

CubeAPM



World's largest online Bus Ticketing Platform — redBus

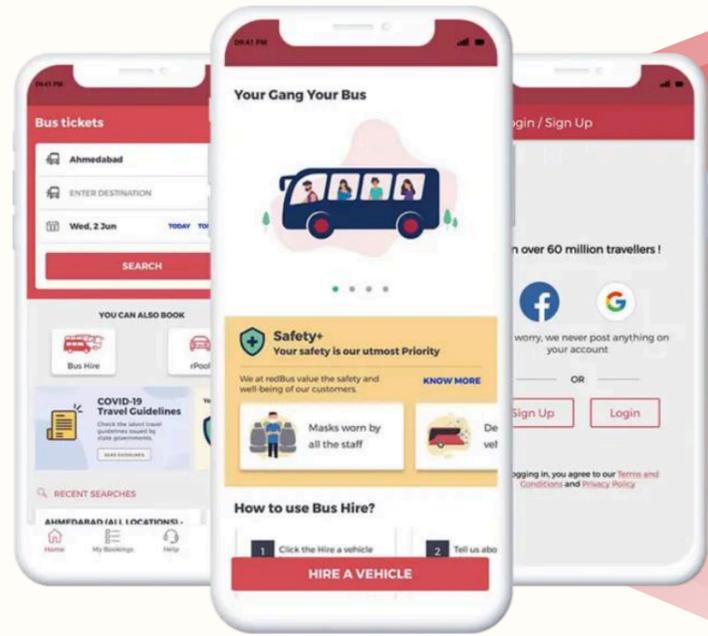
Unified Monitoring with Intuitive Dashboards, Faster MTTR,
and Predictable Spend

Case Study



About redBus

redBus, the world's largest online bus ticketing platform (part of leading online travel company MakeMyTrip Limited NASDAQ: MMYT), operates across **8+ international markets** including Indonesia, Malaysia, Singapore, Vietnam, Cambodia, Colombia, & Peru. connecting **7,000+ bus operators** with millions of travelers & selling over **100 million tickets** yearly.



As a **high-traffic travel marketplace**, redBus processes millions of daily searches & bookings, where **fast dashboards, low MTTR, & predictable observability costs** are critical to ensuring seamless customer experiences.

\$42.4M 
quarterly revenue*

*Q3 FY26 (adjusted margin)

1,000+ 
employees
globally

36.6M 
tickets sold
quarterly*

*Q3 FY26

8+ 
countries of
operation

India, Indonesia, Malaysia,
Colombia, Peru, Singapore,
Vietnam, Cambodia

The Challenge

As redBus scaled its operations across India & international markets, its engineering teams faced mounting challenges with their observability tool:

01



Scalability Demands

With **100M+ tickets sold annually, millions of daily searches, & 7,000+ bus operators on the platform**, observability had to scale reliably across geographies. **Slow Dashboards & Queries** – Dashboards often lagged during peak booking seasons, delaying root cause analysis & frustrating engineers.

02



Alert Fatigue & Blind Spots

Excess noise created blind spots in incident response, making it harder to isolate real issues.

03



Unpredictable Costs

Scaling storage & data ingestion drove unpredictable bills, with no easy way to forecast spend.

04



Support Limitations

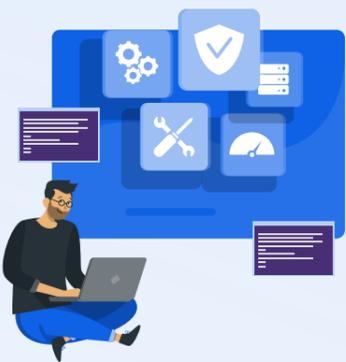
The support cycles were slow, leaving teams without timely help during critical outages.

redBus needed a monitoring solution that was **fully managed, intuitive, fast, & predictable** - without the operational burdens.



The Objectives

As world's largest online bus ticketing platform operating across multiple countries, redBus needed a modern observability solution that could scale with its growth while removing the roadblocks they were facing with their existing APM tool. Their key objectives were:



Simplify Operations with Fully Managed Observability

Eliminate the engineering overhead of managing clusters, upgrades, and scaling, so teams could focus on building core travel features.



Reduce MTRR During Incidents

Correlate metrics, & traces in one place to accelerate root-cause analysis and minimize downtime impact on customers.



Predictable & Sustainable Spend

Move away from unpredictable pricing and adopt a transparent model that scales with confidence.



Responsive On-Call Support

Ensure expert help is available in minutes, not days, to keep the platform stable during high-stakes incidents.

The Solution

CubeAPM provided a **managed, fast, & predictable observability platform** that eliminated the operational burden of while improving performance.

Fully Managed Observability

Freed redBus from the complexity of managing clusters, upgrades, & scaling.

Intuitive Dashboards

Engineers gained clean, real-time dashboards that load instantly, even during peak booking seasons.

Reduced MTTR

Unified metrics, & traces in one platform helped engineers resolve incidents **50% faster**.

Predictable Pricing

Transparent, capped pricing eliminated cost spikes that plagued existing tool.

Responsive Support

CubeAPM's on-call support responded in minutes, keeping teams confident during critical incidents.

The Result

With CubeAPM, redBus moved to a self-hosted but managed observability platform that delivered faster performance & reliable support.



Seamless Migration

Transitioned from existing tool with zero disruption to live traffic.



4× Faster Dashboards

Engineers gained instant visibility during peak traffic & booking surges.



50% Faster MTTR

Correlated traces, & metrics cut incident resolution times in half.



Reduced Operational Overhead

Fully managed deployment freed engineers from cluster & index management.



Trusted On-Call Support

CubeAPM's responsive team resolved issues in minutes, not days.

Testimonial



Running a large-scale travel platform means uptime and quick issue resolution are critical. With CubeAPM, we get intuitive dashboards that load instantly and help us isolate problems in seconds. The fully managed setup and 24/7 support team have freed up our engineers to focus on building features instead of firefighting infrastructure. And the cost savings compared to our previous tool are substantial.

Anoop Menon 

CTO, RedBus

