

Observing the Invisible

Visibility in a world you no longer control

Luciano Alves, CEO Zabbix LatAm



1. The World You Knew

And the one you're actually running today

Have you ever gotten that call?

Every dashboard green, every metric inside SLAs and ... the phone still rings, because ...

your customer can't buy, can't log in, can't operate

I've gotten that call. You probably have too.

Before ... a clear perimeter

You owned everything you could see:

- **your own network**
- **your own servers**
- **your services**
- **your own data**

Today ... a distributed environment

- **Cloud / Multicloud**
- **APIs**
- **SaaS / PaaS**
- **Containers**
- **AI Tools / Agents**
- **Fintechs**
- **Cloud ERP / Collaboration / CRM**

The perimeter you learned to protect doesn't exist the way you learned it.

*The question isn't ... "am I monitoring everything?" anymore.
It's "do I even know everything I need to monitor?"*

Third-Party Services

Your business relies on third-party Services, APIs,
Integrations?

Who they are

Do you know how they monitor/observe their
Services, APIs, Integrations?

About Failures

Do you know the impact if some third-party
Services, APIs, Integrations fail?

2. The Price of Not Seeing

This isn't a theoretical risk.

It happened, to companies with more resources and better people than most of us.

CrowdStrike & Delta (Jul/24)

Aviation, healthcare, banking, all hit at once ... same root cause, different outcomes for everyone

~1.4 million

Passengers affected. Hundreds of complaints, and legal obligations to affected passengers

5 days

To fully recover. Most affected companies were back online within hours; Delta Air Lines wasn't

~7.000

Canceled Flights. Visibility into dependency chain (the crew-scheduling system)

\$500-550M

Delta's losses: \$500–550 million (NBC News; Delta's own CEO cited \$500M to CNBC/NPR)

CNBC

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AIRLINES

Delta CEO says CrowdStrike-Microsoft outage cost the airline \$500 million

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DELTA

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ADVISORIES

July 2024 Outage Travel Disruption

Current Advisories

Airport Advisories

Delta SkyWatch™: Weather Advisories

Other Advisories

Other Advisories Overview

Ebola Travel Advisory

Middle East Unrest

Important Payment Update for India Departures

Cashless Airports Update

July 2024 Outage Travel Disruption

A Global IT Outage affected our operation and disrupted flights systemwide July 19-28, 2024.

Delta is committed to caring for our customers during this time and has taken a number of steps to assist those affected by significant delays and cancellations.

Southwest Airlines (Dec/24)

The risk you already knew about

7 years

of warnings. From the pilots' union to the company's own shareholder filings quietly became invisible, until the risk collapsed the airline.

10 days

To fully recover. Dispatchers were reduced to tracking crew locations by phone and spreadsheet.

~16,000

Canceled flights. Between Dec 21–31. The collapse was Southwest's own crew-scheduling software.

(SkySolver)

\$1.1Billion

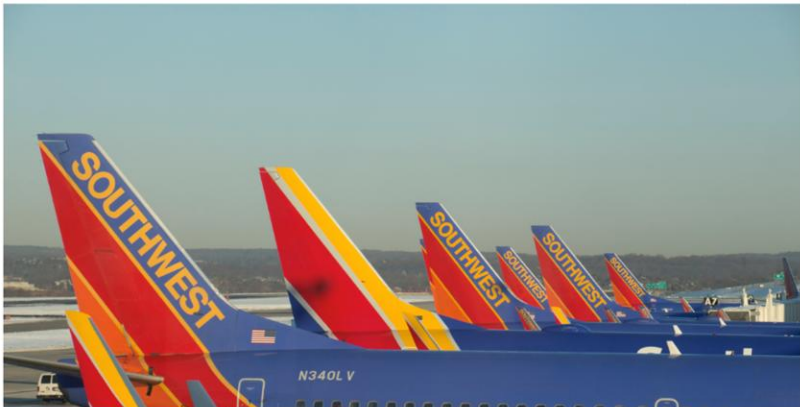
Total cost, plus a record \$140 million fine (the largest civil penalty ever issued against an airline).

Crisis comms lessons from Southwest’s flight cancellation calamity

Had Southwest followed its own advice, the company could have avoided flying into a head-on communications crisis.

By
Tom Corfman
Jan. 18, 2023

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BUSINESS

Southwest CEO Says More Cancellations Ahead as Airline Tries to Recover

Carrier’s current plan is to keep its announced flight cuts in place through Thursday

By Alison Sider
Updated Dec. 27, 2022 3:33 pm ET

Toyota & Kojima Industries (Feb/22)

The dependency you didn't know you had

~13,000

Vehicles lost in a single day

28

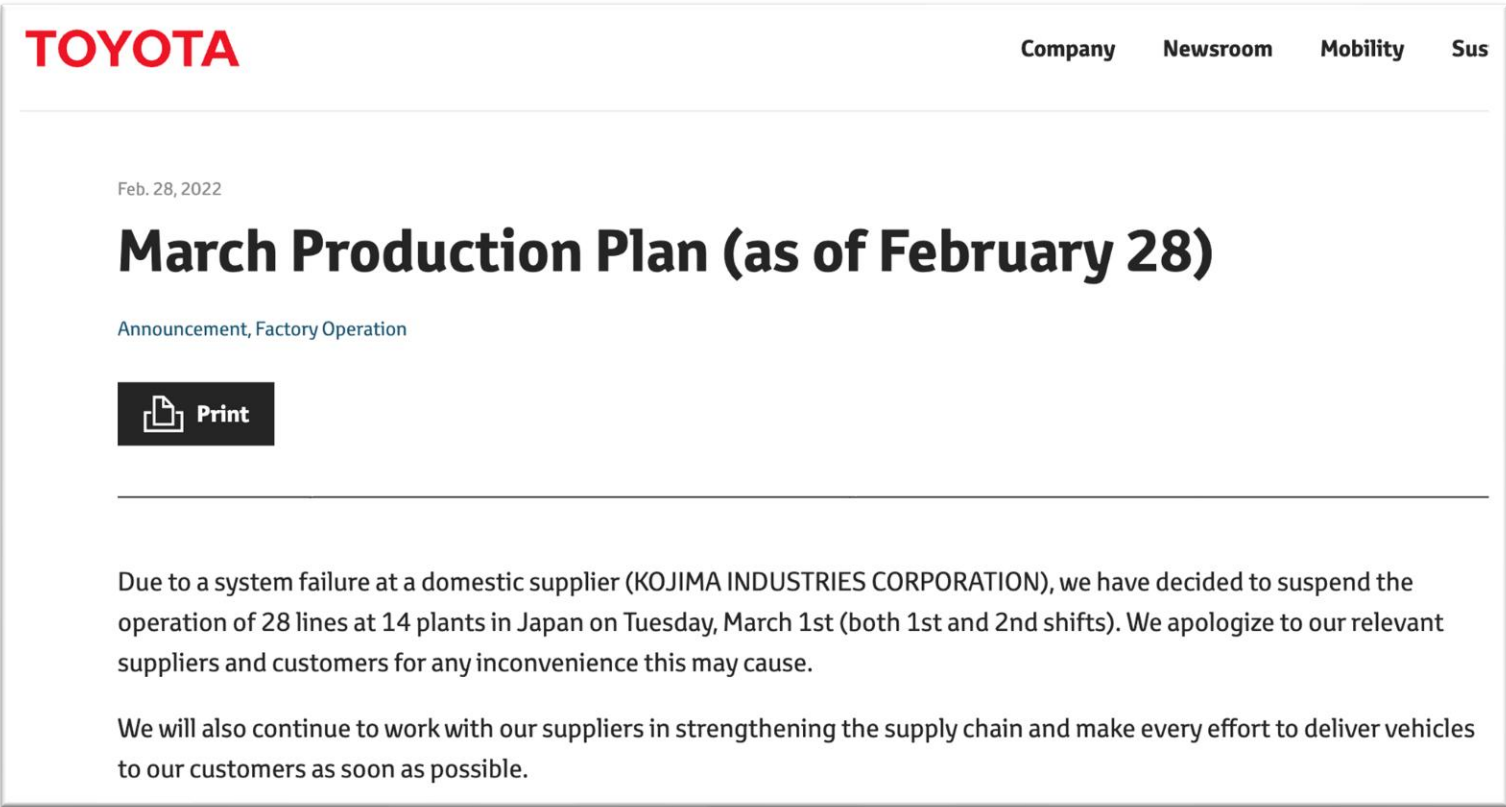
Production lines across 14 plants stoped after a key supply chain player was hit by a cyber attack.

14

Toyota plants shut down across Japan in a single day.

\$375M

Estimated cost.



Volkswagen (Sep/23)

When the network itself is the single point of failure

No attacker,

no ransomware, just infrastructure, and the whole plant stopped anyway.

5

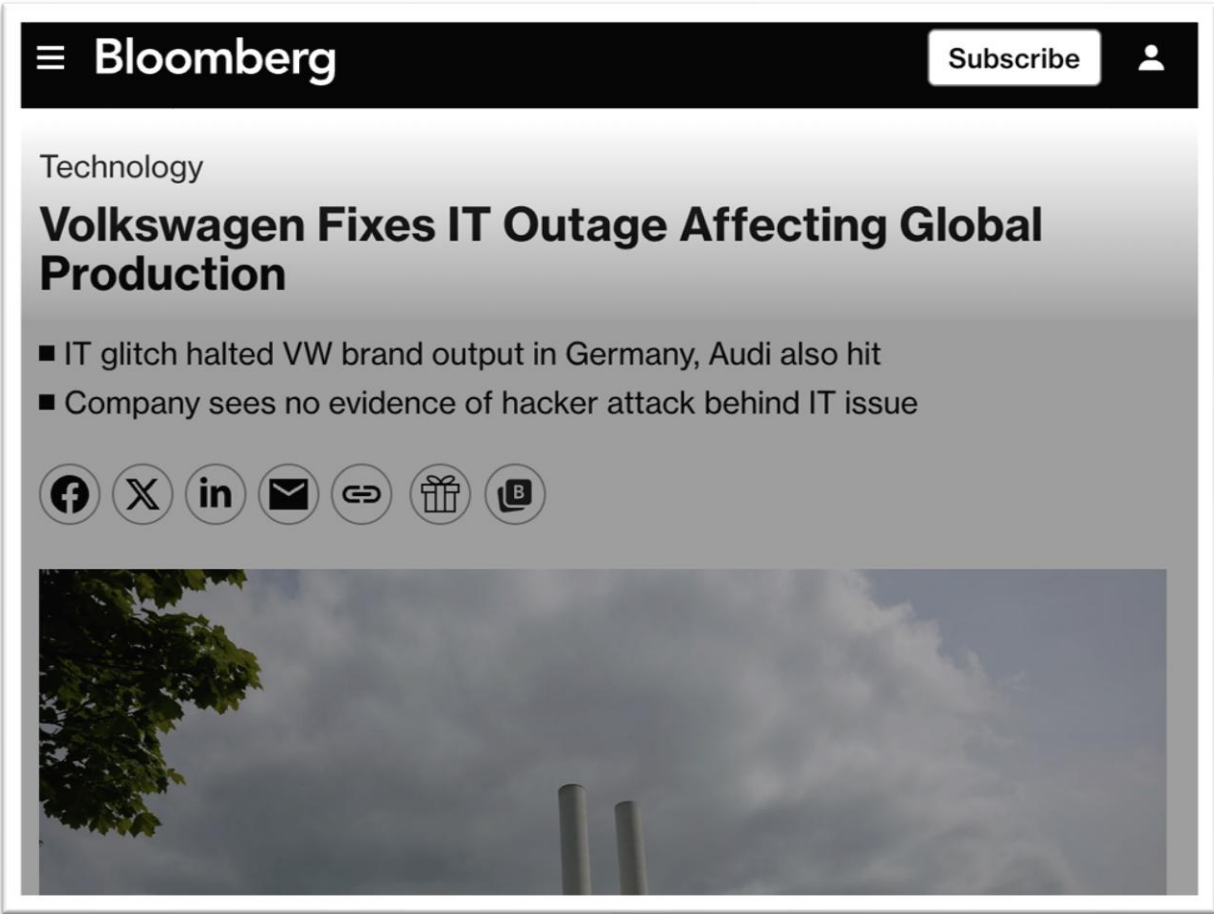
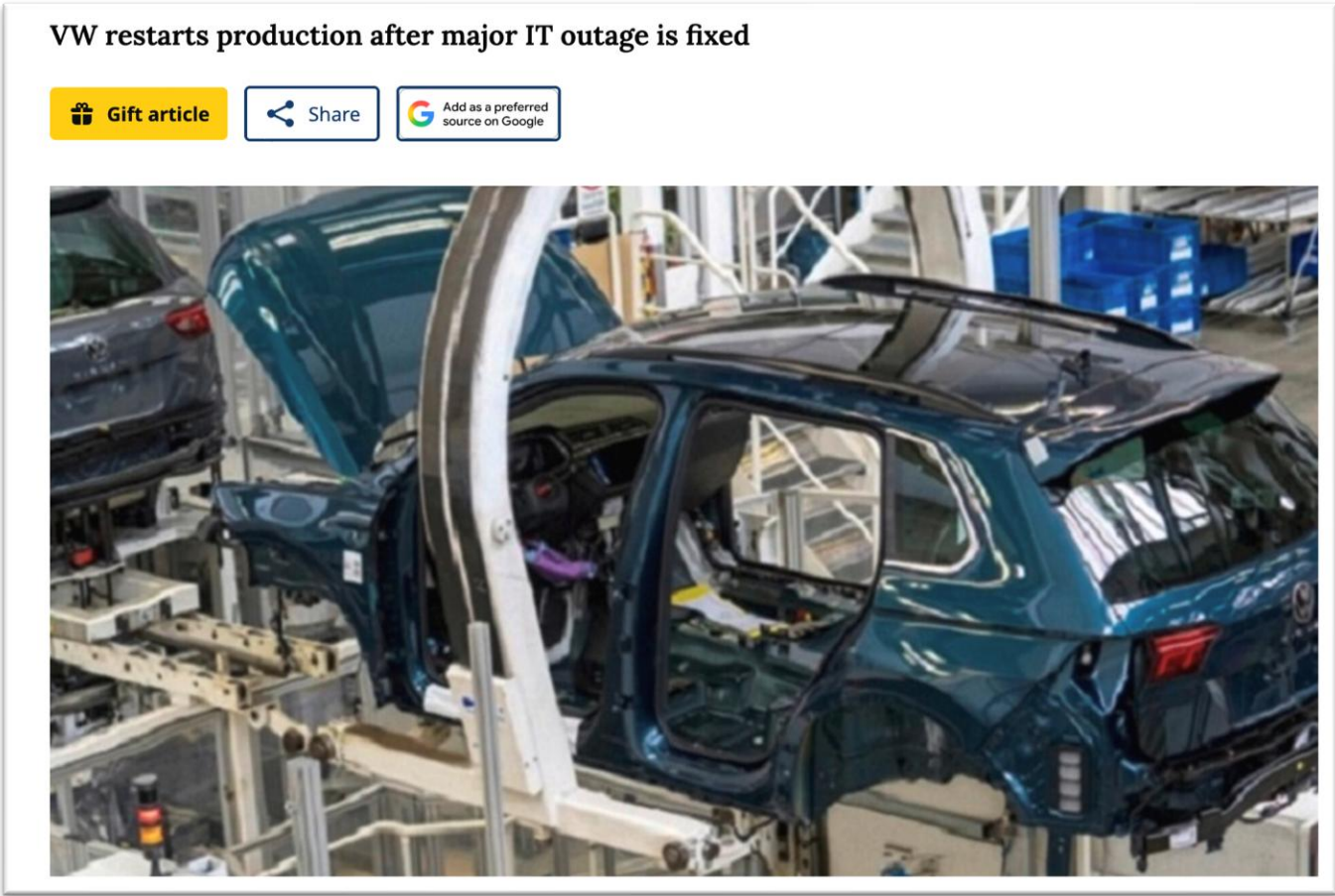
plants halted across Germany. With Audi and Porsche sites also reportedly affected.

~12 to 18

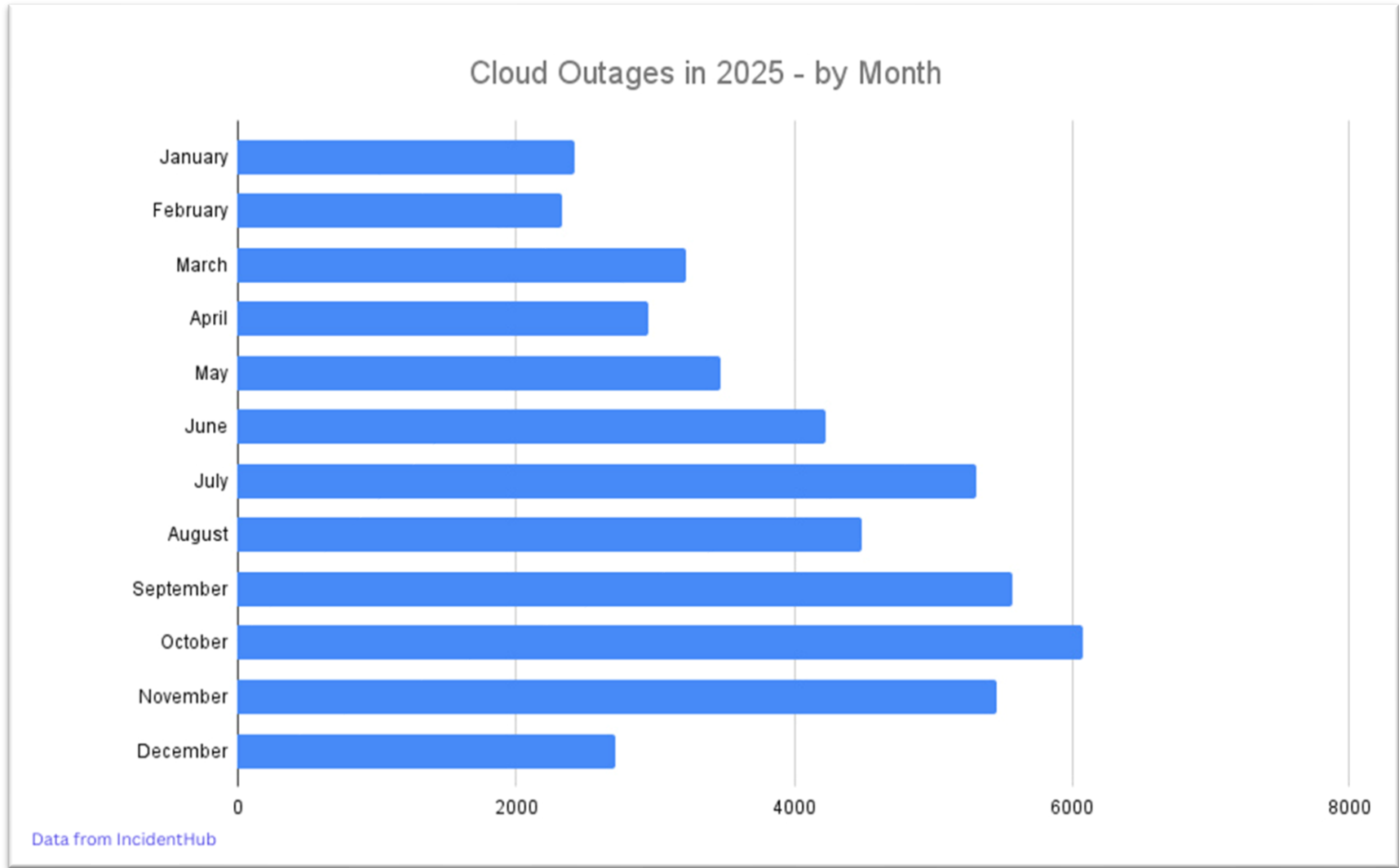
hours of lost production, restored overnight, global production "up and running" again by the next morning.

~2,500 - 4,500

vehicles not built. Estimated impact, since VW never disclosed this figure.

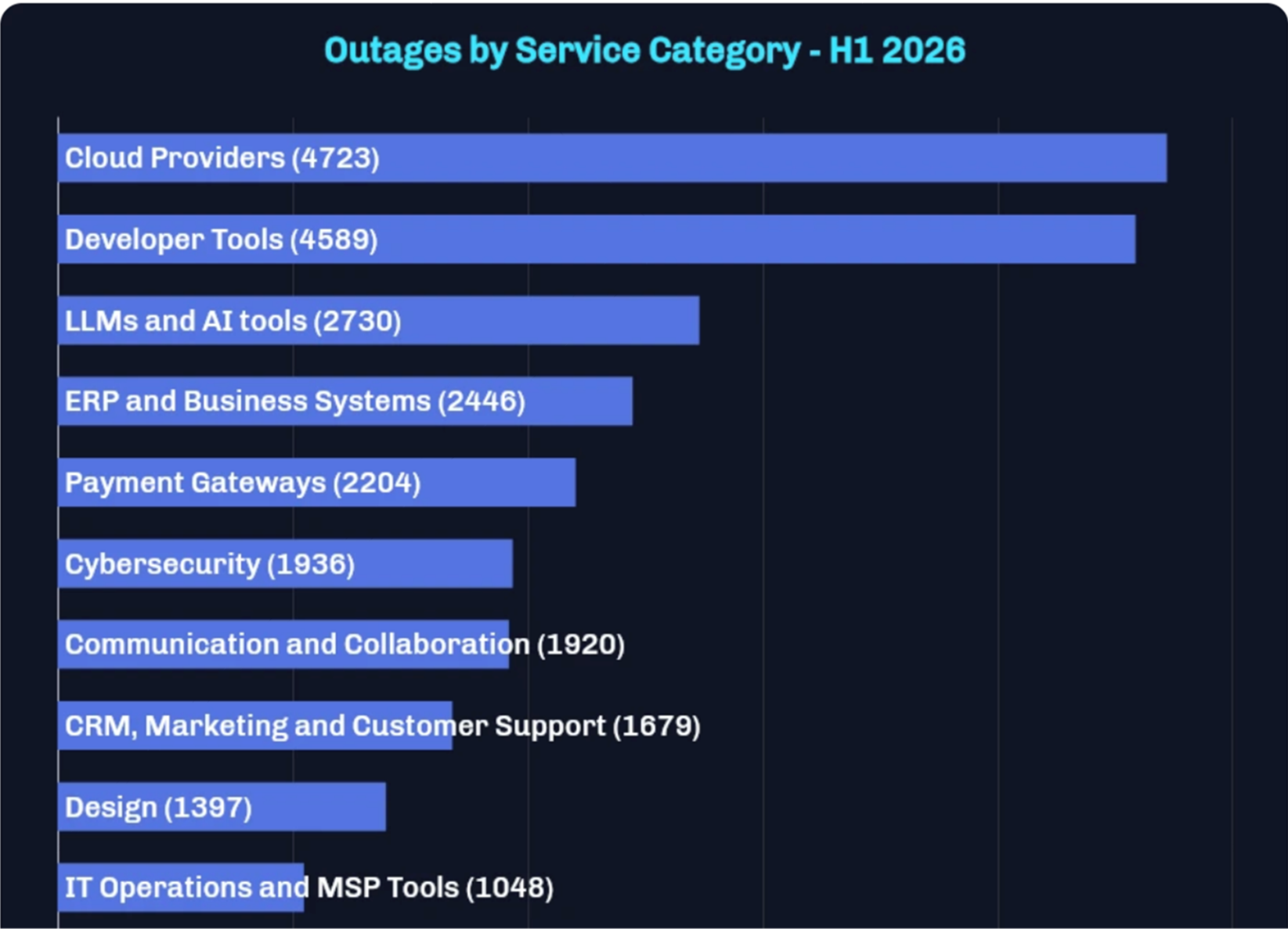


And it didn't stop there.



H1 2026 Outages by Category

Cloud providers topped the list with 4,723 outages across 86 providers, with Developer Tools coming in a close second with 4,589.



DOWNTIME DIRECT COST

Revenue, unproductive hours,
recovery and remediation

\$300K

Per hour

For 90%+ of mid/large enterprises

\$600B

Costs of Downtime

Research with 2K C-Level Global 2000, 20 countries

+50%

24 months

Downtime costs rise

DOWNTIME INDIRECT COST

reputation, market, and customers

60%

of customers

actively look for an alternative provider after just 3 service outages

90%

of IT leaders

say outages reduced customer trust in their organization

47%

of IT leaders

admit the customer notices the outage before the IT team does

3.4%

the stock price drop in average

right after a major incident, the financial market "sees" the failure too



Notice something these cases have in common:

none of these companies had a bad IT team or a

lack of resources

They had good people, good tools ... looking at the wrong part of the map.

3. The Map

How do you see what's become invisible?
A framework that needed a serious update.

The starting point:
a framework that already existed

Strategic

Why and When?

Customer experience, End-to-end SLA, Costs, Contracts
President | Owners | Directors | C-Level

Tactical

Where and How?

APIs, AI models, Integrations, Applications, Middleware
Manager | Coordinator

Operational

What ?

Cloud & containers, OT protocols, Servers, Network
NOC / SOC Operators | Engineers | SRE

- *This framework maps who needs which kind of visibility.*
- *That hasn't changed. What changed is what fits inside each layer.*

The update: what became invisible in each layer

Operational

Always visible

Your own network, servers,
CPU/disk/memory

Became invisible

Third-party cloud infra, ephemeral
containers, provider status
(AWS/Azure/CDN/DNS)

Tactical

Always visible

Integration between your own systems

Became invisible

API chains between vendors, critical SaaS,
AI model latency

Strategic

Always visible

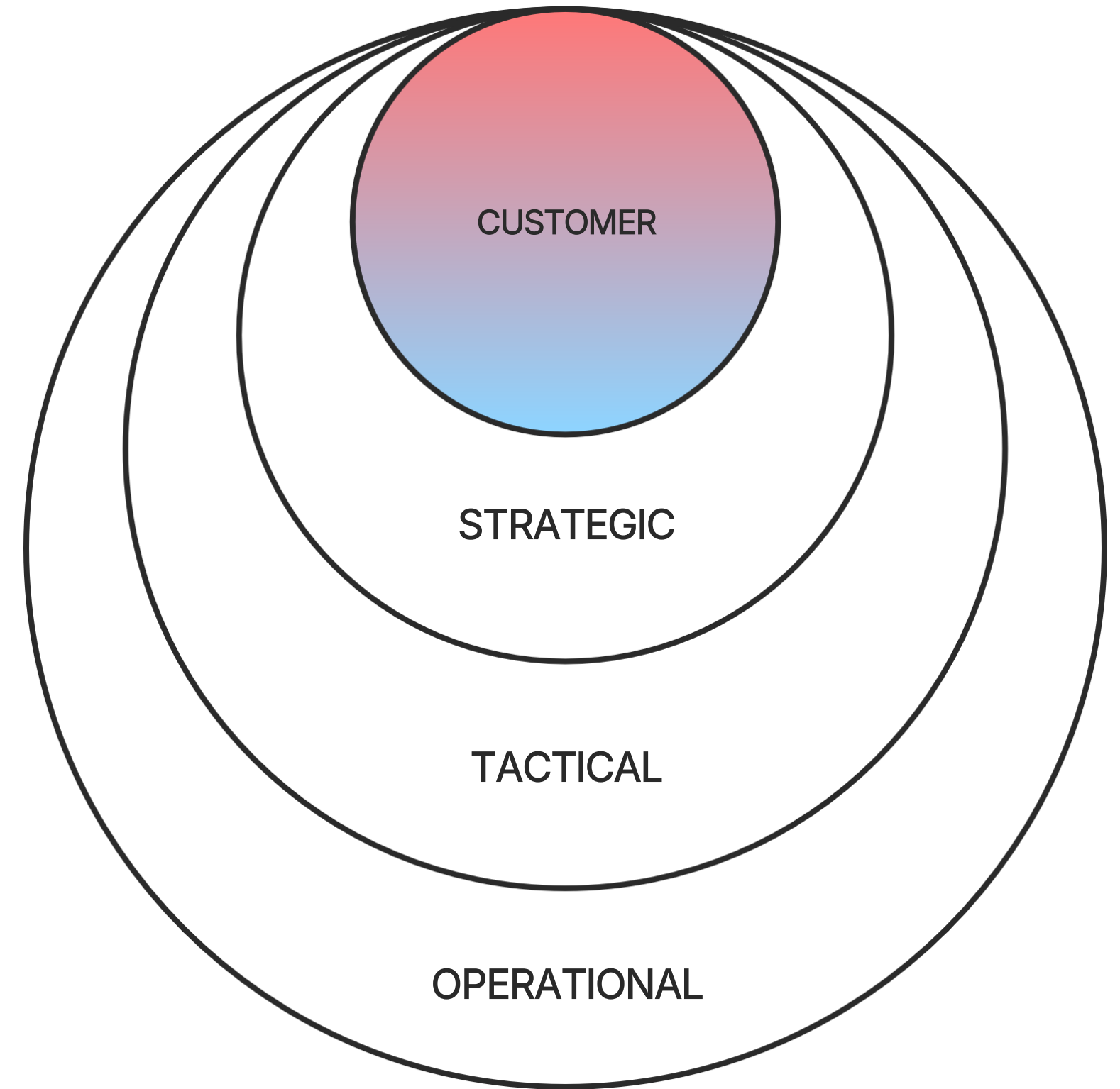
Your system's uptime target

Became invisible

End-to-end customer experience,
including the part that isn't yours

You don't need to control everything

*You need to see everything that affects you
Even what isn't yours.*



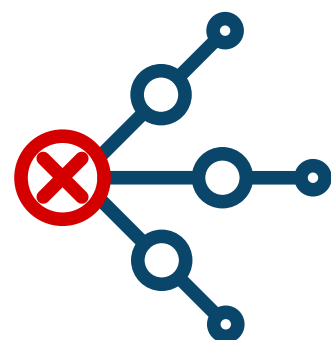
4. The Tool

I'm not going to give you a sales pitch

I'll show you how Zabbix can be an ally on this journey

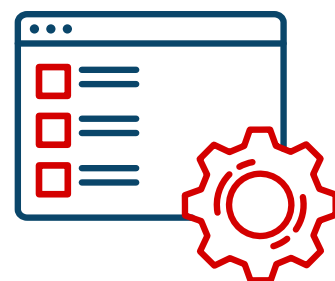


ZABBIX 8.0: The **Universal**, Open Source **Observability** Solution for **IT & OT**



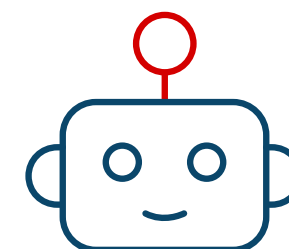
CEP

Turns alerts into root
cause, not noise



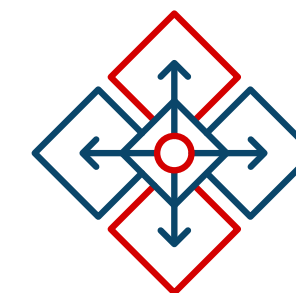
APM

Sees the API chains
nobody could see



AI

Sees what your AI is
doing, and uses AI to
see better



Scale / Coverage

From 100K to 1M+
metrics per second

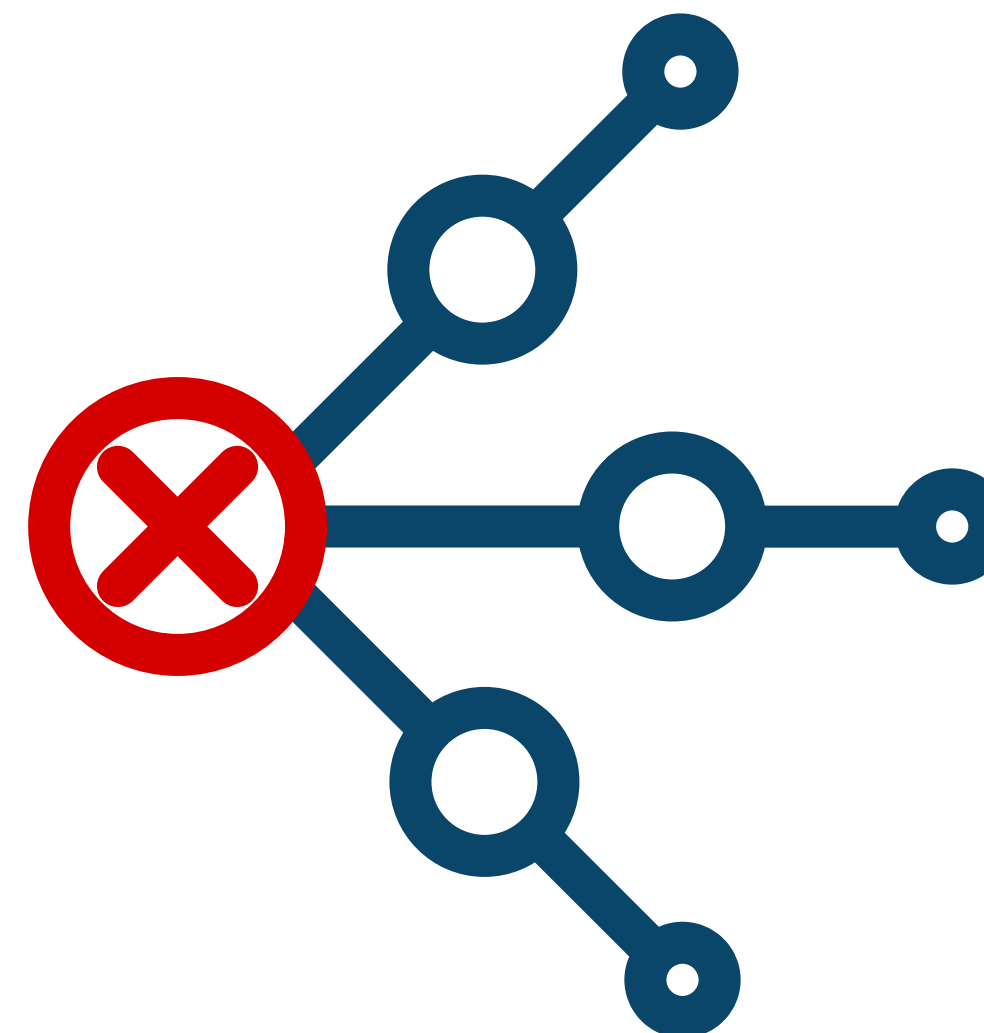
CEP: From single alerts to root cause

BEFORE: SINGLE-EVENT PROCESSING

- Filtering and normalization
- Severity and tags
- Suppressing and closing old events

NOW: REAL CORRELATION

- Root cause and symptoms
- Automatic de-duplication
- Complex correlation rules
- Enables SIEM (why not?)



This answers the Part 2 question: what separated the ones who recovered fast from the one that bled for a week?

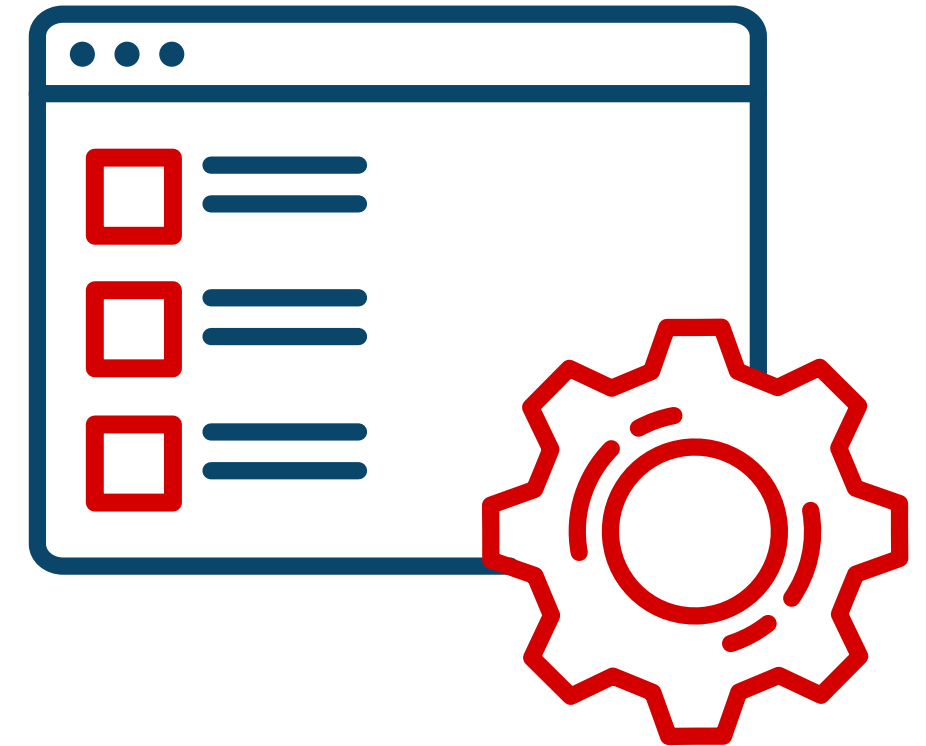
APM: the tactical layer, finally visible

WHAT'S NOW POSSIBLE

- **Metrics, Logs, and Traces** in one place
- OpenTelemetry (user transactions, microservices)
- NetFlow/IPFIX, Kafka, and other data streams

WHY THIS MATTERS HERE

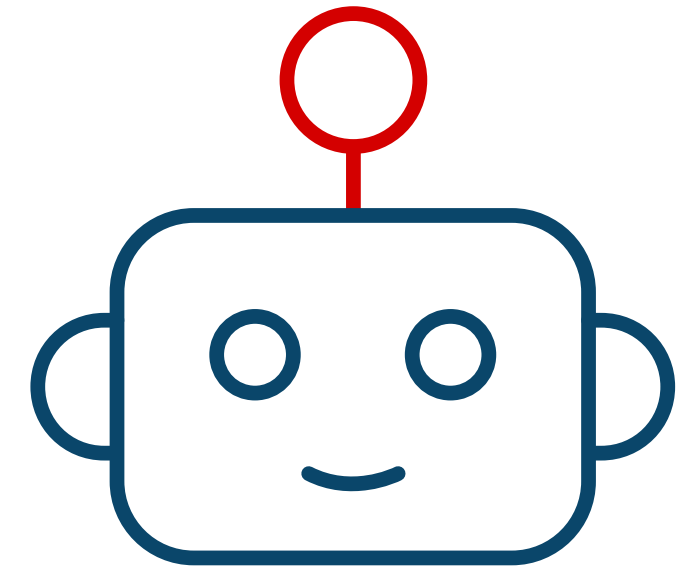
- Tactical layer we mapped as invisible: **APIs chain between vendors**
- The full trace, not just the point where it broke on your side.



AI: the self-feeding layer

ZABBIX MCP AND AI TOOLS

- Connectivity with Claude, OpenAI, Gemini, and other MCP clients
- Automation, reporting and configuration via AI
- Maintenance assistant and trigger-creation wizard
- Better predictions and a built-in chatbot.

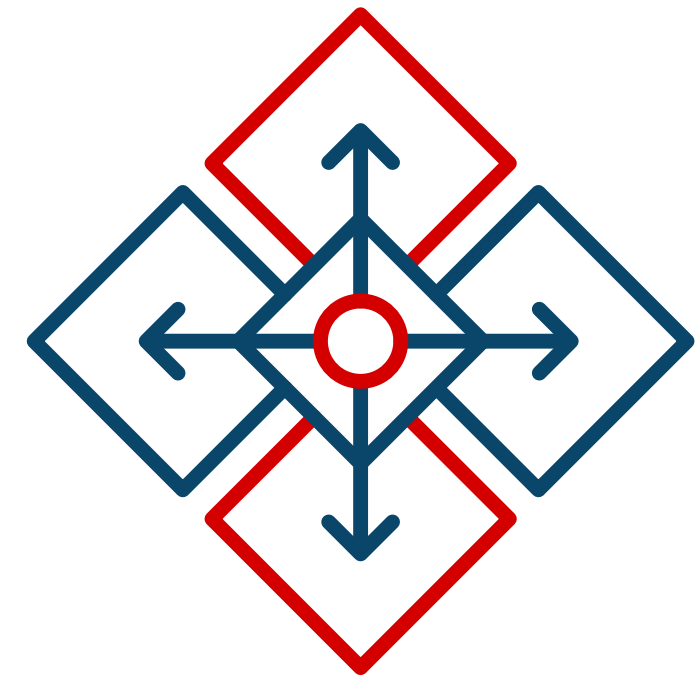


If AI Models/Tools/Agents are a new layer of invisibility ... Zabbix also uses AI to detect anomalies, root cause analysis, and integrate/communicate with the AI tools you already use

Scale / Coverage: follows you anywhere

MULTI-CLOUD, MULTI-AI, AND OT

- AWS, Azure, GCP, Oracle Cloud, etc. (third-party infra and platforms)
- Multi-cloud / AI solutions and cost monitoring (FinOps)
- Industrial protocols: SNMP, Modbus, and more (OT)



IT ADAPTS TO YOU

- Unlike a closed platform, Zabbix adapts to a hybrid environment (On-prem, Cloud, Containers, and OT) in the same dashboard (Free and open source)
- Plugins, Modules, Widgets, Integrations, etc.
- Webhooks, API, Data Ingestion

UP TO 80% in savings
compared to proprietary/licensed platforms

**"This isn't a third-party report. It's what I see, migration after migration,
across our own base of large MSPs and governments that moved from licensed tools to
Zabbix."**

Scale changes, the need doesn't

CROWDSTRIKE | DELTA | VW | AWS | TOYOTA

- Global giants, **plenty of people, plenty of budget**
- And they still went down over a link they couldn't see

THE CORNER BAKERY DOWN THE STREET

- It also depends on a **payment system**, a **connected freezer**, an **internet connection** that isn't its own



The question I asked at the beginning

“have you ever gotten that call?”

wasn't rhetorical ... it's going to happen again

Observing the Invisible

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Claim	Source
CrowdStrike / Delta, \$550M	NBC News
CrowdStrike / Delta, \$500M (CEO)	CNBC
Toyota / Kojima, \$375M	CNN Business Bloomberg
AWS / Azure, Oct 2025	IncidentHub Cloud
Direct cost of downtime	ITIC 2024 Splunk 2026
Indirect cost / reputation	Xurrent 2026 (PR Newswire)
Zabbix 8.0 LTS (AI, CEP, APM, scale)	Zabbix Roadmap 8.0 Launching
Zabbix case studies (Linx, BIND, London Underground)	zabbix.com/case_studies blog.zabbix.com



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