

GRAFANACON
AMS2018

The business of Grafana Labs

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How does Grafana Labs make money?

IT'S ABOUT MORE THAN MAKING GRAFANA SUSTAINABLE

Not just a lifestyle business 'supporting a few developers'







WE WANT TO GO MUCH FURTHER

Build a world class software company that makes real money

BUT ON OUR TERMS

What is Grafana Enterprise?

[1] Premium Plugins	[2] Support and Training	[3] Additional Features
<div data-bbox="104 358 278 915"></div> <p data-bbox="316 576 579 611">More to come...</p>	<p data-bbox="683 399 1205 436">Direct phone and slack support</p> <p data-bbox="683 489 1161 526">4 hour SLA for critical issues</p> <p data-bbox="683 578 960 615">Custom Training</p> <p data-bbox="683 668 1035 705">Roadmap Assurance</p> <p data-bbox="683 757 937 794">Indemnification</p>	<p data-bbox="1280 399 1785 480">We are internally AGONIZING over this topic.</p> <p data-bbox="1280 535 1756 615">Considering features around authentication and security</p> <p data-bbox="1280 668 1491 705">LTS binaries</p> <p data-bbox="1280 757 1663 794"><i>Feedback appreciated!</i></p>

What is GrafanaCloud

- The main monetization channel for Grafana Labs
 - Allows us to keep core Grafana open source.
- Deliver a complete Grafana stack, in the cloud
 - Grafana, plus high performance metrics backend
 - Managed and scaled by Grafana Labs
- A 'better way' than commercial SaaS vendors
 - Single pane of glass only with single data source
 - Too expensive at scale (\$15 per server, really?)
 - Too much lock in
 - No flexibility of deployment model



Don't lose our users to the dark side



DATADOG

SUPPORT

PRICING

GET STARTED FREE

Graduate from Grafana & Graphite

Monitor your whole stack in real-time, plus get full Statsd visibility, OOTB analytics, full data

WAVEFRONT
by vmware

PRODUCT

SOLUTIONS

ABOUT

BLOG

FREE TRIAL

SCHEDULE DEMO



BEST PRACTICES

PRODUCT CAPABILITIES

5 SIGNS IT'S TIME TO REPLACE YOUR IN-HOUSE MONITORING PLATFORM (GRAFANA + GRAPHITE, OR OTHERS)

The original grand-daddy of TSDBs



Much loved, 100% OSS, but with some (fixable?) problems:

- Lack of dimensionality (ie. tags)

- Whisper (storage) scaling

Graphite: Let's do it.

- The first TSDB that Grafana supported, all the way back in 2014
 - Over 40,000 Graphite data sources reported with Grafana
 - Still one of the most popular TSDBs for the Grafana community
- Got very involved in the upstream project
 - Worked with Jason Dixon to help us get 1.0 out about a year ago
 - @dcech now co-maintainer, along with @deniszh, @cbowman and others
 - Added tags, pluggable backend storage, pluggable fx, perf improvements, more
- Consider Graphite to be a standard; not a particular implementation

GrafanaCloud 1.0

- Launched April 2017
- Targeted large users who were pushing the limits of Graphite
- 100% compatible with Graphite; a seamless migration path
- Able to import existing whisper data
- Powered on the backend by Metrictank, an engine we open sourced
- Cassandra for long term redundant storage

How did we do?

We hit about 60K in core MRR

A year later

We launched GrafanaCloud, and that changed everything

Well over USD 200K in MRR; 4x in a year

And > 50% of that is GrafanaCloud

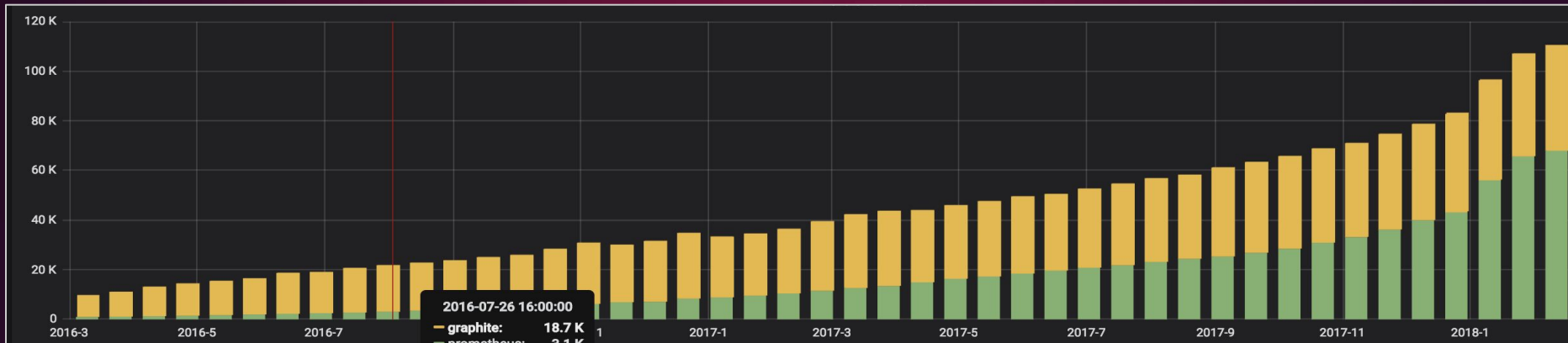
We are operating at about cash-flow breakeven

And even though VCs are super interested, we're being very careful

We've witnessed the rise of a new TSDB



Prometheus



Prometheus now the most starred TSDB on GitHub

- Prometheus support added to Grafana in 2015
 - Announced at GrafanaCon, improvements over the years
- From a niche TSDB to over 50,000 active Grafana data sources
 - The fastest growing TSDB in our ecosystem
- Grafana Labs became members of CNCF last year
- We think PromQL is really cool, and it's an embeddable library (hmmm)

Announcing GrafanaCloud 2.0

- Now with Prometheus / PromQL:
 - Long term, redundant storage for Prometheus (remote write)
 - CHOICE to write functions in EITHER graphite or PromQL (natively)
- Complement your infra, don't compete with it. This means choices.
 - CHOICE of deployment (GrafanaCloud Private Deployment)
 - CHOICE of data sources (natively blend data from on-prem and cloud data sources)
 - CHOICE of inputs (Carbon, DataDog, OpenTSDB, InfluxData, Prometheus)
 - CHOICE of backend storage (Cassandra, Bigtable)
- A truly composable, interoperable and fully supported metrics stack.

Investing in the Prometheus ecosystem



Grafana Labs to acquire Kausal



Tom Wilkie *Founder VP Product*

Previously: Weaveworks, Google, Acunu, Xensource



David Kaltschmidt *Founder Director UX*

Previously: Weaveworks, TypeTypeType, Oracle

Doing awesome stuff together

Get Grafana in “off the wall”

Doubling down on Prometheus for GrafanaCloud

A new approach to log aggregation for distributed systems