



We're building really large Cassandra and Kubernetes clusters so the Type 2s just give tremendous storage and memory capabilities. The heavier the workload, the more Packet shines. *Anthony Woods | CTO and Co-Founder*

30+

DATA SOURCES

21k

STARS ON GITHUB

20+

WORLDPING PROBES

Some startup companies toil away invisibly for years.

Though their products often have mission-critical value for users, they may be so far behind the scenes that they never get the glory. That's not the case for Grafana, an open source software project for visualizing and analyzing metrics. And given what the platform does and how it looks, it's easy to see why it has taken the spotlight in this data-driven world.

"It's such a visual and appealing way to present data, and you can get at-a-glance insight from it," says Torkel Ödegaard, the creator and lead developer of Grafana, and co-founder of Grafana Labs. "Once a couple of people within a company start using it, they put the dashboards up on a TV or big screen, and people who walk by become intrigued by it."

The Grafana dashboards have become so recognizable, in fact, that during the first Falcon 9 rocket launch last year, they were easy to spot, displayed on a screen at Space X's control center. "I couldn't believe it at first," says Ödegaard. "But zoom in and you can see it."

Grafana now sells two products: subscriptions for users who want to run Grafana themselves, and GrafanaCloud, an enterprise-level, SaaS version.

"When you look at the monitoring landscape, you've got all the open source players, and on the commercial side you've got all these new SaaS players," says Raj Dutt, CEO and co-founder of Grafana Labs. "We think there's a third choice, which offers the convenience of SaaS—you sign up, and if you pay your bill, it just works for however much data you send it—with the flexibility of open source. All our software is open source so there's no lock-in. You own your own data. You can combine other data sources with the platform. It's the best of both open source and SaaS. We call it Open SaaS."

"Five years ago, people would measure every 5 minutes; now people want it every 10 seconds," says Woods. "People used to measure maybe a handful of metrics per server; now people are collecting hundreds of different metrics per server. Also, with cloud computing there's a lot of dynamic infrastructure—virtual machines come and go all the time. We provide a hosted metrics platform, and people can send us the metrics and we handle the rest. It integrates directly with Grafana, which people are familiar with and has a great user experience. So we solve the complexity of scaling the infrastructure."



GrafanaCloud operates across different clouds, between Google, Amazon and Packet, depending on users' needs. It can deploy its service across multiple vendors for maximum reliability. "Our preference is to expand across Packet because of the quality and performance of their platform" says Dutt.

"It's about having the performance and the consistency of bare metal, and knowing exactly what we're getting down to the exact CPU in the machine. We're building really large Cassandra and Kubernetes clusters so the Type 2s just give tremendous storage and memory capabilities." Adds Woods: "The heavier the workload, the more Packet shines."

Packet's geographic expansion has been beneficial, too. "Our customers are all around the world and the location of their cloud setup is important," says Dutt.

"We started with Packet in New York and recently launched GrafanaCloud with Packet in San Jose. As Packet expands its footprint in Europe, we anticipate expanding as well."



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