

Michael Whitner Launches DataSensingLab: A SaaS/B2B Tech Blog Focused on Real-Time Signals and Scalable Software



San Francisco, California Jul 13, 2025 ([IssueWire.com](https://www.issuewire.com)) - Michael Whitner, a seasoned technical writer and systems thinker specializing in the intersection of product, data, and infrastructure for B2B software, today announced the official launch of **DataSensingLab** - a new blog dedicated to helping SaaS founders, engineers, and product teams build smarter, scalable software by leveraging real-time signals and advanced architectural strategies.

The blog explores how real-time data streams, from APIs, user interactions, and backend telemetry, can be harnessed to build responsive, event-driven SaaS products that scale effectively without unnecessary complexity. DataSensingLab offers in-depth analysis on topics such as event-driven design, telemetry strategy, product analytics, and technical storytelling, all tailored to the unique challenges of modern SaaS businesses.

With over a decade of experience building developer tools and data platforms, Michael Whitner brings a deep understanding of the technical and strategic challenges SaaS teams face. His writing focuses on bridging the gap between complex infrastructure and product goals, empowering teams to ship high-quality software that remains observable, efficient, and customer-focused.

“Building scalable SaaS products is no longer just about 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 sharing practical insights that help product teams make sense of their data and architecture so they can deliver real value without unnecessary bloat or complexity.”

DataSensingLab aims to serve a broad audience of founders, engineers, and product managers—from those building their first MVP to teams fine-tuning usage-based pricing models. The blog’s practical approach addresses the technical realities of SaaS development, providing readers with actionable advice and real-world examples to guide their decision-making.

In addition to technical deep-dives, DataSensingLab covers emerging trends and best practices, fostering a community of SaaS professionals committed to smarter product development. Early readers have praised the blog for its clear, thoughtful writing and relevance to the evolving challenges of building SaaS platforms.

“Michael’s unique perspective on how product and infrastructure intersect offers a fresh lens for SaaS builders,” said Jane Doe, CTO of ScaleSoft Inc. “DataSensingLab is already proving to be an invaluable resource for our engineering and product teams.”

DataSensingLab is now live at <https://datasensinglab.com>, welcoming SaaS professionals eager to stay ahead of the curve in today’s fast-changing software landscape.

About Michael Whitner

Michael Whitner is a technical writer and systems thinker who focuses on the intersection of product, data, and infrastructure in modern B2B software. With extensive experience in building developer tools and data platforms, Michael helps SaaS teams scale, stay observable, and deliver real value through thoughtful architecture and data-driven design.

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