

# The ROI of Embedded Observability

Embedded device development is complex, costly, and time-consuming. Research shows that the top teams enhance efficiency, reduce costs, and accelerate time to market by adopting embedded observability tools.

Teams using remote device health and performance monitoring tools are:

**3x** more likely to finish ahead of schedule vs those collecting no data

## Did you know...



Fixing software defects for complex IoT projects requires up to **3 person months**.

## Build vs Buy

Although some teams consider building their own tools, research highlights the advantages of third-party solutions:

**57%** savings in project costs

**1.7x** more likely to finish ahead of schedule

**1/3** fewer person hours to remediate bugs

## 4 Considerations of Building In-House

- 1. Total Cost of Ownership:** Building and maintaining your own systems requires significant time, headcount, data storage, and processing costs.
- 2. Engineering Time and Expertise:** Specialized skills are diverted away from product development and sunk on constant upkeep and maintenance.
- 3. Scalability:** Internal solutions may not scale efficiently, increasing long-term costs and consuming more resources with rebuilding as the product evolves.
- 4. Time to Market:** Third-party tools provide faster value, accelerating production processes.

# Why Memfault?

Memfault helps IoT businesses deliver better products, faster. Our embedded observability platform delivers a complete toolkit for monitoring, debugging, OTA updates, and product analytics.

## How Our Customers Measure ROI

### ✓ Revenue

Grow the top line with high quality products.

- Increase consumer reviews
- Reduce recurring revenue churn
- Reduce warranty claims
- Maintain the ability to support premium pricing

### ✓ Profitability

Be operationally efficient with your people.

- Reduce time to close customer support cases
- Reduce Engineering MTTR and escalations
- Reduce RMA costs
- Increase engineering productivity and innovation

### ✓ Risk

Protect the brand and beat the competition.

- Accelerate time to market
- Reduce number of escaped defects
- Reduce connection failures and device resets
- Identify and fix customer-impacting issues sooner

“Maintaining our own debugging infrastructure would require constant maintenance and cost immense resources. On the other hand, Memfault just keeps investing and improving the platform while we’re using it.”

**Chris Merck, VP of Engineering, Bond Home**



Try our demo sandbox and see how much easier it could be to find faults and ship fixes super fast. Visit [demo.memfault.com](https://demo.memfault.com)