Better observability enables Oneglint to expand user base 5x without increasing server capacity

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Artificial intelligence has become a game changer for the photography and videography industry, making not just editing or generating content easier but also revolutionizing how services like photo distribution are delivered. The demand for such tools and services is increasing across corporate and private events. This offers a tremendous opportunity for growth through new revenue streams for companies like Oneglint Media Solutions, a cutting-edge platform provider offering on-demand photography and videography services, complete with an end-to-end order-to-cash (O2C) system.

To expand its customer base (catering to photographers, event organizers, and corporate clients) and provide innovative services, Oneglint launched Memzo.ai, an AI-powered platform specializing in facial recognition for photo distribution. A tool that allows any individual to find their photos among a large set of photos by clicking a selfie and letting facial recognition find their photos instantly.

However, services like these generated large volumes of data and a larger client base meant higher traffic, which led to Oneglint experiencing a decline in throughput despite enhancements to resource and server capacities. With a variety of applications running at the backend, managing high volume, high traffic, and large data or media files, monitoring the platform's real-time performance and availability became imperative to deliver an uninterrupted and seamless customer experience.

"The complexity of our distributed deployment of applications compounded the challenge of monitoring the health of our systems and identifying the sources of any latency," said **Krishnamohan Chebrolu, Co-Founder & Director, Oneglint Media Solutions Pvt Ltd.** "We recognized the need for a more advanced and fully automated real-time observability platform, as our previous application performance monitoring (APM) solution fell short in addressing our requirements having limited analytical capabilities and unpredictable costs due to its usage-based pricing model," he added.

To address these challenges, after a thorough comparative analysis and a trial implementation, Oneglint chose [IBM Instana](#) as it provided in-depth insights with contextual data to deliver rapid identification and resolution of various issues, including SQL query bottlenecks, caching inefficiencies and redundant application programming interface (API) calls.

"IBM Instana has empowered us to make informed decisions and optimize resource allocation effectively. We now have access to key metrics such as process performance, API calls, latency, and error rates, enabling us to deliver exceptional customer experiences and drive sustainable growth," noted **Krishnamohan Chebrolu.**

Oneglint was able to achieve several key benefits using IBM Instana, across areas like:

- **Dependency Overview:** Clear and concise overview of dependencies across a network of 50+ services inside Memzo.ai, enabling quick issue identification and streamlined troubleshooting.

- **Change Detection:** Instana's change detection capabilities captured all modifications, upgrades, and restarts, along with their durations, providing insights into system stability and performance over time.

- **Incident and Issue Management:** Compilation of a comprehensive list of incidents, events, and issues, centralizing monitoring efforts and accelerating issue resolution.

- **Website and Mobile App Monitoring:** Instana's monitoring capabilities for websites and mobile apps offer detailed insights into JavaScript errors, user impact data, and statistics based on various filters, enabling targeted issue resolution and improved user experience.

- **Infrastructure Metrics:** The infrastructure overview offers key metrics like process performance, API calls, latency, and error rates, empowering us to make informed decisions and optimize resource allocation effectively.

- **Database Monitoring:** Facilitating efficient database performance optimization and bottleneck identification.

- **Automated Health Checks:** Instana's automated health checks provide early warnings before incidents occur, addressing potential issues preemptively.

Through this implementation, Oneglint can manage an increased customer base using their current infrastructure. This optimization led to a remarkable improvement, accommodating five times the number of global users without increasing server capacity. Having full-stack observability into their digital infrastructure and backed by insights from Instana, Oneglint can focus on future business growth by looking to introduce a host of new offerings such as Culling, Photo Editing, Album as a Service, and enhanced workflows for the photography ecosystem.

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