



SUCCESS STORY

GERMANY

TELECOMMUNICATION

ELASTIC OBSERVABILITY

Telefónica Germany transforms customer service with Elastic Observability

One of the largest telecommunications providers in Germany, [Telefónica Germany](#), manages more than 45 million mobile telephone lines and 2.4 million broadband connections. As digital transformation accelerates, the company remains committed to delivering seamless, always-on services that meet

and exceed user expectations. To achieve and sustain this goal, Telefónica Germany deployed [Elastic Observability](#), moving beyond silo-ed monitoring to unified and actionable insights across its IT infrastructure.



Lowers root cause analysis time by 80%

Reduced issue identification time and accelerated resolution cycles.



Reduces service-impacting incidents by 80%

Reduction in service-impacting incidents, ensuring a superior customer experience.



Cuts software licensing costs

Achieved significant operational cost savings by consolidating multiple monitoring tools.

Zero tolerance for downtime, massive potential for growth

Before implementing Elastic, Telefónica Germany faced mounting pressure to keep pace with customer demands. “Customers expect zero problems and zero delays,” says Eva Ulicevic, Director of Technology, Architecture, Strategy, and Analytics at Telefónica Germany. “Anything less and we risk losing them to a competitor.”

Ulicevic saw this as an opportunity to redefine service excellence. Shifting from reactive monitoring, where issues are only addressed post-failure, to proactive observability minimizes churn, maximizes uptime, and increases customer lifetime value.

This transformation required a fundamental shift. Historically, diagnosing service disruptions was labor-intensive, requiring IT teams to sift through fragmented data from siloed systems and tools. Limited cross-platform visibility prolonged resolution times, diminishing customer experiences.

“We needed real-time, end-to-end observability across our entire IT landscape,” explains Ulicevic. In addition to improving incident response, any solution had to align with the company’s ambitious, cloud-native strategy. “We sought a partner that could scale with us and support our long-term vision for resilient, data-driven infrastructure.”

A unified approach to observability

After evaluating multiple solutions, Telefónica Germany selected Elastic Observability on [Elastic Cloud](#) as its centralized monitoring platform. Working with the [Elastic Consulting](#) team, Telefonica has since integrated more than 250 applications with the platform over the past three years, establishing a unified view of its IT ecosystem.

“The collaboration with Elastic Consulting has significantly accelerated our implementation of a centralized observability platform, enabling us to consolidate our applications onto a single platform and strengthening our trust in our partnership with Elastic,” says Ulicevic.

Several Elastic capabilities were key to this decision. [AI-based anomaly detection](#) enables Telefónica to predict and prevent service issues before they affect customers. Elastic’s scalable architecture was another critical factor, especially for a large business ingesting millions of records daily. So far, Telefónica Germany has integrated 10 million customer records, representing 25% of its total dataset, into Elastic Observability. It plans to achieve full coverage by the end of 2026.

Transforming incident response

Prior to Elastic, incident resolution required extensive manual investigation to trace transaction flows across end-to-end business processes. Today, Telefónica Germany is able to correlate system-wide events in real time, reducing root cause analysis time by 80% and accelerating resolution cycles. This has driven an 80% reduction in service-impacting incidents, ensuring consistent, high-quality customer experiences.



By using Elastic and consolidating multiple tools, we reduced our root cause analysis time by 80%, as well as reducing incidents that could severely impact our business.

Eva Ulicevic

Director of Technology, Architecture, Strategy, and Analytics,
Telefonica Germany





Three years ago, we placed our trust in Elastic and that trust has been fully justified. Elastic understands our needs, aligns with our goals, and helps us turn observability into a competitive advantage.

Eva Ulicevic

Director of Technology,
Architecture, Strategy,
and Analytics,
Telefonica Germany

Driving retention and revenue growth

Proactive issue detection translates directly into fewer disruptions and heightened customer satisfaction. The business has already observed measurable improvements in retention rates and revenue growth, with satisfied customers expanding their service commitments.

Now it is looking to take things a step further. Ulicevic is exploring additional Elastic Observability AI features that have the potential to optimize service operations further, driving even greater operational efficiency and further reducing resolution times.

Start your free trial

See for yourself how your business can benefit from Elastic in the Cloud, with a free 14 day trial.

[Get started](#)