/a-practitioners-guide-to-wide-events/>
- <https://hazelweakly.me/blog/the-four-evolutions-of-your-observability-journey/>
- <https://hazelweakly.me/blog/redefining-observability/>