

Customer-Centric Logging for Web Service Providers

Microlog is a lightweight logging service purpose-built for Business Value Logging (BVL). While many teams currently track business events using improvised methods such as ad hoc SQL tables or custom data mining, BVL introduces structure and clarity to this process.

Unlike traditional system-centric logs, BVL emphasizes high-level, business-centric events that are easy to understand, and focused on what your customers and business stakeholders actually care about.

Microlog lets you efficiently record and organize business-relevant events such as application activity, audit logs, user behavior, and key business milestones, making event logging more structured and valuable to share across your entire organization.

Built for SaaS, PaaS¹, and Super App Service Providers

If you deliver applications, platforms, or APIs that serve clients, Microlog helps you:

- Log securely and selectively from your code with a couple of REST API
- Organize, log, and search log messages by client, topic, or tags including free text.
- Bridge technical and non-technical teams with log data that serves Customer Support, Product Management, and Customer Success - not just IT

With transparent and structured insights, Microlog fosters stronger, trust-based relationships with your clients and unlocks new opportunities for collaboration and growth.

Feature Summary

Feature	Description
Business Value Logging (BVL)	Read, write, structure logging of business-relevant events
Logboxes	Organized, client-specific event storage
Role-Based Permissions	Support for multiple admins and proxy accounts
Tamper Detection & Encryption	Hardware-encrypted messages with software tamper detection
Unified Activity Trails	Share logboxes across providers for unified visibility
Flexible Deployment	Roll out from minimal to full collaboration with clients

Benefits

¹ Microlog uses Microlog API to audit log API invocations too!

Administration and Collaboration

- An intuitive portal lets admins manage accounts, admins, logboxes, search and free text search on message content, and oversee activity with ease.
- Organize log data like email inboxes, called logboxes, per client or service

Each service provider has a dedicated account with logboxes, which acts as an organized mailbox for logging and storing data. This structure makes it much easier to securely store, categorize, and search events by date range, client, and specific tags. With a logbox architecture, your clients can also talk back to you by writing log messages to your logbox.

- Support multiple administrators per account, with role-based permissions. Proxy accounts can be created on behalf of individual clients.
- Clients can share their logboxes with other Microlog-enabled providers, which is perfect for those “super app” builders needing unified visibility across services.

Security and Integrity

- Messages are hardware-encrypted at rest with software tamper detection, ensuring the integrity of every log message.

Deployment Options

- Choose zero-intrusion to full participation rollout

Roll out Microlog at your own pace - from proxy accounts to full collaborative deployment with your clients when they share their logboxes with multiple providers.

Strengthening Communication

- If simple API interchanges are insufficient for you to connect with your clients closely, Microlog enables greater transparency, trust, and collaboration between you and your clients. Whether you are a startup or growing new SaaS or PaaS products, Microlog helps turn log data into a shared resource across teams.