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THREE TOP TIPS TO TELEMETRY

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Statful, headquartered in Porto, Portugal, provide a platform for complex metrics visualisation across a range of industries.

Hugo Valente, Tech Product Owner at Statful, talks through Three Top Tips to telemetry to develop a better data metrics framework for your business.

Top Tip 1

Identifying hooks and how to make them measurable

Whatever your business is, it's crucial to recognise that information is being created all the time, this is, data metrics.

For example, if you are working on developing a product or component, applying a software development life cycle process, it's important to know how to identify hooks and hold places where you can easily plug a tool or framework that will help you to collect metrics from the process. These hooks allow you to scale without concern, especially when implemented from an early stage.

> **YOU CAN IDENTIFY HOOKS AT THE DEVELOPMENT STAGE BUT ALSO CRUCIALLY IN THE PRODUCTION AND OPERATIONAL PHASE, WHERE YOU CAN IDENTIFY PERFORMANCE HOOKS WITHIN THE INFRASTRUCTURE TO SEE HOW YOUR BUSINESS IS RUNNING.**
>
> - Hugo Valente

If you are running an eCommerce business, for example, hooks are relevent because you need to understand how to connect information that is already available. Having access to what is happening underneath your processes and systems in real-time is a key feature to be able to make better business decisions through highlighted actions.

Top tip 2

Understanding data visualisation within your workflow

After you have your centralised platform for metrics, next you need to understand how to visualise these metrics. Visualising data and presenting it in a way that is readable can then be applied to your workflow. This is where you can really make sense of your data, so it's not just 1's and 0's. You need to be able to read your data easily, spot differences, patterns and trends. It's not enough to gather scattered metrics. It is crucial to have a powerful visualisation tool too.

> *IT'S NOT ENOUGH TO GATHER SCATTERED METRICS. IT IS CRUCIAL TO HAVE A POWERFUL VISUALISATION TOOL TOO.*
>
> - Hugo Valente

Top tip 3

Actionable data – turning metrics into actions to drive your business

> *SEEING YOUR METRICS CONSTANTLY IN REAL-TIME ALLOWS YOU TO MAKE BETTER INFORMED, FASTER BUSINESS DECISIONS.*
>
> - Hugo Valente

You have the data, you can visualise it, so now you must take action from this. Seeing your metrics constantly in real-time allows you to make better informed, faster business decisions and act upon critical issues within your enterprise infrastructure or service you provide.

To find out more about Statful, please visit **www.statful.com** or get in touch with Hugo Valente directly at **hugo.valente@statful.com**