CASE STUDY

OBSERVABILITY SOLUTIONS FOR CRITICAL SERVICES AND CUSTOMER FACING APPLICATIONS

hbf

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AVOCADO'S SOLUTION

ABOUT THE CLIENT

HBF Health is a prominent Australian health insurance company headquartered in Perth, specialising in health insurance services for individuals and organisations. During 2022, HBF Health navigated an increasingly complex economic environment while still progressing its strategy to expand nationally, diversify into health services, and provide a seamless member and provider experience. Underpinning this strategic objective was a technology transformation program which had delivered several capabilities including the client's app, digital member card, Amazon Web Services Cloud and data platforms, to name a few.

To enable the transformation journey they required an observability solution to provide best-in-class visibility into critical services and customer facing applications in the future. While HBF had a comprehensive plan for the future, the uplift introduced several critical challenges which they engaged Avocado to assist with:

- Multiple delays within the Transformation program causing further downstream impacts with time and cost overrun within the business' operational teams.
- Internal application teams time poor, further reinforced through above delays, and unable to commit the time required to deliver all transformation targets whilst maintaining regular responsibilities.
- Complex requirements that span over cross-functional teams, further increasing the complexity of driving outcomes and identifying single accountable owners.
- No end-to-end visibility of critical customer requests.
- Limited visibility of internal infrastructure health.

As part of the Transformation program, the client selected Dynatrace to provide their Observability solutions. A pilot was established to extend the existing on-premises tenancy to the cloud to support the future state (AWS) cloud platform. The current state architecture included DEV integrations to AWS for website, mobiles and portals, API Endpoints, Salesforce and Civica Ensure.

Avocado's approach to support the challenge included several key components:

- Shakeout and Uplift of the Platform: This phase involved assessing and uplifting the client's existing Dynatrace platform to the cloud, ensuring it was robust and aligned with industry best practices.
- Configuration and Data Ingestion: Avocado extended the value of Dynatrace with greater data ingestion, enabling a wider range of use cases including minute-level granularity, enriched logs to assist in reducing MTTR, and customised alerting and dashboards that are directly correlated to customer experience.
- Data Siloing and Security Hardening: Addressing stringent data siloing and security hardening requirements was a pivotal aspect. Avocado Segregated data into buckets per environment and impact to ensure the security and integrity of health data.
- Onboarding Production Environment: Avocado facilitated the smooth onboarding of the client's production environment onto the Dynatrace platform. Expanding the conventions laid down in lower environments to realise reduced MTTR and greater ops readiness of the platform through observability.
- Logs Integration: Avocado's approach included the integration of log data to complement metrics and traces, providing a holistic view of system performance.
- Establishes a unified and clear view of system health across environments, bringing operational dashboards and insights to a single pane of glass, allowing greater visibility and collaboration between internal teams through centralised dashboards, enabling reduced MTTR.

INTERVIEW WITH LUKE OSBORNE, HEAD OF INTEGRATION AT HBF HEALTH

Before adopting Dynatrace, HBF's digital transformation faced challenges due to fragmented monitoring solutions. Each department utilised its own tools, leading to a lack of unified visibility across systems, including key integration layers. This made it difficult to detect and resolve issues quickly, resulting in inefficiencies, and delays in providing a seamless user experience. The integration team's challenges were particularly acute, with complex dependencies across different services and platforms.

What motivated the decision to choose Dynatrace over other solutions?

HBF selected Dynatrace because of its ability to provide a comprehensive observability platform that could consolidate monitoring across the organisation, including integration services, cloud infrastructure, and legacy systems. Its AI-powered insights, automated problem detection, and seamless integration capabilities made it the ideal choice to support our digital transformation objectives. Dynatrace allowed us to break down silos, so that teams could collaborate more effectively and proactively resolve issues.

Luke Osborne

Title:
Head of Integration
HBF Heatlh

Industry:
Health Insurance

Dynatrace usage duration:
2 year(s)

As the Head of Integration, I oversee the integration services that ensure smooth communication across HBF's digital ecosystem, including cloud-native environments, core systems, and third-party platforms. My day-to-day responsibilities involve my team and I using Dynatrace to monitor integration points, proactively detect potential issues, and coordinate across teams to maintain seamless operations.

The platform's real-time insights are crucial, enabling me to prioritise tasks and ensure system reliability as part of HBF's broader digital transformation efforts. The log ingestion capability across every asset, and ability to search across everything quickly and easily, is critical in this space. It allows data-driven judgements to be made on actual member impact. When you can see exactly how often a problem is occurring, and its impact, it allows the business to make much more informed decisions in terms of the priority of implementing fixes.

Was there a moment that resonated with you on a personal level?

Seeing the immediate impact of the "labelled MVP" delivered by Avocado was a turning point. The early wins in improving visibility, performance testing, and defect resolution validated our decision to adopt Dynatrace. It was reassuring to witness how the right platform, combined with a strong partnership, could make a tangible difference in the day-to-day experiences of my team and me. This early success helped build momentum and secured buy-in from the wider organisation.

STRATEGIES & SOLUTIONS:
THE TRANSFORMATION

Describe the implementation process and the initial reactions of your team.

The implementation of Dynatrace was a collaborative effort involving HBF, Avocado, and Dynatrace, working together to deliver a cutting-edge observability solution. The architecture we deployed is entirely modern and cloud-native, designed to integrate real-time monitoring, observability, and automation across multiple environments. Avocado's deep technical expertise and flexible approach enabled us to adapt the solution dynamically as the project evolved. The initial reactions were overwhelmingly positive, as teams quickly recognised the benefits of real-time monitoring and AI-driven insights.

How did Dynatrace affect team collaboration and morale?

Dynatrace played a pivotal role in fostering a more collaborative environment. By consolidating monitoring tools and creating a "single pane of glass" for system health, different departments were able to work together more effectively. This approach helped break down silos and allowed teams to focus on shared objectives. The resulting boost in productivity was evident, as team members were empowered to resolve issues faster and take proactive measures.

Share a specific instance where Dynatrace made a significant impact on a project or initiative.

During a critical phase of modernising our cloud infrastructure, Dynatrace helped identify bottlenecks and performance issues in real time across 10,000 assets and 800 jobs across four environments. For example, the platform detected recurring outages in Core DB services and identified high failure rates in integrations with third-party banking services. This early detection allowed us to implement targeted fixes, preventing major disruptions and saving an estimated 20 hours of troubleshooting time in one month.

Dynatrace has since gone on to pick up other potential issues and has been our key source of truth for resolving many incidents since the launch of our new systems and technology in August 2024.

How did this success feel on a personal level? What did it mean for your team?

It was incredibly satisfying to see our efforts pay off so quickly, with the team able to resolve issues that previously may have taken days in just a matter of hours. The improved efficiency translated into a sense of achievement and confidence within the team, reinforcing the value of our digital transformation efforts and encouraging further adoption of agile practices.

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QUANTIFYING THE IMPACT

hbf

The new architecture with automated observability facilitated a shift in service efficiency, incident resolution and monitoring as well as a cultural and operational shift, leading to reduced manual errors, minimised disruptions, system stability, faster and more informed decision-making, supported by enhanced governance and processes.

30+
hours
30+ hours saved per **month** through automated issue detection.

50%
Faster
50% faster triage **productivity** by consolidating monitoring.

80+
users
80+ end **users engaged** and trained documented processes with ITSM

P1/2
Proactive
Fewer P1/P2 incidents with **proactive resolution**. Teams innovate instead of firefighting.

Increased team **confidence** in managing cloud assets.

Agile Ways of Working
Real-time data insights integrated into daily stand-ups and planning sessions.

> This shift has helped foster a culture of continuous improvement. The new architecture's automation capabilities and integration with our Continuous Integration/Continuous Deployment (CI/CD) processes are empowering teams to innovate without sacrificing quality or system stability.

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GOALS FOR THE FUTURE

How do you see Dynatrace playing a role in your future projects or personal career development?

Dynatrace will remain a cornerstone of our strategy as we aim to further advance our observability capabilities. We plan to explore deeper integration with our CI/CD pipelines and leverage AI-driven analytics to enable predictive monitoring. Personally, I will continue to champion the use of advanced observability tools across the organisation to further drive automation and innovation.

What advice would you give to others in your industry facing similar challenges?

Embrace a collaborative approach to digital transformation by selecting strategic partners who can integrate seamlessly into your teams. Implement a modern observability platform like Dynatrace to gain comprehensive visibility across your IT landscape. This will enable you to act swiftly and decisively, driving better outcomes for both your business and customers.

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ABOUT US

Avocado: Your Premier Dynatrace Partner

Since 2015, Avocado has proudly partnered with Dynatrace, a recognised leader in Gartner's Magic Quadrant for Observability. This long-standing collaboration is built on an aligned strategy and streamlined delivery, ensuring maximum value for our clients.

As one of the few consultancies in Australia to hold the Certified Professional badge, our team of industry-recognised delivery experts combines deep technical knowledge with extensive hands-on experience. Our certified consultants leverage Dynatrace to deliver innovative, world-class solutions tailored to your unique business needs.

Through our Observability and DevSecOps frameworks and implementation approach, we help you adopt best practices, optimise platform performance, and maximise your ROI. By staying at the forefront of Dynatrace advancements, we ensure our clients benefit from the most up-to-date knowledge and solutions. With a commitment to creativity and pragmatism, Avocado delivers fit-for-purpose solutions that drive tangible outcomes—earning us recognition as Dynatrace Partner of the Year. Let us help you transform your Observability strategy and achieve operational excellence. Explore our Observability Services here.

READY TO REVOLUTIONISE YOUR ORGANISATION WITH OBSERVABILITY?

Whether you're new to Observability or looking to optimise your setup, we have tailored solutions for every stage. Start your free trial or book a review today.

START FREE TRIAL   BOOK A REVIEW

Start Your Free Trial Today and Experience the Power of Dynatrace

Curious about how Dynatrace can transform your Observability and IT operations? There's no better way to see its capabilities in action than with a free trial. Click the button above to get started.

Book a Review to optimise Your Dynatrace Environment

Already using Dynatrace or another Observability platform? Maximise its potential with an expert environment review. Our specialists will assess your setup to ensure you're leveraging the full capabilities of the platform. From optimising configurations to aligning with best practices, we'll help you achieve faster insights, improved efficiency, and better ROI. Ready to take your observability to the next maturity level? Click the button above to book now.

What's included in the review?

- Configuration health check and optimisation recommendations.
- Insights into missed opportunities or underutilised features.
- Tailored strategies to align with your business objectives.

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