

How HelloFresh Developed a Recipe for Operational Success



INDUSTRY

Consumer Services

PRODUCTS

LM Envision

LM Logs

SOLUTIONS

- + Infrastructure Monitoring
- + Log Intelligence
- + Website Monitoring

CHALLENGES + RESULTS

- + Reactive monitoring with limited visibility across global infrastructure → Proactive monitoring with real-time visibility and intelligent alerting
- + Delayed issue detection impacting operations, revenue, and customer experience → Faster incident detection and resolution, minimizing downtime and disruptions
- + Lack of centralized reporting and transparency for stakeholders → Enhanced reporting and single-pane-of-glass dashboards for data-driven decisions
- + Complexity of scaling network performance across 100+ global facilities → Streamlined onboarding and consistent performance across new and existing locations

KEY OUTCOMES



Proactive monitoring and alerting capabilities to prevent downtime, production delays or incidents.



Immediate insight into enhanced network performance metrics to rapidly onboard new facilities, while ensuring consistent service quality.



Improved transparency and reporting capabilities to enable informed decisions and support ongoing success

HelloFresh: A CPG Leader Facing Rapid Global Expansion

HelloFresh is a pioneering, digital-native consumer packaged goods (CPG) company delivering nutritious meal experiences to millions of customers. Since 2011, the company's unwavering commitment to providing its customers with fresh, delicious, and nutritious meals has made it a popular choice for home cooks around the globe.

To deliver on this commitment, HelloFresh maintains over 100 facilities globally, including fulfillment centers, last mile locations, and corporate offices. These locations are all connected by a robust infrastructure—and supported by an IT fulfillment center team.

Led by associate director Glenn de Man, the IT fulfillment center team plays a pivotal role overseeing and managing internal network connections, cloud connectivity, and WiFi networks. Whenever HelloFresh expands its operations to new facilities, de Man's team works in close collaboration with internal teams and third-party vendors to establish strong connectivity across all critical hardware and devices. This strategic approach to network management and connectivity is instrumental in maintaining operational efficiency and ensuring the smooth exchange of data within the organization.

CHALLENGE: MAINTAINING GLOBAL NETWORK PERFORMANCE

As HelloFresh's global operations expanded, it became increasingly difficult to maintain the reliability and performance of critical network connections. The company's previous monitoring solutions, Zabbix and Solarwinds, forced HelloFresh to adopt a reactive approach to identifying issues and left de Man's team dependent on customers and internal employees notifying them of issues.

This delayed discovery and resolution of outages meant that HelloFresh was at risk of serious, negative impacts on business operations and revenue.

Before implementing LogicMonitor, the downtime associated with a network outage could:

- **Disrupt communication from vendors**, creating knock-on effects across the ingredient supply chain and fulfillment services
- **Lead to order mix-ups**, including missing or incorrect ingredients and recipes, ultimately degrading HelloFresh's standing in the eyes of consumers
- **Create revenue loss** in the form of canceled subscriptions or necessary refunds to customers whose service was interrupted

On top of this, the Zabbix / Solarwinds system didn't support fully transparent monitoring with straightforward dashboards and reports. This made it harder for de Man's team to share key updates with stakeholders . . . or quantifiably illustrate the results of their consistent efforts when operations were running smoothly.

Why HelloFresh Chose LogicMonitor

HelloFresh needed a solution that would allow them to:

- Proactively monitor for network degradation
- Quickly act on issues before complete downtime could occur
- Easily view the status of all network connections and devices through dashboard acting as a single pane of glass

“The biggest thing for me is the transparency about network performance. Not only uptime, but how much traffic there is on certain devices.”

Glenn de Man, Associate Director
HelloFresh IT Fulfillment Center

After evaluating various options, HelloFresh chose LogicMonitor to be their powerful and reliable ally in maintaining global network performance. HelloFresh chose LogicMonitor because of its:

- **United observability platform** — enabling HelloFresh to pinpoint the exact location and source of an issue within their vast network
- **Intelligent alerts** — keeping de Man's team aware of potential issues before they can become complete system outages
- **Smart reporting mechanisms** — making it easy for de Man to share important metrics with key stakeholders and leaders across HelloFresh

The Immediate Impact of LogicMonitor

After deploying LogicMonitor, HelloFresh saw immediate, impactful improvements like:

- **Better bandwidth utilization** — with the ability to choose where and how to allocate network resources within defined limits
- **Reduced volume of lower-priority notifications** — making it easier for de Man's team to spot and act on critical alerts
- **Vertical alerting** — for easier management of devices spread across multiple countries

“With LogicMonitor, vertical alerting is important since we are responsible for around 100 locations and cannot monitor them manually”

Glenn de Man, Associate Director
HelloFresh IT Fulfillment Center

KEY BENEFITS OF LOGICMONITOR ENVISION FOR HELLOFRESH

With LogicMonitor, HelloFresh can maintain their commitment to data-driven decision-making. LogicMonitor Envision provides transparency across all network systems, eliminating discrepancies and helping the company see benefits like:

- **Reduction in critical alerts** > minimizing high-priority issues down to one per quarter, on average, with better triaging and alert prioritization tools

- **Smoother global expansion** > including a highly network-connected, automated facility in Germany
- **Full control over infrastructure** > through robust monitoring and single pane of glass dashboards accessible to key stakeholders



What's next for HelloFresh?

Looking forward, HelloFresh plans to continue swiftly onboarding new facilities while ensuring consistent service quality. With LogicMonitor Envision embedded across all systems, de Man's team can:

- **Onboard new locations with ease** — while remaining aware of any network issues that may arise anywhere in the world
- **Continue to make data-driven decisions** — with the support of clear, quantifiable data from LogicMonitor's observability platform
- **Further optimize customer service** — with continual uptime that keeps order sourcing correct and communications flowing easily in both directions

Ultimately, LogicMonitor has enabled HelloFresh to take control of its infrastructure, allowing it to grow, adapt, and continue providing excellent service—and nutrition—to customers around the globe. HelloFresh's journey continues to show the profound impact that a robust monitoring system can have on an international organization's ability to deliver outstanding service and drive growth in an ever-competitive market.

ABOUT HELLOFRESH

HelloFresh is a pioneering force dedicated to providing convenient and nutritious meal experiences to millions of customers worldwide. As a digital-native CPG company since 2011, HelloFresh operates with an unwavering commitment to providing its customers with fresh, delicious, and nutritious meals. To fulfill this promise, HelloFresh relies on a robust infrastructure across over 100 facilities globally to ensure their fresh and high-quality ingredients and easy-to-follow recipes end up on their customers' doorsteps.

ABOUT LOGICMONITOR

LogicMonitor® is the AI-first platform for Autonomous IT, enabling enterprises to operate complex digital systems with greater resilience, efficiency, and confidence. By unifying visibility from user to code across infrastructure, cloud, Internet, and digital experience, LogicMonitor delivers the intelligence required to anticipate issues, eliminate blind spots, and take action automatically. Powered by Edwin AI, LogicMonitor helps IT and business leaders reduce operational toil, protect revenue, and accelerate innovation in an increasingly complex digital world. For more information, visit www.logicmonitor.com and [our blog](#), or follow us on [LinkedIn](#), [X](#), [Facebook](#), and [YouTube](#).



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