

Datadog — One Pager

Klarix Competitive Intelligence

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company: Datadog generated: 2026-05-31

ATTRIBUTE	DETAILS
Who They Are	<ul style="list-style-type: none"> Publicly traded (NASDAQ: DDOG) Cloud Observability & Security SaaS company with ~\$2.68B FY2024 revenue and ~5,000+ employees.
Location	n/a
What They Make/Sell	<ul style="list-style-type: none"> AI-powered observability and security platform for cloud-native applications. Comprehensive modules including infrastructure monitoring, APM, log management, CNAPP, SIEM, Cloud Cost Management, and LLM observability (Bits AI).
Market Positioning	<ul style="list-style-type: none"> Hybrid PLG/SLG motion where 75% of new enterprise customers start via a 14-day self-serve free trial. Differentiates via a unified data model: "One platform, one data schema, one view." Recent momentum: Maintained 26% YoY revenue growth, expanded AWS partnership (Oct 2024), and launched LLM Observability at DASH 2024.
Top Pain Points	<ul style="list-style-type: none"> NRR slippage (down to 115%) and competitive pricing pressure from hyperscalers/legacy vendors. → We provide done-for-you competitive intelligence and battle cards in 3–7 days to help reps defend and win deals. Customer cost-optimization is squeezing telemetry spend, forcing reps to justify value. → We map the GTM data landscape to identify exact decision-makers, allowing AEs to focus entirely on selling value rather than researching. Fragmented GTM stacks and data accuracy gaps slowing down sales enablement. → We deliver highly accurate decision-maker dossiers to close coverage gaps and accelerate enterprise expansion.
Best Outreach Angle	<ul style="list-style-type: none"> Target: Sean Walters (Chief Revenue Officer), Sara Varni (Chief Marketing Officer) Hook: Leverage Datadog's recent NRR shift and cloud-cost inflation to offer rapid, done-for-you competitive intelligence that arms enterprise reps to win against legacy vendors like Splunk and Dynatrace.
Next Step	<ul style="list-style-type: none"> Send initial outreach to Sean Walters referencing the NRR drop and requesting a 15-minute review of our verified CI projects portfolio for enterprise GTM teams.