

How Strategy Prioritized Reliability, Efficiency, and Customer Experience with Sauce Labs

Analytics software company Strategy replaced manual testing with Sauce Labs Error Reporting to drive faster fixes, improve platform reliability, and strengthen customer trust.

Strategy is a global leader in business intelligence, delivering cloud-native, AI-powered analytics software that helps enterprises turn data into actionable insights. Its on-prem and cloud platforms empower thousands of organizations worldwide to make faster, smarter, and more strategic business decisions.

Challenges

Proactively Ensuring Reliability at Enterprise Scale

Proactivity

Seek to detect and resolve issues before users are affected

Overhead

Minimize the burden placed on support and engineering teams

Accuracy

Reduce false negatives so that real problems don't go undetected

Connection

Integrates with their cloud services and communication platforms

Customer Trust

Improve platform reliability and strengthen customer trust

In order to stay competitive in the fast-paced analytics landscape, Strategy has to drive constant innovation and deliver analytics tools that are both powerful and easy to use. To support these objectives, ensuring platform reliability at scale is crucial. However, the company's current error monitoring systems weren't capable of detecting issues proactively, instead relying on customer reports after problems had already occurred.

This reactive model created significant delays and placed the onus of error reporting on users, rather than employees. It could take a day just to follow up with the affected individual and several more business days to gather enough diagnostic information to recreate and resolve the issue. In some cases, weeks passed before problems were fully understood and addressed. This manual, customer-dependent process not only strained internal resources but also negatively impacted user trust.

Solution

Automated Monitoring, Real-Time Visibility, and Cross-Team Alignment

Proactive Issue Resolution

Engineering teams now detect and fix issues before they impact customers, reducing time spent on manual reproduction and improving developer efficiency.

Real-Time Insights

Product owners monitor trends and patterns in real time, enabling more informed planning and decision-making.

Efficient Support Experience

Support teams spend less time troubleshooting with users and more time delivering a better customer experience.

Executive-Level Visibility

Executives gain visibility into platform stability and crash rates, especially for high-value customers, supporting a more proactive approach to customer success.

Sauce Error Reporting integrates directly into Strategy's C++-based architecture, offering the company multi-language instrumentation and automated error capture. Sauce Labs also connects directly into Strategy's data pipeline, allowing error insights to flow seamlessly through its ETL system and into an internal database. This data now powers a company-wide dashboard, providing real-time visibility into application health and system stability for all of Strategy's employees.

Beyond capturing standard error logs, Sauce Labs Error Reporting also collects detailed diagnostic signals—like memory footprint and CPU utilization—which significantly accelerates root cause analysis and reduces resolution times for complex issues.

The Impact:

A New Era of Reliability, Efficiency, and Better UX

Since adopting Sauce Labs Error Reporting, Strategy has seen measurable improvements in both product stability and team effectiveness. The company now identifies and resolves significantly more errors proactively, reducing crash rates and enhancing the overall customer experience—all while operating with greater speed and efficiency.

Product Reliability

Fewer crashes, greater stability: Strategy's quarterly crash volume has dropped by at least 75%, thanks to proactive error detection. With Sauce Labs' help, the company has streamlined issue management and accelerated resolution times, delivering a more stable product for its customers.

Visibility into containerized environments: Sauce Labs enables detailed error diagnostics and call stack collection even in restricted container environments, unlocking visibility where traditional system tools typically fall short.

Team Efficiency

Smarter operations with a leaner team: Automated error reporting has reduced the time Strategy engineers spend on manual troubleshooting, freeing up talent and resources for more innovative projects.

Transparent error reporting: Thanks to its new company-wide dashboard, Strategy has been able to boost internal transparency around crashes and errors, fostering a culture of shared accountability and commitment to quality.

Customer Experience

Visibility into high-value customer performance: Strategy's executive team can now easily track crash rates for high-profile customers, helping ensure these users have a smooth, reliable platform experience. With real-time visibility, keeping per-customer crash volume to a single digit per quarter is now a realistic and measurable goal.

Proactive reporting and support: Strategy's users no longer bear the burden of error reporting. Errors are identified and addressed before they impact customers, improving satisfaction and trust.

“We've strategically reallocated engineering talent to high-priority innovation initiatives while simultaneously operating more efficiently with a leaner team. This resource optimization has accelerated our product development roadmap and improved our overall operational efficiency without compromising quality or customer satisfaction.”

Sigit Pambudi
Software Architect
STRATEGY

What's Next: Scaling Quality with Confidence

Sauce Labs Error Reporting is now a key part of Strategy's approach to delivering a reliable, high-performing analytics platform. Looking ahead, the team plans to deepen its use of automated monitoring and continue optimizing error reporting workflows. With greater visibility, faster issue resolution, and a more efficient engineering process, Strategy is well-positioned to scale its analytics platform while continuing to deliver an exceptional customer experience.