Business Model

Zabbix Business Model
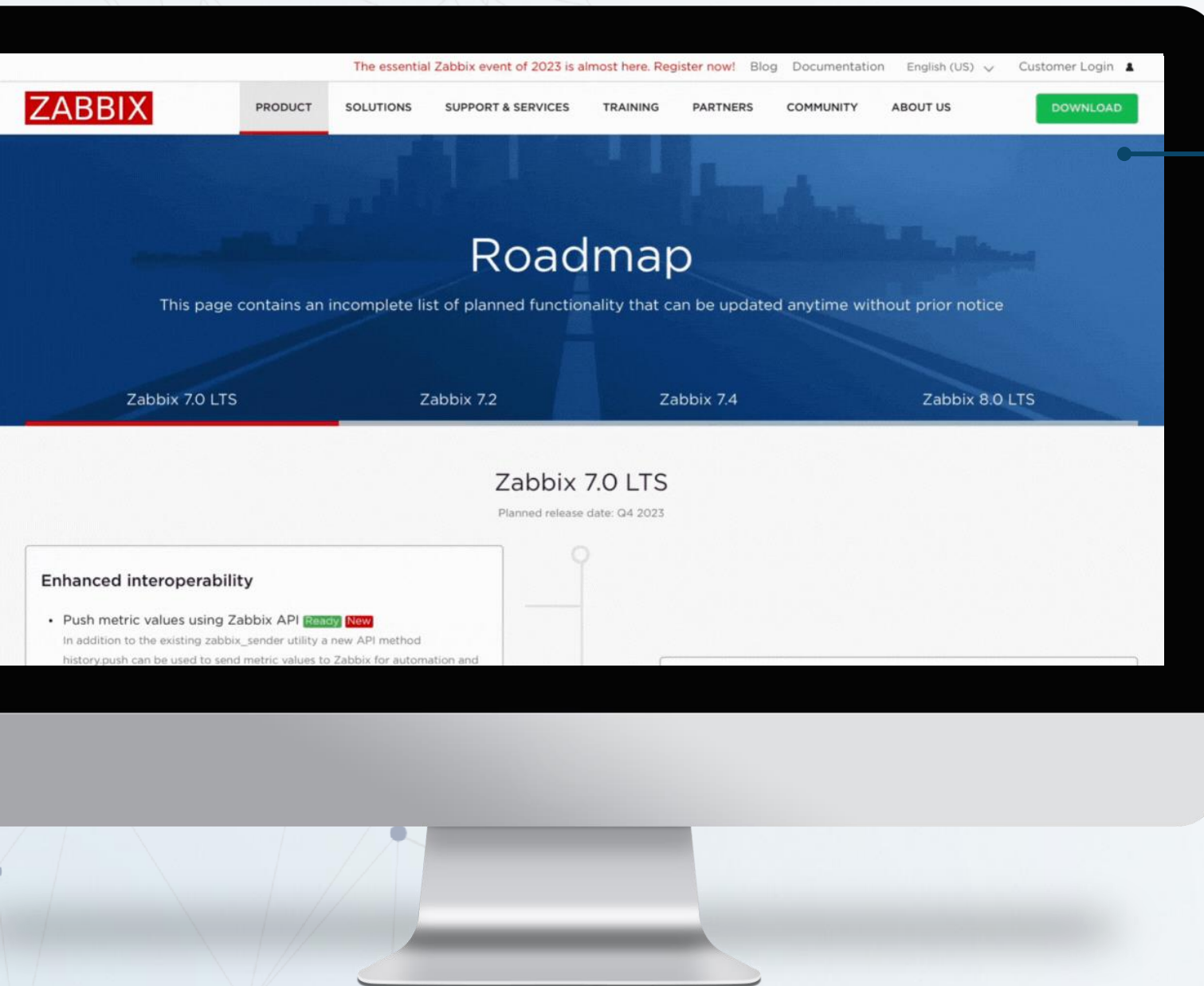
01

Create a best-in-class monitoring solution

02

Make it widely available through open-source licensing

03

Offer professional services to customers via our own team and our network of partners

Product Development

A clear Roadmap

- Over 2 years planning horizon

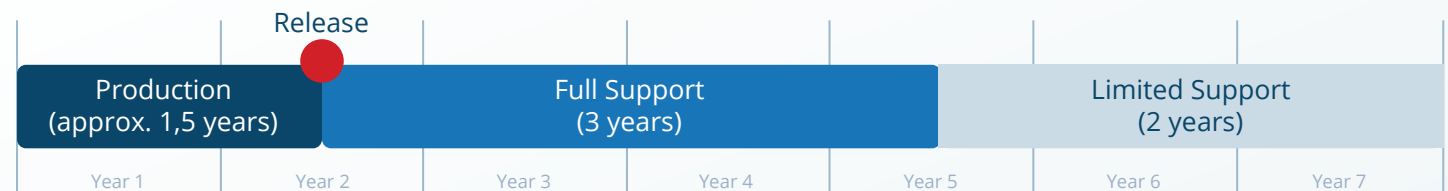- Based on our vision and customer requests

zabbix.com/roadmap

A well-defined release policy

NEW EVERY 6 MONTHS

5 YEARS – LTS VERSION

Life Cycle of a Zabbix **LTS Release**

Life Cycle of a Zabbix **Standard Release**

The software development process

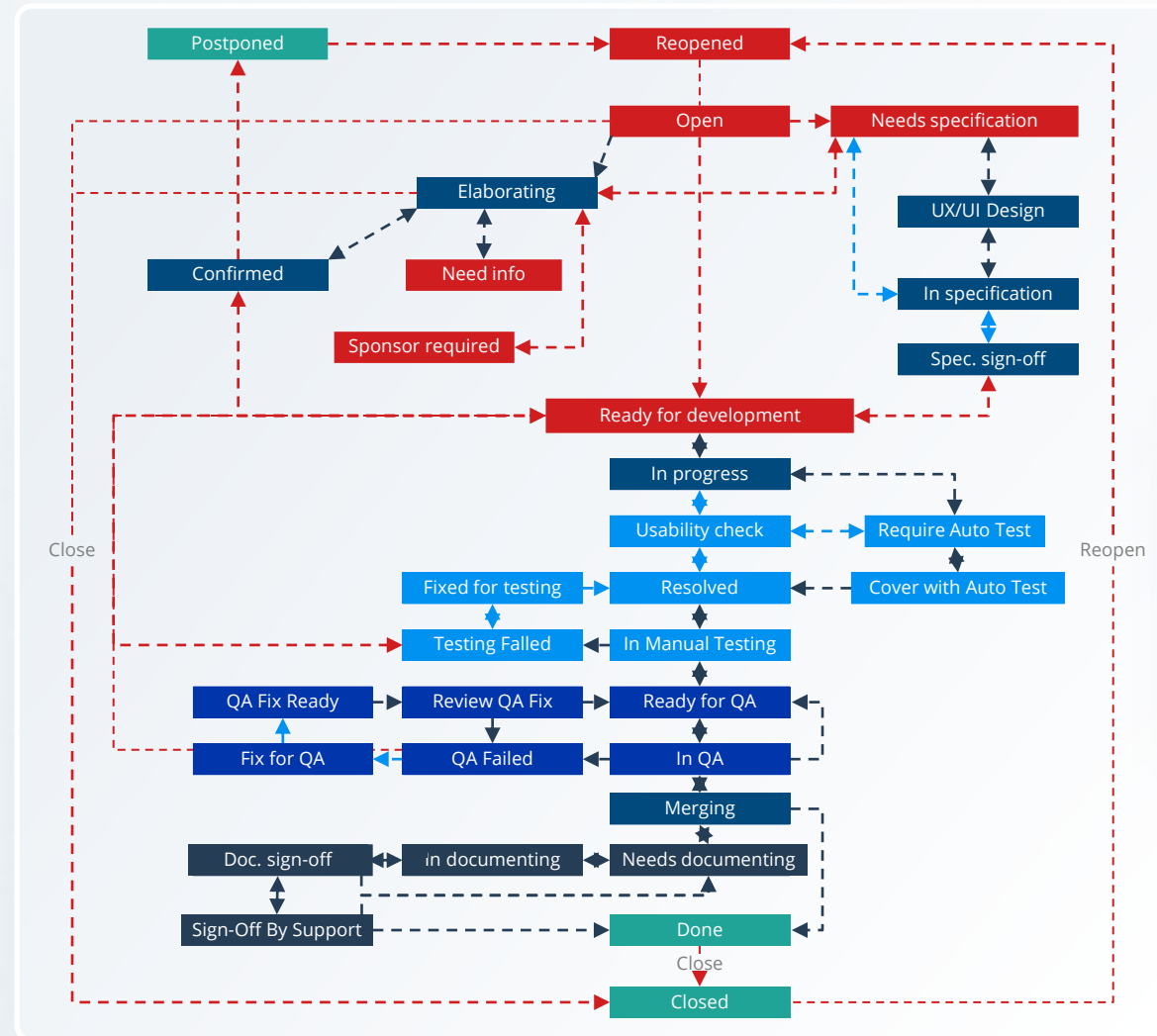- Defined coding rules and principles

  Public developer guidelines:
  zabbix.com/documentation/guidelines

- Senior team members enable knowledge transfer

- Strictly defined workflow

- Proven development tools: GIT, BitBucket, JIRA, and Confluence

- Product owners - solution architects and project managers

Investments in Security

ISO 27001
System certification

Our information security management system has been audited and found to meet the international standards.
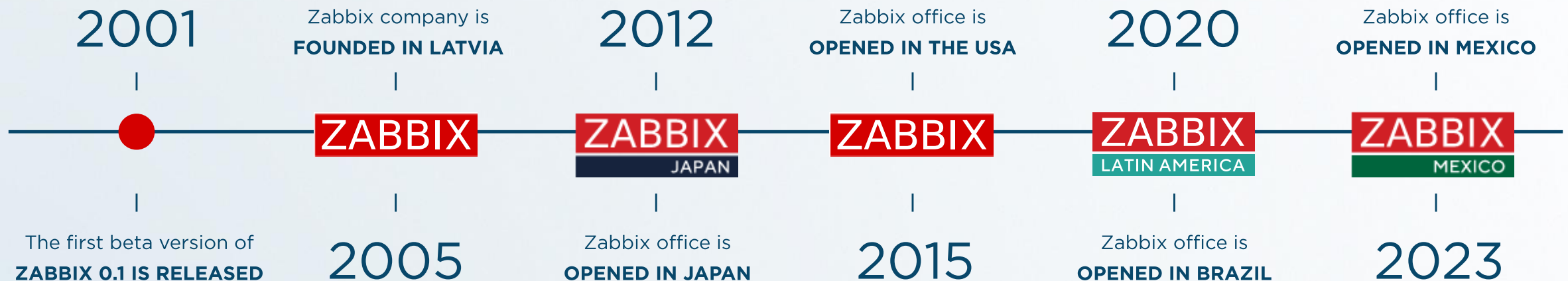
Investments in Security

We invest heavily in security by regularly testing our product against the world's top ethical hackers.

Company

ZABBIX

About Zabbix

- Our story began in 1997 with a small group of passionate individuals who dared to challenge the status quo of monitoring solutions.

2001

Zabbix company is
FOUNDED IN LATVIA

2012

Zabbix office is
OPENED IN THE USA

2020

Zabbix office is
OPENED IN MEXICO

ZABBIX

ZABBIX
JAPAN

ZABBIX

ZABBIX
LATIN AMERICA

ZABBIX
MEXICO

The first beta version of
ZABBIX 0.1 IS RELEASED

2005

Zabbix office is
OPENED IN JAPAN

2015

Zabbix office is
OPENED IN BRAZIL

2023

Zabbix global offices

- We are headquartered in Riga, but over the years we have added offices in Tokyo, New York, Porto Alegre, and Mexico City.

ZABBIX

16
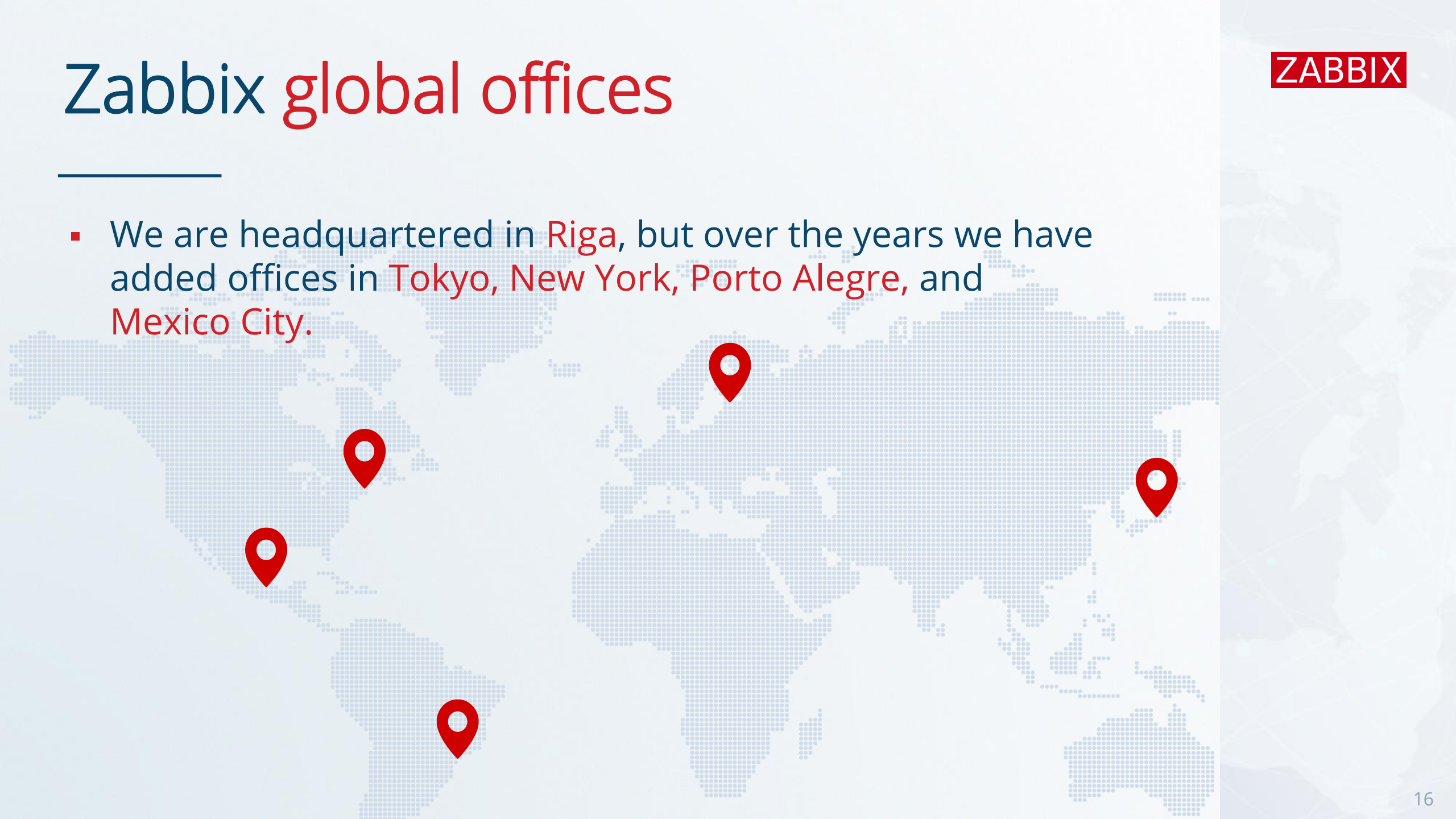
Zabbix Partner program

- Currently we have 254 partners (and counting) located around the world.

Financial maturity

ZABBIX

- Profitable from our first year

- Group financial results audited by sworn auditors

- No venture capital / founder-owner

- Sufficient cash reserves

- Largest customer accounts for 4.5% of revenue

- TOP 60 company in Latvia with a valuation of €100 million

**Financial results, 2014 - 2023, Zabbix Group**

Our team

- 150+ professionals, including experienced developers, support engineers, consultants, project managers, integrators, test engineers, and document writers, plus marketing, sales, HR, legal, and accounting specialists

- We were named the best employer of 2022 in the field of information and communication services

LDDK GADA BALVA 2022

Distribution of employees by length of service at Zabbix
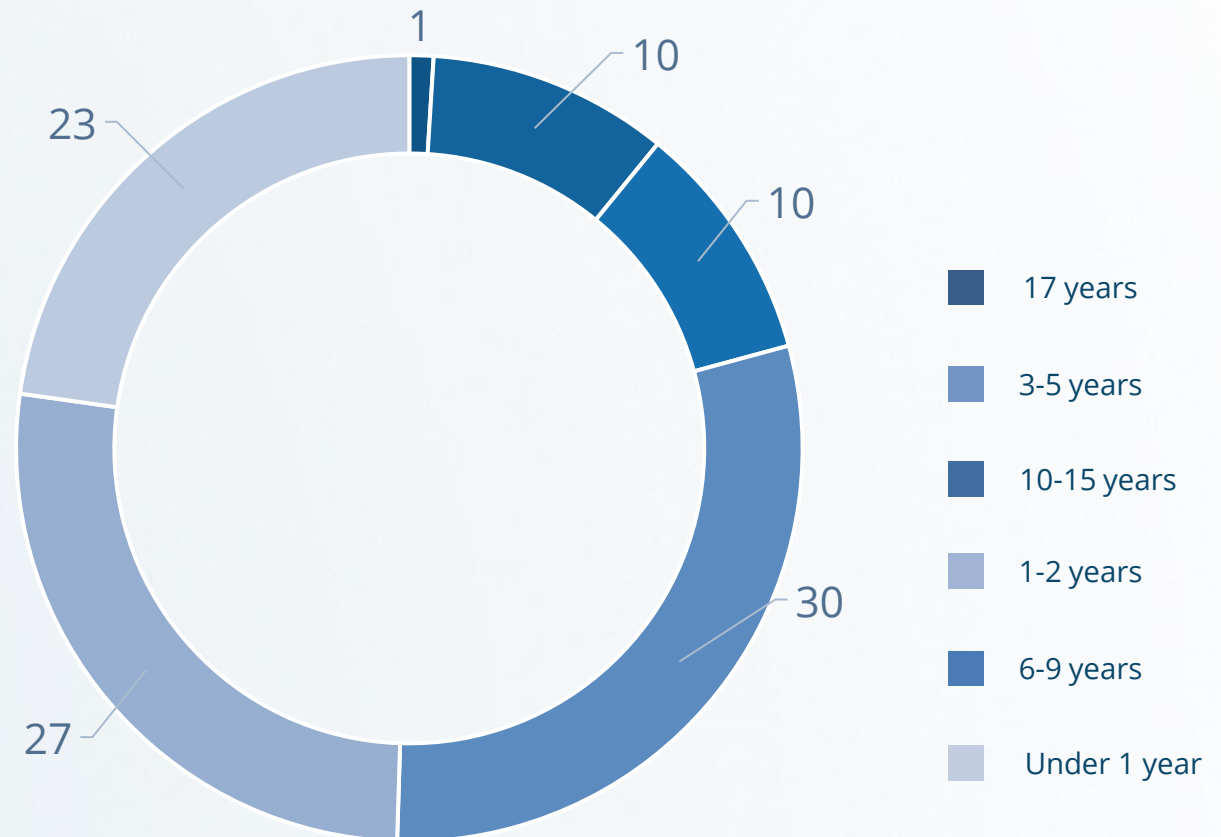
1
10
10
30
27
23

- 17 years
- 3-5 years
- 10-15 years
- 1-2 years
- 6-9 years
- Under 1 year

Professional Services

Top companies trust Zabbix

Technical support

Get technical advice

Get instant access to a team of Zabbix experts for guaranteed professional support 24x7

Turnkey solution

Deploy professionally

Install and configure Zabbix according to your specific requirements

Professional training

Obtain knowledge

Focused, comprehensive training for all your Zabbix needs

Consulting

Talk to experts

Benefit from expert advice and best practices for all Zabbix-related matters

Migration

Move all your data to Zabbix

Switch to Zabbix without the trouble of moving all your legacy infrastructure yourself

Integration

Expand your workflow

Connect Zabbix to your ticketing system, service desk, or any other tool

Upgrade

Use the latest version

Eliminate risk and minimize downtime

Template building

Customize monitoring

Effortlessly start monitoring your specific device, system, application, or service

Development

Enhance Zabbix

Let Zabbix develop additional features for your business needs

CUSTOMER ORIENTED

PARTNER AND **DIRECT DELIVERY**

ZABBIX

Turnkey / Migration Solution

Turnkey / Migration Solution
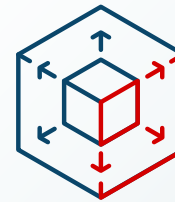
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Let us help you:

Design your Zabbix environment
with scalability in mind

Secure your Zabbix instance
by implementing TLS encryption and designing a permission structure that matches your company policies
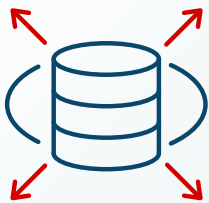
Deploy a Zabbix instance
optimized for your monitoring, alerting, and reporting workflows

Distribute your monitoring
across all of your data centers

Turnkey / Migration Solution

Deploy professionally.

Deploying, configuring, and optimizing a new monitoring solution can be an arduous task.

Leverage the expertise of Zabbix engineers to deploy a fully optimized Zabbix instance that benefits from years of experience and Zabbix best practices.

- ✓ FIT ANALYSIS (RFI)
- ✓ OFFER PROPOSITION (RFP)
- ✓ IMPLEMENTATION ++ DEVELOPMENT
- ✓ DOCUMENTATION
- ✓ KNOWLEDGE TRANSFER
- ✓ QUICK AND COMPLETE

ZABBIX

Implementation –
Challenges of self-service approach

ZABBIX

- Little to no knowledge of Zabbix

- Experience in other solutions is a limit, not a benefit

- Hard to estimate project time

- No sufficient resources

Implementation –
Risks of self-service approach

- High rate of delay/failure

- High costs

- Poor results

ZABBIX

Implementation –
Benefits of Zabbix services

On time

Faster result

Lower TCO

No option to fail

Right the first time

Installation experience and knowledge sharing

Zabbix vs DIY
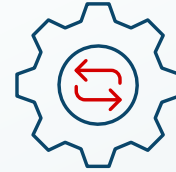
	Turnkey / Migration by Zabbix	DIY
Average project timeline	**10 days**	5x more
Team size	**Team of 4+ dedicated specialists**	1 specialist
Scope of work	**Clearly defined**	Unclear
Project estimation	**95% accurate**	Unclear
Average engineer experience in Turnkey projects	**5 years +**	None

Technical Support

What is Technical Support?

ZABBIX

- ✓ An annual support subscription with defined service delivery channels and SLAs

- ✓ Pricing based on the number of Zabbix servers and Zabbix proxies used in setup

Technical Support Services

Professional, round-the-clock support

Enterprise-class software for corporate clients needs to come with world-class technical support.

We deliver 24/7 support in a multitude of languages, and we go far beyond simple incident reporting, getting to the root cause of your issues and making sure they don't happen again.

	Silver	Gold	Platinum	Enterprise (Best value)	Global I
Monitored devices and metrics	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Phone and online support	✓	✓	✓	✓	✓
Number of support cases	8	Unlimited	Unlimited	Unlimited	Unlimited
Support availability	8 x 5	8 x 5	24 x 7	24 x 7	24 x 7
Initial response time	Up to 1 day	Up to 4 hours	Up to 4 hours	Up to 4 hours	Up to 2 hours
Emergency response time	⊖	⊖	Up to 90 minutes	Up to 90 minutes	Up to 60 minutes
Support contacts	1	2	3	7	20
Supported Zabbix servers	1	Priced per server	Priced per server	Unlimited	Unlimited
Support for Zabbix Proxy	⊖	Priced per proxy	Priced per proxy	Unlimited	Unlimited
Support for native HA	⊖	Optional	Optional	✓	✓
Legal entities covered	1	1	1	1	5
Remote troubleshooting	⊖	✓	✓	✓	✓
Performance tuning	⊖	⊖	✓	✓	✓
Environment review	⊖	⊖	⊖	✓	✓
Assigned Technical Account Manager	⊖	⊖	⊖	✓ 2 hours per month	✓ 4 hours per month
Upgrades by Zabbix team	⊖	⊖	⊖	✓	✓
On-site visit / remote consultancy	⊖	⊖	⊖	✓ 1 visit of up to 5 business days	✓ 2 visit of up to 5 business days
Zabbix Certified User training sessions	⊖	⊖	⊖	✓ 1 session for up to 50 students	✓ 3 sessions for up to 50 students
Zabbix Certified Specialist and Professional training sessions	⊖	⊖	⊖	✓ 1 session for up to 5 students	✓ 2 session for up to 10 students
Zabbix Certified Expert training sessions	⊖	⊖	⊖	⊖	✓ 5 students
Integration and Development Man-days	⊖	⊖	⊖	⊖	✓ 20 days
Zabbix Summit tickets	⊖	⊖	⊖	⊖	✓ 3 tickets

MSP Support Services

ZABBIX

The key to success as a managed services provider (MSP) is creating efficient, cost-effective processes that deliver quality service. To do that, however, an MSP needs to be able to scale up quickly, with a minimum of limitations.

	1 000 hosts	2 500 hosts	5 000 hosts	10 000 hosts	20 000 hosts	50 000 hosts	Unlimited Global
Customers supported	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Zabbix servers and proxies	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Metrics included	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Online support	✓	✓	✓	✓	✓	✓	✓
Phone call support	⊖	⊖	✓	✓	✓	✓	✓
Support availability	8 x 5	8 x 5	24 x 7	24 x 7	24 x 7	24 x 7	24 x 7
Initial response time	8 hours	8 hours	4 hours	4 hours	4 hours	4 hours	2 hours
Remote troubleshooting	Optional	Optional	Optional	✓	✓	✓	✓
Number of incidents	25	50	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
ZCU public by Zabbix	2	2	2	3	3	10	50
ZCS public by Zabbix	⊖	⊖	1	2	2	5	20
ZCP public by Zabbix	⊖	⊖	⊖	⊖	⊖	2	10
ZCE public by Zabbix	⊖	⊖	⊖	⊖	⊖	⊖	3
Support contacts	3	5	5	5	10	15	50

Support response time and satisfaction level

Initial response time:

SLA: 4 hours

Reality:

51 minutes

Emergency response time:

SLA: 90 minutes

Reality:

22 minutes

95.7 %

of closed support tickets receive positive reviews.

20 support engineers available 24/7 for the price of one engineer

Technical Support Subscription
Assumptions and statistical data

ZABBIX

Resolution time

2 h ▪ 8 h ▪ 3 d ▪ 10 d ▪ never

Average – 8 hours
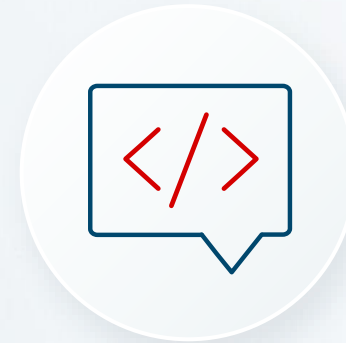
Active customer

5 - 25 tickets per month

Price

€1,000 / day

cost of obtaining alternative resource from third party

Technical Support Subscription
Return on investment

€ 1,000 / day × **5 tickets / month** × **12 months** = **€ 60,000**

Client overpays
up to 6 times

Technical Support Subscription
Return on investment
with minimum assumptions

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€ 500 / day ✕ 2 tickets / month ✕ 12 months = € 12,000

Technical Support Subscription

Result

- Clear return on investment

- Better employee satisfaction: higher morale, less fatigue

- Lower project failure rate

- No missed deadlines

- Introduce more in less time - 22% increase in efficiency

- Insurance against corner cases and major failures
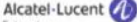
Consider

- A technical support subscription is an everyday tool, not only a lifebuoy

- Meeting monitoring challenges brings much higher value

Template Building and Integrations

Template Building and Integrations

Zabbix Integration Services

	Integration by Zabbix	DIY
Timeline	**3 to 10 days**	1 month +
Scope of work	**Clearly defined**	Unclear
Team size	**15 integrators available 24/7**	1 specialist
Cost policy	**Fixed price for standard integrations – $ 6,000**	Pay per time consumed

Professional Training

Professional Training
Benefits

- Teaches the right approach – everyday efficiency and faster project completion time

- Less time to invest in the training process

- Complete knowledge – no gaps

- Guaranteed results – no way to fail

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CERTIFIED
COURSES

CORE
TRAINING
COURSES

Follow your
path to become
a monitoring
expert.

Core Training Courses

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Zabbix Certified User
Level 1

Use the Zabbix frontend to find, filter, and view collected metrics and detected problems.

1 day

Course requirements
None

Zabbix Certified Specialist
Level 2

Deploy and configure Zabbix from scratch and learn about a variety of monitoring protocols and techniques.

5 days

Course requirements
None

Recommended skills

Basic experience in Linux operating systems

Zabbix Certified Professional
Level 3

Manage large, distributed, and highly loaded installations.

3 days

Course requirements
Zabbix Certified Specialist exam or attendance certificate

Zabbix Certified Expert
Level 4

Design and maintain highly efficient Zabbix instances running in high-availability mode with best performance and security practices in place.

5 days

Course requirements
Zabbix Certified Professional exam

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CERTIFIED COURSES

EXTRA
TRAINING
COURSES

Study one
specific
monitoring
topic in-depth.

Extra Training Courses

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Automation and Integration with Zabbix API

This course gives a detailed study of Zabbix API functionality and shows how you can save time and money by automating a variety of Zabbix tasks.

1 day

Course requirements

None

Advanced Zabbix Data Pre-Processing

This course will show you an "under the hood" view of how pre-processing is performed as well as an understanding of the underlying design logic.

1 day

Course requirements

None

Advanced Zabbix Security Administration

This course will teach you about encrypting connections between Zabbix components and your monitoring endpoints by defining user permissions and roles, restricting access to sensitive metrics, and more!

1 day

Course requirements

None

Advanced Problem and Anomaly Detection with Zabbix

This course is fully dedicated to problem detection, from creating simple triggers to using new long-term analytics functions.

1 day

Course requirements

None

Advanced Zabbix SNMP Monitoring

This course covers SNMP polling, configuring Zabbix for SNMP traps, and optimizing SNMP data collection for enterprise-level hardware by utilizing the SNMP bulk data collection features.

1 day

Course requirements

None

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CERTIFIED
COURSES

UPGRADE
TRAINING
COURSES

Expand
your knowledge
in one day.

Upgrade Training Courses

ZABBIX

Zabbix Certified
Specialist Upgrade

This course will teach you how to utilize the latest Zabbix features and improvements. You'll get up to speed with the latest Zabbix configuration changes, new data collection, problem detection and visualization features, and more.

6 hours

Course requirements

Zabbix 5.0 Certified Specialist certificate

Zabbix Certified
Professional Upgrade

Learn how to get the most out of Zabbix 6.0 LTS features by deploying a Zabbix server high availability cluster, creating dynamic problem thresholds with baseline monitoring and anomaly detection, and reducing load by utilizing the latest pre-processing features.

2 hours

Course requirements

Zabbix 5.0 Certified Professional and Zabbix 6.0 Certified Specialist certificates

Professional Training Assumptions

- 250 working days per year
- Improvement in efficiency after attending Zabbix professional training:

Initial qualification	Efficiency improvement
Novice	200%
Beginner	100%
Intermediate	50%
Professional	25%

Professional Training Benefits

Zabbix work, days per year	55	110	165	220
Increase in efficiency, %	Days saved per year			
25	11	22	33	44
50	18,3	36,6	54,9	73,2
100	27,5	55	82,7	110
200	36,6	73,2	109,8	146,4

Professional Training

Results:

- Fast return on investment
- Better employee satisfaction
- Lower project failure rate
- Knowledge and skills to solve challenges

Consider:

- Invest in training from the very beginning
- Keep knowledge current

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Testimonials

" —

The practical examples are the most beneficial, excellent layout of the course, allows you to think about how I can set up my own environment as we are going along

ZCP

Jonny Howarth

"

" —

Went through several things that I didn't know about the software, even though I have been using it for over a year.

ZCS

Joe Royle

"

" —

The practical training was very good and gave me a good opportunity to let the subject we just discussed sink in.

ZCS

Han Wessels

"

Contact us

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Thank you!
Q&A

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