

How Box Improved API Observability and Customer Experience With LogicMonitor's Catchpoint



INDUSTRY

SaaS

PRODUCTS

Synthetic Monitoring

SOLUTIONS

- + Synthetic monitoring
- + Global location-based testing
- + Custom dashboards
- + Custom alerts

SUCCESS BY METRICS

- + Improved API success rates
- + Earlier detection of customer-facing degradation
- + Improved API and website visibility
- + Faster investigation using independent performance data

KEY OUTCOMES



Improved customer experience across web applications and APIs



Stronger API reliability



Faster issue investigation



Better visibility into customer-facing performance

Box: A Cloud Content Leader In Need of API Clarity

Box, a leader in cloud content management, delivers its platform through web applications, partner integrations such as Microsoft and Google, and application programming interfaces (APIs).

Supporting customers across web applications, partner integrations, and APIs requires visibility into every experience users depend on. For Box, gaining that visibility across customer-facing APIs became essential to maintaining reliable digital experiences.



[It's] table stakes to understand the customer experience."

Dan Dennhardt,
Senior Product Manager, Box

CHALLENGE: GAINING VISIBILITY INTO API CUSTOMER EXPERIENCES

In 2018, Box experienced broad service issues. While investigating the incident, the team realized its internal understanding of the issue didn't always align with what customers experienced via API integrations.

"We had a good handle on the experience with our web app but were in the dark when it came to what customers experienced on the other end of API integrations," said Dan Dennhardt, senior product manager at Box. "To better understand and serve our API customers, we needed a more accurate representation of their experiences."

Why Box Chose Catchpoint

Following the 2018 incident, Box evaluated active observability solutions that could provide a clearer view of API performance from the customer's perspective.

Box evaluated solutions that could:

- Better understand customer experiences
- Share consistent performance data to support internal decision-making
- Monitor performance from a broad global network

"Our primary data center presence is in the western U.S.," said Dennhardt. "While our network footprint is worldwide, it's less complete than Catchpoint's."

After evaluating multiple options, Box selected Catchpoint because it could:

- Visualize performance data without exporting it to third-party tools like Excel
- Provide visibility from a broad global network of observability nodes
- Provide an independent point of comparison between internal Box metrics and customer reports



Catchpoint gives us a direct signal of what might be happening outside of our network so we no longer need to draw inferences around scenarios like a lower throughput of requests."

Dan Dennhardt,
Senior Product Manager, Box

RESULTS: EARLIER VISIBILITY INTO API PERFORMANCE

After deploying Catchpoint, Box improved its ability to understand, investigate, and validate customer-facing API performance. The platform helped teams detect potential issues earlier, validate customer reports more quickly, and gain greater confidence in operational decision-making.

Early benefits included:

- Earlier visibility into potential service issues, helping the team validate internal findings and investigate customer reports more quickly
- Improved root cause identification by helping the network operations center (NOC) distinguish temporary throughput fluctuations from true infrastructure issues
- More detailed insight into website and API health through synthetic testing, helping the team maintain reliable customer experiences

How Box Uses Catchpoint

"We handle three to five billion public API calls per day, and it's growing quickly. It can be tough finding an answer in that mountain of data," said Dennhardt. "We fire Catchpoint tests for a few days and compare the results to our broader set of data, which allows us to identify problems and discover new insights."

Comparing Catchpoint results with Box's internal telemetry helps engineers investigate issues more efficiently and uncover trends hidden within billions of API calls.

Across the organization, Catchpoint also supports several operational workflows:

- The NOC team analyzes API success and failure rates to identify trends and make ongoing improvements
- Site reliability engineers run existing tests in Catchpoint for Box's critical login flow
- Other engineering teams compare network routing providers using Catchpoint data to help validate infrastructure investments

"Catchpoint wasn't the sole reason for [improvements in API success rates], but it was a meaningful factor in making the case to invest more in reliability and availability," said Dennhardt. "[It] provides an objective measure that our investment is paying off."

WHAT'S NEXT

With Catchpoint established across its operations, Box plans to expand standardized synthetic monitoring practices across engineering teams while giving more users access to customer experience data.

"We operate under the 'you build it, you run it' principle, so each API team will be running their own synthetic tests for their area of responsibility," said Dennhardt. "We'll standardize operational dashboards across teams so they can easily compare internal and synthetic

Why This Matters for SaaS Organizations

Box's experience demonstrates how active observability helps SaaS organizations understand customer experiences beyond their own infrastructure. Independent visibility into API performance enables teams to investigate issues faster, validate internal findings, and make more informed reliability investments.

Organizations with API-driven services can:



Reduce service disruptions



Improve visibility across web applications and APIs



Support growth while helping teams respond to issues efficiently

Organizations that invest in independent internet observability can better understand customer experiences, strengthen service reliability, and scale API-driven services with greater confidence.

ABOUT BOX

Box is an Intelligent Content Management platform that enables organizations to securely manage, share, and collaborate on content while accelerating work with AI. Its platform helps enterprises automate workflows, extract insights from unstructured data, and deliver secure content experiences across their business. For more information, visit box.com/ai.

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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