

CASE STUDY

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# Vodafone Dials up Business Insights with Cribl Stream™



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Vodafone is a mobile telecommunications company offering voice, messaging, and data services. The Vodafone Intelligent Solutions (Tech\_VOIS) Autonomics and Analytics Domain team generates insights that support powerful business decisions.

As you might imagine, working with data at Vodafone is a big deal. The data engineering team at Vodafone Intelligent Solutions (Tech\_VOIS) maintains an Analytics and Autonomics Center of Excellence (COE) which is responsible for all the operational data flowing at Vodafone: application, infrastructure, and services. Engineering Lead Mina Yacoub and his team at the Tech\_VOIS COE leverage Cribl Stream to support this work end-to-end, from ingestion through preparation, scrubbing, and delivery of the data as a service to their internal customers.



## HIGHLIGHTS

Using Cribl Stream, Vodafone has expanded and accelerated the capabilities of their data operations team.

New data sources are onboarded more quickly, more easily, and with greater control with Stream.

The team at Vodafone have greater visibility into their data infrastructure and can confidently make the best choices for the business with Cribl Stream and Edge.

## Give Your Customers Their Data, Their Way

Before data arrives into the operational analytics platform, the VOIS data engineering team uses Stream to prune unneeded duplicates as well as clone designated sources to route to low-cost storage for longer-term safekeeping, or restructure for a different team's use case.

*"We use Stream to apply multiple use cases related to routing, deduplication, parsing, and restructuring the data that is coming in. My customers are looking to have their data in a specific structure for their dashboard; to add useful context and remove useless data."*

—Amr Magdy, Senior Data Engineer

With Stream in their toolbox, the Tech\_VOIS data engineering team are able to deliver a higher level of service and greater value to their internal customers worldwide.

*"Stream has really expanded the capabilities of the team, across troubleshooting, operations, incident response, and SLA."*

—Amr Magdy, Senior Data Engineer

“BASED ON OUR EXTENSIVE EXPERIENCE WITH CRIBL STREAM AND EARLY EXPERIENCE WITH CRIBL EDGE, WE ARE SERIOUSLY INVESTIGATING THE POTENTIAL FOR CRIBL TO ENABLE OUR VISION FOR A DEMOCRATIZED, ENTERPRISE-WIDE OBSERVABILITY PIPELINE.”

– LUKE BRADLEY, CHIEF ARCHITECT, TECH\_VOIS ENGINEERING & TRANSFORMATION

## Onboard It All, Fast

With pre-created design patterns and rulesets available to their customers, the data onboarding headaches of the past are gone. As a result of the aforementioned expanded capabilities offered by Stream, Yacoub's team has simplified and accelerated the onboarding process for new data sources at Vodafone without compromising data quality or losing control over cost or security.

*“I can provide a full data platform to customers, give them free rein, but I still have control; I can provide best practices as plug and play.”*

—Mina Yacoub, Autonomics and Analytics Engineering Lead

Team morale is high, and they're excited to be meeting Vodafone's data challenges head on.

*“I could talk for hours about the benefits, time savings, and flexibility that Cribl Stream has given us.”* —Amr Magdy, Senior Data Engineer

## Achieve Observability Into Your Data Pipeline

Moving fast isn't a good idea unless you can see where you're going. With Stream, the Tech\_VOIS data engineering team has full visibility into what's happening in any part of their data infrastructure and can use that information to make the best choices for the business.

*“I can now intercept every single event to see exactly what the structure looks like, extract whatever I need, check every single piece of that event and pass it, encrypt it easily. It's powerful. Stream makes everything easy; whatever we need to do, we can do.”*

—Mohamed Khalil, Technical Data Architect

If there's an issue, the Stream UI offers fast and thorough troubleshooting tools, allowing them to check across routes, sources, and pipelines in a matter of seconds.

*“I can now intercept every single event to see exactly what the structure looks like, extract whatever I need, check every single piece of that event and pass it, encrypt it easily. It's powerful. Stream makes everything easy; whatever we need to do, we can do.”*

—Mohamed Khalil, Technical Data Architect

As Vodafone looks to the future, Cribl is becoming a core part of the organization's observability journey to transform the business, delivering rapid data onboarding and greater agility to all aspects of the enterprise.

Find out how your business can implement an observability pipeline to route, restructure, and enrich data in flight while cutting costs and simplifying operations. Get Stream, and take control of your data.

## ABOUT CRIBL

Cribl makes open observability a reality for today's tech professionals. The Cribl product suite defies data gravity with radical levels of choice and control. Wherever the data comes from, wherever it needs to go, Cribl delivers the freedom and flexibility to make choices, not compromises. It's enterprise software that doesn't suck, enables tech professionals to do what they need to do, and gives them the ability to say “Yes.” With Cribl, companies have the power to control their data, get more out of existing investments, and shape the observability future. Founded in 2017, Cribl is a remote-first company with an office in San Francisco, CA. For more information, visit [www.cribl.io](http://www.cribl.io) or our [LinkedIn](#), [Twitter](#), or [Slack](#) community.