

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

So how do we monetize?

Be careful about WHO we are trying to monetize, and HOW

GRAFANA ENTERPRISE	GRAFANA CLOUD
Launched Q1 2016	Launched Q1 2017
Starts at \$12,000 per year +++	Starts at \$1,000 per year
For the largest 10,000 global companies	For anyone looking for a hosted stack
Priced per user	Priced by data volume

Don't hold back features that startups would find useful

What is Grafana Enterprise?

[1] Premium Plugins	[2] Support and Training	[3] Additional Features
   	<p>More to come...</p> <p>Direct phone and slack support 4 hour SLA for critical issues Custom Training Roadmap Assurance Indemnification</p>	<p>We are internally AGONIZING over this topic. Considering features around authentication and security LTS binaries <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

WAVEFRONTTM 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)

By CaptainKris | June 22, 2016 | No Comments

GRAFANA CON AMS 2018

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

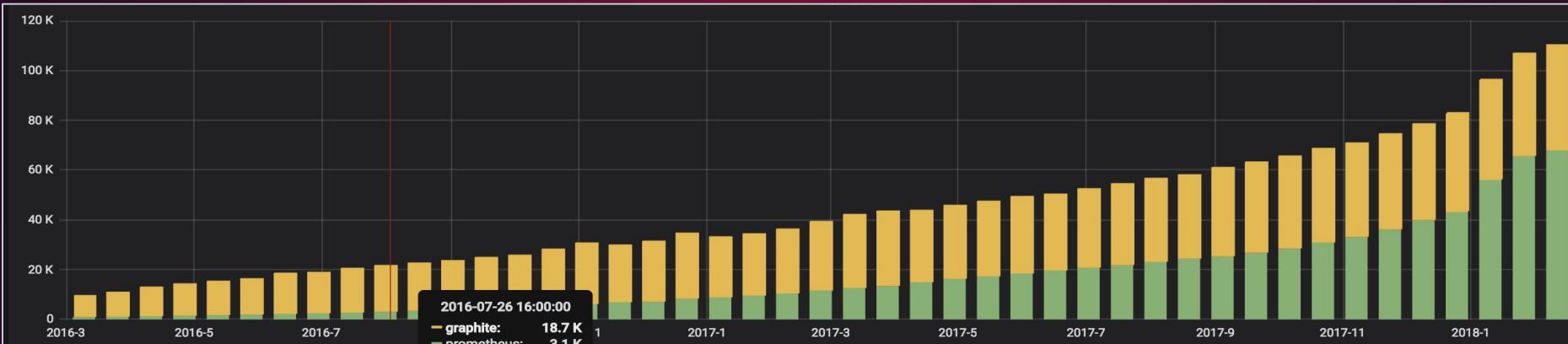
We are operating at about cash-flow breakeven

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