How Zabbix is growing in Japan

Kodai Terashima
Zabbix Japan CEO
About me

• Kodai Terashima, CEO of Zabbix Japan
• Author of Japanese Zabbix book

• 2005: Created Japanese Zabbix community
• 2011: Working at Zabbix (Latvia)
• 2012: Establish Zabbix Japan
Statistics of Zabbix Japan
Number of partners
Partners in Japan

**Premium partner**

**Certified partner**

**Reseller**
Sales growth
Official services in Japan

• Work with Partners
  ✓ Our partners are system integrators
  ✓ Zabbix work for partners (Backend support & Marketing)

<table>
<thead>
<tr>
<th>Services</th>
<th>Zabbix Japan</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partnership</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Support</td>
<td>Backend</td>
<td>1st line</td>
</tr>
<tr>
<td>Training</td>
<td>✓ (Onsite only)</td>
<td>✓ (Premium partner)</td>
</tr>
<tr>
<td>Consulting</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Turn-Key Solution</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Template building</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Upgrade</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Remote Troubleshooting</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Integration</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
Business & support scheme

• Zabbix Japan do not sell support services directly

  Zabbix Japan ← Backend support fee → Partners

  Customers → Selling support

• Partners provide 1st line support

  Zabbix Japan ← Backend support → Partners

  Customers ← Questions
Strategy in Japanese Market

- Strong relationship with Partners
  - Sales activities
  - Support work to help end-users
  - Co-marketing

- Challenges
  - Keep good Zabbix knowledge in partners
  - Update knowledge for new version of Zabbix
  - Still, hard to make business from Open Source Software
Customers in Japan
Our Customers

- Telecommunications
  - KDDI CORPORATION
    Application monitoring that takes early detection and early restoration to the limits, supporting the quality of the KDDI Cloud Platform Service (KCPS) cloud service provided by KDDI, and its other side
    READ MORE
  - Rakuten Securities, Inc.
    Unified monitoring across varying architectures using Zabbix; High-level service is strength of Rakuten Securities
    READ MORE
  - Miyagin Computer Service Co., Ltd.
    Implementing high-quality data center services using Zabbix at an advantageous cost
    READ MORE

- Bank & Finance

https://www.zabbix.com/case_studies
Our Customers

- Government
- Education

https://www.zabbix.com/case_studies
Our Customers

• Internet & Web service

https://www.zabbix.com/case_studies
Our Customers

• And more
  ✓ Big & major enterprise companies uses our services
  ✓ Replace expensive monitoring software to Zabbix

• Report from IDC Japan (2016)
  ✓ 16.2% of OSS friendly company uses Zabbix

<table>
<thead>
<tr>
<th>分野</th>
<th>OSS</th>
<th>使用率</th>
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</thead>
<tbody>
<tr>
<td>OS</td>
<td>Linux系</td>
<td>67.3%</td>
</tr>
<tr>
<td></td>
<td>BSD系</td>
<td>12.9%</td>
</tr>
<tr>
<td></td>
<td>MySQL</td>
<td>53.1%</td>
</tr>
<tr>
<td></td>
<td>PostgreSQL</td>
<td>35.0%</td>
</tr>
<tr>
<td>RDBMS</td>
<td>Tomcat</td>
<td>35.6%</td>
</tr>
<tr>
<td></td>
<td>iBoss</td>
<td>12.0%</td>
</tr>
<tr>
<td>アプリケーションサーバー</td>
<td>Zabbix</td>
<td>16.2%</td>
</tr>
<tr>
<td></td>
<td>Nagios</td>
<td>7.1%</td>
</tr>
<tr>
<td></td>
<td>Chef</td>
<td>3.9%</td>
</tr>
<tr>
<td></td>
<td>Hinemos</td>
<td>1.9%</td>
</tr>
<tr>
<td></td>
<td>Samba</td>
<td>21.4%</td>
</tr>
</tbody>
</table>
Why Zabbix

• It’s free!
  - Easy to start to use for engineers
  - No need to get permission (for expense) from company

• Community
  - Lots of technical information on Internet
  - Community plugins & scripts
  - Get community support
Why Zabbix

• Functionality & development
  ✓ Support enterprise OSes
  ✓ Server & Network monitoring
  ✓ Graphs & Alerts
  ✓ Discovery
  ✓ All in one monitoring software

• All necessary functions are built-in
  ✓ Possible to switch from traditional monitoring software
  ✓ Additionaly, Zabbix is developed by company
Why Zabbix

• Services
  ✓ Official services available
  ✓ Many partners can help installation & integration

• Can ask to someone officially if problem happens
  ✓ Mandatory for enterprise customers
  ✓ Nothing different from Commercial software
Challenges in support service
Support contracts
Support requests
Challenges for support work

• Many customers & partners & support tickets
  ✓ Trying to find efficient support
  ✓ Need to store & share knowledges
  ✓ Functionality requests around Zabbix

• Customer portal
  ✓ Knowledge base for self support
  ✓ Some tools requested from partners
  ✓ Agent binaries and packages
Tools to manage & support

• Configuration backup tool
  ✓ Backup & restore only configuration in Zabbix database

• CSV export
  ✓ Event and History export with CSV format

• Support tools
  ✓ Get support information with one command
  ✓ Include system and Zabbix internal information

* Provide only for Japanese support customers
Solution for beginners

• Easy to use Zabbix
  ✓ Performance estimate and tuning is the most difficult thing
  ✓ Users who do not familiar with Linux and Database

• Hardware appliance
  ✓ Zabbix installed
  ✓ Database is tuned
  ✓ Performance is tested
  ✓ Easy to update

* Provide only for Japanese support customers
Activities with Partners
Partner meetings

• Meeting with partners
  ✓ General meeting every 3 month
  ✓ Workshop for every Zabbix major version
Zabbix Conference Japan

• 1 day event
• More than 400 registration in 2019
• 12 sponsorship from Partners & Medias
Interop Tokyo

• Zabbix booth with 10 partners
ShowNet

- Create infrastructure for Interop by exhibitors
  - Create Zabbix system with partners
ShowNet

• Environment
  ✓ 3 Zabbix servers for redundancy
  ✓ 759 Hosts
  ✓ 172,518 Items
  ✓ 900 – 11,610 nvp

• Challenges
  ✓ All configuration in 1 week
  ✓ Handle tons of SNMP Trap & Syslog from devices
Special tools for ShowNet

• snmptrap plugin
  ✓ Simple snmptrapd handler
  ✓ No configuration in handler

• rsyslog plugin
  ✓ rsyslog plugin to forward with Zabbix sender protocol
  ✓ Split syslog to hosts (by ip)
  ✓ Try to handle 1000 syslogs/sec
Integration with Partner Solution

• 4D Visualization tool
• History and Event data from Zabbix API
We are welcome!

- Interop Tokyo 2020
  - 2020/04/13-15
  - Bigger booth

- Zabbix Conference Japan 2020
  - 2020/11/13-14 or 20-21
  - Planning 2 days, 500 registration
加入组织

扫码入群

关注公众号

关注微博
Thank you!