

Building resilient infrastructure  
with 99.9% uptime:

# The Toluna–Site24x7 success story



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Switching to Site24x7 changed the way we monitor our infrastructure. It brought together everything we were looking for: security, affordability, and complete visibility across our infrastructure, all in one easy-to-use platform.”

### **Sadan Anthadupula**

Senior Lead, I&O Global Infrastructure, Toluna Inc.



# About

For over two decades, Toluna has been shaping how brands understand and act on consumer insights. Operating across 70+ countries, Toluna combines cutting-edge technology, expert consultancy, and a powerful global panel to help businesses make smarter, faster decisions. Whether it's creative testing, brand tracking, or e-commerce insights, Toluna delivers tailored solutions that drive measurable business growth and lasting brand relevance.



## Headquarters

London, United Kingdom



## Industry

Market research and insights

# The challenge: Overcoming the challenge of manual monitoring

Toluna's infrastructure team is responsible for ensuring smooth application performance across its global operations. However, with Zabbix as its monitoring tool, much of the team's time went into manual configuration and troubleshooting.

Every new monitor or network device required complex setup steps, forcing the team to dig through documentation, knowledge bases, and online forums whenever an issue occurred. Over time, this slowed incident response and made it difficult to maintain consistent visibility across Toluna's growing infrastructure.



# Finding the right fit: Secure, scalable, and simple monitoring

After years of juggling multiple tools, Toluna's infrastructure team began searching for an all-in-one monitoring platform that was easy to deploy, cost-effective, and secure. Having experienced the limitations of open-source tools like Zabbix—and the steep costs of enterprise options like Microsoft System Center Operations Manager—it needed a balanced solution that offered both breadth and value.



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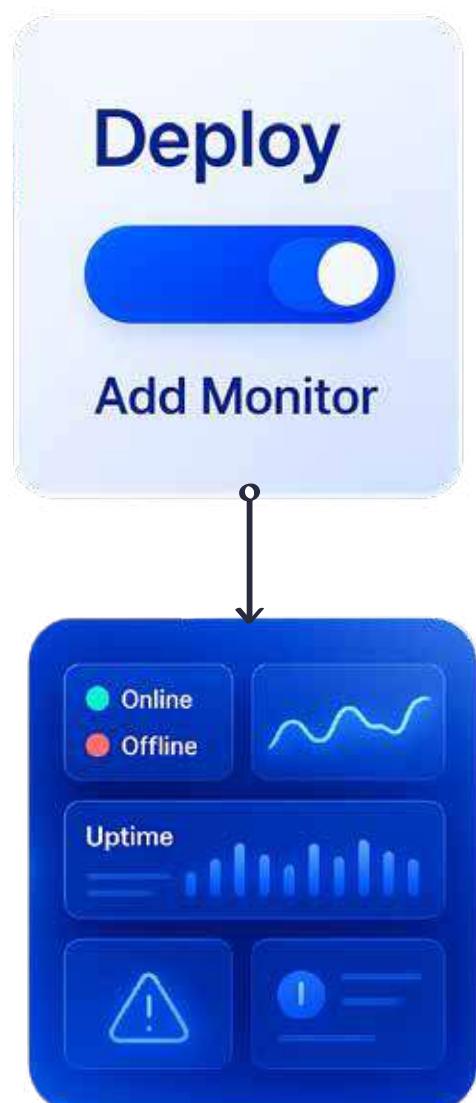
We actually found Site24x7 through a simple Google search—and it turned out to be exactly what we needed.

**Sadan Anthadupula**

Senior Lead, I&O Global Infrastructure, Toluna Inc.

## Hassle-free deployment for instant visibility

Toluna's infrastructure team appreciated how quick and effortless it was to get Site24x7 up and running. The platform's intuitive setup process allowed the team to deploy monitors across its environments with minimal effort and zero complications.



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The initial setup was straightforward. I didn't face any major challenges while pushing different types of monitors. Site24x7 made it easy to get started and begin monitoring right away.

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## Actionable insights at a glance

For Toluna's NOC team, dashboard creation is one of Site24x7's standout features. With customizable dashboards and intelligent alerting, the team can view the complete health of its infrastructure at a glance, generate quick reports, and act fast on critical events—all from a single, unified console.

## Network monitoring that strengthens uptime

With a globally distributed infrastructure, the team needed a way to monitor network performance without spending hours configuring tools or troubleshooting blind spots and keep it from impacting network uptime.

Site24x7's network monitoring gave Toluna a unified view of all routers, switches, and devices, providing real-time insights and instant alerts when performance dipped. For the NOC lead, this meant faster detection, quicker response, and consistent uptime across the brand's global operations.

## Comprehensive server monitoring for peak performance

For Toluna's infrastructure team, maintaining server health across a complex environment was critical to ensuring consistent performance and uptime. With Site24x7, the team gained real-time visibility into every key metric—CPU, memory, disk, and network utilization—all within a single, unified console.

The platform's intelligent alerting and detailed insights empowered the team to spot irregularities early and act fast, preventing potential disruptions before they affected users. As a result, the NOC team could maintain system stability with confidence, even as workloads scaled and demands increased.



# All-in-one-monitoring. Simplified management.

By consolidating monitoring into one unified platform, Site24x7 eliminated complexity and improved team efficiency. Performance metrics, alerts, and incidents were all visible in one dashboard, helping Toluna maintain consistent uptime and service quality.

## Impact: From confusion to clarity

With Site24x7 powering all its infrastructure monitoring, Toluna now operates with greater efficiency and peace of mind. The platform has eliminated blind spots across its global environment, simplified incident response, and strengthened service reliability. By consolidating monitoring into a single, intuitive interface, the team can focus more on optimization and less on firefighting—ensuring its systems perform at their best every day.

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With Site24x7, we've been able to maintain a steady 99.9% uptime. The platform gives us complete visibility and confidence that our systems are always running smoothly.

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**Sadan Anthadupula**

Senior Lead, I&O Global Infrastructure, Toluna Inc.



## About ManageEngine Site24x7

ManageEngine Site24x7 is an AI-powered observability platform for DevOps, SREs, and IT operations. Its cloud-based capabilities help monitor, predict, analyze and troubleshoot problems related to the internet, websites, applications, microservices, servers, containers, virtualized and multi-cloud environments and network infrastructure — all from a single console.

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