

Sansan, Inc. Detects Issues Faster, Resolves Production Issues Within 30 Minutes

Key Challenges

Sansan's invoice management service Bill One needed to move away from manual troubleshooting and testing that relied on specific skillsets and limited visibility into its growing service platform.

Key Results

After adopting Splunk Application Performance Management, Sansan's teams gained system-wide observability and more visibility into Bill One's application performance levels. Its teams resolve issues faster, allowing the organization to provide quality services even during peak seasons.



sansan

Industry: Technology

Solutions: Observability

Products: Splunk Application Performance Monitoring, Splunk Infrastructure Monitoring

Data observability is a strategic pillar of business growth.

Sansan, Inc. is a Japanese business infrastructure company that provides sales digital transformation services, including invoicing, contracts, and fintech. Bill One, its invoice management service, allows invoices to be received online and streamlines accounting workflows. Business was booming, but when system or technical issues arose in its production environment, Bill One's teams couldn't identify the root causes and fix them quickly. "We didn't have an effective delay tracking mechanism, and this slowed our ability to respond to production issues," says Eiji Maeda, Site Reliability Engineer, Bill One Engineering Unit, Sansan, Inc. "Our engineers had to manually troubleshoot problems, with a dedicated group of experts to create rough hypotheses and do testing manually. This was a real challenge as we had to keep pace with our fast-growing business."

To reduce manual troubleshooting and help its teams more quickly identify problems, Sansan decided to build a generally accessible monitoring platform with system-wide observability for its Bill One system.

Maximizing observability for better uptime

Bill One needed a solution that would make system-wide observability possible. "We want to visualize the entire system through a service map and see what happens at any specific time by drilling down to the data to improve our business agility," says Maeda. "We also expect a high data sampling rate for conducting detailed analysis." To avoid vendor lock-in, the new solution should also comply with OpenTelemetry, an open-source standard for collecting telemetry data for system visualization.

As it turned out, Splunk's solutions suited all these needs. Bill One's team used [Splunk Application Performance Management \(APM\)](#) to create a monitoring environment that would fit its observability goals, and [Splunk Infrastructure Monitoring \(IM\)](#) to gain comprehensive infrastructure performance visualization to boost business efficiency and agility — for example, the full-stack visibility allows Bill One's team to detect all system failures and incidents, which was unachievable before using Splunk. Full

Outcomes

- 100% unified visibility across systems and services
- Issue alerts now received within 3 minutes
- Resolving issues within 30 minutes

compliance with OpenTelemetry also enabled the team to skip the technical conversion process required by alternative solutions. “Splunk’s 100% sampling rate enables us to oversee the health of Bill One and accommodate our business growth at rapid speed,” Maeda adds. Splunk’s account teams also closely partnered with the teams at Sansan to make sure the solutions fit its requirements. “Splunk has a solid understanding of our business,” says Maeda. “They are even kind enough to walk through the Splunk dashboard with us step-by-step.”

With built-in visualization and AI-driven workflows, Splunk APM has given Sansan’s teams an extensive view across the Bill One system and enables cross-team operations to investigate issues quickly. “It’s particularly useful during peak periods when there are lots of invoice exchanges,” Maeda explains.

Bill One processes hundreds of exabytes of traffic data monthly on Cloud Run, a serverless container runtime environment. Splunk APM has helped the team reduce latency and maximize uptime of the service, in giving them a means to visualize microservices with full-fidelity tracing and streaming analytics. “We can also use the detectors to dynamically monitor alerts and set latency thresholds for endpoints that would impact the service,” says Maeda. “It’s great to see that more colleagues are able to check latencies themselves and make improvements to boost the quality of service for the end users.”

Proactive troubleshooting for optimized customer experience

Bill One’s teams can now move from reactive troubleshooting to a proactive one. “In the past, an issue only became apparent when we received customer inquiries or when errors occurred frequently,” says Maeda. “Now, we get the alert three minutes after it was set off, and issues are resolved within 30 minutes as we can easily identify the cause of latency, whether it is in the frontend, backend, database, or elsewhere.”

Looking forward, Maeda plans to keep raising awareness about Splunk APM among other teams involved in the Bill One business and give accessibility to more users to encourage usage. “We also want to implement more features using the ID codes assigned to invoices, and even apply Bill One features in areas not covered by OpenTelemetry, such as email transactions,” Maeda adds.

Additionally, Maeda plans to extend the application from troubleshooting to optimize sales, user experience, and customer success. He also hopes to raise general awareness about OpenTelemetry within other teams that support Bill One’s services. “More engineers are curious about OpenTelemetry,” says Maeda. “I’m eager to help them learn more, and if more of them start to evaluate solutions and choose Splunk because it is doing well with us, that would make my day.”



The biggest advantage of Splunk is that it lets us notice things proactively and take action toward cause identification.”

Eiji Maeda, Site Reliability Engineer, Bill One Engineering Unit, Sansan, Inc.

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