8 west
CONSULTING

2026



8 WEST IMPACT ENGAGEMENTS

Observability & Performance Bootcamp

3-week span* | 4-7 Participants | Virtual or On-Site
Fixed-Fee Engagement [$16,000**]

ISO/IEC 27001 Certified by 8 WEST ASSURED

*** Delivery Model & Scope**
Because the engagement includes hands-on configuration and practical implementation it is delivered over a short number of weeks rather than concentrated into workshop days. The fixed fee is designed for new or early-stage initiatives where no formal observability or performance framework is yet in place. For established platforms, services can be selected and scoped independently at adjusted rates.

**** Assumptions & Inclusions**
Pricing is based on core observability initialization for up to 5 hosts/nodes, creation of load-testing repositories covering up to 5 key flows with baseline execution, and multi-device UX analysis across up to 3 priority templates. The engagement assumes use of 8 West - approved partner tooling; ongoing third-party licence costs are excluded.

Engagement Overview

The 8 West Well-Architected Performance Engagement helps organizations starting new technology initiatives across on-prem, cloud, or hybrid environments to establish strong performance foundations before systems reach production or scale.

For organizations already operating workloads in the cloud or managing hybrid platforms, it provides a structured way to validate assumptions, highlight constraints, and realign performance approaches as systems grow, modernize, or migrate.

We focus on what matters most; user experience, scalability, reliability, and measurable business outcomes.



Actionable Outcomes

MEASURED PERFORMANCE BASELINE

A clear, data-backed view of how your application performs today across key user journeys, APIs and infrastructure. Establishes objective baselines for key metrics to remove guesswork.

END-TO-END VISIBILITY & OBSERVABILITY

Visibility across browser, application and infrastructure using full-stack monitoring and tracing. Enables teams to see how real traffic flows through the system and where time, cost and failures are introduced.

BOTTLENECK & RISK IDENTIFICATION

Concrete identification of performance constraints such as inefficient resource allocation, sub-optimal caching, blocking dependencies, scaling limits and architectural hot-spots.

VALIDATED LOAD & CAPACITY INSIGHTS

Evidence-based understanding of how the system behaves under stress, growth and change. Load and API testing validate autoscaling behaviour, capacity thresholds and failure modes before they impact customers or critical events.

KPI-DRIVEN OPTIMIZATION FOCUS

Clear definition of performance KPIs aligned to user experience and business impact (latency, error rate, throughput, Core Web Vitals). Optimization efforts are focused on metrics that matter.

Who Should Be Involved

ROLE	WHY THEY'RE CRITICAL
CTO / Technical Director	Critical to the success of the initiative to help set strategic direction and establish a transparent environment that encourages open and candid discussion throughout the engagement. **Typical Involvement** Kick-off meeting / strategic updates
Team Architect / Development Lead	To provide guidance on overarching technical direction and offer insight into key pain points, architectural constraints, or capability gaps. **Typical Involvement** Kick-off meeting / technical supervision
Product or Project Manager	To represent delivery and business priorities, provide context on scope and dependencies. Ensures alignment between technical direction and stakeholder expectations. **Typical Involvement** Kick-off and interim meetings for collaboration and reporting
DevOps Engineering	To provide insight into infrastructure, deployment pipelines, and operational practices and ensure that delivery approaches are aligned with resilient operational standards. **Typical Involvement** Ongoing support for environment access and engagement tasks



Observability & Performance Bootcamp

Engagement Structure

Delivered through three focused phases that combine alignment, hands-on technical enablement, and practical planning. The engagement is intentionally time-boxed and outcome-driven, designed to establish strong performance and observability foundations rather than deliver a full audit or long-term managed service.

PRE-ENGAGEMENT ALIGNMENT

Brief executive and key stakeholder kick-off to align on outcomes, success criteria, expectations, and communication plan before Day 1.

PHASE 1 ALIGNMENT & FOUNDATION SETUP

OBJECTIVES

Establish a shared understanding of goals, scope, architecture context and success criteria. Prepare the environment for hands-on performance and observability work.

ACTIVITIES

- Confirm engagement goals, constraints and success measures
- Review current architecture (on-prem, cloud or hybrid) and delivery model
- Identify priority user journeys, APIs and critical system paths
- Assess existing monitoring, logging and performance practices
- Define KPIs aligned to user experience and business impact
- Agree tooling approach and access requirements

OUTPUTS

- Confirmed engagement scope and focus areas
- Prioritised journey and system path list
- KPI framework and success metrics
- Environment and tooling readiness plan

Engagement Structure Continued...

PHASE 2 HANDS-ON OBSERVABILITY & PERFORMANCE ENABLEMENT

OBJECTIVES

Create end-to-end visibility and establish objective performance baselines through practical implementation and guided analysis.

ACTIVITIES

- Configure full-stack observability (browser, application, infrastructure)
- Establish distributed tracing and key telemetry flows
- Configure UX monitoring and Core Web Vitals for priority templates
- Develop and execute baseline load and API performance tests
- Capture performance behaviour under normal and stressed conditions
- Identify bottlenecks, architectural constraints and scaling limits

OUTPUTS

- Measured performance baselines
- End-to-end visibility across critical flows
- Load and capacity test results
- Documented bottlenecks and risk areas
- Initial optimisation opportunities



Engagement Structure Continued...

PHASE 3 INSIGHTS & KNOWLEDGE TRANSFER

OBJECTIVES

Translate findings into clear, actionable guidance and ensure teams leave with the understanding and artefacts needed to progress independently.

ACTIVITIES

- Synthesize findings across UX, application, API and infrastructure layers
- Prioritise issues by impact, risk and effort
- Define short-term improvements and longer-term optimisation themes
- Conduct walkthrough and Q&A with delivery teams

OUTPUTS

- Performance and observability insight summary
- Prioritised improvement recommendations
- KPI-driven optimisation focus
- Reusable test artefacts and configuration guidance

Deliverables at-a-Glance



INCLUDED DELIVERABLES

These deliverables are included as part of the fixed-scope Observability & Performance Bootcamp and are designed to establish strong, repeatable foundations.

- **Measured Performance Baseline** Objective benchmarks across key user journeys, APIs and infrastructure components.
- **End-to-End Observability Configuration** Browser, application, and infrastructure visibility with tracing and telemetry aligned to critical flows.
- **UX & Core Web Vitals Setup** Configuration and baseline reporting for agreed priority templates or pages.
- **Load & API Test Artefacts** Executed baseline tests with reusable scripts and documented assumptions.
- **Bottleneck & Risk Summary** Clear identification of performance constraints, scaling risks and architectural pressure points.
- **KPI Framework & Success Metrics** Defined performance indicators aligned to user experience and business impact.
- **Prioritised Improvement Roadmap** Practical next steps ordered by impact, effort and risk.
- **Knowledge Transfer & Walkthrough Session** Guided review of findings, artefacts and recommendations with delivery teams.

Deliverables at-a-Glance Continued...

OPTIONAL ONGOING ENGAGEMENTS

These options are available for organisations that want 8 West to continue supporting, operating and extending their performance and observability capabilities.

- **Ongoing Observability & Performance Management** Continuous monitoring, analysis and optimisation across environments.
- **Managed Tooling & Platform Ownership** Operation, tuning and evolution of monitoring, tracing and testing platforms.
- **Continuous Load & Capacity Testing** Regular validation of scaling behaviour, release readiness and growth assumptions.
- **Performance-in-CI/CD Enablement** Integration of performance testing and KPIs into build and release pipelines.
- **Quarterly Performance Reviews & Maturity Tracking** Structured reviews, trend analysis and progress against agreed KPIs.
- **Targeted Optimisation & Remediation Support** Hands-on engineering support for high-impact performance improvements.
- **Extended Architecture & Cloud Advisory** Ongoing guidance across performance, reliability, cost optimisation and scaling.



What Our Clients Say

Their expertise and thorough approach ensured our system was optimized for peak performance, allowing us to confidently move forward with the migration. We were impressed with their attention to detail, proactive communication, and commitment to delivering high-quality results on time.

I would highly recommend their cloud engineering services to anyone looking for a reliable and skilled partner.

Rakesh Kamboj
Cloud Architect

8 West delivered a highly professional and comprehensive assessment of our cloud environment. Their team combined deep technical expertise with a practical understanding of our operational priorities, giving us clear visibility into what matters most.

The review provided an actionable roadmap that strengthens our focus on performance, reliability, and operational readiness - especially as we plan for major events like Black Friday and Cyber Monday.

The engagement was exceptionally well-structured and collaborative, and the outputs have had an immediate positive impact on our planning.

Sandra DiMarino
Senior IT Manager

AND SOME OTHER CLIENTS...

Why 8 West

8 West brings deep experience across cloud architecture, DevOps, performance engineering and observability, helping organisations build systems that scale reliably and perform where it matters most.

Our approach blends hands-on engineering expertise with clear, outcome-driven guidance. We don't just surface issues - we help teams establish the tools, metrics and practices needed to understand their systems, make informed decisions and improve continuously.

Through carefully curated tooling, proven delivery patterns and close collaboration with client teams, we focus on creating practical foundations that last beyond the engagement. The Impact Engagement model keeps scope tight, value clear, and provides a low-risk way to experience how 8 West partners with teams over the long term.

Ready to Proceed?

8 WEST CONSULTING

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