



The Biz of Grafana

Adventures in monetizing open source

Monetization Plan (circa 2015)

1. Build an awesome team
2. Accelerate Grafana
3. Keep everything open source
4. ??
5. Profit



An Incredible Team



Raj Dutt **CEO**



Anthony Woods **CTO**



Torkel Odegaard **CGO**



Dieter Plaetinck



Dan Cech



Carl Bergquist



Daniel Lee



Jason Dixon



Matt Toback

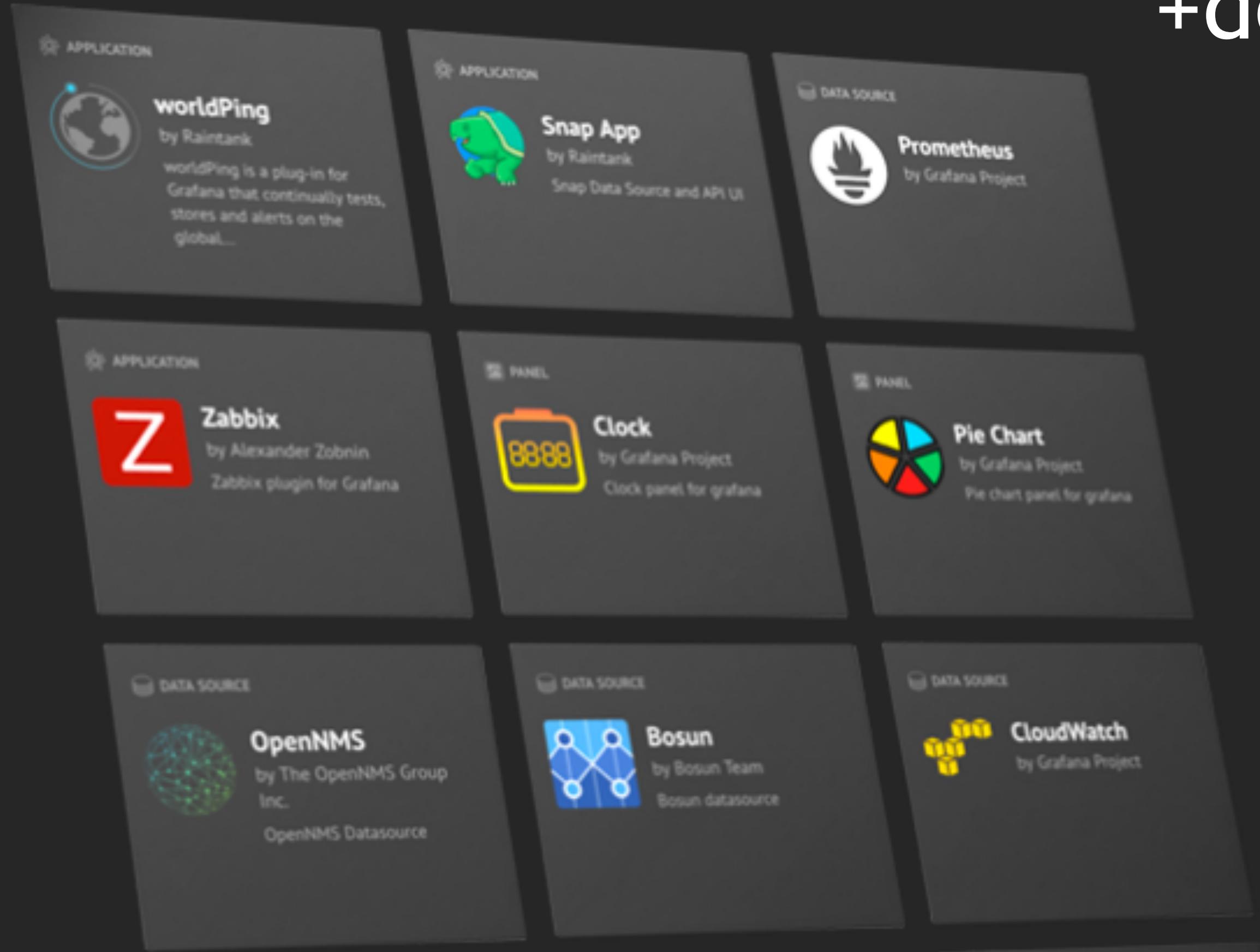


Trent White



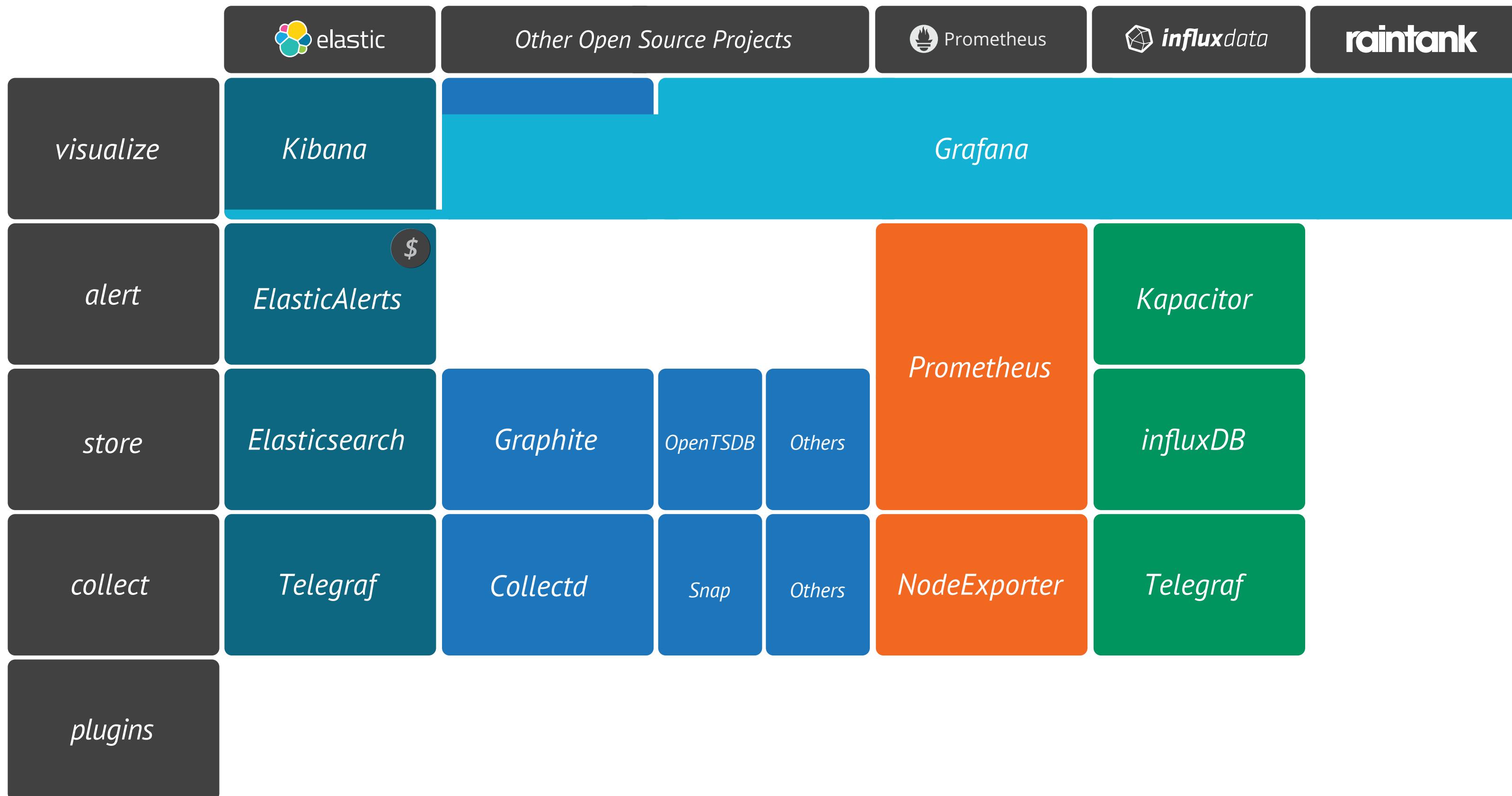
Accelerate Grafana

- Released 2.x, 3.x, 4.x
+developers +office



- Plugins have been key
 - Can move faster
 - Allows us to say “yes”
 - Makes dev scalable





3 Lessons Learned

(1) Many of our large, passionate users:

- A) Won't use Hosted Services
- B) Won't buy Support (at least not "for love")
- C) Want a complete, supported stack ("not just Grafana")

(2) Monetization is hard

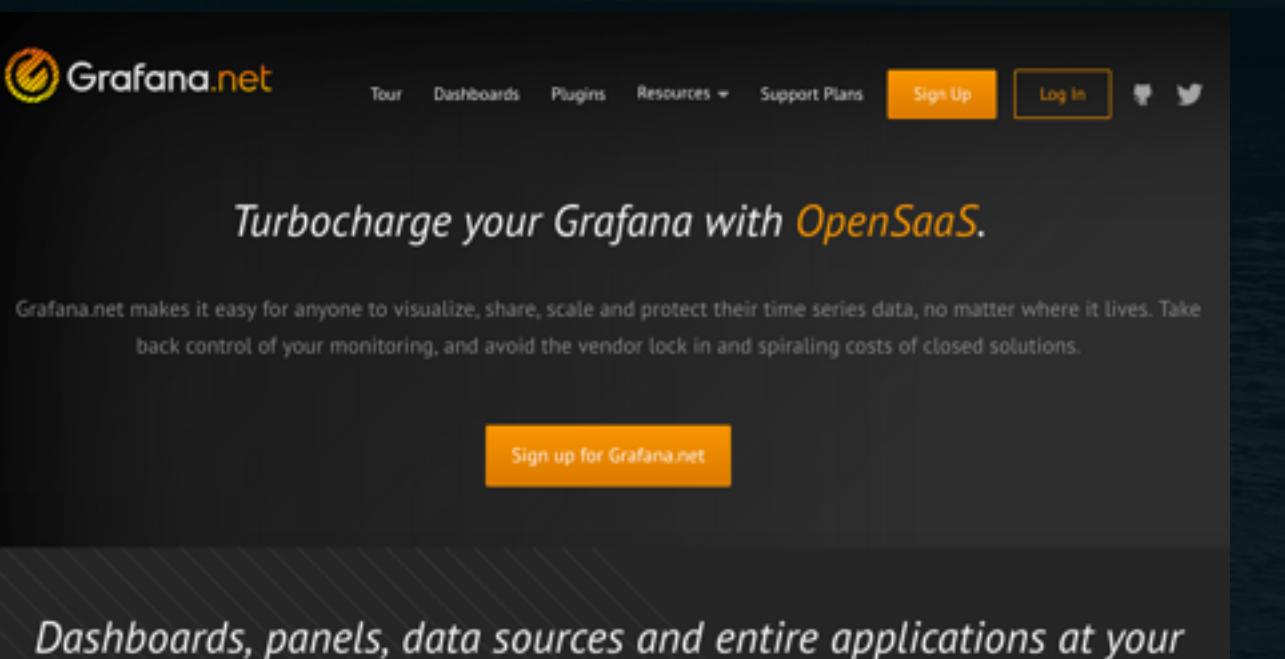
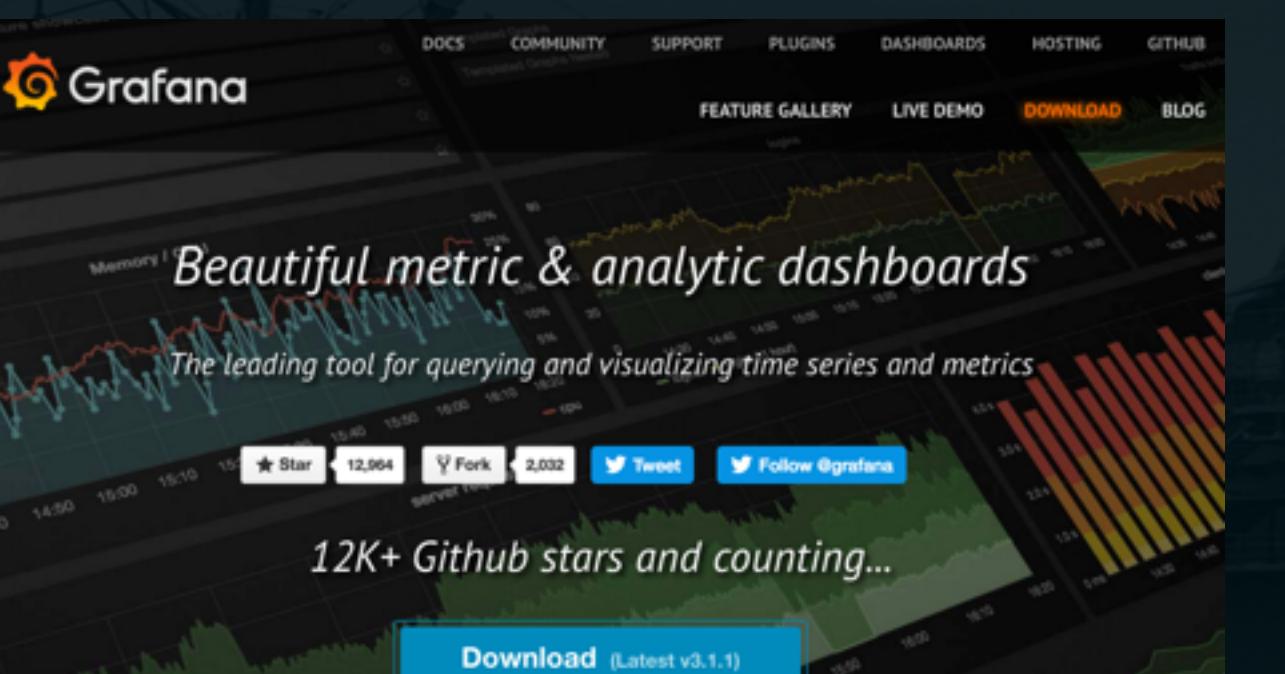
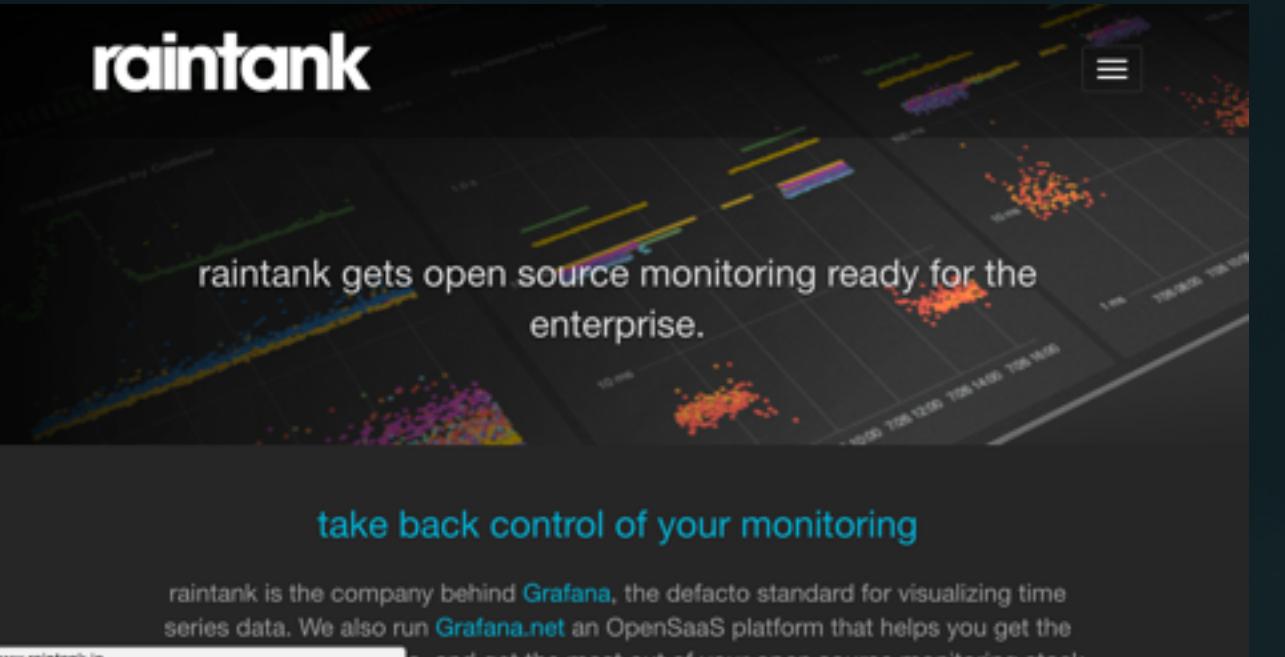
(easier to end up famous but broke?)

(3) Open core remains the most "obvious" choice

(but not something we want to do)



An unnatural evolution



RAINTANK
Company behind Grafana

GRAFANA . ORG
Download Grafana
Link to GRAFANA . NET

GRAFANA . NET
Get your account here
Download plugins
Find out about support







MISSION NOT ACCOMPLISHED!

Remember these companies?



How about now?



Monetization Plan (2016)

Hosted Services

Fully managed, turnkey stack

Hosted Grafana

Hosted Metrics

Snap Agents

Roadmap Assurance

Feature commits

Plugin Subscription

Vendors & Users

Support Subscription

Priority support

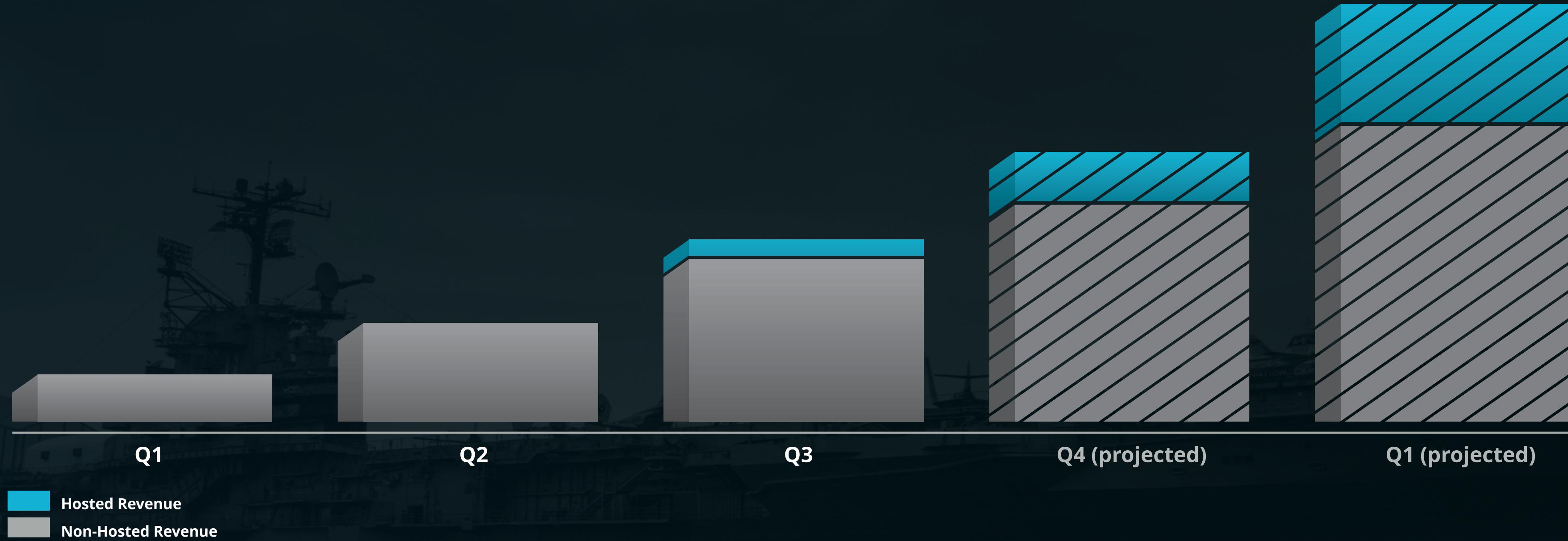
Priority bug-fixes

Indemnification

Health and Availability monitoring



Accomplishments (2016)



- End 2016 with at > \$1,000,000 ARR
 - Default alive
 - Monetization is important in 2017
 - But is not our #1 priority



Us, too.

1. One site for everything (grafana.com)
2. Rebrand raintank to GrafanaLabs



Completing the Stack

(1) Snap

(2) Graphite

