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Graylog Delivers Real-Time Insights and Scalable Log Management for Australian Media Company

COMPANY SNAPSHOT

Industry:
Media

Headquarters:
Australia

Company Size:
<50M USD Revenue

Core Capabilities:
Real-Time Analytics, Risk Management, Operational Efficiency

Deployment Model:
Graylog Hybrid Cloud and On-Premises

"Graylog's real-time analytics completely changed how we operate. The support team has been outstanding. Initially, it felt a bit overwhelming, but once we got past the learning curve, the benefits became clear—it's absolutely worth it."

— IT Support Specialist, Media Industry, Australia

OVERVIEW

For this Australian media organization, rapid content cycles and strict compliance standards demanded more than basic log storage. Their teams needed live insight into system activity, fast problem resolution, and clear audit trails—all while juggling lean resources and evolving infrastructure.

Scattered tools and inconsistent log formats made tracking operational health or acting on performance issues difficult. They turned to Graylog Cloud, deploying a hybrid solution that combined cloud-based agility with on-premises control. The result: centralized observability, smarter analytics, and faster, more confident decisions.

THE PROBLEM

The company struggled with several persistent challenges:

- Fragmented logs across platforms made visibility difficult
- Junior team members faced steep onboarding curves with legacy tools
- Lack of real-time data delayed editorial and business decisions
- Compliance tracking required manual effort and lacked consistency

These roadblocks added friction to support workflows and made it harder to operate at the pace the media landscape demands.

THE SOLUTION

Graylog's hybrid deployment model enabled the company to scale visibility without compromising control. Teams gained instant insight into system behavior with real-time log analytics, a customizable interface, and powerful search capabilities.

While junior staff initially found the system complex, robust documentation and active community support accelerated their learning curve. Crucially, the solution's flexibility allowed the organization to evolve without vendor lock-in or costly overhauls.

Outcomes That Matter

SMARTER OPERATIONS

- Real-time data guides editorial, IT, and business decisions
- Dashboards visualize system health for faster issue identification

SCALABLE FLEXIBILITY

- Hybrid deployment fits evolving infrastructure needs
- Seamless integration with existing workflows preserves team agility

BETTER SUPPORT, FASTER RESOLUTIONS

- Improved visibility accelerates incident response
- Support teams resolve issues with less guesswork

CONFIDENCE THROUGH SUPPORT

- Strong community and responsive service shorten ramp-up time
- Documentation empowers junior analysts to contribute faster

BUILT FOR MEDIA IN MOTION

Operational delays and visibility gaps can cost time and credibility for fast-moving media teams. With **Graylog's hybrid cloud model (hosted on AWS)**, this Australian company now has the insights and agility to meet compliance demands, respond to incidents quickly, and make real-time data-driven decisions—all while supporting team growth and confidence.

Explore Graylog Cloud >

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