LogicMonitor

CASE STUDY

How Team Internet Improved Visibility Across AWS with LogicMonitor Digital Experience

team internet.

INDUSTRY

Internet Services

PRODUCTS

LogicMonitor Digital Experience

SOLUTIONS

+ Internet performance monitoring
+ Network insights
+ SSL testing
+ OpsGenie integration

SUCCESS BY METRICS

+ Eliminated six-figure losses due to outages
+ Increased testing to every five to 10 seconds
+ Reduced risk of DDoS-related disruption

KEY OUTCOMES



Visibility across AWS-hosted servers and external dependencies



Improved service availability



Better reachability and routing insight



Support for future global data center expansion

How Team Internet Improved Visibility Across AWS with Internet Performance Monitoring

Every month, more than two million users rely on Team Internet's services for online marketing, online presence, and more. ParkingCrew, the company's domain parking platform, handles more than 5,000 page requests per second, while TONIC, a marketing monetization platform, processes up to 40,000 requests per second.

With a single day of downtime potentially leading to six-figure losses, Team Internet needed a better way to protect availability at scale without adding unnecessary operational overhead. The team's goal was simple: keep services available, understand issues faster, and continue automating wherever possible.

"Being down a single day easily leads to a six-figure loss for us," said Andreas Lunz, Head of Technology at Team Internet.

Team Internet Needed Better Visibility Across AWS

Initially, Team Internet ran its services from a data center in Munich, Germany. To reduce the risk of downtime that could create significant financial losses, the company opened a second data center in Canada. Amazon Web Services (AWS) served as the load balancer between the two centers.

That added flexibility, but it also created more complexity. Team Internet began seeing more distributed denial-of-service (DDoS) attacks, which could knock out all traffic for up to 20 minutes at a time.

The team needed high-grade monitoring that would help answer a few critical questions quickly:

- Was the issue tied to a BGP announcement?
- Was routing the problem?
- Was DNS involved?
- Was something else affecting reachability or availability?

"We wanted to understand what was going on. We knew we needed high-grade monitoring that gave better insight into issues beyond our network, including DDoS attacks and other potential issues," said Lunz.

WHY TEAM INTERNET CHOSE DIGITAL EXPERIENCE

Team Internet decided not to build a monitoring platform in-house. For a lean team, that would have pulled focus away from the core business and added more operational burden.

Instead, the company looked for an out-of-the-box internet performance monitoring platform that could combine BGP monitoring with DNS and. The goal was to close a major visibility gap and give the team a more complete view of internet performance across its architecture.

After evaluating various options, Team Internet selected the technology now offered through LogicMonitor Digital Experience because of its ability to monitor a wide range of widely distributed architectural components, including:

- BGP routes
- Internet service providers (ISPs)
- Wireless networks
- Cloud services
- External dependencies that could affect reachability and availability

> "[LogicMonitor Digital Experience] gives us confidence about what is happening with both our internal systems on external servers, so we can proactively ensure availability and reachability."
>
> **Andreas Lunz,** *Head of Technology, Team Internet*

TEAM INTERNET IMPROVED REACHABILITY INSIGHT ALMOST IMMEDIATELY

After deploying the technology now offered through LogicMonitor Digital Experience, Team Internet gained a clearer view into situations it had previously been blind to. One example was a case in which a U.K. provider could not reach the company due to a BGP announcement issue.

That kind of detail mattered. Before adopting the technology now offered through LogicMonitor Digital Experience, the team lacked sufficient reachability insight to confidently determine whether an incident originated from BGP, routing, or another external issue. Now, the team could investigate with far greater precision rather than relying on partners' assumptions.

"We were never able to monitor reachability in this detail before using [LogicMonitor Digital Experience]. Now we can figure out whether an issue is related to a BGP announcement, routing, or something else instead of blindly trusting our partners that everything is working as it should," said Lunz.

TEAM INTERNET TRANSFORMED THEIR MONITORING AND RESPONSE

With LogicMonitor Digital Experience capabilities in place, Team Internet gained a more practical way to monitor and act on issues across its environment.

The team could check network conditions every five to 10 seconds, giving it earlier visibility into changes that might signal a developing issue.

SSL testing via Network Insights also helped Team Internet terminate SSL and reduce CPU calculations on data center servers, including those hosted by AWS.

With the OpsGenie integration, on-call staff was alerted only to critical issues after hours, helping the team stay focused on the problems that mattered most.

> We're aware of the issues before anyone else. This will help us deliver a new level of service and prevent huge losses due to issues that happen outside of our network."
>
> **Andreas Lunz,** *Head of Technology, Team Internet*

TEAM INTERNET IMPROVED CONTROL OVER DATA CENTER MANAGEMENT

Before adopting the technology now offered through LogicMonitor Digital Experience, Team Internet struggled to avoid outages and gain visibility into third-party components across its architecture. Today, the company has a clearer end-to-end view of operations, which has improved service availability and given the team more control over how it responds to issues..

That visibility also made the company better at working with partners. Instead of reacting after the fact, Team Internet can now identify and locate issues, explain where they are occurring, and share that information so partners can take action faster.

"We can't fix issues in networks beyond our control, but we can see them and tell our partners so they can proactively plan accordingly," said Lunz. "We can recognize and locate issues and the networks where they're occurring, and keep our partners up to date. We can even spot potential issues in advance, such as by seeing rising latency in a region."

That shift matters because it gives Team Internet a stronger operating model: monitor earlier, diagnose faster, and make better decisions with clearer data.

What's Next for Team Internet

With LogicMonitor Digital Experience capabilities embedded in its operations, Team Internet is looking for new ways to expand its data center footprint. The company is already using insights to optimize name servers and improve DNS response times, and it plans to apply the same approach to edge servers to move even closer to users.

"We are already using the insights to optimize our name servers and increase DNS responses. We'll do the same with our edge servers to move even closer to users," said Lunz. "We can detect latency issues and make informed decisions about setting up data centers in new regions. The data empowers the business intelligence team to make smart decisions about where we should deploy new data centers to expand revenue."

ABOUT TEAM INTERNET

Headquartered in Munich, Germany, Team Internet AG is a pioneer in the direct navigation search market and the proud parent of two exceptional products: ParkingCrew and TONIC. Through innovation, technological leadership, and a commitment to their Core Values, the company builds products they're proud of, empowers teams to master cutting-edge technologies, and pushes the boundaries of possibility

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 Helps Organizations Deliver Reliable Digital Experiences

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