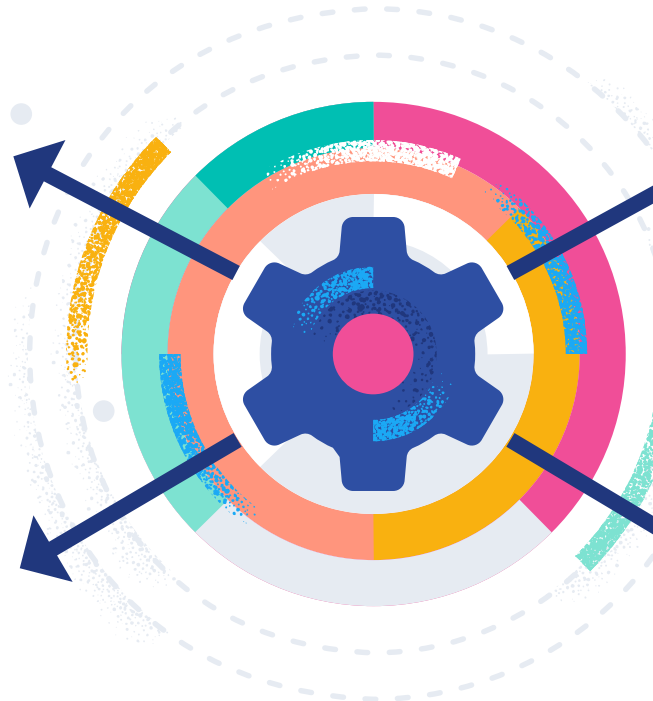




How CIOs reduce tool and data sprawl with Elastic



Modern organizations have no shortage of data. In fact, finding ways to derive actionable insights from massive amounts of data is the key to solving many of the market, business, and technology challenges facing organizations today. To compound the issue, different projects or teams within the same organization might use completely different sets of tools to monitor, analyze, and secure their data.

Simplify data architecture with a unified platform

Your organization is a complex ecosystem that continuously consumes and creates vast amounts of data spread across innumerable tools typically siloed, including:



Application data
(email, Google Drive, Salesforce)



IT systems data
(logs, metrics, traces)



Security data
(endpoint logs and alerts, audit trails)

Trying to address multiple data issues with numerous solutions, can make the challenge of data sprawl even more daunting. The best way to get ahead of exponential data growth is solving the common, foundational problems of managing data — searching, monitoring, analyzing, and securing data — within one single platform.

[Elastic Enterprise Search](#), [Observability](#), and [Security](#) help you enhance customer and employee search experiences, keep business-critical applications running smoothly, and protect against cyber threats. By ingesting data into one platform for multiple purposes you can reduce tool proliferation, eliminate data silos, minimize data redundancy, and squash operational overhead.



80% of CIOs
Recognize data sprawl as a critical problem.¹



Reduce sprawl, increase efficiencies, and improve TCO & ROI

Leverage a single unified view with Elastic Observability to automate problem resolution, accelerate root cause analysis, and drive transformation with cloud-native architectures. Anywhere your data is located, you can seamlessly ship data into Elastic — with a multitude of out-of-the-box integrations like ServiceNow — to analyze, visualize, and identify trends and anomalies across your data sets. Start threat hunting with the same observability data to drive mean time to detection towards zero. Elastic Security brings together SIEM and endpoint security, allowing you to ingest and retain large volumes of data from diverse sources as well as store and search data for longer.



Up to **10x faster**²
Gaining insights and protection
against threats



33% improvement²
Reduced operations
monitoring labor costs



25-50% improvement²
Reduced infrastructure
and licensing

Drive insights while controlling data cost with flexible data management

Some licensing models — like per agent or per host — don't scale well and can be very pricey for dynamic, cloud-native workloads. When you combine Elastic's resource-based pricing model with cost-saving features like data tiers that leverage object stores to searchable snapshots— you can seamlessly scale within one platform for search, observability, and security — resulting in a lower TCO and faster ROI.

“The technology behind Citadel Group's go-to-market strategy, and our drive to expand globally, significantly leverages Elastic's observability and security solutions. Elastic Security is crucial for the SecOps team to function properly and fulfill its role of protecting Citadel and its customers from cyber threats. Elastic Observability capabilities are crucial for us to provide quality managed services to our customers.

Mark McConnell, CEO and Managing Director, [The Citadel Group](#)

Try it now on Elastic Cloud

Accelerate results that matter — securely and at scale — no matter your location. Spin up a fully loaded deployment on the cloud provider you choose ([Amazon Web Services](#), [Google Cloud](#), or [Microsoft Azure](#)). Quickly get your teams up to speed on Elastic's capabilities and easily maintain one platform for identifying performance issues, detecting advanced threats, and improving users' digital experiences.

[Start Free Trial](#)

¹ IDC, “The Data-Forward Enterprise: How to Maximize Data Leverage for Better Business Outcomes”, Phil Goodwin and Randy Perry, May 2020.

² Forrester, “The Total Economic Impact of Elastic Observability and Security Solutions”, study commissioned by Elastic, June 2021.