

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
   	<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

**WAVEFRONT<sup>TM</sup>** by VMware

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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

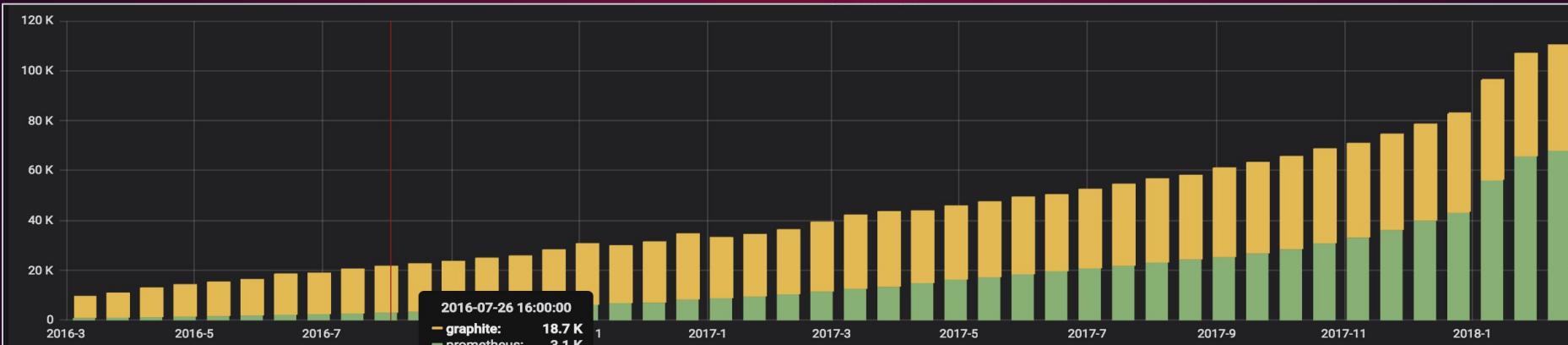
We are operating at about cash-flow breakeven

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