

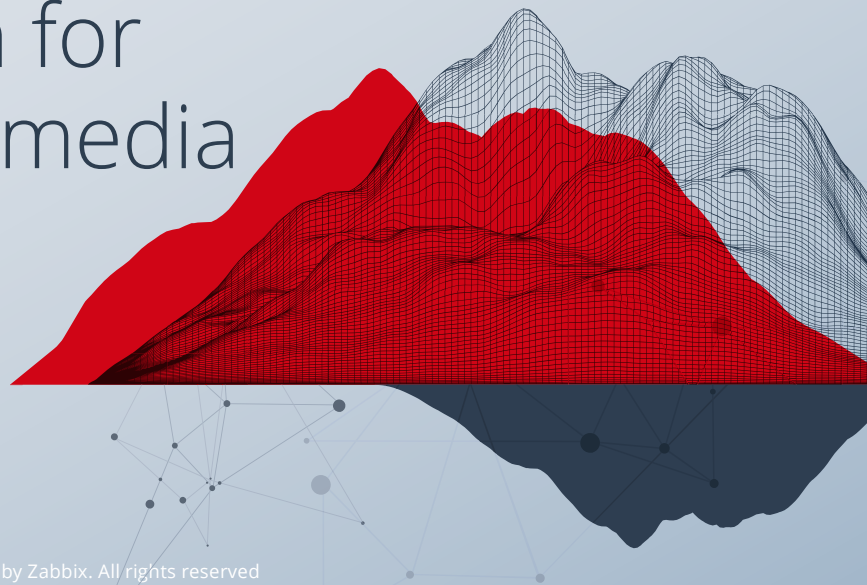
How Zabbix simplified digital transformation for Brazil's largest media group

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2023

Marianna Portela

Tech Lead, Globo, Brazil

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Hi!

I am **Marianna Portela** :)

Tech Lead at Globo

- Multicloud monitoring model
- High standards and effective monitoring in business areas

Zabbix Certified Specialist and Professional



About Globo

Largest media company in Brazil

100Mi Brazilians consuming our content every day

+100Mi hours watched on **globoplay**

30Mi **globoplay** subscribers

234Mi page views during Brazilian Presidential Elections first round **g1**

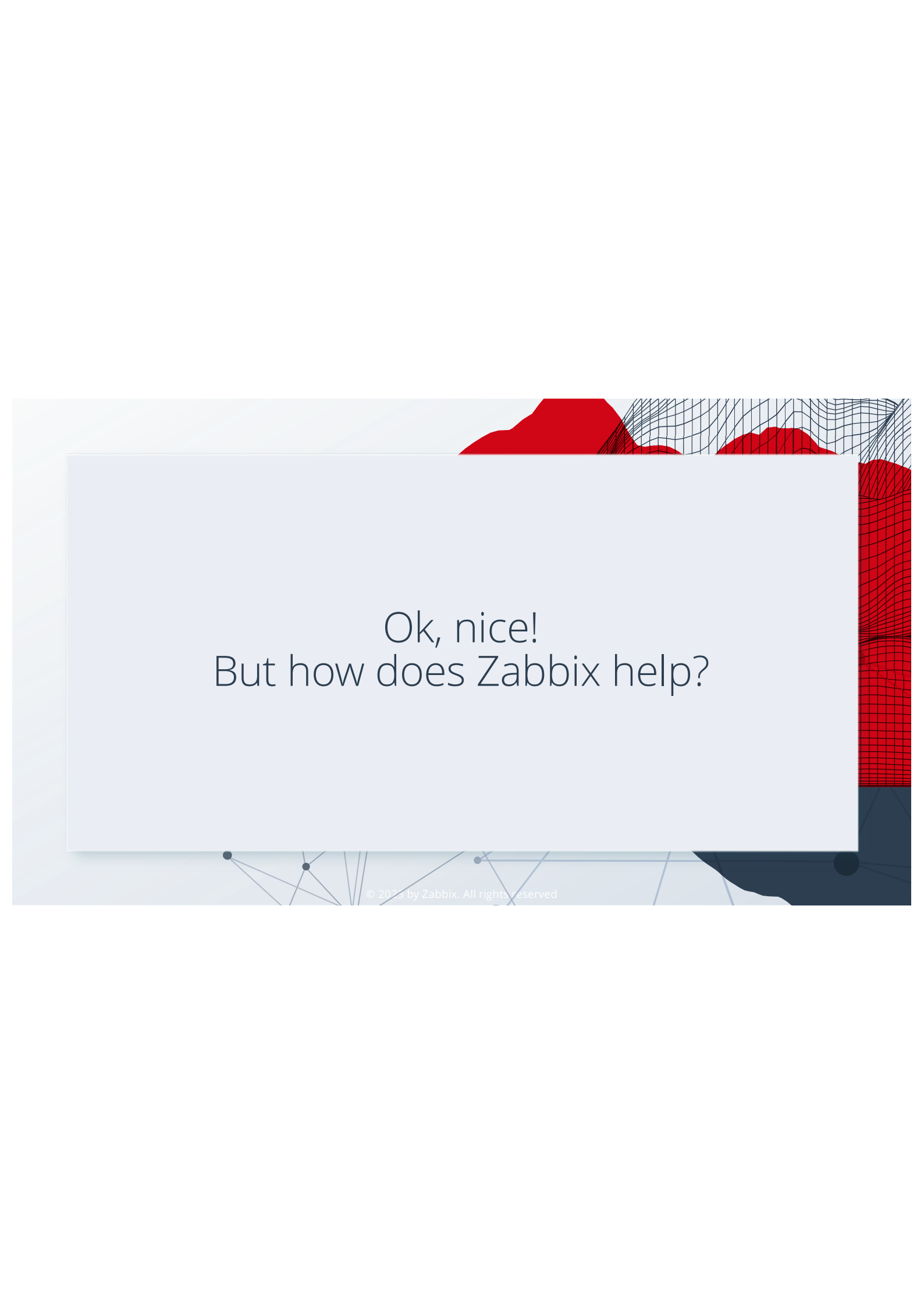
It brings together linear, paid TV, streaming and digital products/services





About our Zabbix environment

Self-service oriented monitoring solution
Customized API layer
50k hosts, ~3Mi items
Swarm + k8s
Network, devices, services, etc...
Unique console
Internal product



Ok, nice!
But how does Zabbix help?

Content Delivery Network

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Our own CDN

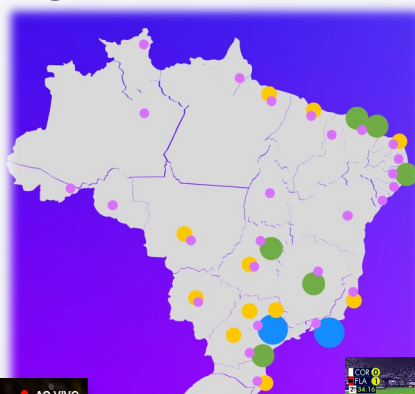
- Globoplay, globo.com, g1.com, etc

Improve user experience

- Low latency

Reduce costs

More than 200 PoPs



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Content Delivery Network

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Zabbix proxy/agent at multiple points of presence

- Low resources demand
- Monitoring local infrastructure
- Personalized data gathering to choose best source
- System integrated with Zabbix fetching data





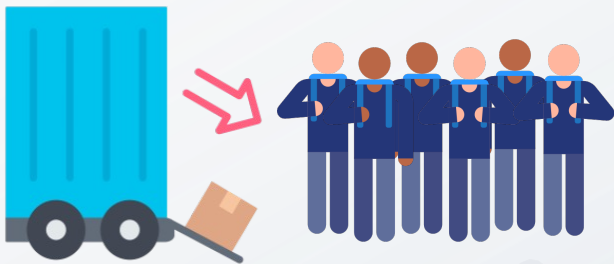
As Globo is on a digital
transformation journey, things are
changing...

On live events

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Before

After



World Cup, the Olympics, concerts...

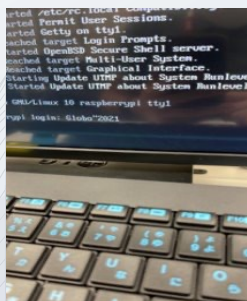
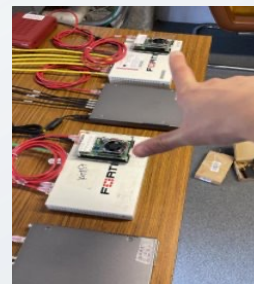
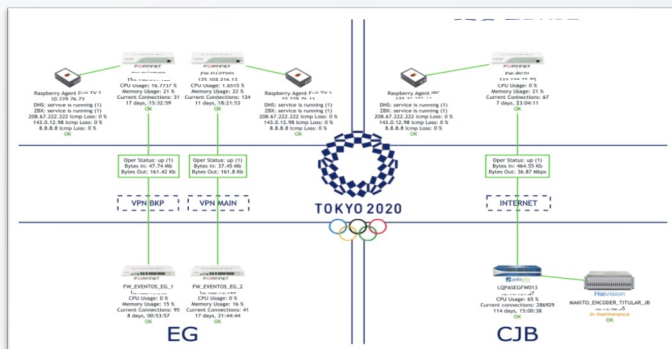
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On live events

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The Olympics case:

- Connections quality and availability
- No 24/7 staff on site

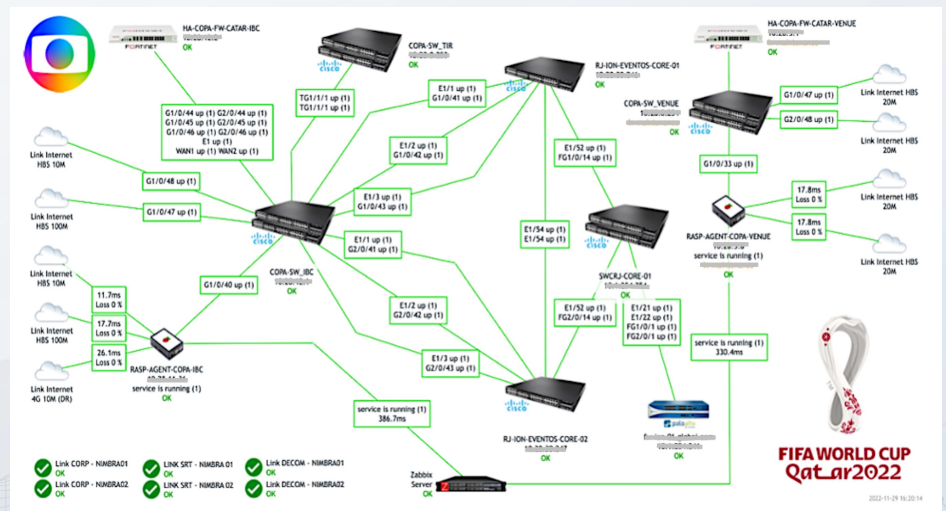


On live events

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Results:

- Low-cost and portable solution
- Shorter response time
- Less downtime



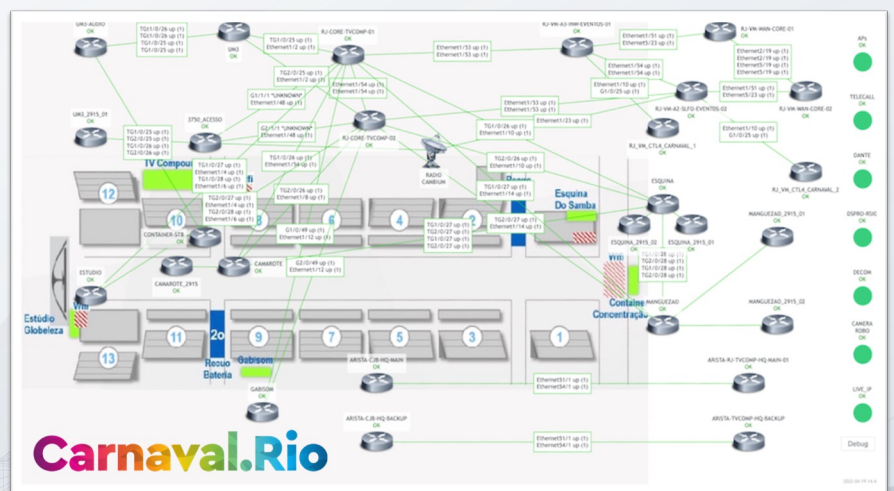
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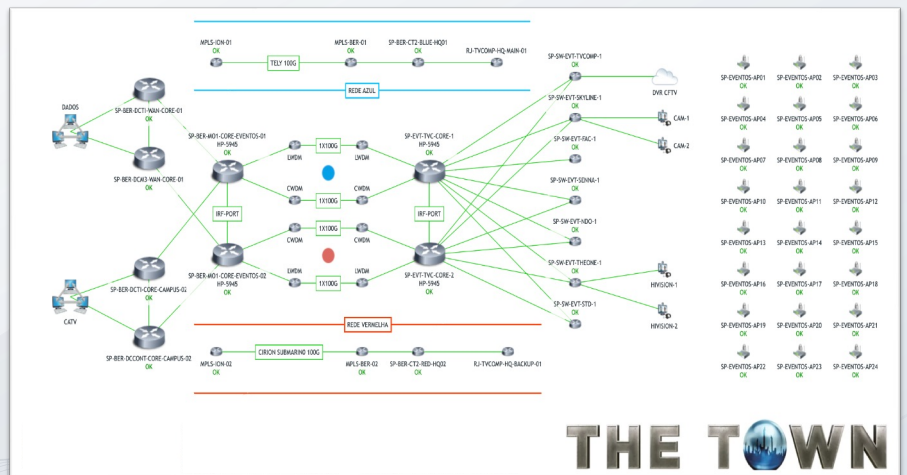
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On live events

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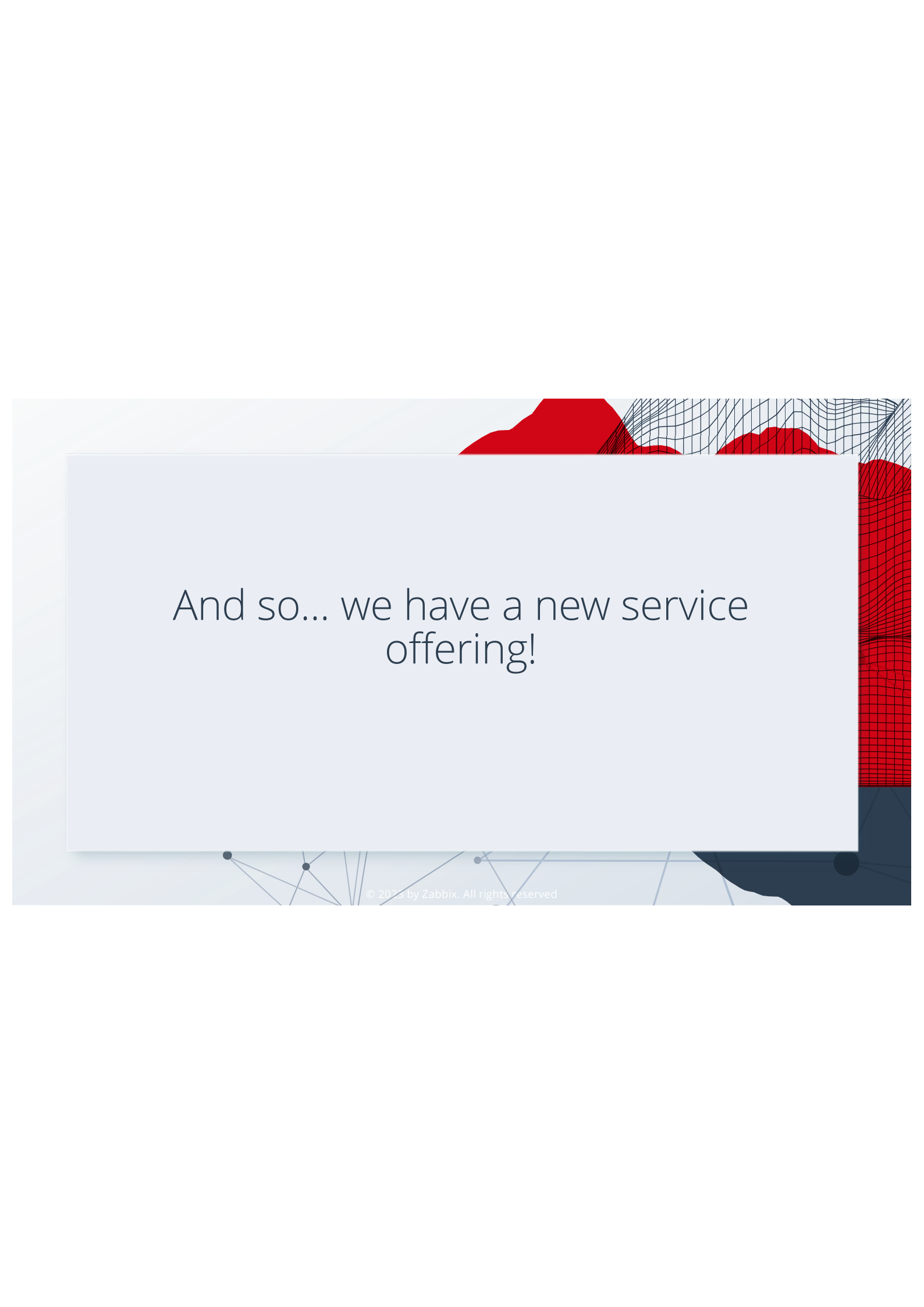
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Why don't we use this solution in covered games from Brazilian soccer league?



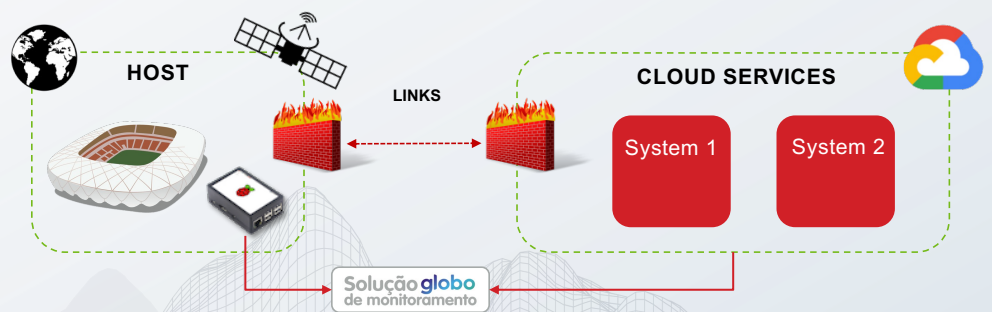
And so... we have a new service offering!

Media Solutions Project

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Remote data gathering:

- Latency
- Packet loss
- Links availability
- Systems availability



Next steps

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Monitoring all Media Solution systems

- Large and complex environment
- Integrating to other monitoring tools
- Creative solutions to work around some limitations
- Integrating teams and support process

Keep in mind

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Be available to other teams

- Understanding problems and suggesting solutions

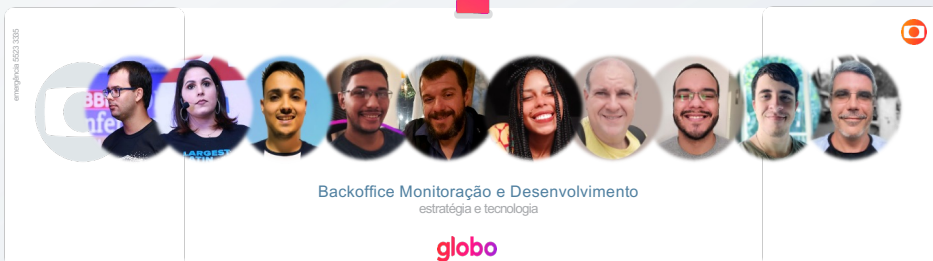
Encourage constant evolution of monitoring

Keep home organized (and up to date)

Thank you!

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