
WDTio

WDT.io

- What?
- Why?
- Who?
- How?

What?

WDT.io

- uptime monitoring solution

WDT.io

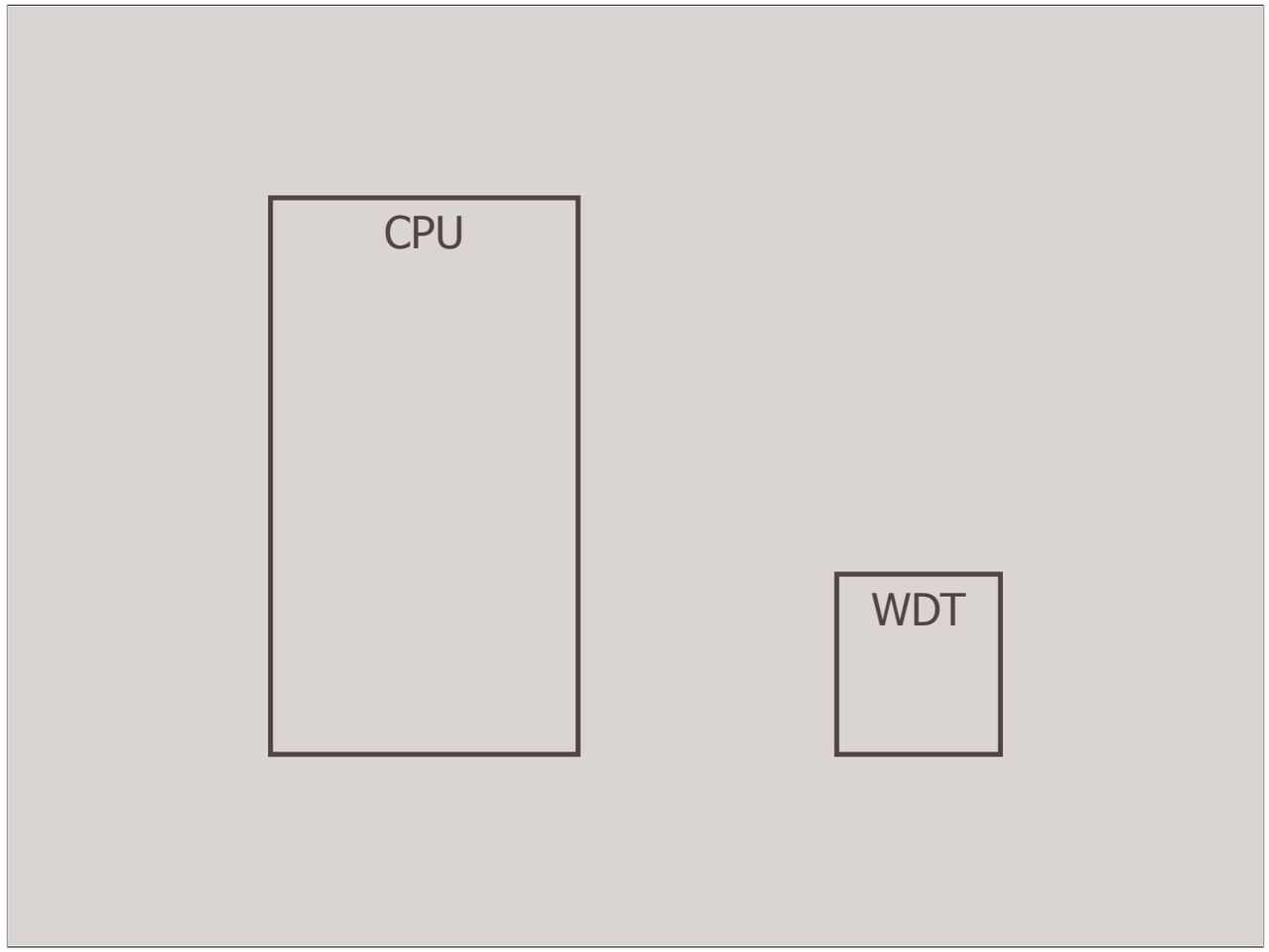
- uptime monitoring solution
- MaaS

Monitoring as a Service

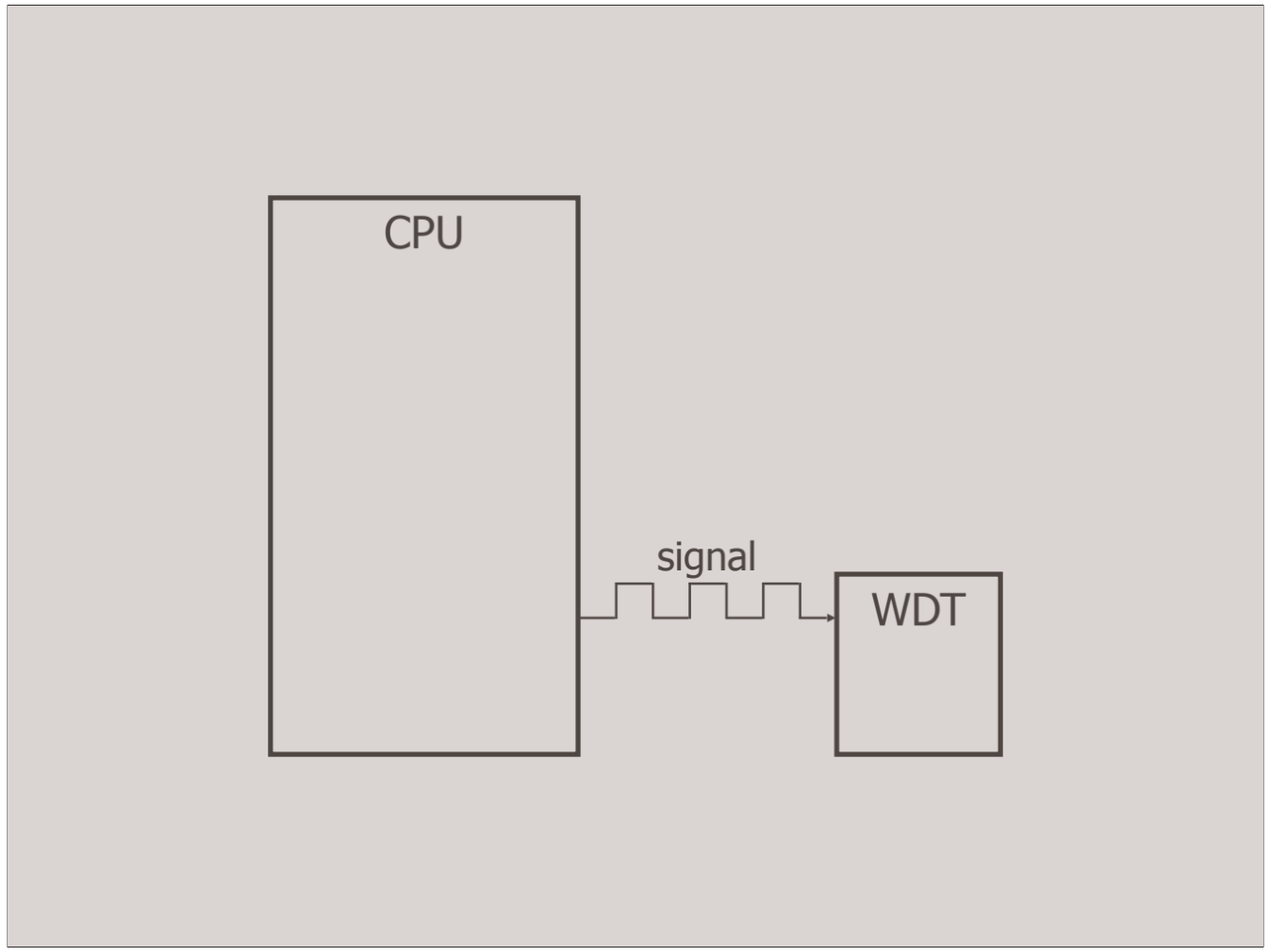
WDT.io

- uptime monitoring solution
- MaaS
- Watchdog Timer

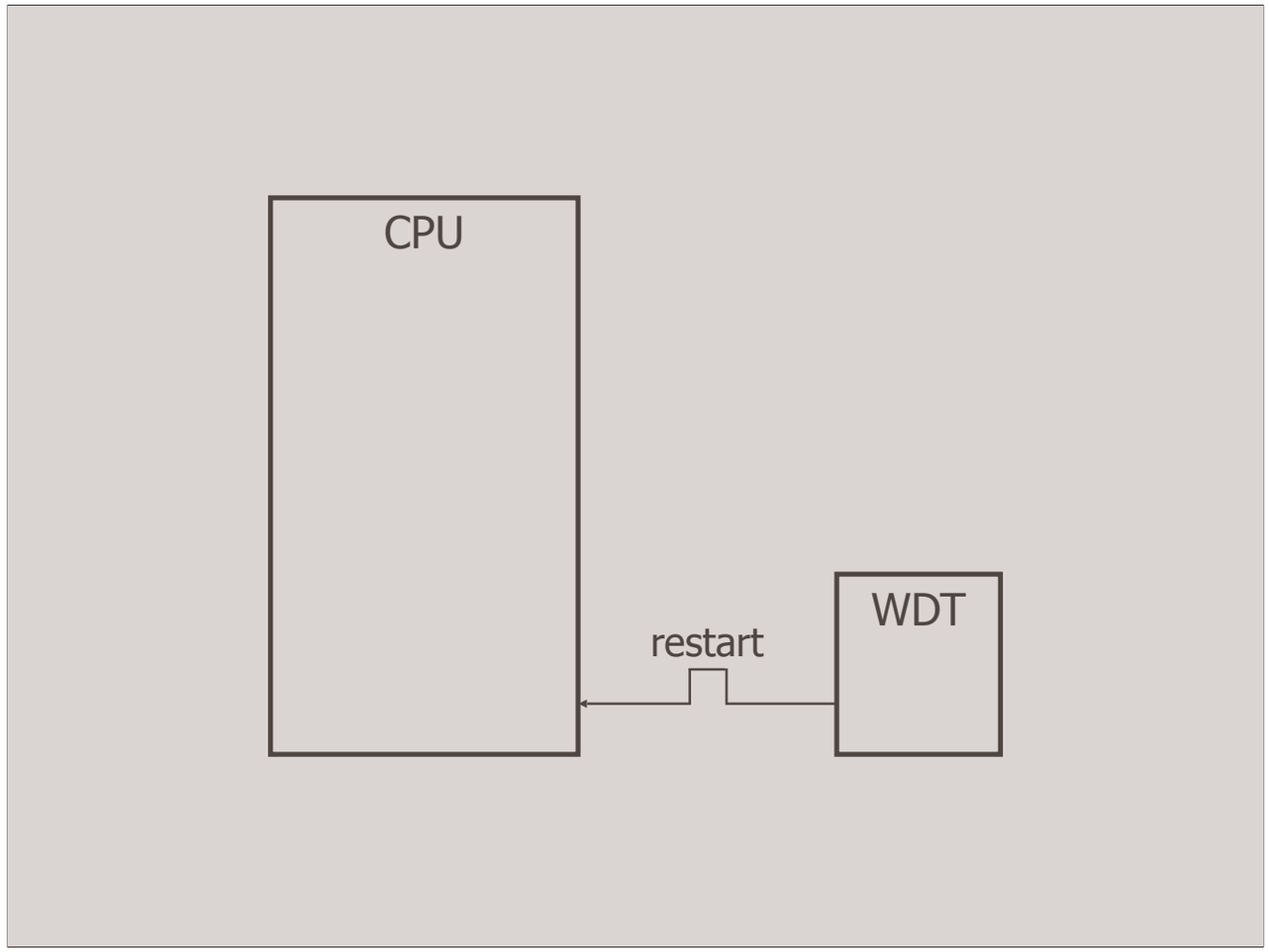
stands for Watchdog Timer



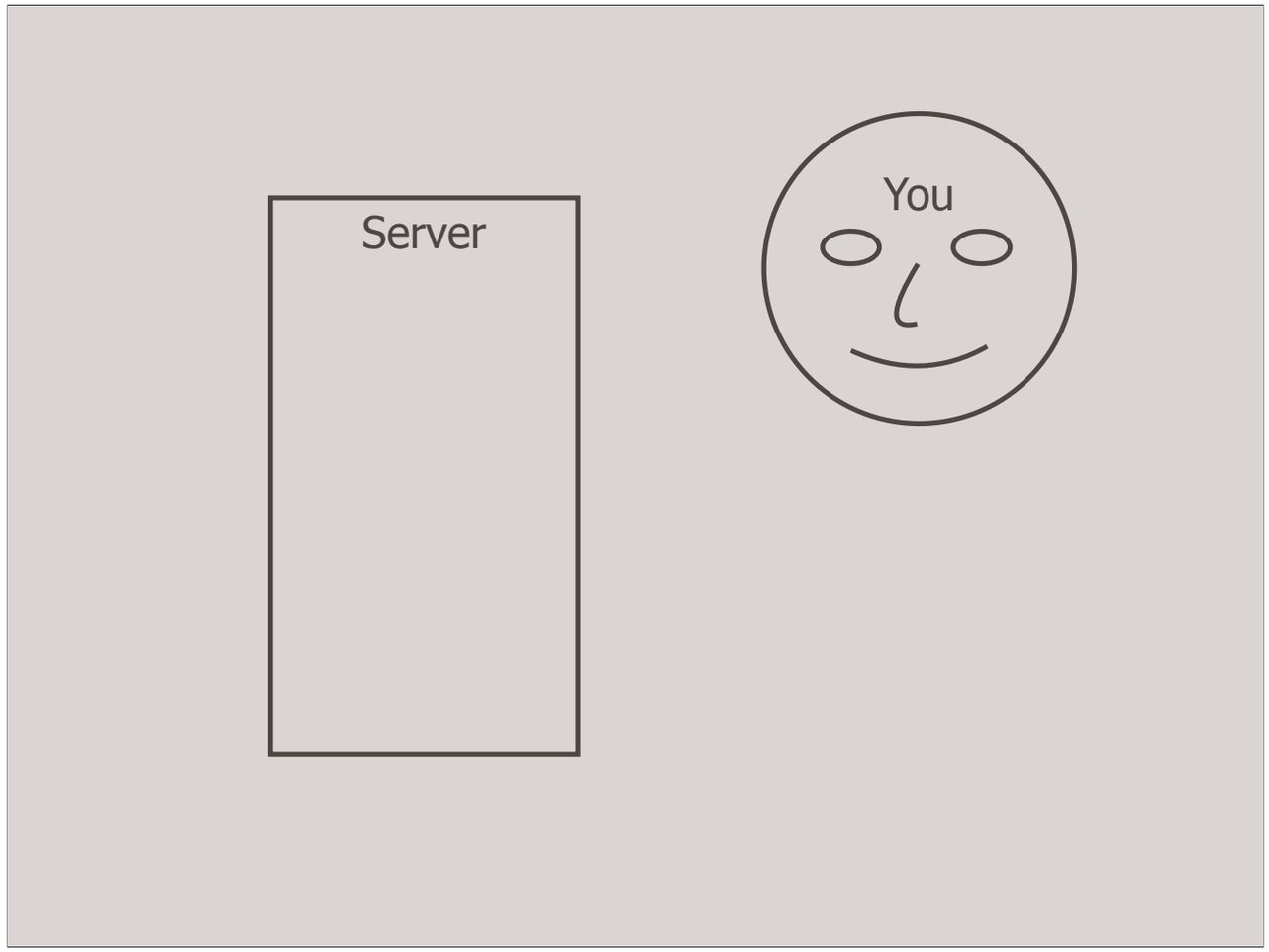
Background:
used in electronics to monitor processors or whole systems



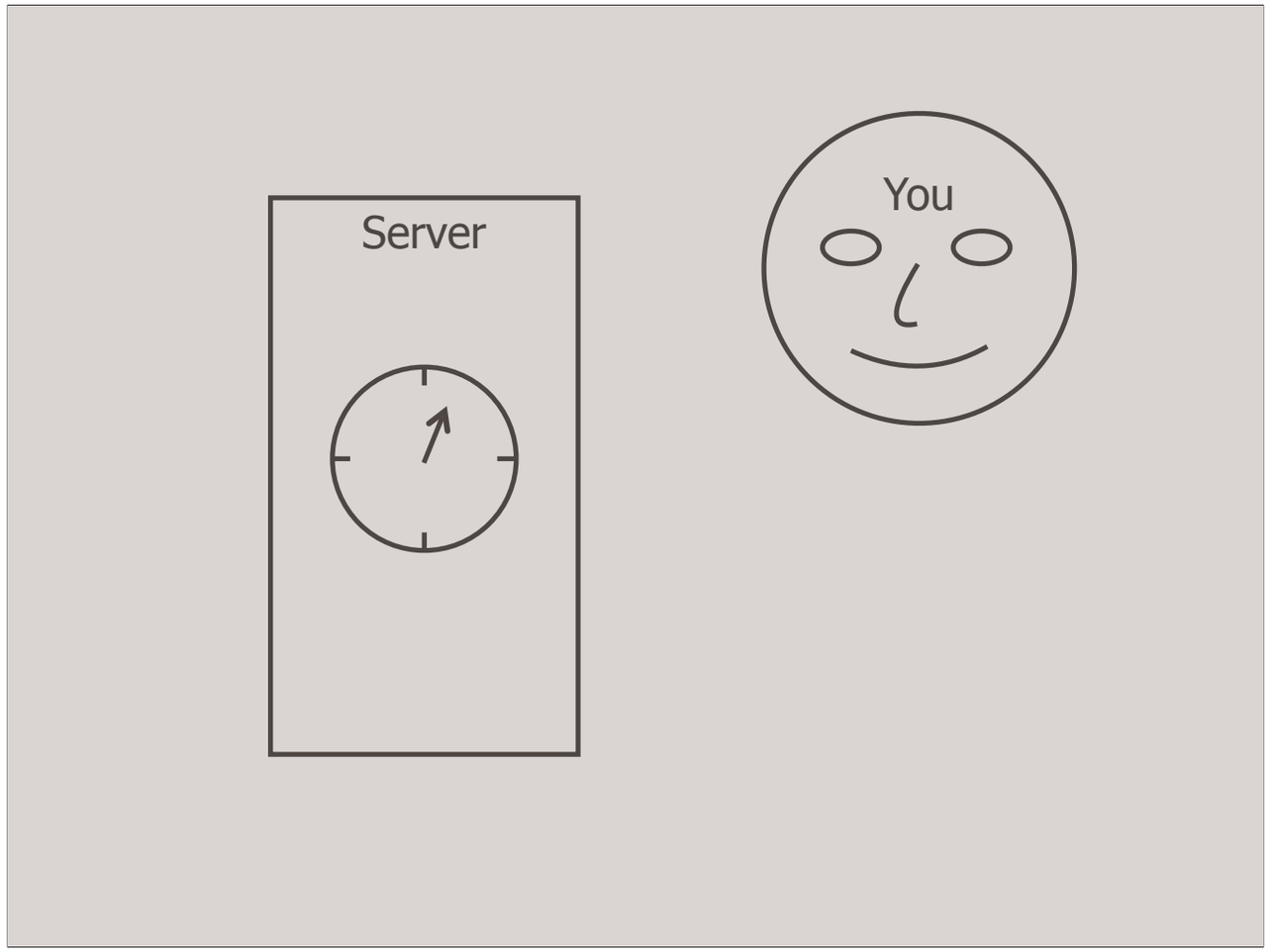
processor sends regular signal to watchdog timer



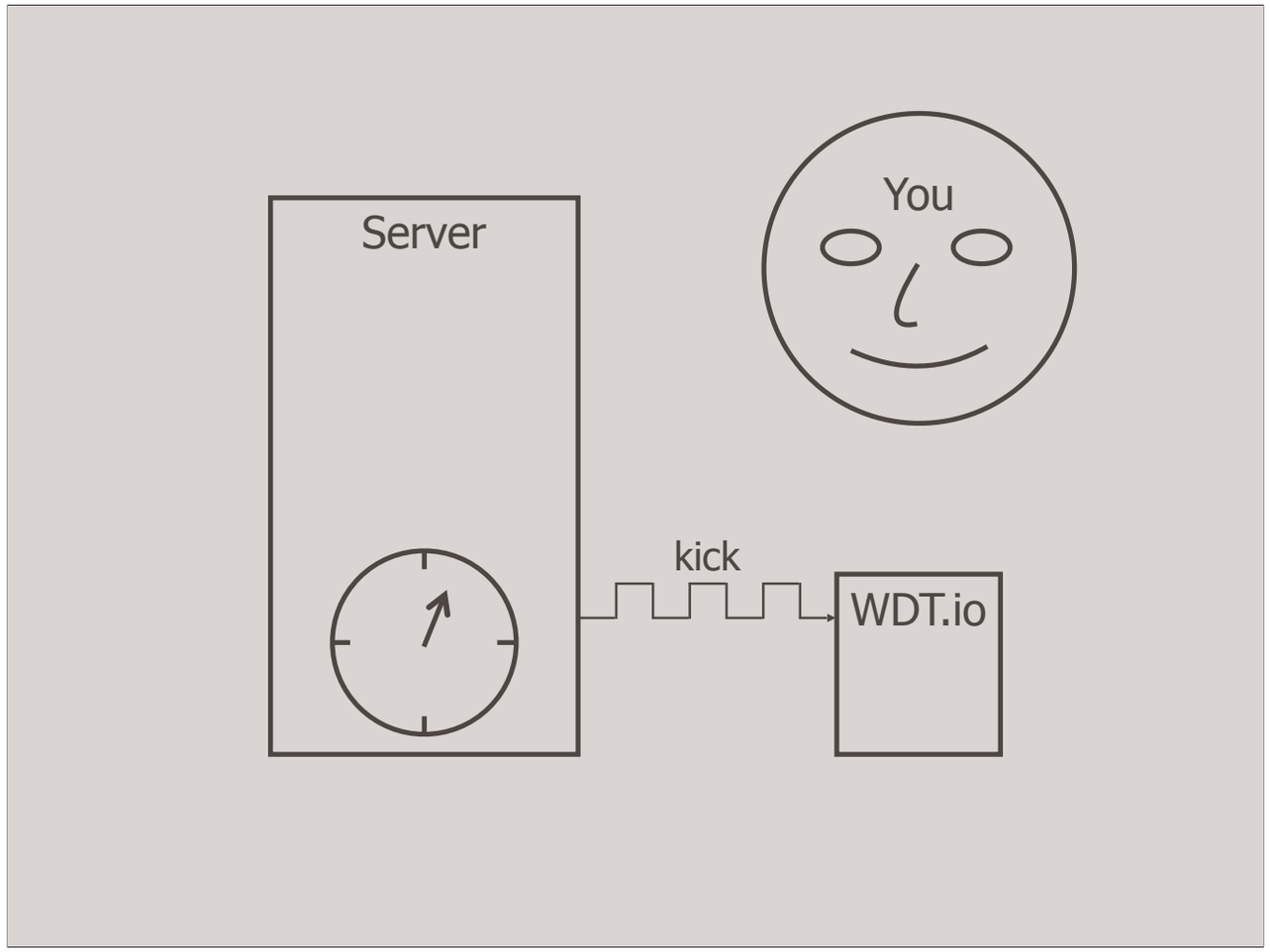
if signal stops, watchdog timer restarts the processor



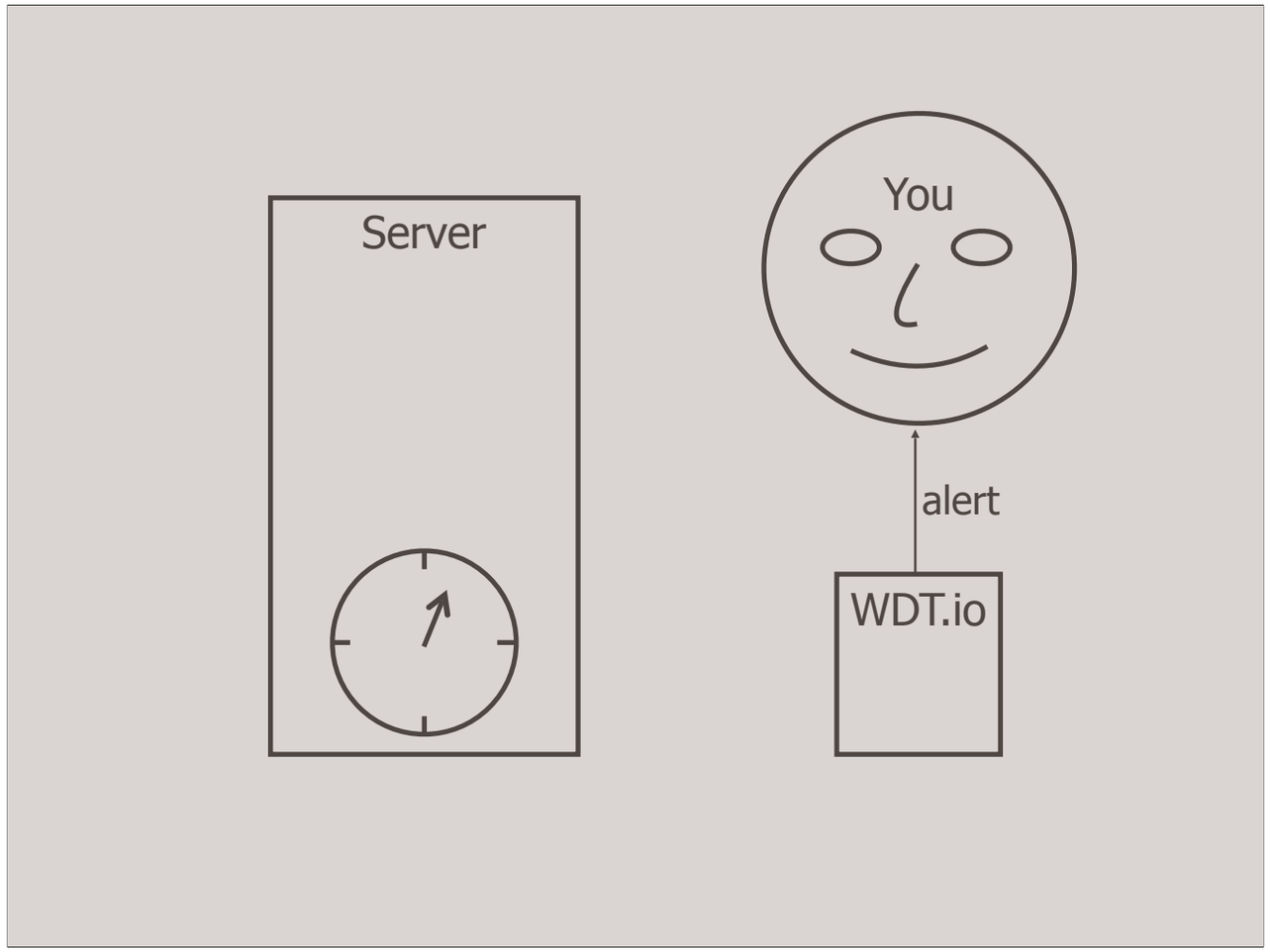
we use the same idea on higher level
you have a server



that server is set up to automatically run recurring jobs
such as making backup every 10 minutes
and rotating log files every night

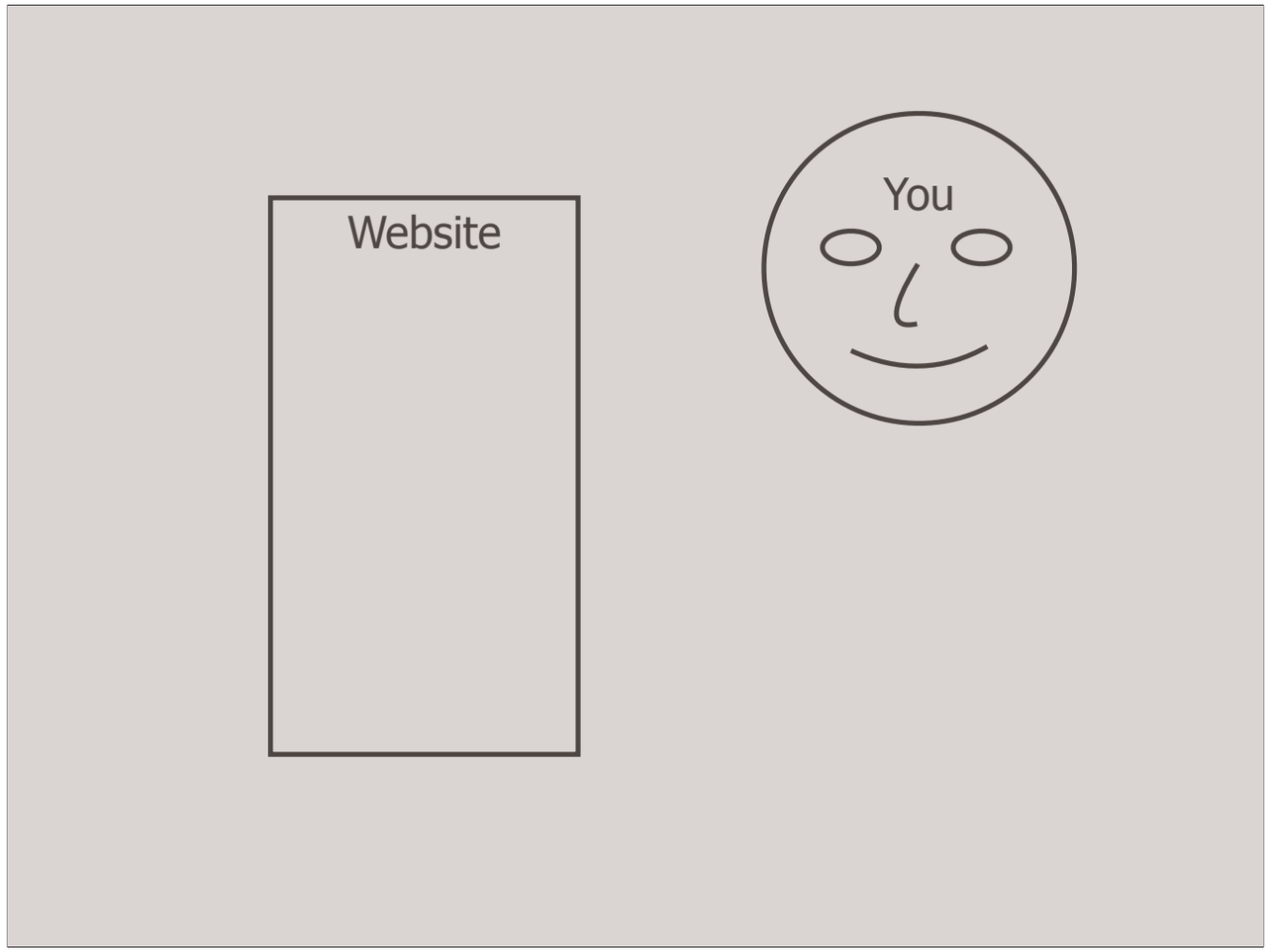


we can monitor these jobs by having them send a signal to [WDT.io]



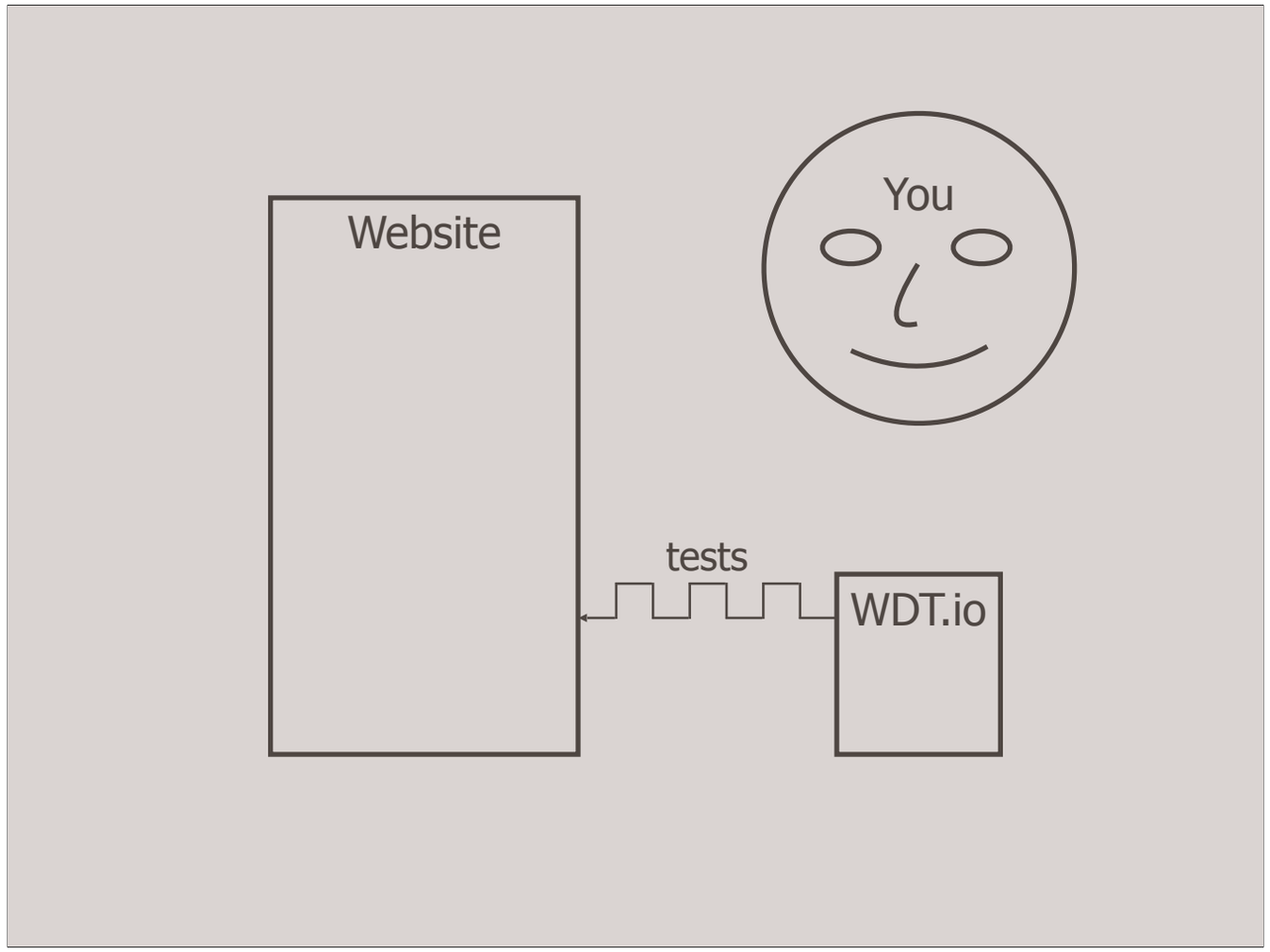
if that signal stops, the watchdog timer notifies you that there’s a problem on your server

we call this inbound monitoring because the signal (“kick”) is sent to WDT.io

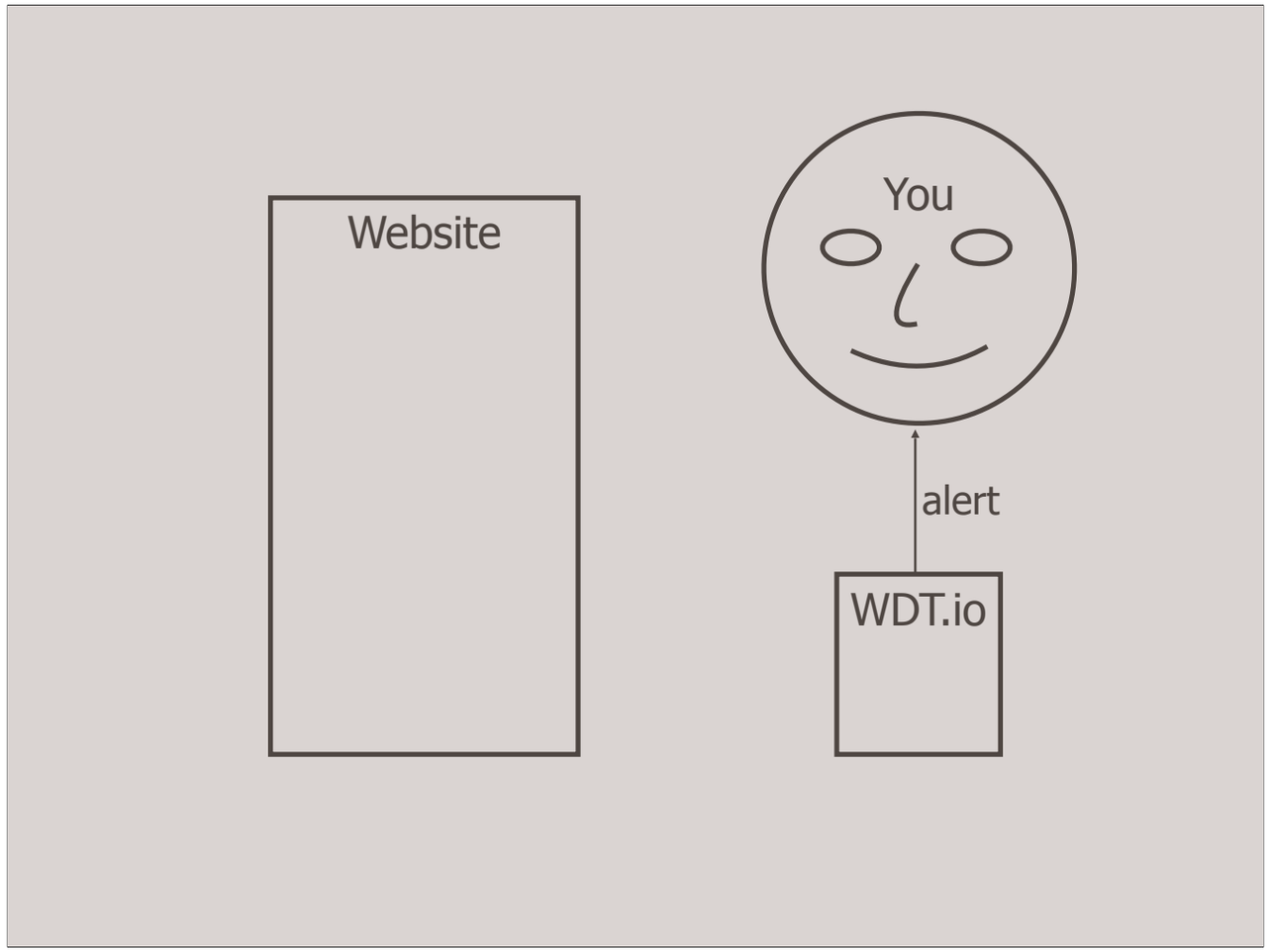


we also support outbound monitoring

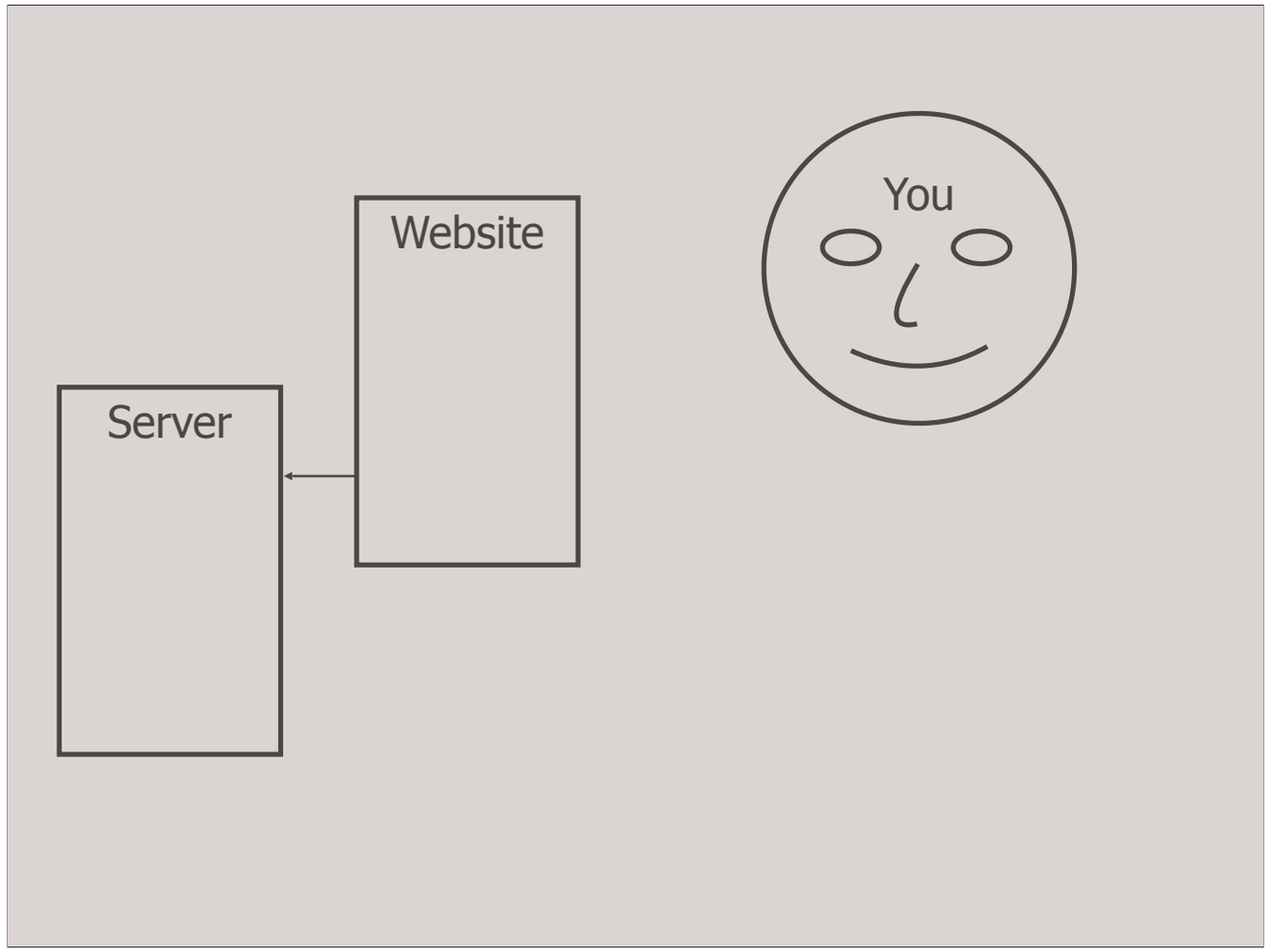
if you have a website that you care about
i.e. you want to find out if it’s offline before it affects your bottom line



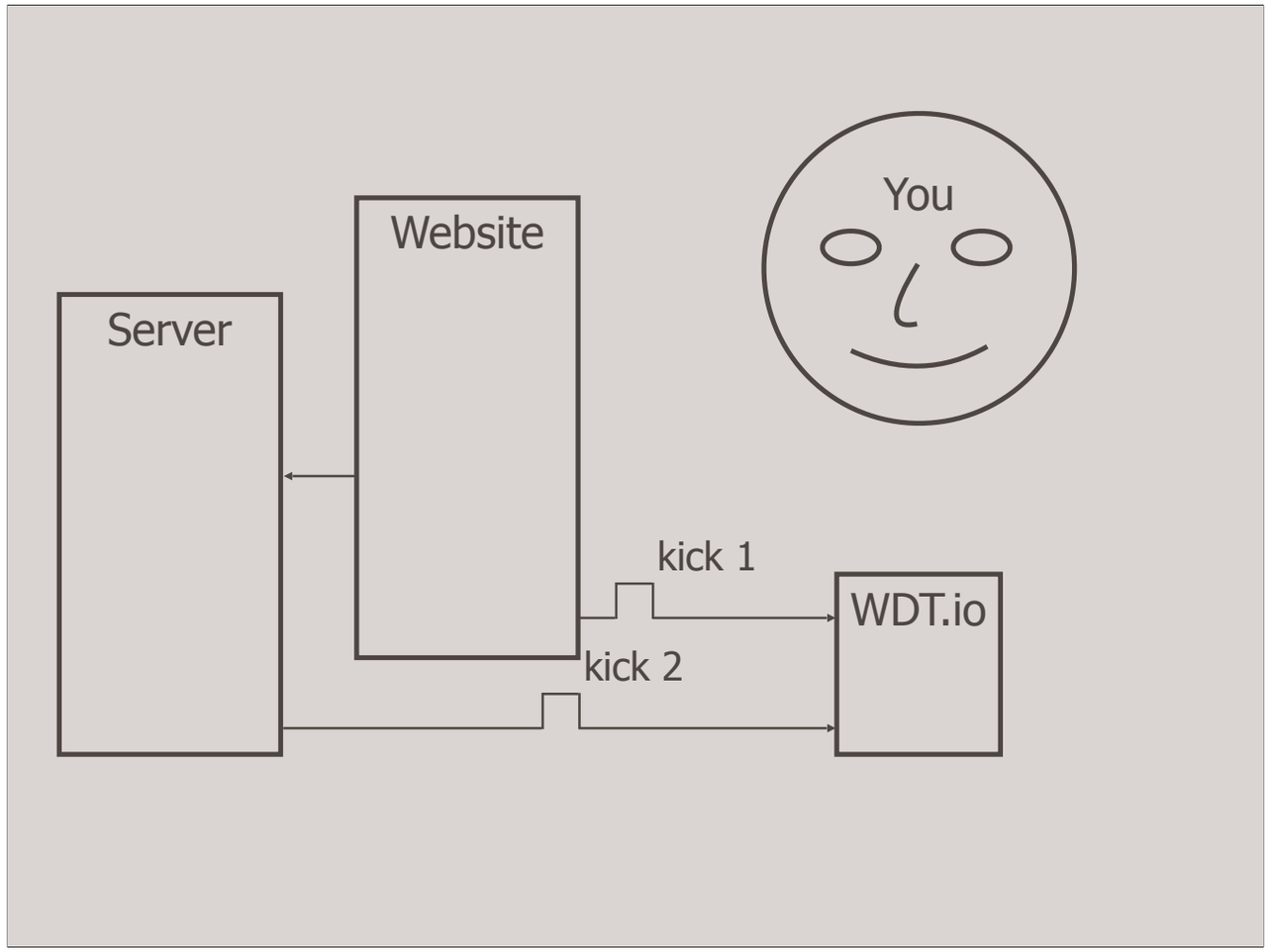
you can set up a watchdog timer to kick your website on a regular basis,
once a minute for example



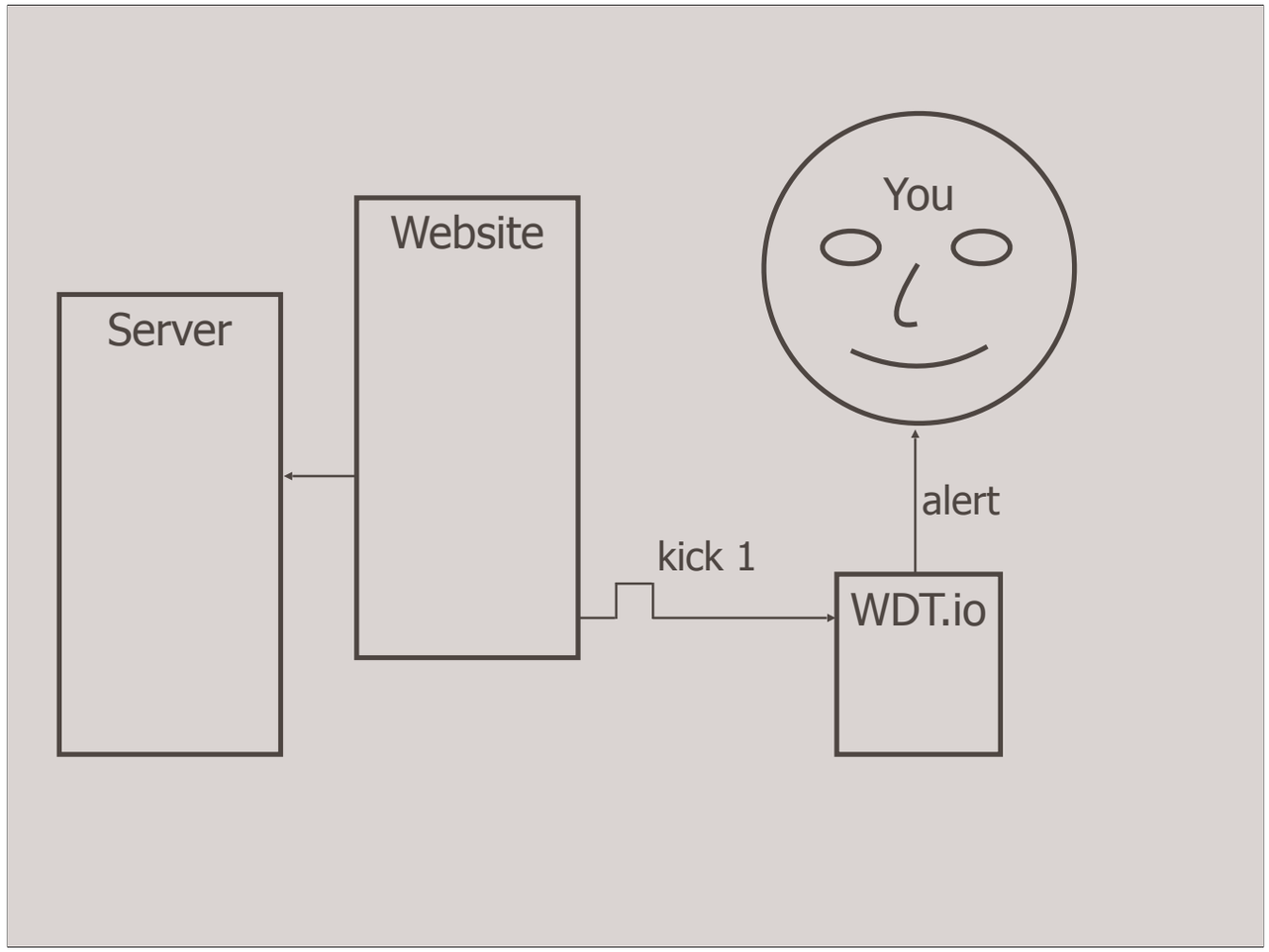
if it can’t reach your website, you get an alert so you can look into why your site is now offline



The third monitoring method we support is for transactions
we call it “on demand”
for example, if a user clicks the Buy button on your website, it may offload the task of charging the user’s credit card to a different process, possibly running on a different server



this can be monitored by sending a first kick when the user clicks the button
and a second kick if the credit card processing is completed



if the second kick doesn’t come in, you get an alert

Why?

Two short stories that motivated me

- was consulting at a local startup where the dev team messed up their development database, asked sysadmin for yesterday's backup (backed up daily) but he could only provide a 2 month old backup because then the disk ran out of space so the automated backups stopped working which nobody noticed
- same dev team was using continuous integration server (explain). One day, after we committed a fix for a failing test, we realized we didn't get any build failure notices from the CI server in a couple of weeks. Turns out changed something with the revision control system back then so that the CI wouldn't even start building.

Demo

(quickly show setting up an inbound monitor on an existing account for an existing cron job)(maybe also an outbound timer)

Who?

Who?

- Sysadmins

target market: all system administrators

Who?

- Sysadmins
- DevOps

and everyone working in devops

Who?

- Sysadmins
- DevOps
- Developers

and not all but a good portion of software developers

Who?

- Sysadmins
- DevOps
- Developers
- You?

As we develop the solution , more ideas and applications become apparent

How?

History

- started spring 2015

we’ve been using it to monitor our own mission critical stuff since then

History

- started spring 2015
- friends since spring

History

- started spring 2015
- friends since spring
- public beta in fall

History

- started spring 2015
- friends since spring
- public beta in fall
- GA since January 2016

Generally available

Founding Team

- Eric Fiala

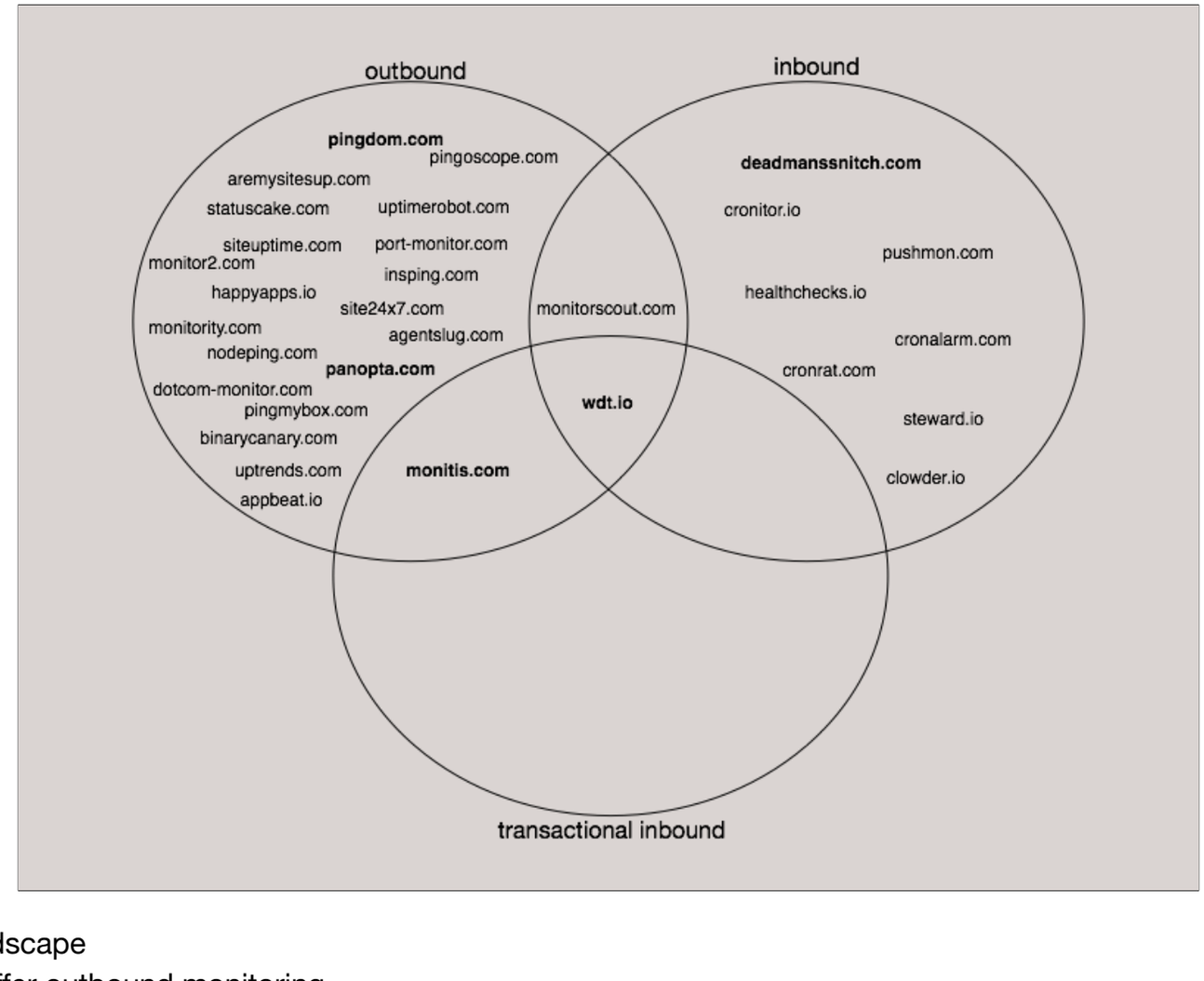
Eric is a weathered system administrator specialized in distributed computing, Linux based clusters, and big data processing. He is a trained economist and has founded and is leading an IT services company.

Founding Team

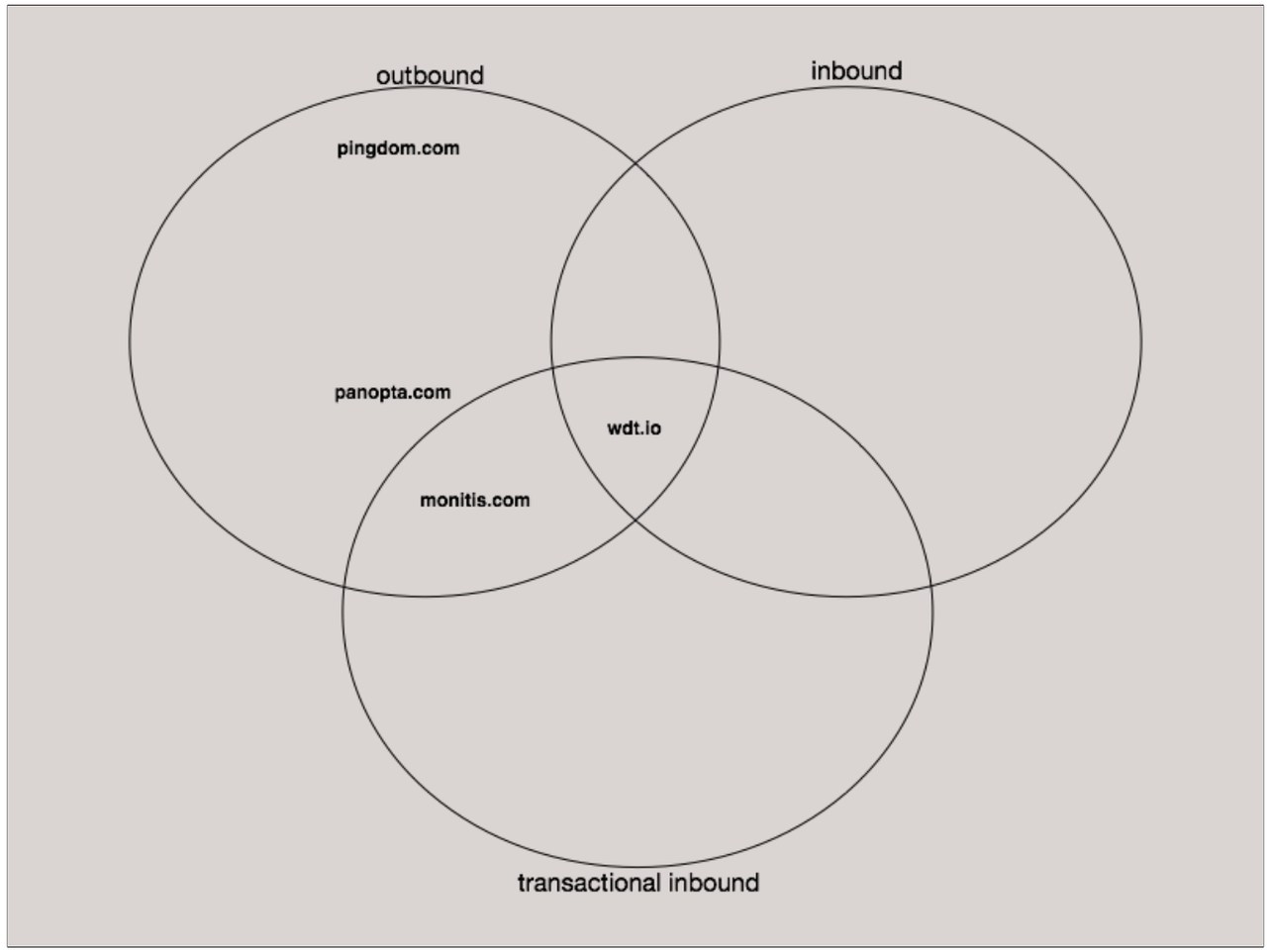
- Eric Fiala
- Christian Pekeler

Christian is a software developer with over a quarter century of coding experience. He has a degree in computer engineering and has worked in Germany, the US, and Canada in lead developer roles. Prior to WDT.io, he started and operated a SaaS product company for the childcare market.

Know each other from Tynt, startup of Derek Ball who used to be the entrepreneur in residence here at Innovate Calgary



let’s have a look at the competitive landscape
here are the different companies that offer outbound monitoring
and you see that inbound monitoring is a crowded space
we are the only one that supports all three methods of monitoring



narrowing it down to the companies that do a decent job and generate enough revenue to hire staff, it’s not that crowded anymore

Monitis

- founded 2006
- 80,000 users / 200,000 websites (2011)
- sold to GFI Software for > $3,5M USD

sold in 2011

Pingdom

- founded 2007
- 2014 revenue: $6M USD
- sold to SolarWinds for > $60M USD

sold in 2014

New Relic

- performance monitoring
- founded 2008
- 2014 IPO $967M USD

not a competitor, but in the similar space of performance monitoring (we’re in uptime monitoring)
subset of our target market
when they IPO’ed, they were valued at nearly $1B

Marketing

not our strength
but we ARE the target audience

Marketing

- advertising

unsuccessful experiment with SEM
wanting to advertise more targeted on sites such as stackoverflow - can’t afford this yet

Marketing

- advertising
- crontab.guru

creating a free utility site to drive traffic to WDT.io has been fairly successful for us
this one helps with the creation of schedule expression for the commonly used cron
seeing over 3,000 weekly visitors
planning to create another one of these sites

Marketing

- advertising
- crontab.guru
- recipes

created a cookbook of how to use WDT.io for various use cases
publish 1 recipe per week
hasn’t helped too much yet, supposedly long-term strategy
but have feeling we’re doing something wrong on the SEO side (need help)

Sales

on the outbound side

~~Sales~~

not at this stage
too expensive for our pricing at this point
this is fairly common for developer products

Try it

Some of you have a website that is important to them
A few here depend on scheduled jobs
Please try out WDT.io and let us know what you think.
Send us an email after signing up to get a free month of use on top of the free trial

Thank you