

Cloud Monitoring Platform for Organizations Building an Online Service allowing DevOps teams to Monitor Servers, Databases, Infrastructure and Avoid Outages



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“If you are using open source monitoring tools right now then use Dataloop.IO, because we are going to get you to value in about five minutes. You are no longer going to have to scale and maintain this open source solution that was not designed for cloud micro services and containers. We can replace all of that in minutes with a very simple to use solution that you no longer have to manage and scale. If you are looking at us compared to other SaaS monitoring solutions out there; why use us? That is because we are the only self-service monitoring solution in the market right now.”- David Gildeh

CEOCFO: Mr. Gildeh, what is Dataloop Software?

Mr. Gildeh: Dataloop.IO is essentially a cloud monitoring company. We help anyone that is building an online service, which essentially is any type of business that wants to be in business in ten years time. It is anything from organizations like BBC Worldwide with their online store, to companies like Salesforce.com, the largest software-as-a-service company in the world. We help them monitor their servers, their databases, their infrastructure, helping their developers get visibility into what is happening with their coding production. Basically, we monitor all of that stuff and we allow companies to maintain their uptime and availability and also get visibility into what is happening across all of their production infrastructure and alert people to problems so that they can avoid outages. Essentially, we are a tool that helps online services stay up and running.

CEOCFO: Would a company implement your tool and then work on it themselves? Do you actually do the physical monitoring?

Mr. Gildeh: Monitoring is a category of software that has been around for thirty or forty years, so this is not a new category of software. What has changed in the market is the way people build online services. It has drastically changed with cloud, containerization and microservices and other trends. I can go into those in more detail later. Basically, the architecture of how people build cloud services has changed and so monitoring has to evolve with that. Therefore, we are a next generational monitoring tool for what people need today to monitor their online cloud service. That basically means that people will buy this as a tool that they use themselves. We provide the tool, but they do the implementation to get the monitoring they need to get visibility into their online service.

CEOCFO: Are many companies aware that they need a more advanced monitoring tool or is it still a little under the radar screen that there are newer and better ways?

Mr. Gildeh: No. The market is exploding right now! We are seeing a huge shift. I would say that two years ago most people would have argued that they could have used the free open source software that has been around for ten, fifteen years; things like Nagios, Graphite or StatsD; typically the kind of open sourced software tools that companies were using up until very recently. The problem with all of those is that they were not designed for the new architecture of how people build online services and most importantly they do not scale. What has happened in the market is that online services are getting more complicated. The amount of data they are producing is getting even bigger. They either have to start dedicating full time people to build out and maintain their monitoring solutions in house using the open source tools or they have to buy something off the shelf. The advantage of buying a SaaS monitoring tool like Dataloop.IO is with our tool they get the monitoring they need designed in a way that works for their current environment and technologies, but they

do not have to worry about scaling and building out the whole thing. They can get set up and started in five minutes versus a six months project to build monitoring, which is what they would have to do using open source tools. Therefore, the market is beginning to realize that pain. They do not want to spend six months building their monitoring tools. They do not want to have a full time person maintaining it and setting it all up and using it. They just want to get something off the shelf, and focus on building an awesome online service for their users and monitoring then is delivered as a service through a company like Dataloop.IO.

CEOCFO: *What is Dataloop.IO showing a company? What are they going to see after implementation?*

Mr. Gildeh: The way Dataloop.IO works, which is very different from other monitoring tools, is that we are a self-service solution. That means that you can buy Dataloop.IO as a monitoring platform. You can give this platform to all of your different teams inside of the organization, so that each team will basically get their own kind of monitoring account. For example, BBC Worldwide is one of our customers, and BBC Online, which is the public function of BBC has BBC iPlayer for streaming movies. They have BBC Sports for the sports news, BBC News for global news and BBC Weather for all the weather news. Each service has their own development team that has to build a service or the software to run that online service, but also monitor it. Therefore, they would roll out Dataloop.IO across the organization to all their different teams. BBC iPlayer will have an account, BBC Sports will have an account and BBC News will have an account. The DevOps team at the top still has visibility across the entire service. You can see that BBC News is green, BBC Sports is orange they have a couple of issues and all that kind of stuff, so they still get visibility across everything. However, the individual teams will get their own accounts just for their service. What it really gives them is once they have set it up, which is a few minutes of configuration, they will get visibility into dashboards, which shows them dashboards for all their key services. Therefore, if they are running something like MySQL database we will give them a MySQL dashboard, which will allow them to see what is going on with MySQL. Therefore, if they do get alerts that say, "Your database has got an issue," they can go into the dashboard and identify what the issue is. They will get events to tell them what has been happening on their online service, so they can correlate, "We did a deployment of our online service and suddenly the graph kind of went haywire". So they can correlate, "Something happened in production and this is what happened on the dashboards afterwards," and they will finally get alerts. Alerts will come and tell them in real-time, "Something is going wrong on your production environment, you need to investigate it." That is kind of what the teams will get. The DevOps platform, they basically do the technical operations amongst services. They get the overall visibility across the entire online service and each individual team get the monitoring they need, dashboards and alerts, to see what is going on and be alerted to issues in production.

CEOCFO: *What alerts can a company chose? How much in depth can they get?*

Mr. Gildeh: They get alerts for anything. We collect three types of metrics. First there are infrastructure metrics, like their server, CPU, memory, disc space, how much has been used and that sort of stuff. We collect application metrics, which may be something like how long did this bit of code a developer wrote take to run. We also collect business metrics, so if they want to they can but in business metrics like how many users were on the system yesterday. What was our up time yesterday? Did we have any outages yesterday? What percentage uptime did we have? All those metrics can basically just be captured in Dataloop.IO and it is up to them what they want to learn from it. I can give you an example with Netflix. They are not a customer of ours. They have built their own internal monitoring solution. However, they collect billions of metrics every single day, because they are streaming hundreds of thousands, millions of videos and essentially they are collecting all of the data across all their different servers. They collect billions of metrics a day, but there is only one metric that really gives them insight into how a service is performing. Therefore, despite collecting all these billions of metrics, the one metric that they use that they have on a graph or on a dashboard that they have as well is call center volumes. If the volume of support calls at the call center goes up significantly there is a problem, because even if they are monitoring tool has not said there is a problems, usually users will start phoning up the call center if there is a problem. It could be problem with the stuff on their service. It could be, for instance, one of their broadband ISP internet providers, AOL or something; they had an issue on their network. Netflix might not be able to know about that, because it is outside of their control. However, then they would get a spike in calls coming up and that is really a business metric of how many call as going to their support center. That is very leading indicator to users having issues. We need to go and investigate and fix some things. Really you alert on anything and what you alert on is just the context of your business. You learn what metrics and what events are important that indicate that things are going well or things are not going so well on the online service and you basically can say, I know this metric and the call center volume is important to us. I want to graph and alert that metric if it goes above a certain level. That is something that I need to know about, because it probably means there is an issue somewhere.

CEOCFO: *What are you able to provide that companies overlook?*

Mr. Gildeh: Because monitoring is such a complex area, there are so many different things to monitor and lots of different technologies. There are different databases. There are different servers. There are different operating systems. There are

different ways of putting all of that stuff together to build your online service. Typically, what happens when we speak to customers and most of our customers buy us; they number one reason is consolidation of standardization. They have got ten monitoring tools in place and they want to basically roll that up into one monitoring tool where everyone can see everything in one place. That is our primary value to them. There are no specific metrics or things that we monitor that they cannot monitor with other tools. Where they specifically struggle with other tools is that they have one tool for this and one tool for that, another tool for this server over here, another server for monitoring MySQL databases and so on. We can replace all of that with a single standard solution that the whole organization can have visibility and login and see what is going on. Therefore, we open this up as a single pane of glass for the organization and that typically is the hard thing that most organizations struggle with, especially when they get to scale. Maybe a startup with a small team and ten servers; they are not going to struggle with that issue. However, once you get to hundreds of servers and you have got one hundred and twenty employees and you have got fifty developers and you have got a DevOps team and now you have got five monitoring solutions in place, because every person that comes in want to add their own monitoring solution and monitor a different thing which the other monitoring tool does not do. Suddenly now, you end up with a mess of silo's where this team can see this bit of monitoring, this team can see this bit of monitoring, but no one can see that single pane of glass across the whole thing. Everyone is doing monitoring differently. There is no standard process. Dataloop.IO basically fixes all of that.

CEOCFO: *Is the world aware of Dataloop.IO?*

Mr. Gildeh: Not as much as we would like to say. I would say that before we closed our Series A, we were pretty much a team of eight. I was the only sales marketing, everything outside of product developments, in the company. We did not really spend much on marketing because we were focused very much on building an awesome product and we have got amazing customers that you can see on website. With this round of funding we essentially now have the resources. I have moved to San Francisco. We just hired our first VP of marketing, Andrew Archer, who was a VP of marketing at Yesware and did an awesome job over there. We just hired our first sales people, so now we have got the resources to start building out that market awareness and go into market, which is what we did not have before then. Despite that though, we did grow very fast and we got some amazing logos along the way. That is because what we are doing is very unique and compelling in the market. Although the product really was not kind of finished until early this year many large companies that you will see on our website essentially bought into Dataloop.IO and paid money to use it, because they were excited about the things we could do that other monitoring tools could not do.

CEOCFO: *What is the plan to gain visibility?*

Mr. Gildeh: The plan for us is content and events. Most people who we target do not want to be sold to, generally. Yes, they want to speak to sales people when they are ready to talk to them, but it is generally a self service market. They look online, they see blogs, they see content, they go to meet up events and that is how they discover new tools and services that they can use. Then they go by themselves and sign up for it and try it out. Therefore, it is going to be primarily content and events. One of the things that we have done really well back in London is that we actually created and founded the world's largest DevOps meet up. We have got over four thousand members now. About one hundred and fifty to two hundred members come every month for meet ups to hear speakers, drink beer and eat pizza. That has been a very successful kind of event for us. It is the world's largest DevOps meet up. You can find it online at MeetUp.com. It is called DevOps Exchange London. That has been very effective, but that is how we got customers like the BBC. That is because they come to or meet ups. It is not a branded meet up. We are just one of the organizers sponsors. We make it very general in terms of education for people who are learning about DevOps and new tools and services and best practices. However, because of that meet up we have got quite a lot of awareness in London and now we need to bring that awareness to the US.

CEOCFO: *Do companies that use your service get the concept right away?*

Mr. Gildeh: Yes. We are a product selling to an existing category, so there is really not much education needed. Also, as I said, the trend right now is towards SaaS monitoring tools like Dataloop.IO, so right now the market is moving in our direction. Monitoring is getting even harder and harder as companies change their architectures as they scale up. Therefore, there are many trends playing very well for us right now, which is how we got to where we are today without any sales or marketing. If we could just add fuel to the fire with sales and marketing we are going to grow very fast. One of the things I have learned recently, is right now you can close bigger deals in twenty eight days. That is because, as you just said, this is a category of software; people either need it or they do not and everyone needs it essentially. They either need to build it themselves or they need to buy something. They typically know what they are looking for. When they go looking for a monitoring tool they typically sign up, they try it in a couple of weeks, they figure out which one they want to go with and they get it all set up, literally within weeks. That is because they are a technical audience and they are very

well educated on this space, so it is a really good market right now. That is where we are getting all of our growth right now.

CEOCFO: *What surprised you throughout the process of developing, growing and evolving Dataloop.IO?*

Mr. Gildeh: This is my second startup, my third business. I build and sold a company to a company called Alfresco. I built their enterprise cloud business. This business is becoming a large business, so for me this is the big one. I think the only thing that was new to me, having done a couple of companies already; sales marketing, building products and that sort of thing, I have done that all before and I have built and sold a company before too. The new thing for me was that this is my first VC funded company. My first company was boot strapped. Alfresco obviously funded the second business. This is the first time I actually had to go after investors, raise money, raise a Series A, and talk to VCs. It was not a surprise, per se, because you read so much about fund raising. You talk to people. I have got a lot of friends who have got amazingly successful businesses and have raised lots of money so I knew what to expect. However, it is one thing being told that fund raising takes a long time and takes all of your time, but it is another thing experiencing it. My personal hope is, I am not a big fan of fundraising. It wastes a lot of time. It helps. You need it for the business. It is like a necessary evil. You need it for the business and when you get it, great! Our investors are fantastic. It is great when you have them on board. However, getting to that point is a long, lengthy process. It involves talking to a lot of investors that are not great fits and can waste a lot of time and while you are doing that you are not building the business. You are not focusing on all of the interesting stuff like products and sales and marketing and getting more customers and talking to customers and that sort of thing. Therefore, my hope is that after this round, this round gives enough resources to now build full time functions for sales and marketing and products so those can continue building the business regardless of fundraising activities.

CEOCFO: *Why use Dataloop.IO?*

Mr. Gildeh: It is two things. If you are using open source monitoring tools right now then use Dataloop.IO, because we are going to get you to value in about five minutes. You are no longer going to have to scale and maintain this open source solution that was not designed for cloud micro services and containers. We can replace all of that in minutes with a very simple to use solution that you no longer have to manage and scale.

If you are looking at us compared to other SaaS monitoring solutions out there; why use us? That is because we are the only self-service monitoring solution in the market right now. What that means is that Dataloop.IO can be a monitoring platform across your organization. You can give it as a self serve solution to the different teams, not just so they can create their own dashboards and alerts like you do in other solutions, but they can do the entire configuration without the DevOps team having to do all for them; which is what you have to do on all the other monitoring tools right now. That is really important when you get to the world of micro services and it is really important when you get to scale; when you become a large organization with lots of different teams who need monitoring and you just want to give it to them and let them go off and set up everything by themselves. You cannot really do that on other monitoring tools. It is very complicated. Dataloop.IO solves that problem and that is really our USP. That is why big customers like Salesforce.com and Moz.com use us verses the other solutions, because they know that when they buy Dataloop.IO they can roll it out across all their different teams and their teams can do everything without them having to do it for them.

