ZABBIX

Black Friday: Real-Time Visibility and Monitoring in E-Commerce

A case study

JLCP TECNOLOGIA

Client

INDUSTRY

RETAIL AND E-COMMERCE

SIZE

OVER 15,000 EMPLOYEES

LOCATION

BRAZIL

Faced with increasing demands for stability, performance, and data-driven decision-making during high-traffic retail periods, the technical team of a major Brazilian retail company turned to JLCP, a Zabbix Premium Partner that specializes in business-oriented observability journeys that help organizations transform infrastructure and application data into strategic insights on performance and impact.

Challenge

Before the project, the retailer’s monitoring was limited and decentralized, providing only basic data such as order volume and sales value, with little integration between IT and business operations. This made it difficult to quickly detect critical issues, especially during periods of high demand. The retailer’s team needed to ensure full visibility, improve the customer experience, and integrate business and technology data for more accurate decision-making.

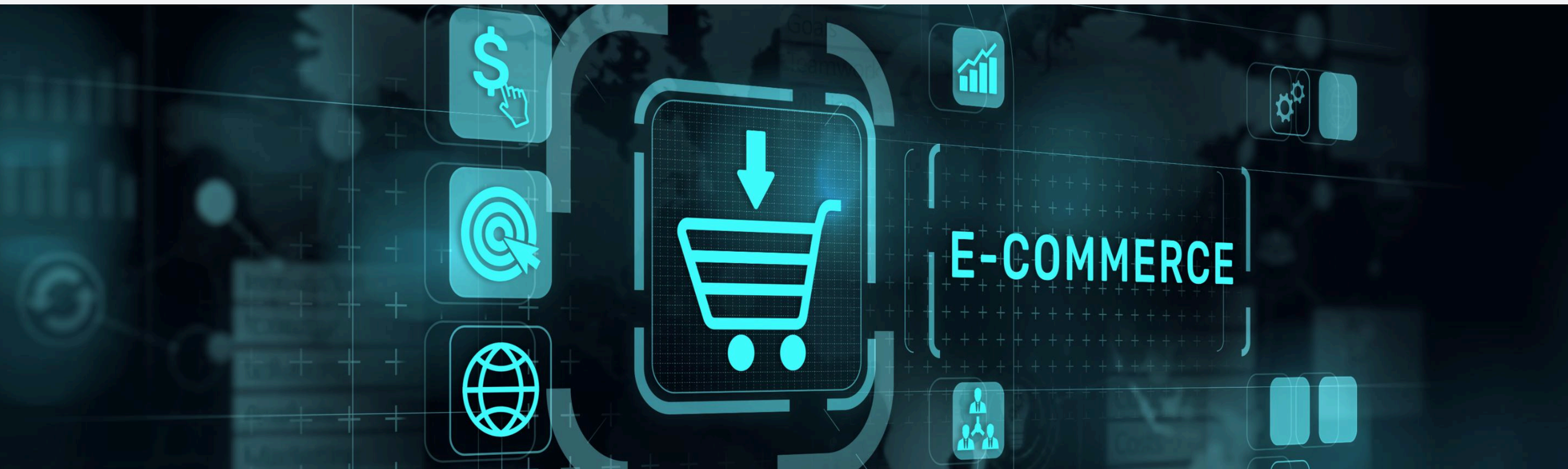
Solution

The project began with an understanding of business workflows and interviews with technical and operational teams, with the goal of customizing the Zabbix solution to meet the retailer’s needs.

Implementation was carried out gradually, overcoming technical and integration challenges to create a smarter, more integrated operation aligned with business demands and customer experience goals. Key aspects included:

- **Real-time monitoring of all critical e-commerce platform components**
- **Automatic detection of anomalies in system behavior, including segmentation by sales channel and payment method**
- **Custom dashboards showing metrics such as orders per hour, payment operation status, and response time of key systems**
- **Automatic alerts integrated with MS Teams, emails, and internal logs for immediate fault identification**

Zabbix enabled collaboration between technical and business teams, with the result that performance and sales data now support strategic decisions while alerts prevent failures from impacting the user experience.



Results

The use of Zabbix generated concrete gains in efficiency, visibility, and cross-departmental integration, including:

A reduction of response time from weeks to minutes

The identification and prevention of recurring incidents, increasing e-commerce reliability

Detailed visibility across the entire customer journey, with integrated dashboards combining operational and business indicators

A 77% increase in alert accuracy, with false positives reduced from 93% to 16%

Greater resilience during high-demand periods such as promotional events, ensuring quality in customer delivery

Conclusion

The implementation later expanded to cover physical operations, including stores, sales flow, and point-of-sale indicators. Integrating e-commerce data with physical operation data enabled:

- Accurate, data-driven decision-making
- The rapid detection of operational or business issues
- Monitoring of fraud and unusual behavior patterns, with real-time alerts

This strategic approach provided a 360° view of the business that unites technology, operations, and customer experience data to support corporate decision-making.

To learn more about what Zabbix can do for customers

in retail

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