

ZABBIX

```
export function HeroPanel() {  
  return (  
    <div className="space-y-6">  
      <div className="flex items-center justify-between">  
        <h1 className="text-2xl font-bold">Welcome back, John</h1>  
        <p>Here's what's happening with your projects now</p>  
      </div>  
      <div className="flex items-center space-x-2">  
        <Badge variant="secondary" className="bg-purple-100 text-purple-800">  
          <TrendingUp className="w-4 h-4"/>  
          +12% this week  
        </Badge>  
      </div>  
    </div>  
  );  
}
```

Operational Intelligence with Tecmundo and Zabbix

A case study

NZN 

Client

INDUSTRY

**DIGITAL MEDIA AND
TECHNOLOGY**

FOUNDED

**25+ YEARS (NZN) | TECMUNDO
LAUNCHED IN 2012**

TRAFFIC

**10+ MILLION UNIQUE
VISITORS/MONTH**

LOCATION

BRAZIL

Increasing demands for stability, performance, and data-driven decision-making led **NZN (No Zebra Network)** to restructure the monitoring of Tecmundo, one of the largest technology portals in Brazil. The project, led by NZN's technical team, was implemented gradually and overcame both technical and cultural challenges, resulting in a more intelligent, integrated operation aligned with content, infrastructure, and business demands.

Challenge

Before 2020, the technical team responsible for Tecmundo, NZN's technology news portal, used limited monitoring tools that focused mainly on the homepage and a few internal pages. The lack of control over critical processes such as databases, publishing pipelines, and application errors combined with an absence of integration with tools like Google Analytics and a lack of automated dashboards and alerts to undermine operational governance.

The project with Zabbix was designed to create an integrated, functional solution capable of meeting infrastructure, development, and business needs.

Key objectives included:

- **Improved visibility into application and service performance**
- **The creation of automated alerts and interactive dashboards**
- **The integration of audience metrics to support editorial and commercial decision-making**

Solution

The implementation strategy was divided into three phases:

- **Engage teams and build a monitoring culture.**
- **Plan collaboratively with multiple departments to identify the most relevant indicators.**
- **Execute the technical implementation, including Zabbix configuration, development of custom scripts, integration with external systems, and dashboard distribution.**

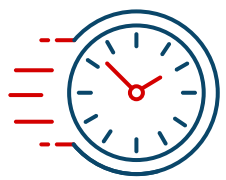
The adopted model is based on a layered architecture, where infrastructure, development, and business operate within a single data ecosystem. Metric collection is done through Zabbix agents, external API queries (e.g., Google Analytics and Azure), custom scripts, and external checks. This data is processed in real time and organized into visual dashboards accessible by different teams.

Integration with MS Teams, email notifications, and internal logs enables immediate response to failures, such as high latency or synchronization errors. One highlight is the collaboration between the technical and editorial teams – audience data helps guide headline choices and article placement, while alerts prevent errors from affecting user experience.

Results

The adoption of Zabbix on the Tecmundo portal transformed the operation's monitoring model, delivering concrete gains in efficiency, visibility, and interdepartmental integration. The team began working with greater speed and accuracy, moving from a reactive stance to a data-driven approach.

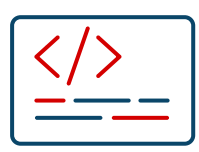
Key improvements include:



Reduced response time to failures, with faster detection and preventive actions



Prevention of recurring incidents, such as cache and sync failures



Creation of an integrated information base, accessible by both technical and editorial teams



Better-informed decision-making, especially in content and tech routines



Strengthened digital governance, with observability routines and team collaboration

Conclusion

The Tecmundo case highlights how the structured use of Zabbix can transform the operational and strategic governance of a content portal. By integrating infrastructure, development, and business into a unified monitoring platform and promoting a data-driven culture, NZN raised the operational maturity of the portal and strengthened its ability to respond, innovate, and make informed decisions.

To learn how Zabbix can support
**your business's digital
transformation**

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