LogicMonitor

CASE STUDY

How iSeatz Uses Performance Monitoring to Protect Customer Experiences

iSeatz

INDUSTRY

SaaS

PRODUCTS

Internet Performance Monitoring
Real User Monitoring (RUM)

SOLUTIONS

+ Testing to the edge
+ User experience monitoring
+ Customizable dashboards and reporting

SUCCESS BY METRICS

+ Improved system uptime
+ Easier SLA compliance
+ Better support for client brands

KEY OUTCOMES



Faster identification of vendor and partner issues



More context for troubleshooting



Better visibility into customer performance

iSeatz Connects Loyalty Rewards to Everyday Experiences

iSeatz is a loyalty technology company that integrates travel and lifestyle bookings into rewards programs for global brands. Through the iSeatz Oneview Platform, brands can give loyal customers more ways to use accrued rewards points, combined with cash, for flights, hotels, rental cars, tours, food delivery, and other experiences.

More than $4 billion in cash and 180 billion loyalty points are processed through the iSeatz platform annually. iSeatz supports brands across travel, hospitality, and financial services, including American Express, IHG Hotels & Resorts, and Wyndham Hotels & Resorts. With that activity flowing through client, supplier, and third-party systems, iSeatz needs to know what is happening when a customer encounters a problem.

For the end user, the source of the issue doesn't matter. The brand they trust is the one they see when something doesn't work.

> Consumers expect an experience on our platform that's the same caliber as transacting directly with these brands. If a brand's reward members can't complete an activity via our platform, they lose trust in the brand. So we must do everything we can to maintain that trust on behalf of our clients."
>
> **Idan Warshawski,** *Vice President of Cloud Operations and Information Security, iSeatz*

FINDING THE SOURCE OF AN ISSUE WAS THE FIRST HURDLE

Because iSeatz connects to many client and third-party systems, an access or redemption problem could originate with a brand partner, a supplier such as a rental car agency, or iSeatz itself.

Before LogicMonitor, iSeatz could see uptime information, but it didn't have the same level of active observability into the problem's origin. The team often had to investigate after an issue surfaced to determine whether the source was within iSeatz or elsewhere in the delivery path.

"We integrate with partners, suppliers, and vendors. When a higher failure rate or latency originates from one of them, we want to catch it, escalate it, and resolve it as soon as possible," said Warshawski. "We needed a tool that provided enough information and capabilities for us to quickly debug issues."

iSeatz Gains a Clearer View of Customer Performance

iSeatz first began exploring LogicMonitor Internet Performance Monitoring (IPM) after a supplier recommended the platform. The team found that LogicMonitor IPM was well-suited for their cloud environment, as it could monitor performance issues across different regions, partners, suppliers, and internal systems.

The team uses LogicMonitor IPM for:

- **Rapid testing:** Run and investigate tests across regions without waiting for testers to report their experience
- **Synthetic testing alerts:** Receive notifications when a synthetic test detects a problem instead of manually recreating every issue
- **Content delivery network (CDN) validation:** Evaluate CDN performance in the regions where users access the platform
- **Data integration:** Pull LogicMonitor IPM data into other operational systems to add context during investigation

For iSeatz, the data gives engineers a way to understand how a change affects the experience all the way through to the user.

> We believe each engineer has a responsibility for understanding how their changes impact our platform. With [LogicMonitor] IPM, they can conduct spot tests and understand the impact from the development cycle all the way to users. I like that [LogicMonitor] IPM allows us to add monitoring layers and understand how users are experiencing our platform."
>
> **Idan Warshawski,** *Vice President of Cloud Operations and Information Security, iSeatz*

TESTING CLOSER TO THE CUSTOMER ADDS USEFUL CONTEXT

LogicMonitor IPM allows iSeatz to deploy monitoring nodes at different locations and evaluate performance closer to its customers.

The team can also use synthetic testing to receive alerts when tests fail and Real User Monitoring (RUM) to evaluate performance across different scenarios and edge cases.

That gives iSeatz multiple ways to investigate an issue rather than relying on a single view of system availability.

TRACING A REQUEST HELPS NARROW DOWN THE PROBLEM

One of the clearest changes for iSeatz is the ability to connect LogicMonitor IPM performance data with other monitoring and logging systems.

LogicMonitor IPM's waterfall includes a token that iSeatz can use to trace a request into its logs and other monitoring tools.

That gives the team more information to determine whether a problem lies within iSeatz or with a partner or vendor, and to notify partners when latency issues originate outside iSeatz's environment.

Better Visibility Gives iSeatz a Clearer Path From Issue to Action

iSeatz's experience with LogicMonitor IPM shows how internet and digital performance monitoring can complement internal operational data. The team can build a clearer picture of what users are experiencing and where a problem begins.

The waterfall provides a token that allows us to dig into our logs and other monitoring tools to trace a request from start to finish. We lacked this capability before but can now easily troubleshoot every failure." Idan Warshawski, Vice President of Cloud Operations and Information Security, iSeatz

For iSeatz, that means less guesswork when an access, redemption, latency, or availability issue occurs. The team can investigate the experience, trace the request, identify where the problem sits, and take the next step with more context and quicker resolutions.

> [LogicMonitor IPM] is a robust tool providing significant monitoring capabilities out of the box. Combine this with the impressive support the company gives us, and it's an investment that delivers great returns."
>
> **Idan Warshawski,** *Vice President of Cloud Operations and Information Security, iSeatz*

ABOUT ISEATZ

iSeatz drives enduring brand loyalty through exceptional, connected experiences. Our digital commerce and loyalty tech solutions enable travel and lifestyle bookings, driving engagement and customer lifetime value. Our clients represent the best in travel, hospitality, and financial services, including American Express, IHG Hotels & Resorts, and Wyndham Hotels & Resorts. Backed by proven deliverability, reliable advanced analytics, and travel lifecycle expertise, iSeatz sets the bar for a superb journey from the very first search. Learn more at iSeatz.com.

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 LogicMonitor Can Help You Get Ahead of Performance Issues

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