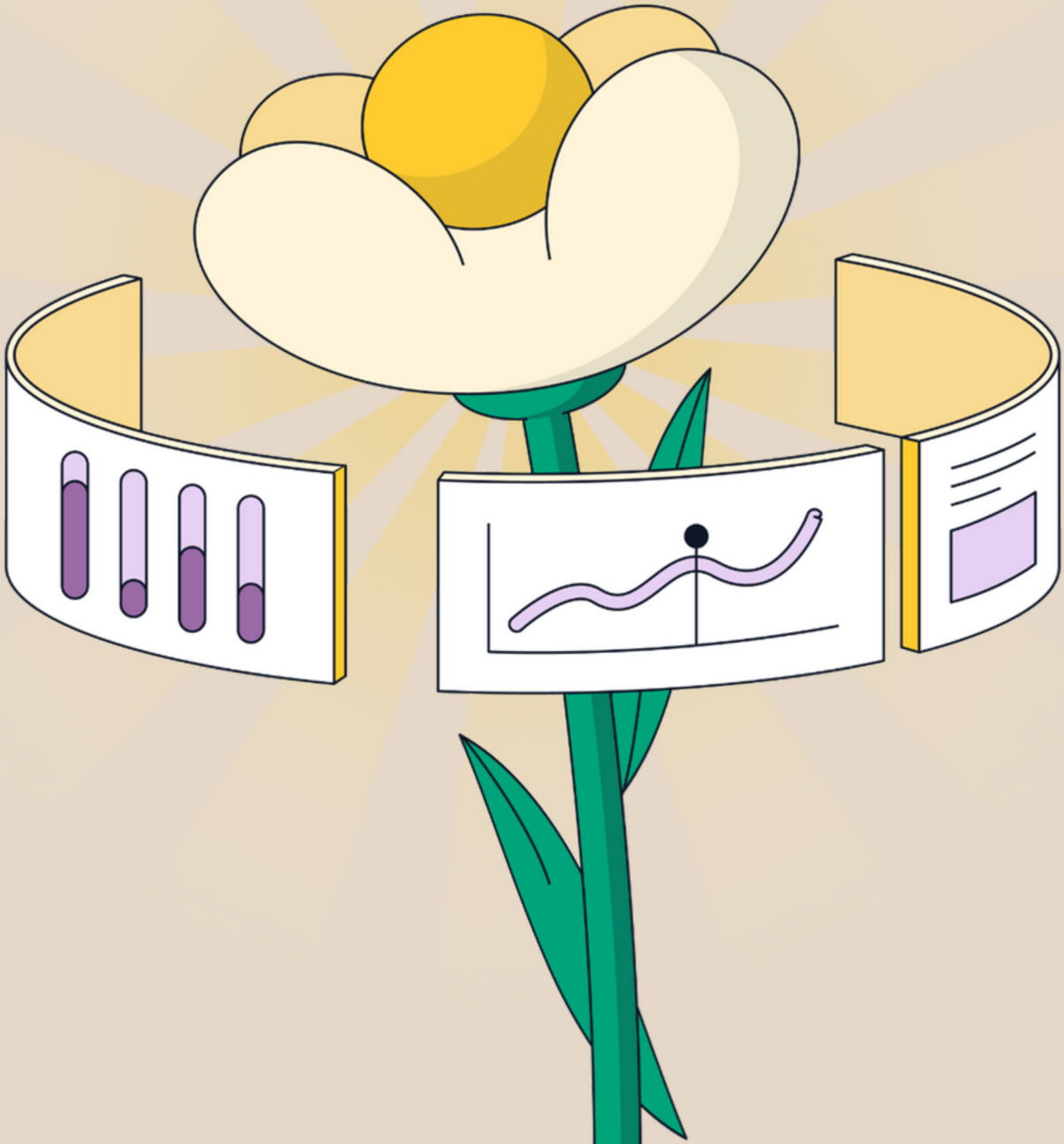
groundcover

BYOC OBSERVABILITY

A NEW STANDARD FOR MODERN DEVOPS TEAMS



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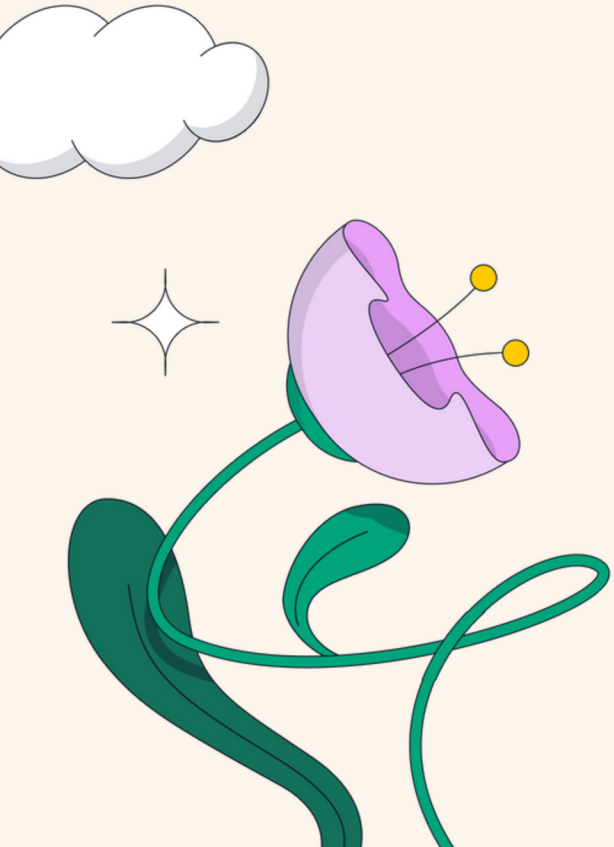

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BYOC Observability:

A New Standard for Modern DevOps Teams

> Legacy observability tools are increasingly ill-suited for the scale, speed, and complexity of modern cloud-native environments.

Why Legacy Observability Is Failing Modern Teams

Legacy observability tools, and the SaaS platforms that later emerged from them, were designed for a fundamentally different era of IT monitoring. While they played a pivotal role in the evolution of observability, they are increasingly ill-suited for the scale, speed, and complexity of modern cloud-native environments.

Today's DevOps teams face three recurring challenges with these legacy approaches:

- **Costs that punish growth:** Volume-based pricing models collapse under the weight of log-heavy workloads. This forces teams to either sample data, compromise on granularity, or constantly monitor usage to balance costs and operational effectiveness.
- **Compliance risks that erode trust:** Transmitting telemetry data to third parties creates compliance risks and erodes data ownership, making it harder to maintain complete, auditable records for mandated compliance reviews.
- **Operational drag that slows teams down:** Instead of solving problems, teams waste time and resources managing fragmented observability stacks. Incomplete data and constant cost monitoring add to frustration, fueling operational fatigue.

> Observability has become a data problem.

The truth is simple: observability has become a data problem. Logs without traces are noise. Metrics without context are guesswork. And SaaS vendors ration the very signals teams need most, turning observability into a budgeting exercise instead of a truth-finding one.

groundcover, part of the AWS Global Startup Program, was built to overcome these challenges head-on.

groundcover's BYOC Approach: The Future of Observability

groundcover's **Bring Your Own Cloud (BYOC) model** and its **eBPF-powered instrumentation** represent an architectural leap forward in observability, combining the ease of SaaS with the control of on-prem.

BYOC: Own Everything You See

With groundcover's BYOC model, data stays in your cloud, under your control, with predictable pricing. It enables all of your observability data, such as logs, infrastructure metrics, custom metrics, traces, Kubernetes events, and more, to remain within your cloud infrastructure at all times. This gives teams full data ownership without the burden of infrastructure maintenance, as groundcover manages the platform remotely.

groundcover also forgoes volume-based pricing, enabling teams to ingest 10x more data without worrying about financial penalties.

eBPF: Monitor Everything Without Friction

groundcover's eBPF auto-instrumentation offers Kernel-level hooks for logs, metrics, and traces that provide frictionless deployment and immediate visibility across infrastructure and applications—with zero code changes required.

This removes the complexity of manual instrumentation, enabling teams to troubleshoot faster, operate more efficiently, and optimize costs in real time.

This dual innovation closes gaps legacy tools can't address:

- Full-stack coverage without sampling or cost trade-offs
- Compliance-friendly data sovereignty (SOC2, HIPAA, GDPR)
- Zero vendor lock-in with full control of infrastructure and data

10x more data

groundcover forgoes volume-based pricing, enabling teams to ingest 10x more data without worrying about financial penalties.

> groundcover's eBPF-powered BYOC architecture empowers DevOps teams to achieve greater speed, clarity, and control.

Real-World Benefits for DevOps Teams

groundcover's eBPF-powered BYOC architecture empowers DevOps teams to achieve greater speed, clarity, and control in modern cloud-native environments.

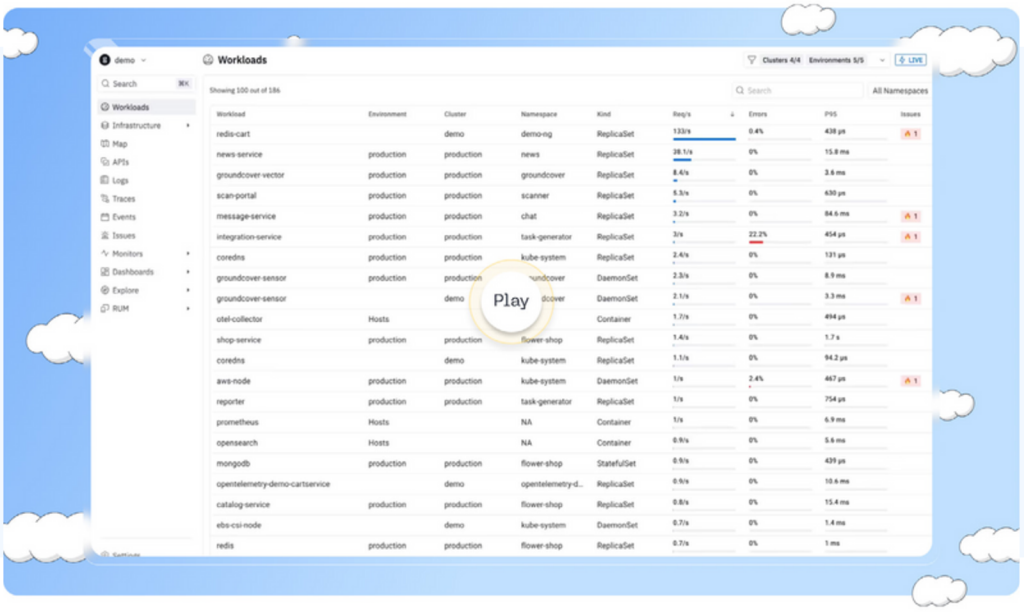
As a solution, it delivers tangible wins for both the technical and business sides of the organization.

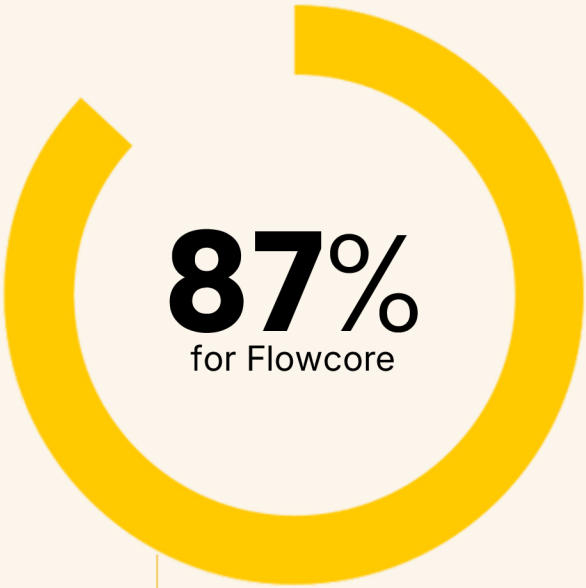
Technical benefits:

- Real-time, full-stack visibility across infrastructure and applications
- Unified "single pane of glass" for logs, infrastructure monitoring, and APM
- Freedom to utilize more logs without budget constraints
- Seamless compatibility with AWS-native tools like EKS

Business benefits:

- No ingest, retention, or egress fees
- Lower, predictable observability costs for easier budget planning
- Faster, more confident decision-making across teams





By moving from Datadog to groundcover, data management platform Flowcore cut observability costs by 87%

Customer Success Stories

Organizations worldwide have adopted groundcover to transform their observability strategy and unlock new levels of visibility and control.

Flowcore

By moving from Datadog to groundcover, data management platform Flowcore **cut observability costs by 87%** while escaping the constraints of legacy vendor lock-in. The change freed up dozens of developer hours each month, allowing the team to focus less on maintaining monitoring infrastructure and more on accelerating platform development and proactive optimization.

Nobl9

groundcover enabled SLO management tool provider Nobl9 to cut observability costs by 50%, replacing Datadog, Amazon Managed Prometheus, and other telemetry systems. On top of that, **it significantly increased log coverage and trace visibility** in testing environments. The seamless migration and improved debugging experience made full coverage across dev, test, and staging both feasible and cost-effective.

Solidus Labs

Crypto-native firm Solidus Labs replaced its fragmented observability stack with groundcover's unified, Kubernetes-native solution, consolidating logs, metrics, traces, and infrastructure data into **a single pane of glass**. This resulted in improved platform reliability, reduced maintenance overhead, and stronger alignment across the DevOps team for faster investigation and remediation.

What your teams' observability could look like with more data

See what's possible

Systems are changing. Software no longer just executes, it reasons and acts on its own. That shift requires observability that understands AI, and AI that makes observability usable.

Traditional observability shows when systems break. Modern teams also need visibility into how AI-driven workflows behave and make decisions in production.

groundcover brings both together, giving you deep, real-time insight into system health and performance, alongside the context needed to ensure AI workflows behave as expected.

Built on eBPF and a BYOC-based architecture, groundcover delivers unified, full-stack observability that scales effortlessly, keeps your data secure and compliant, and avoids runaway costs.

Book a groundcover demo today