

Michael Whitner Launches DataSensingLab: A New Tech Blog Helping SaaS Teams Leverage Real Signals & Build Scalable Soft



San Francisco, California Jul 14, 2025 ([Issuewire.com](https://www.issuewire.com)) - Michael Whitner, a seasoned technical writer and systems thinker with expertise in B2B software, product infrastructure, and developer tools, has officially launched **DataSensingLab** - a new SaaS/B2B tech blog dedicated to helping founders, engineers, and product teams harness real-time signals to build smarter, more scalable software.

DataSensingLab dives into the critical role of real-time data streams, including APIs, backend telemetry, and user interactions, in creating responsive, event-driven SaaS platforms. The blog offers in-depth insights into topics such as **event-driven architecture**, **product telemetry**, **analytics strategy**, and **technical storytelling**, all aimed at addressing the unique challenges faced by modern SaaS organizations.

With over a decade of experience developing data platforms and developer-facing tools, Whitner's work bridges the gap between complex systems and practical product goals. His writing emphasizes observability, performance, and customer-centric development, providing tactical advice for teams building everything from MVPs to usage-based pricing models.

"Scalable SaaS isn't just about shipping features, it's about understanding the signals that drive performance and user experience," said Michael Whitner, founder of DataSensingLab. "This blog is my way of helping product teams decode their infrastructure and data, and turn it into real, actionable value without unnecessary complexity."

DataSensingLab is designed for SaaS founders, engineers, and product managers who are navigating the fast-evolving landscape of cloud-native development. In addition to technical deep-dives, the blog covers emerging trends, frameworks, and real-world case studies that resonate with fast-moving product teams.

Early readers have praised the blog's clarity, depth, and real-world relevance.

"Michael's perspective on how product and infrastructure intersect offers a fresh and practical lens for SaaS builders," said Jane Doe, CTO at ScaleSoft Inc. "DataSensingLab is quickly becoming a go-to resource for our team."

The blog is now live at <https://datasensinglab.com>, with new articles published regularly.

About Michael Whitner

Michael Whitner is a technical writer and systems strategist focused on the intersection of product, data, and infrastructure in B2B SaaS. With years of experience building developer tools and data platforms, he helps teams design scalable, observable, and user-focused systems.

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