LogicMonitor

CASE STUDY

How Honeywell Uncovered a 95% Content Delivery Failure and Improved Digital Performance

Honeywell

INDUSTRY

Aerospace and Engineering

PRODUCTS

Dedicated Orchestra
Synthetic Monitoring
Enterprise Nodes
Real User Monitoring (RUM)

SOLUTIONS

+ Digital experience monitoring
+ Real User Monitoring
+ Synthetic monitoring
+ Content delivery optimization
+ 24/7 observability

SUCCESS BY METRICS

+ Identified a 95% content delivery failure rate
+ Outperformed more than 20 other Honeywell web properties worldwide in revenue generation within two months of performance improvements
+ Accelerated identification and remediation of content delivery issues

KEY OUTCOMES



Identified critical content delivery failures



Made architectural and code changes based on performance data



Improved visibility into customer digital experiences



Strengthened performance across digital properties



Connected performance improvements to measurable revenue results

Honeywell Needed to See What Its Customers Were Experiencing

Honeywell is a global leader in aerospace, engineering, and industrial technologies, serving customers across industries including life sciences, energy, chemicals, oil and gas, and aerospace.

As digital engagement became more important to customer acquisition and revenue growth, Honeywell needed to understand what people were experiencing when they visited its websites and digital services.

Internal system health could only tell part of the story. Honeywell needed to see performance from the customer's perspective so its teams could find where content delivery was failing, understand why, and determine what to change.

Internal System Health Was Only Part of the Picture

Across a global digital footprint, a problem affecting customers in one location may not be apparent from inside the organization.

Honeywell needed visibility across network performance, application delivery, and customer experience. Its teams needed enough detail to identify where content delivery was breaking down and trace the problem back to its source.

The company needed a solution that could:

- Observe customer experiences during active transactions
- Identify performance issues affecting content delivery
- Provide visibility across multiple layers of the IT environment
- Help teams isolate root causes faster
- Support consistent digital experiences across global web properties

The challenge was not collecting more performance data. Honeywell needed to see the experience its customers were having.

HONEYWELL GAINED AN OUTSIDE-IN VIEW OF DIGITAL PERFORMANCE

After evaluating multiple options, Honeywell selected LogicMonitor Internet Performance Monitoring (IPM).

Dedicated Orchestra, Synthetic Monitoring, Enterprise Nodes, and Real User Monitoring (RUM) gave Honeywell insight from synthetic tests and real user activity.

Honeywell could now examine website and content delivery performance from the customer's perspective. Its teams could identify failures affecting end users, investigate the cause, and determine where remediation was needed.

That new view exposed a problem Honeywell could act on.

THAT NEW VIEW EXPOSED A 95% CONTENT DELIVERY FAILURE RATE

LogicMonitor IPM revealed a 95% content delivery failure rate across portions of Honeywell's digital experience.

Honeywell now had a specific problem to investigate.

Instead of piecing the issue together from separate performance signals, teams could see where content delivery was failing and work back toward the cause. Honeywell used those findings to make architectural and code changes to improve delivery performance.

What happened next showed why the issue mattered beyond IT.

Within Two Months, One Website Outperformed More Than 20 Others

One aerospace-focused sales website became the clearest example.

After Honeywell improved the site's architecture and content delivery, the website outperformed more than 20 other Honeywell web properties worldwide in revenue generation within two months.

The sequence gives the story its business significance. Honeywell identified a severe content delivery problem, investigated the cause, made targeted changes, and then saw one affected digital property rise above more than 20 others in revenue generation.

Paul Fries, Honeywell monitoring leader, described the business case this way:

> "This proved to be the easiest business case that I've ever made to the Honeywell executive team. [LogicMonitor IPM] paid for itself during the proof of concept period before we even signed up as an official customer. That was a game changer for us, a real eye-opener."
>
> **Paul Fries,** *Honeywell Monitoring Leader*

Honeywell Turned One Discovery Into an Ongoing View of Digital Performance

The 95% failure rate gave Honeywell a concrete example of what its previous view of performance had not exposed.

Honeywell continues to use monitoring, testing, and observability capabilities to evaluate digital performance. Its teams can investigate root causes, improve content delivery, and understand problems from the perspective of people using Honeywell's digital properties.

That is the operational change at the center of the story: Honeywell can look beyond internal system health and see what customers are experiencing before deciding where to act.

WHAT CHANGED FOR HONEYWELL



Real User Visibility
Honeywell can see how customers experience its websites and applications.



Content Delivery Visibility
Teams can identify where content delivery is failing and investigate the cause.



Continuous Observability
Ongoing monitoring and testing provide a consistent view of digital performance.



Faster Root-Cause Analysis
Teams can isolate performance bottlenecks and focus remediation on the source.



Global Performance Intelligence
Honeywell can evaluate distributed digital properties using synthetic and real user data.

Internal Health and Customer Experience Don't Always Tell the Same Story

A digital property can appear healthy internally while customers experience something different. Infrastructure providers, delivery paths, third-party services, and network conditions can all affect performance.

Honeywell's experience puts a number behind that blind spot: 95% content delivery failure across portions of its digital experience.

Once Honeywell could see the problem, its teams could investigate the cause and make targeted changes. Within two months, one aerospace-focused sales website outperformed more than 20 other Honeywell web properties worldwide in revenue generation.

For IT teams responsible for digital experience, the lesson is concrete: knowing that infrastructure is running is different from knowing what customers are experiencing.

ABOUT HONEYWELL

Honeywell is a global technology and industrial company that helps organizations solve complex challenges in automation, aviation, energy transition, and industrial operations. Through its Aerospace Technologies, Industrial Automation, Building Automation, and advanced software solutions, Honeywell helps businesses improve efficiency, productivity, safety, and sustainability. Serving customers around the world, Honeywell combines industry expertise with innovative technologies to create smarter, safer, and more connected operations.

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.



See how outside-in visibility can uncover digital experience issues that internal monitoring may miss.

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