

India's #1 logistic provider **DELHIVERY**

Improved Observability and Reduced
Costs by **75%** with



CubeAPM



About Delhivery

Delhivery is India's largest integrated logistics company, valued at over \$3.5 billion, and serves more than 18,600 pin codes across the country. Operating 24/7, the organization has over 57,000 employees, managing a highly complex logistics network to ensure seamless delivery across India.

18,600

pin codes across
the country

24/7

Operating

57,000

Employees



The Challenge

Escalating Observability Costs and Complexity

As Delhivery rapidly scaled, their observability expenses increased disproportionately, and their systems became more complex. This growth strained resources and extended their mean time to resolution (MTTR) for technical issues. Delhivery needed a solution to streamline their monitoring processes and reduce costs while maintaining flexibility and control over their infrastructure

Complexity



Costs



Objectives

Delhivery's primary goals were to:



Reduce Mean Time
to Resolution (MTTR)



Minimize Tool
Fragmentation to simplify
system management



Avoid Vendor Lock-In
for flexible integrations



Control Costs with a scalable,
low-overhead solution



Ensure Ease of Adoption
with minimal disruptions
to operations

Solution

CubeAPM's High-Performance and Cost-Effective Platform

CubeAPM delivered an ideal observability platform for Delhivery with several standout features:

Significant Cost Savings:

CubeAPM's efficient architecture reduced observability costs by **75%**, replacing three separate tools with a single, consolidated platform.



Improved MTTR

CubeAPM's interface prioritizes actionable data, allowing Delhivery's teams to diagnose and resolve issues quickly without the distraction of unnecessary details.



Seamless Integration

CubeAPM's compatibility with OpenTelemetry, Prometheus, and New Relic agents enabled Delhivery to transition smoothly to CubeAPM, reducing disruptions and maintaining a consistent experience across systems.



Delhivery, an early adopter of OpenTelemetry, planned to shift to this framework over three years. CubeAPM's dual support for OpenTelemetry and New Relic agents allowed Delhivery to implement this change at their own pace without operational setbacks.

Results



Cost Efficiency

Reduced observability costs by **75%**

Enhanced Operational Efficiency

Streamlined observability stack with fewer tools and faster resolution times



Close Partnership and Support

Through shared communication channels, CubeAPM provides real-time support, directly connecting Delhivery's team with CubeAPM's developers for rapid issue resolution.

About CubeAPM

CubeAPM is a flexible and cost-effective Application Performance Monitoring solution, designed to help organizations optimize complex systems while managing costs. Committed to strong partnerships, CubeAPM offers hands-on support and solutions for each client's needs, helping them achieve faster, smarter observability at scale

Testimonial



"CubeAPM has been instrumental in helping us streamline observability while managing costs effectively. Their solution and support have significantly improved our operational efficiency. The transition was seamless, thanks to CubeAPM's integrations and real-time support."

Sachin Verma

Head of DevOps

DELHIVERY

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CubeAPM