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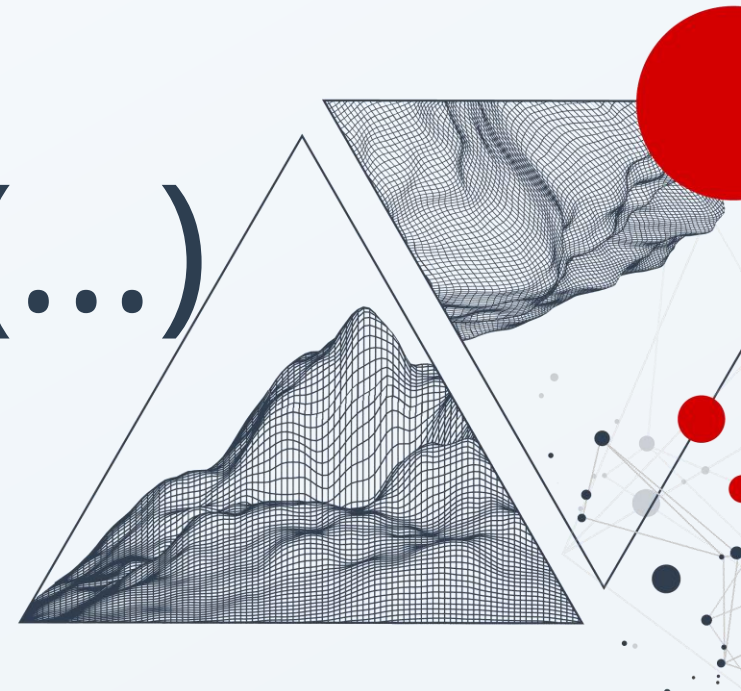
The Evolution of the ICT Monitoring Landscape



Luciano Alves

Zabbix LatAm, CEO

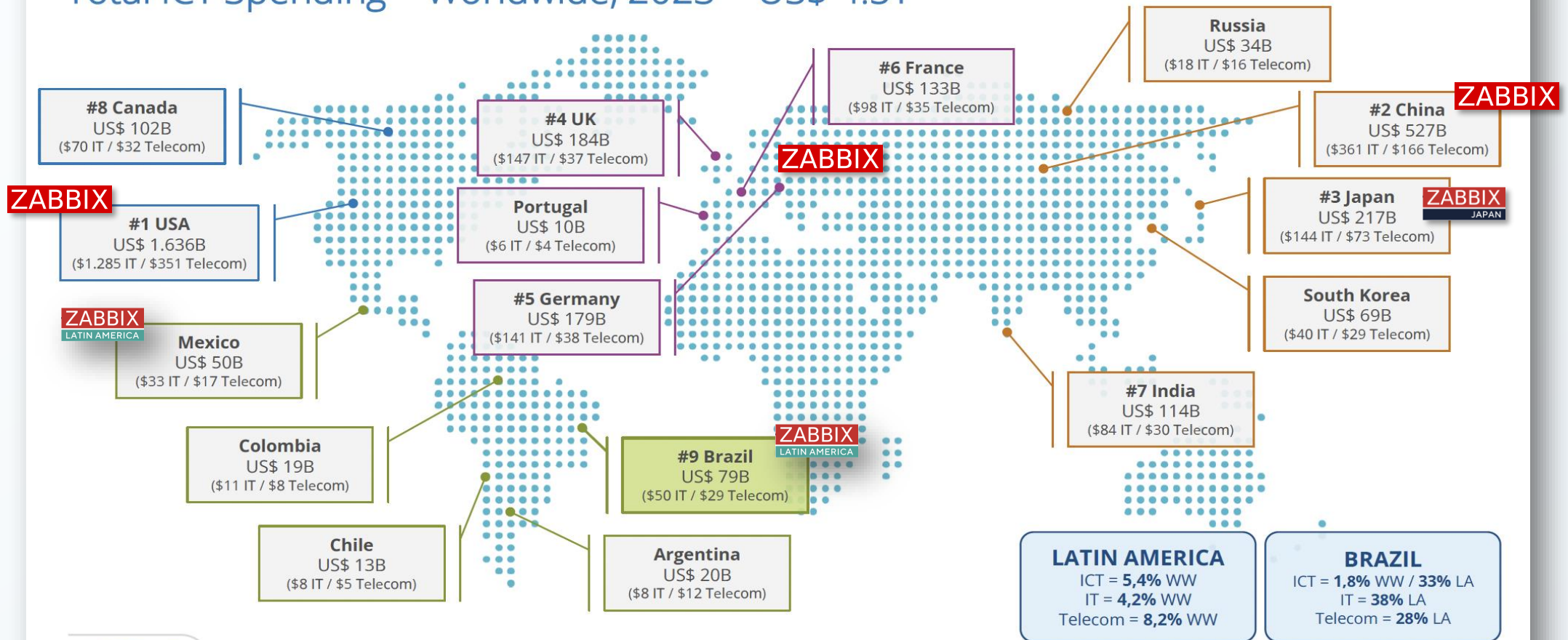
When we talk about
ICT Monitoring,
we're talking about (...)



ICT SPENDING

Global Market: ICT

Total ICT Spending – Worldwide, 2023 = US\$ 4.5T



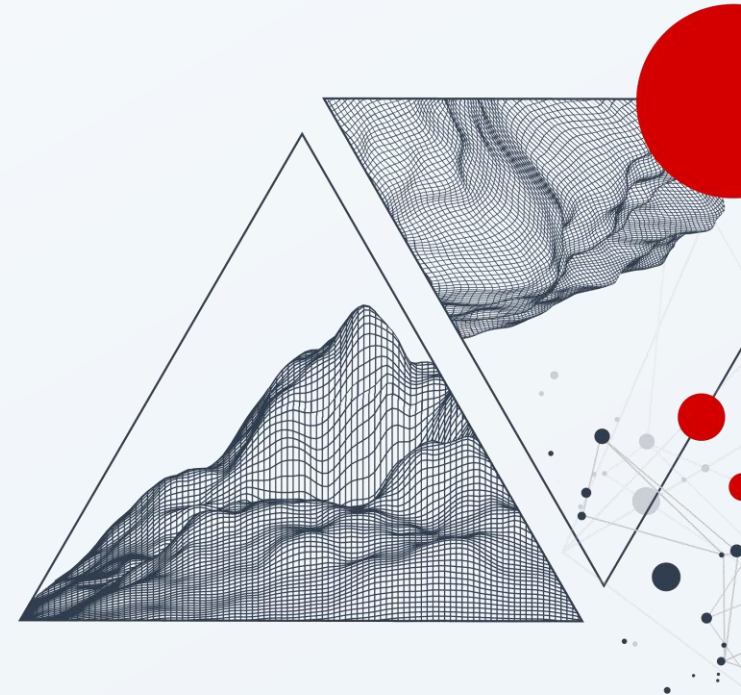
Source: IDC Worldwide Black Book Live Edition, Feb/2024

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ICT SPENDING

54% OF ORGANIZATIONS **ARE GOING**
TO SPEND 15% OF INCOME ON
ICT INVESTMENTS

- ✓ Historically, the percentages have not exceeded 10%
- ✓ There is now increased availability of technological services and resources
- ✓ This indicates that there will be more IT services and resources to drive digital business



SUCCESSFUL ICT MANAGEMENT

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A successful IT infrastructure strategy includes **robust hardware, secure software, defined network architecture, quality data management, robust security measures, scalability, and proactive maintenance.**

Support business operations

improve productivity and **drive growth**

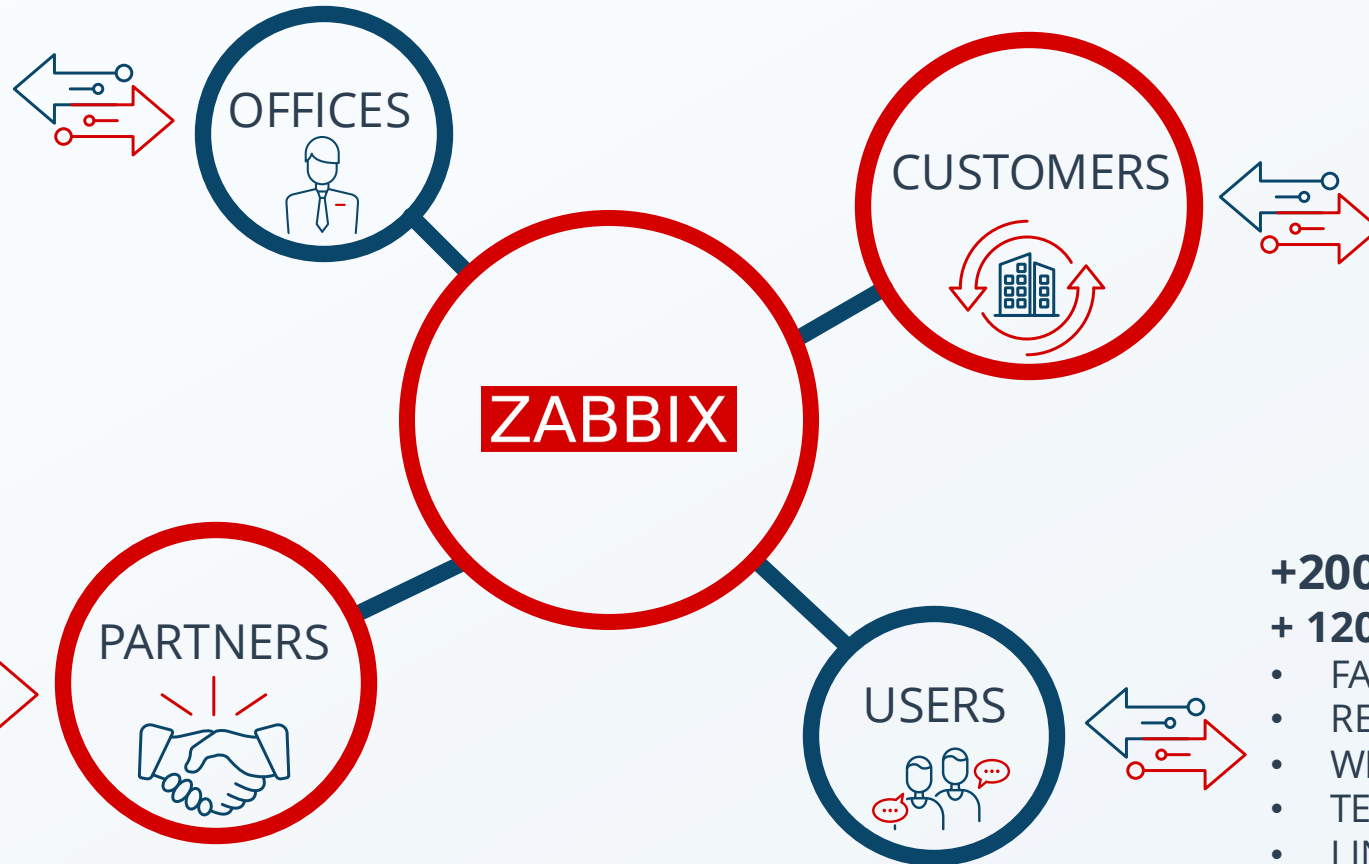
ZABBIX ECOSYSTEM

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5 OFFICES

1 DISTRIBUTOR

- RIGA
- JAPAN
- USA
- BRAZIL
- MEXICO
- CHINA



+5K CUSTOMERS

+90 COUNTRIES

- FINANCE
- RETAIL
- TELCOS
- GOVERNMENT
- EDUCATION
- INSURANCE
- HEALTHCARE
- MSP

+260 PARTNERS

+60 COUNTRIES

- AMERICAS
- ASIA
- OCEANIA
- AFRICA
- EUROPE

+200 COUNTRIES

+ 120K DOWNLOADS MONTHLY

- FACEBOOK
- REDDIT
- WHATSAPP
- TELEGRAM
- LINKEDIN
- FORUMS

It is necessary to listen to
– **and understand** –
what the LatAm market has to say
beyond our ecosystem.

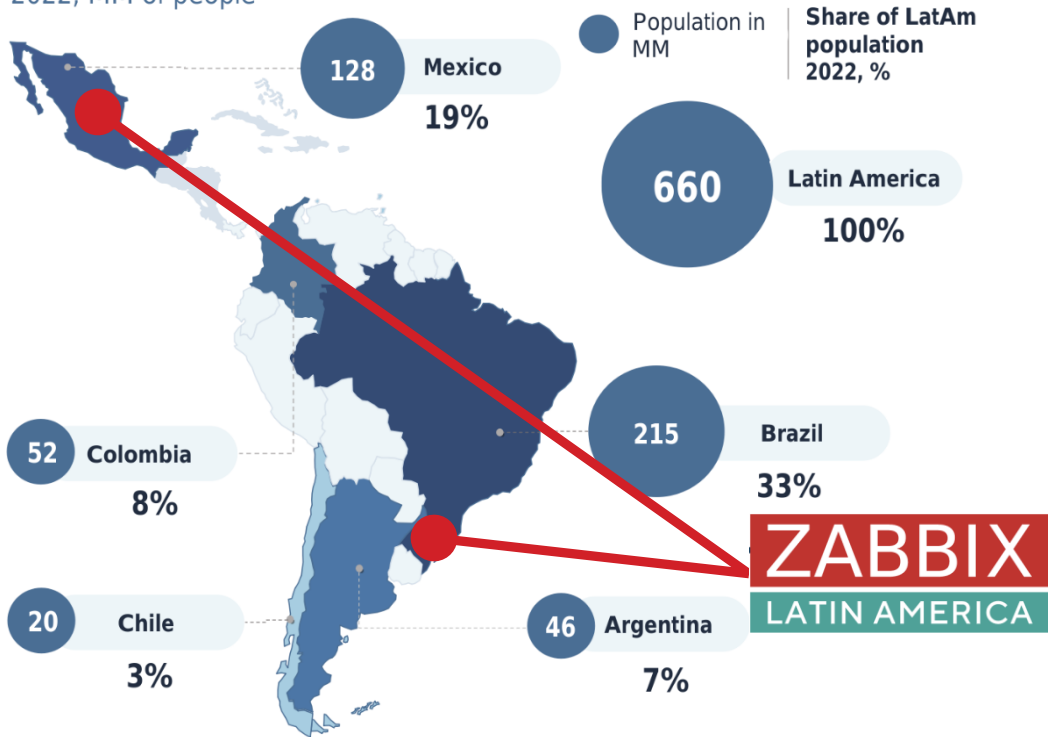
The perspective of IT monitoring in LatAm organizations for data-driven decision-making



LatAm SCENARIO

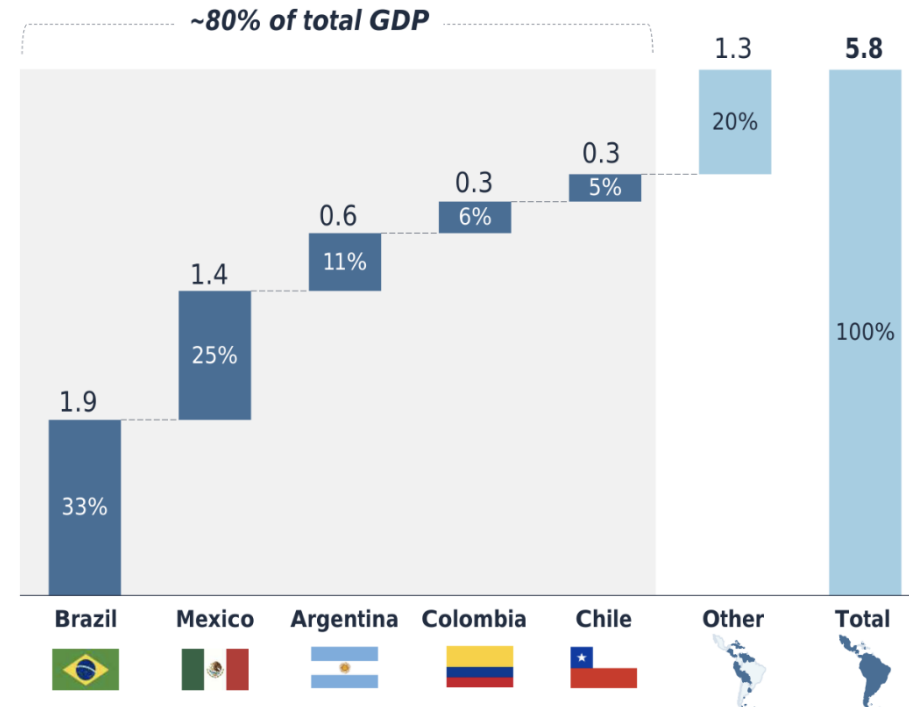
Latin America's **660 million people and \$6T of GDP** would make it the #3 economy if it were one country

Total population¹
2022, MM of people



Total GDP²

2022, % of total Latin America GDP, US\$ T




LATAM
21
COUNTRIES

EUROPE
44
COUNTRIES

EUROPE
750M
PEOPLE

Sources: (1) Population United Nations (UN) Data Portal; (2) International Monetary Fund



Understanding the use of monitoring solutions and IT processes for data-driven decision-making and the **market's maturity level in their adoption is crucial.** To this end, a study was conducted with a representative sample of large companies in the Latin American market.

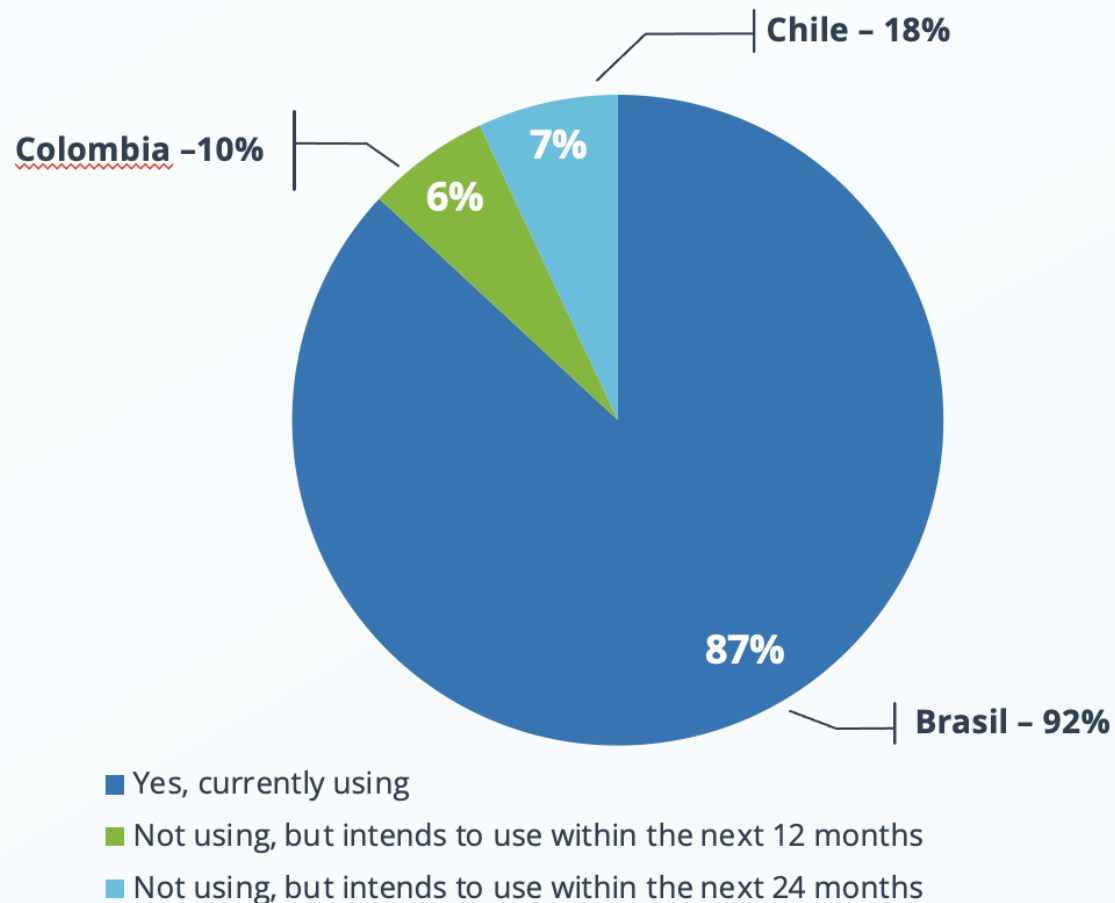
Brazil, Mexico, Argentina, Chile and Colombia

Technology Leaders from large companies (100+)

Finance, Retail, Telecommunications and Government sectors

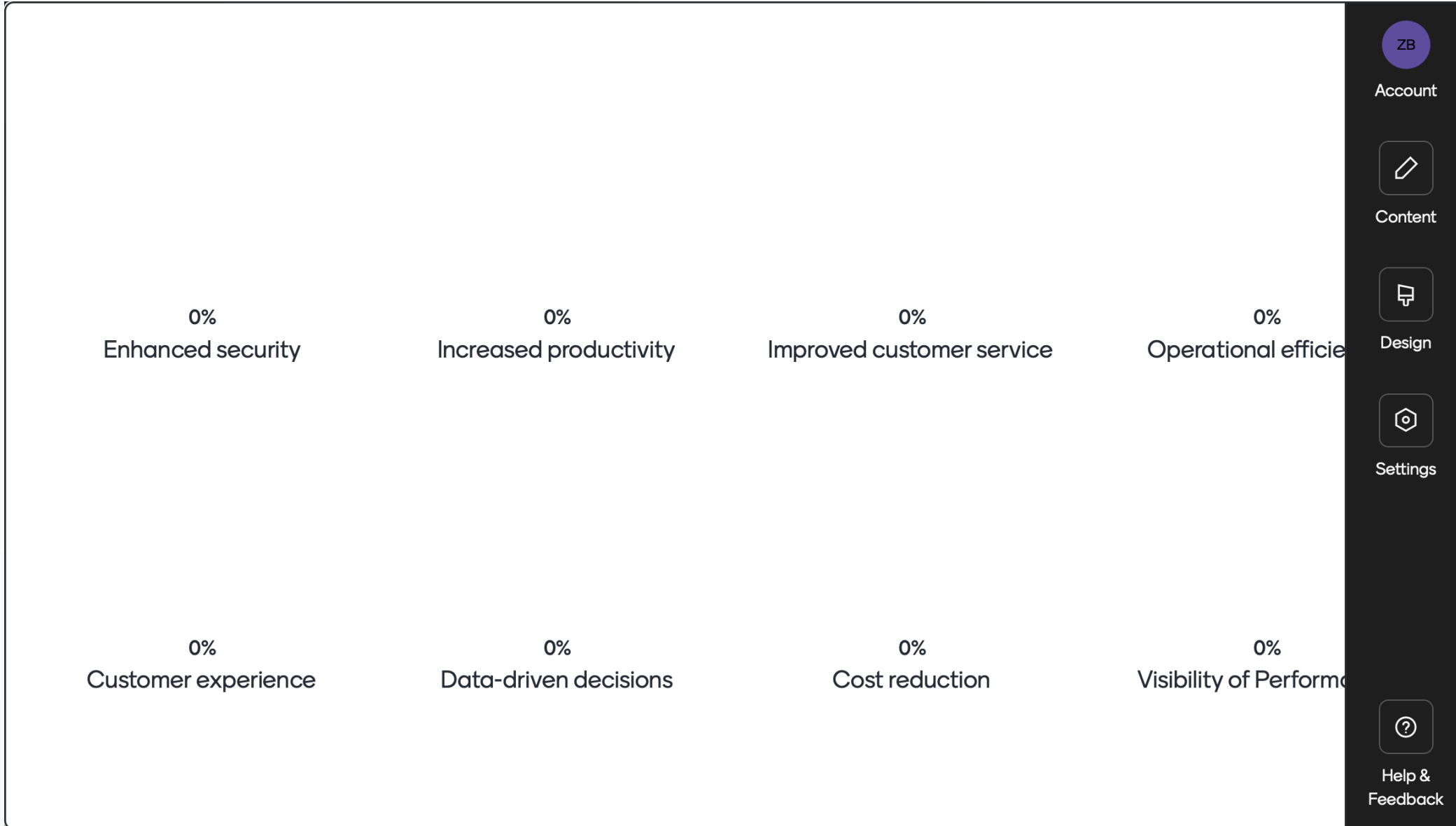
SURVEY HIGHLIGHTS

Q. Does your company use or plan to use
IT monitoring platforms?



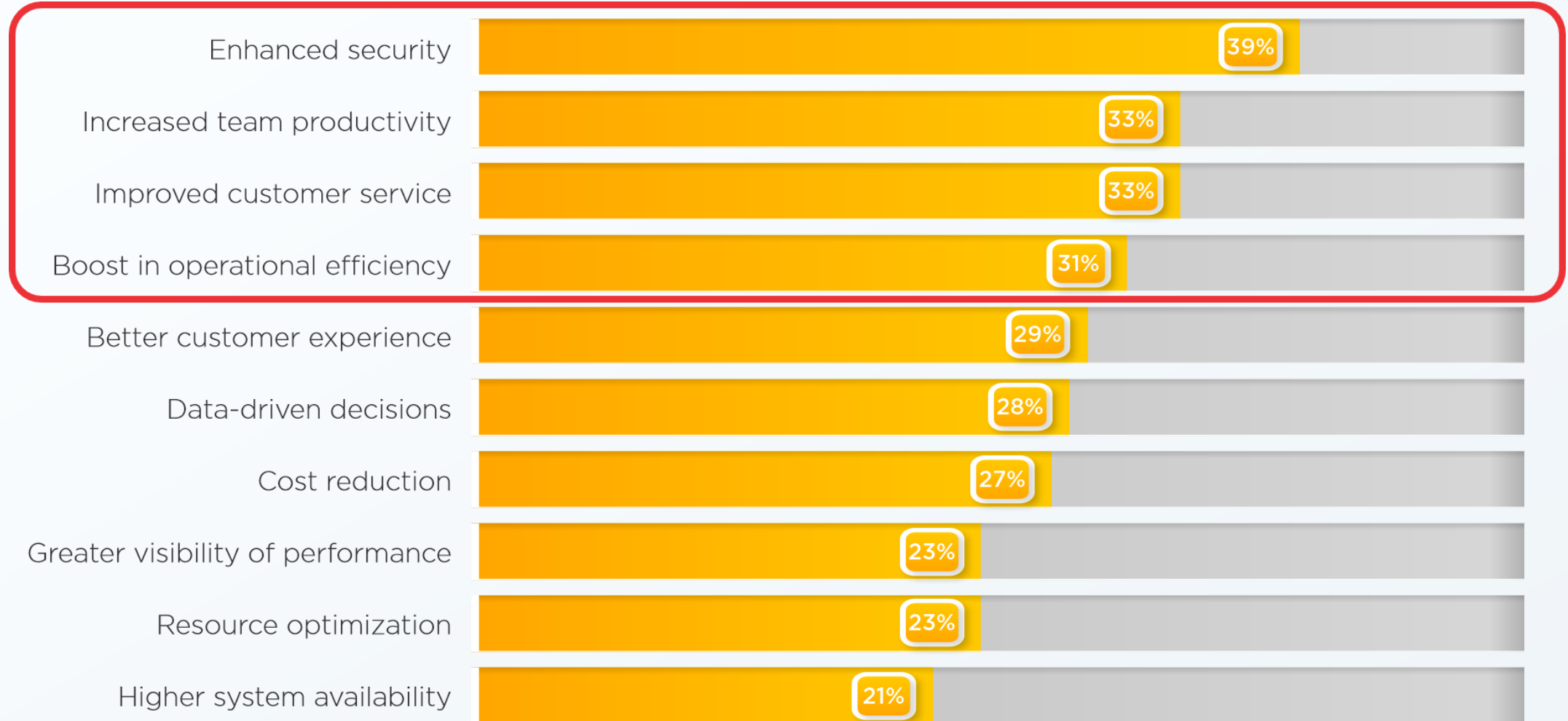
In LatAm, **87%** of enterprises use or plan to use monitoring tools

WHAT BENEFITS CAN MONITORING PROVIDE ?



BENEFITS OF MONITORING

According to IDC (2024), sponsored by Zabbix



CHALLENGES AFTER THE PANDEMIC

- Shortage of tech **TALENT**
- An increasingly dynamic, **COMPETITIVE**, and short-term scenario
- Data monitoring scenario, through the lens of business: **OPERATIONAL EFFICIENCY**
- **Productivity, customer experience, and security**

NUMBER OF PLATFORMS TO MONITOR



CHALLENGES FACING ORGANIZATIONS

According to IDC (2024), sponsored by Zabbix

The quantity or complexity of legacy applications and systems currently supporting business processes

37%

Technical teams (IT) lack knowledge of new monitoring technologies

36%

The backlog of essential monitoring areas is overloaded with other projects

31%

There is a lack of a technology partner to provide strategic guidance for advancing implementation

30%

Technical teams (IT) do not have a strategic vision for the company or find it difficult to engage with executive leadership

30%

Budget allocation is insufficient to undertake monitoring initiatives

26%

Executive leadership (CEO, presidency, board) does not clearly recognize the benefits of monitoring

25%

The data-driven culture is not valued within the company

21%

CHALLENGES FACING ORGANIZATIONS

According to IDC (2024), sponsored by Zabbix

The difficulties are not only in the quantity and complexity of the applications, but also in the lack of technical knowledge.

→ Transforming the business to be more efficient.

Operational Transformation

IMPORTANCE OF EACH CHALLENGE

Complexity of the Platforms

Technical Knowledge

Budget (ROI / TCO)

Find a good technology partner

Culture of Care

Not Important at All

Extremely Important



Account



Content



Design



Settings



Help &
Feedback



LANDSCAPE OVERVIEW

According to IDC (2024), sponsored by Zabbix

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Platform complexity

A high number of complex platforms or platforms that hinder proper decision-making analysis, as data is divided and segmented

Technical experience

Teams do not fully utilize the potential of available tools. Lack of knowledge / certification

Budget always matters

The budget is often not enough to meet the demands of the project, or funds and resources are not being used effectively

Technology partner

A lack of proper strategic guidance and relationship with the vendor

Culture of care

A lack of leadership recognition regarding the need for a culture of care

COMMERCIAL OR OPEN-SOURCE MONITORING

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- Use both combined
- No preference
- Prefer open-source tools
- Prefer commercial licenses



ACQUISITION MODELS

According to IDC (2024), sponsored by Zabbix

- ✓ **61%** of organizations **use open-source tools** alone or in combination with licensed models.

- ✓ **Due to their flexible** nature, open-source tools are often more **affordable** and **easier to integrate** with other systems or platforms.

Key Takeaways: A Path to Follow and Adapt

1 PROCESSES

When there are no defined and clear processes, tools are insufficient.

2 NEEDS

Understand the business needs and objectives you want to achieve.

3 TOOLS

Tools must adhere to defined processes. A tool should integrate with legacy and modern platforms. (flexible)

4 TEAMS

Teams must work in synergy and understand PROCESSES, NEEDS, and TOOLS (Culture of Care)

5 REASONABLE TCO

What is the Total Cost of Ownership (tool, training, infra, etc.)?

A Look at Zabbix

How to meet market needs, according to IDC (2024), sponsored by Zabbix



Interoperability:

- **IDC:** Integration with other technologies
- **ZBX:** Easy integration with alert, ticket, and ITSM systems



Real-time Data:

- **IDC:** Immediate data collection and analysis
- **ZBX:** Real-time functions analysis, prediction, forecast, and baseline



Automation:

- **IDC:** Improved operational efficiency
- **ZBX:** Support for process automation and API integration



Community and Support:

- **IDC:** Continuous support and enablement
- **ZBX:** Huge user base and 24/7 technical support



Consulting and Training:

- **IDC:** To maximize benefits
- **ZBX:** Official services and professional expertise



Cost Effective:

- **IDC:** Resource optimization and savings
- **ZBX:** Prevents failures, optimizes resources, and reduces operational expenses

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WHITE PAPER

IT Monitoring Perspective in LATAM Organizations for Data-Driven Decision Making



ACCESS THE COMPLETE MATERIAL

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Thank you!



Luciano Alves

Zabbix LatAm, CEO