

# Faster Time to Confidence with Observability

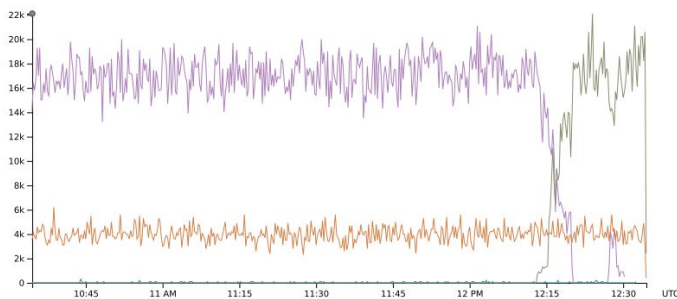
[Tapjoy](#) maximizes mobile engagement and monetization for leading advertisers and app developers. Their SDK is currently embedded in over 15,000 mobile apps and reaches over 520 million active users per month.

**The bottom line: With Honeycomb, Tapjoy brought the time it took to migrate endpoints from days down to hours or less, saving effort and money for both themselves and their high volume partners.**

Environment:	What they needed:
<ul style="list-style-type: none"> <li>• Monolithic Rails app</li> <li>• Many high-volume 3rd-party attribution partners</li> </ul>	<ul style="list-style-type: none"> <li>• Greater visibility into the migration process as it was happening</li> <li>• The ability to immediately investigate problems across high-cardinality fields such as unique customer app IDs attached to relevant events and metrics</li> </ul>

## Honeycomb @ Tapjoy

*The graph shows the cutover; a third party being migrated from one endpoint to another in one rollout*



**“We felt confident cutting over in much faster cycles, almost all at once, because we knew we'd see anything wrong immediately, in real-time—AND we'd be able to dig into it and find the root cause in minutes.”**

**-Dan Kleiman, Engineer at Tapjoy**

An example of immediate ROI is the time and labor Tapjoy saved when cutting over high-volume partner integrations to a new endpoint. These migrations were being done incrementally, moving a subset of the traffic over at a time to ensure visibility into the behavior immediately after the cutover. Before Honeycomb, these migrations could take days, with staff from Tapjoy and the partner organization on a phone bridge, closely watching. But with Honeycomb, they cut that 2-3 days to a few hours or less.

**“The speed with which I can figure out the source of a spike in 422 errors is amazing; I can ask 'is it a partner, is it an integration partner, is it a specific app that has a misconfigured SDK?' and get immediate results. So, so easy to do.”**

**“I feel 100% on top of the cutover the whole time.”**

Their partners are just as happy for the saved time on their end.