

# CRIBLCON<sup>24</sup>

POWERED BY  Cribl



## CriblCon<sup>24</sup> Keynote



**CLINT SHARP**

Co-Founder and Chief Executive Officer

# CRIBLCON<sup>24</sup>

POWERED BY  Cribl





► **Do** different for  
IT and Security.  
Your Partner for Choice, Control  
and Flexibility for YOUR Data.





# The Scene of the Crime

**1**



**Data Growth**

**2**



**Siloed Data**

**3**



**Vendor Lock-in**

# The Usual Suspects



6'0"

5'6"

5'0"

4'0"

**Datacenter  
Era  
Technology**



**Marginal  
Returns**



**Retraining  
Users**



► **Your** Data is Different.

**Value**

**Variety**

**Volume**





➤ **Do** different for  
IT and Security.



**Honor your Choices**  
**Architecting for the Cloud**

# ► Do different for You

Architecting from  
First Principles



**User Experience**

**Invent the Right  
Technology**

**Purpose-built**



# ► Do different for You

Re-imagined  
Data Management





# ► **Do** different for IT and Security.

Allowing **You** to Architect  
from First Principles



 **Do** different

**950+** Customers  
as Design Partners



# Clue

Score Cards

## Suspect

Logs  
Metrics  
Traces  
Config  
Wire Data  
Events



## Weapons

Fresh  
Archived  
Lakehouse  
Real-time  
OTLP  
TSDB



## Rooms

Endpoints  
Web Apps  
K8s  
Servers  
Syslog  
EDR



Real Time  
Fast Query!







**Do** different

**700** Employees  
Who Care





Cribl is **your** data engine for  
IT and Security.







**ABBY STRONG**

Chief Market Officer



# Thank You to Our Sponsors!



**Thank You** to Startup Pen Partners!



SERVICE ORIENTED IMPLEMENTATION SOLUTIONS



# Thank You to Our Customer Presenters!



GLOBAL  
BUSINESS  
TRAVEL

augustschell

COX  
AUTOMOTIVE™

 **AUTODESK**



Discovered  
Intelligence

epiq®

iHerb®

IPG

Koniag   
Government Services

servicenow

SYNOPSYS®



**CONGRATS** TO THE  
GOAT POSSE!

Goat Posse Alumni:

**Bjorn "XPAC" Hansen**  
**Shawn "RollTideGA" Cannon**  
**Gov "B1scu1t" Gopal**



**CHANDA PULLIAM**  
**@Chanda Pulliam**



**JOSH BRUNVOLL**  
**@Josh Brunvoll**

**PAUL STOUT**  
**@Paul Stout**





➤ **Do** different for IT and Security.

**Choice**

**Control**

**Flexibility**

► **Do** different for You. Architecting from First Principles

**Listen**

**Innovate**

**Deliver**



# Pipelines

**Before**





# Pipelines

**Before**

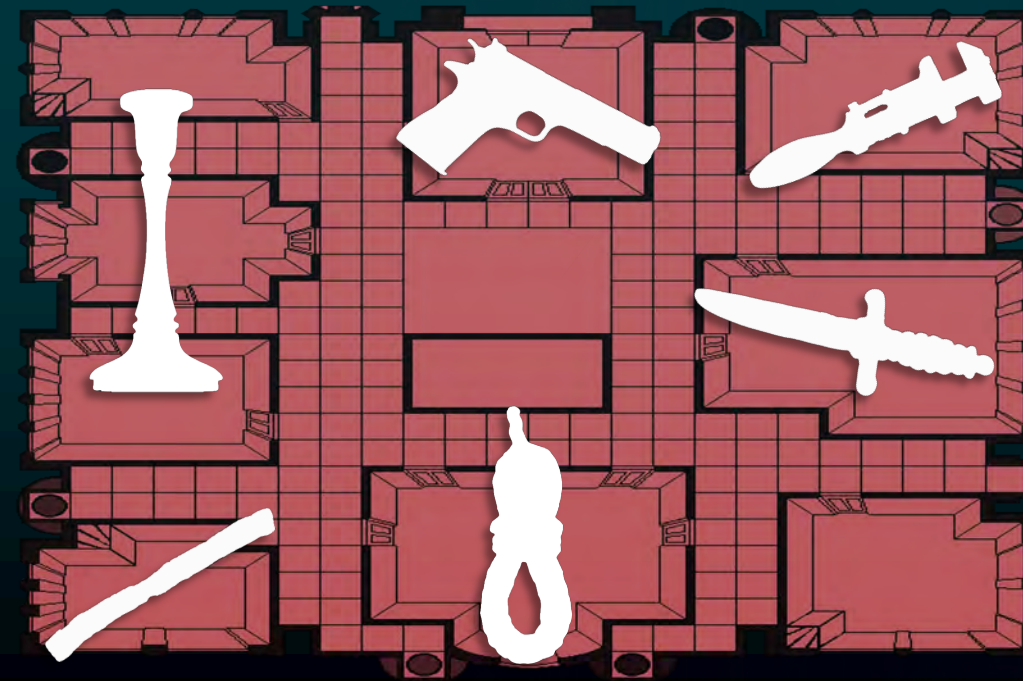


**With**



Storage

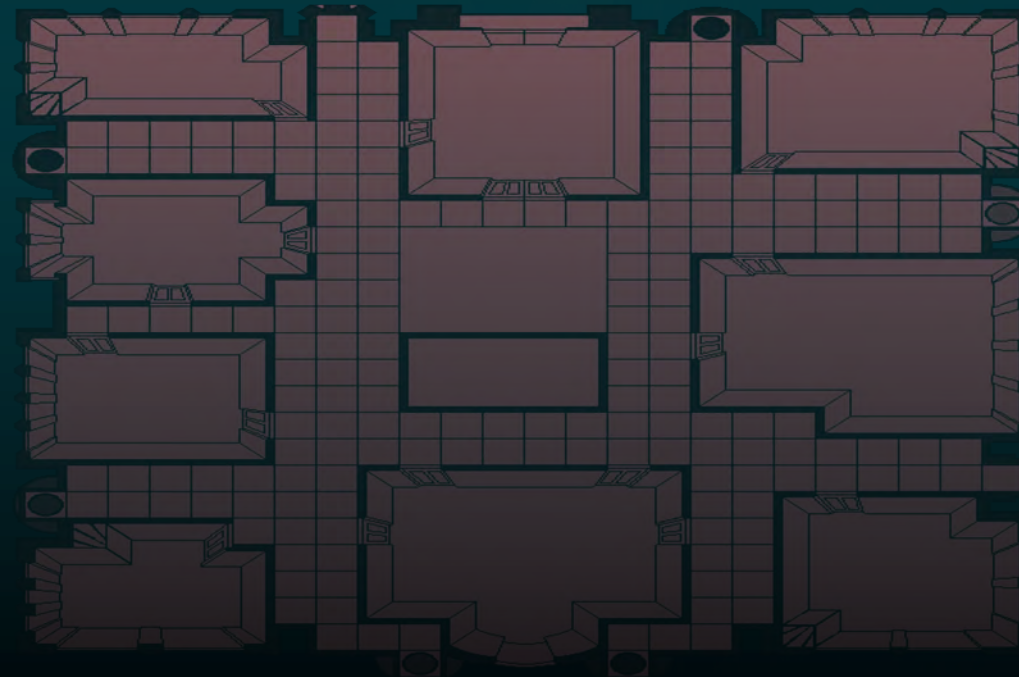
**Before**





Storage

**Before**



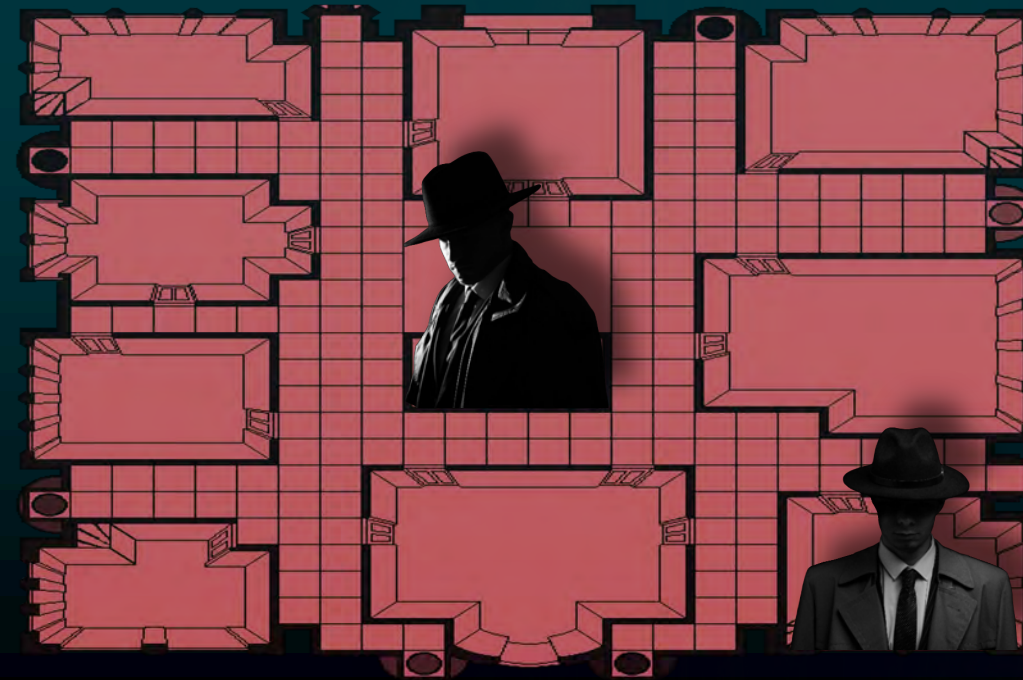
**With**





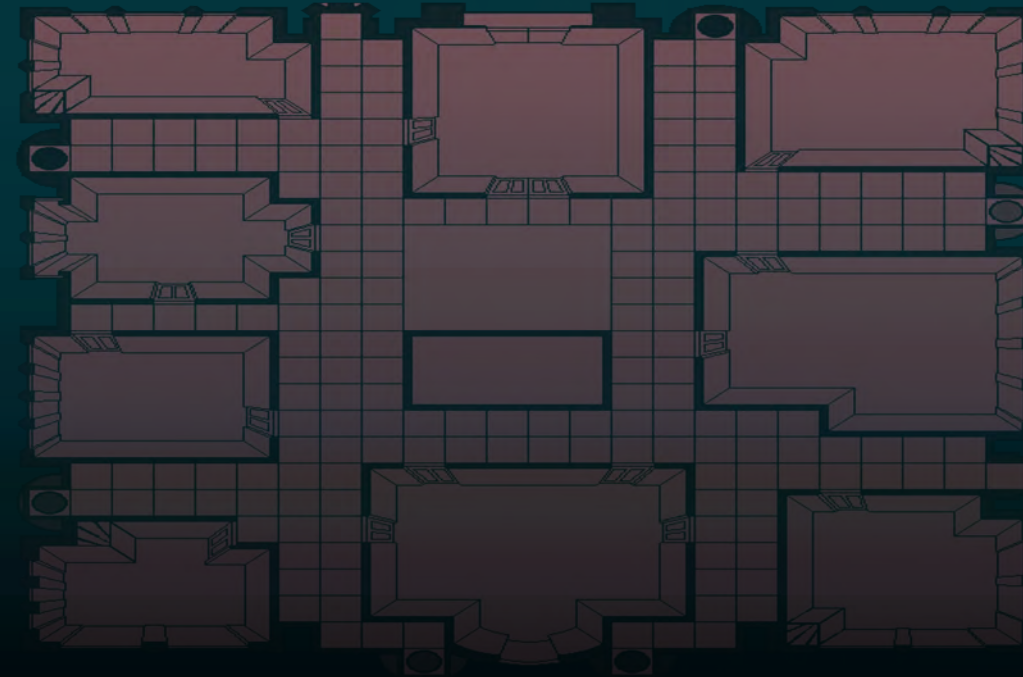
# Agents

## Before



# Agents

**Before**



**With**



# Search

## Before





# Clue

## Score Cards

### Suspect

Miss Scarlet ☐

Mr. Green ☒

Col. Mustard ☐

Prof. Plum ☐

Mrs. Peacock ☐

Mrs. White ☐

### Weapons

Candlestick ☐

Dagger ☐

Lead Pipe ☐

Pistol ☒

Rope ☐

Wrench ☐

### Rooms

Lounge ☐

Kitchen ☐

Ball Room ☒

Dining Room ☐

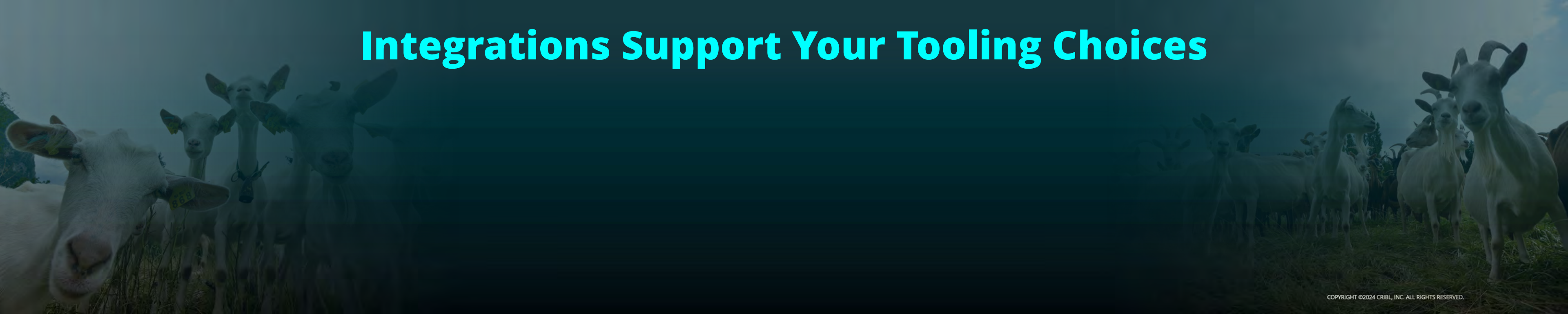
Library ☐

Study ☐

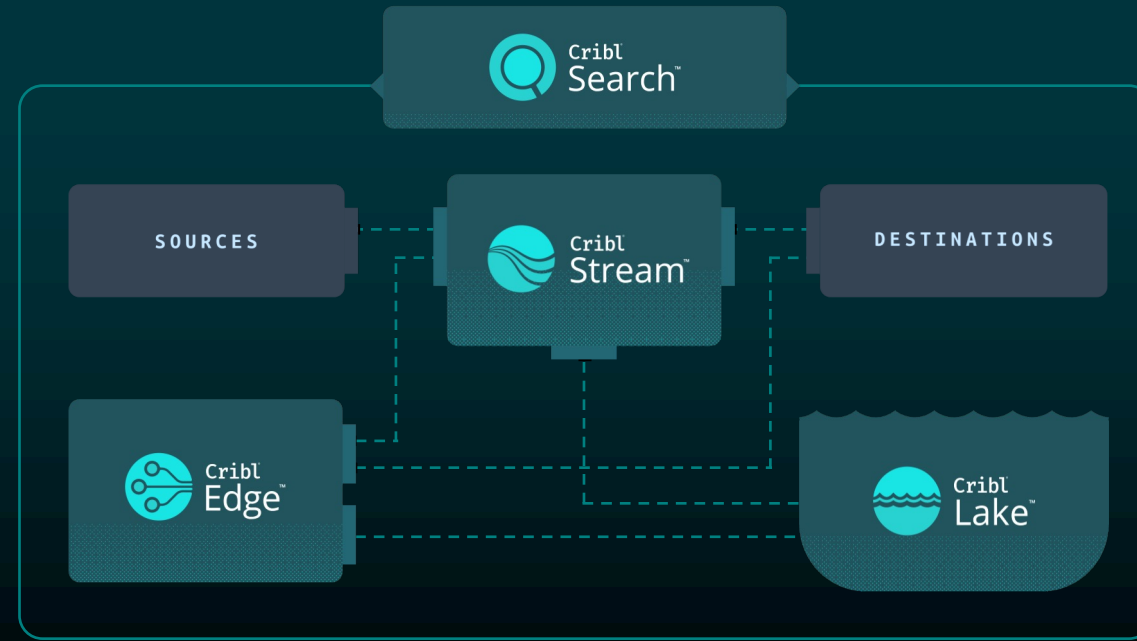
With



# Integrations Support Your Tooling Choices



# Choice, Control, and Flexibility





► **Do** different for  
IT and Security.

Changing the way **You**  
interact with your data.





# AMERICAN EXPRESS

## GLOBAL BUSINESS TRAVEL





 **AUTODESK**





servicenow

servicenow



iHerb®





# The Data Engine for **YOUR** Projects





# The Data Engine for **YOUR** Projects



Data  
Optimization  
Initiatives



Custom  
App Log  
Management



Compliance /  
Efficiency



Unified K8s  
and Windows  
Monitoring



OTel  
Adoption  
Strategy



SIEM / Logging  
Migration or  
Renewal



Threat  
Analysis /  
Threat Hunting



Distributed  
Cluster  
O11y



Real-Time  
Monitoring  
and Alerting



Trend Analytics  
and Capacity  
Planning



Performance  
and Expense  
Control



Infra  
Modernization/  
Centralization



How Will **You** Do Different?





# LEDION BITINCKA

Co-Founder and Chief Technology Officer



► **Do** different for  
IT and Security.

Changing the way **You**  
interact with your data.



# ► **Do** different for IT and Security.

4.7 Fresh  
for **You**



OTLP Logs  
Google Sec Ops



Windows 10 & 11  
15% Footprint Reduction



Prometheus  
Snowflake

# ► Do different for IT and Security.

15 Releases

200+ Feature Requests

for **You**







**Do** different for  
IT and Security.

Committed to **Your** success.

**Security**

**Performance**

**Scale**

# Architecture

**Security**

Performance

Scale

**Global Bank**



**Telco**



**Retail Org**



**Entertainment**



# Architecture

Security

Performance

Scale



**5M EPS  
Throughput**

**Scales to  
Millions of EPS**

**Sub-millisecond  
Latency**



# Cribl<sup>®</sup>.Cloud Architecture

Security | Performance | Scale

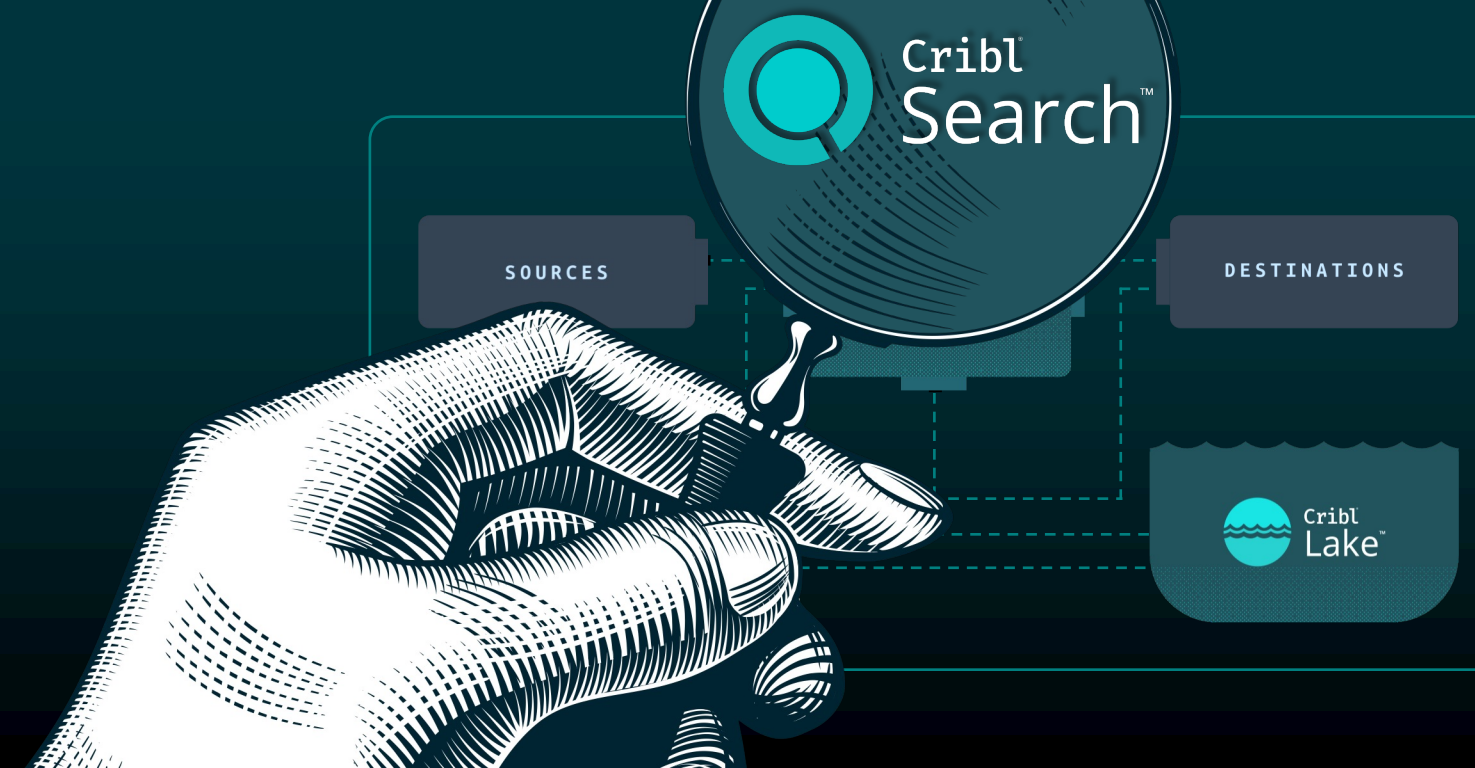


# Architecture

Security

Performance

Scale



**1K Core Scale in  
Seconds**

**Tens of PB  
at Rest**

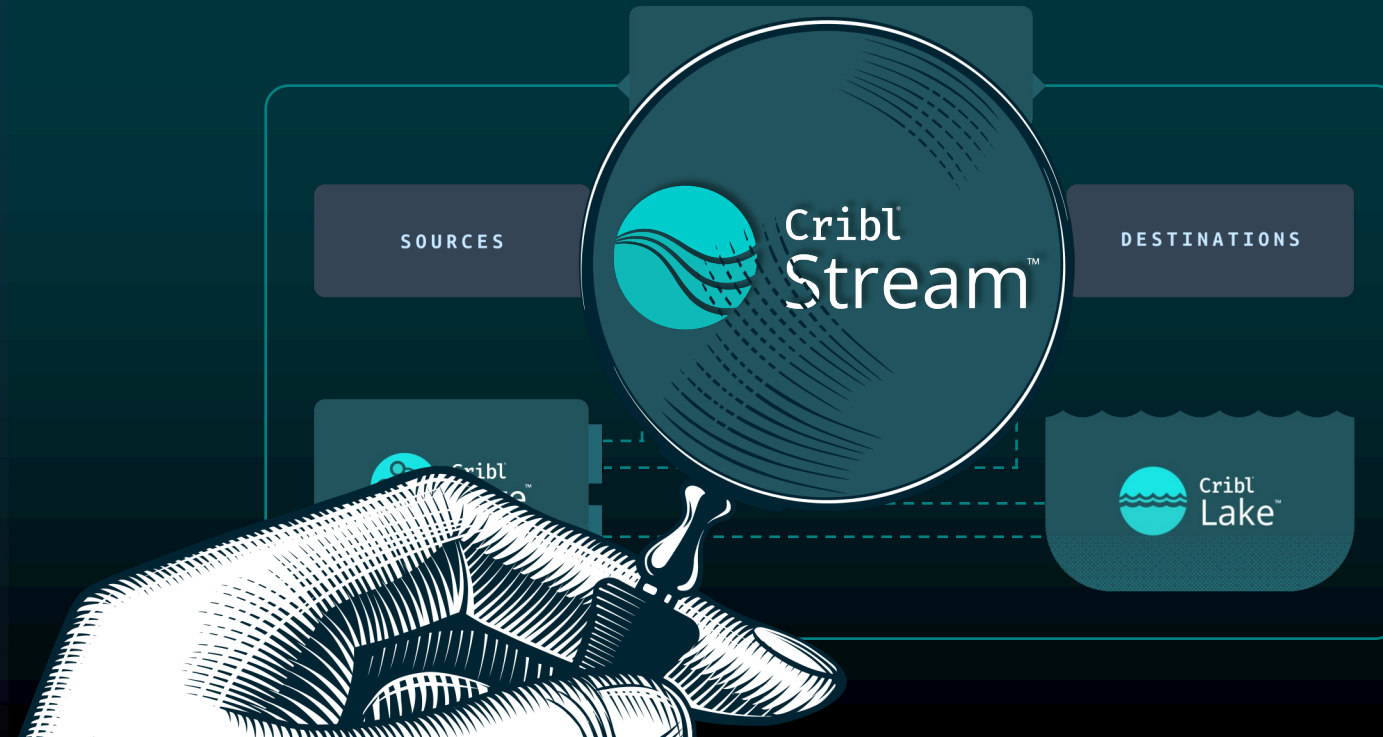


# Architecture

Security

Performance

Scale



**Shared Nothing  
Architecture**

**400+TB/ DAY**

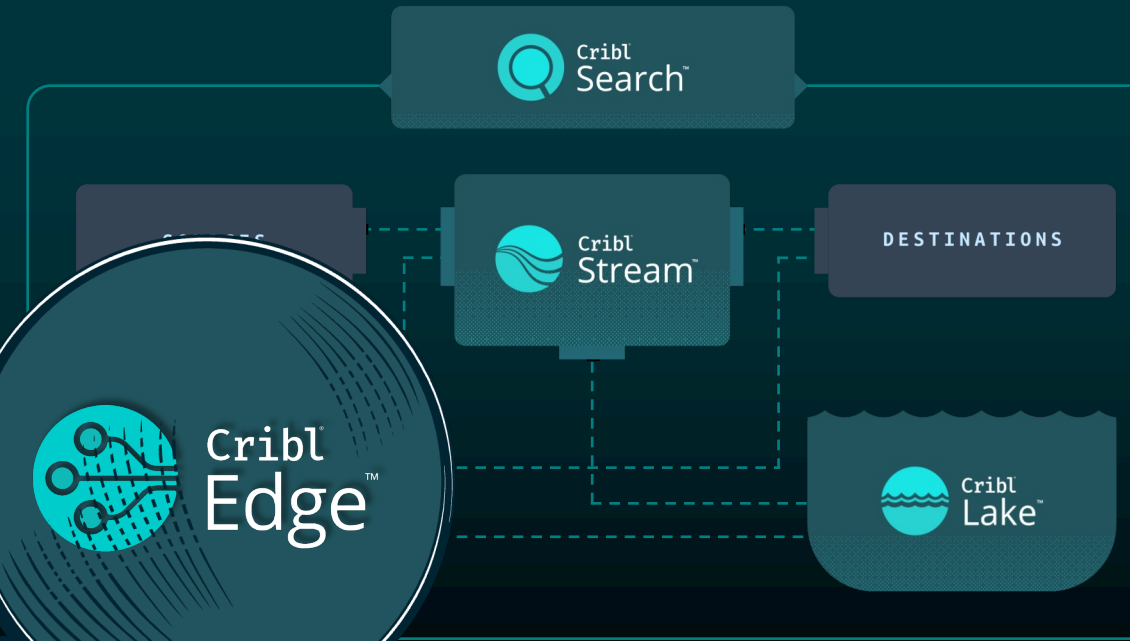
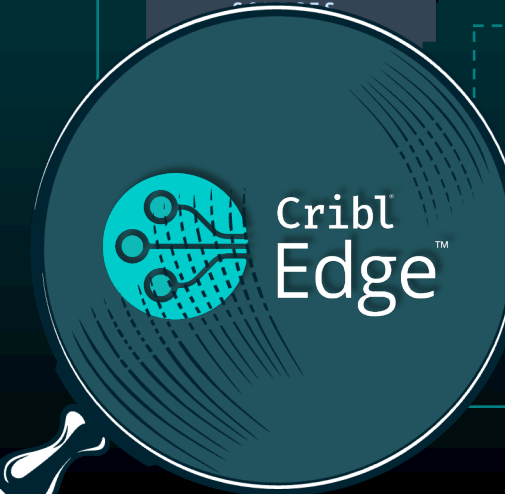


# Architecture

Security

Performance

Scale



# INSERT EDGE DEMO VIDEO

[HTTPS://VIMEO.COM/953777566/1CA77DF117?SHARE=COPY](https://vimeo.com/953777566/1ca77df117?share=copy)

# Architecture

Security

Performance

Scale



DESTINATIONS



**250K+ Nodes**

**Ease of  
Deployment**





**CARLEY ROSATO**

Solutions Engineer



**CORY WALLACE**

Director, Education and  
Technical Marketing

INSERT PORTFOLIO DEMO

Scan the code to get your  
coffee in the **CooLAB!**





INSERT INVESTIGATION DEMO



How Will **You** Do Different?





# **DRITAN BITINCKA**

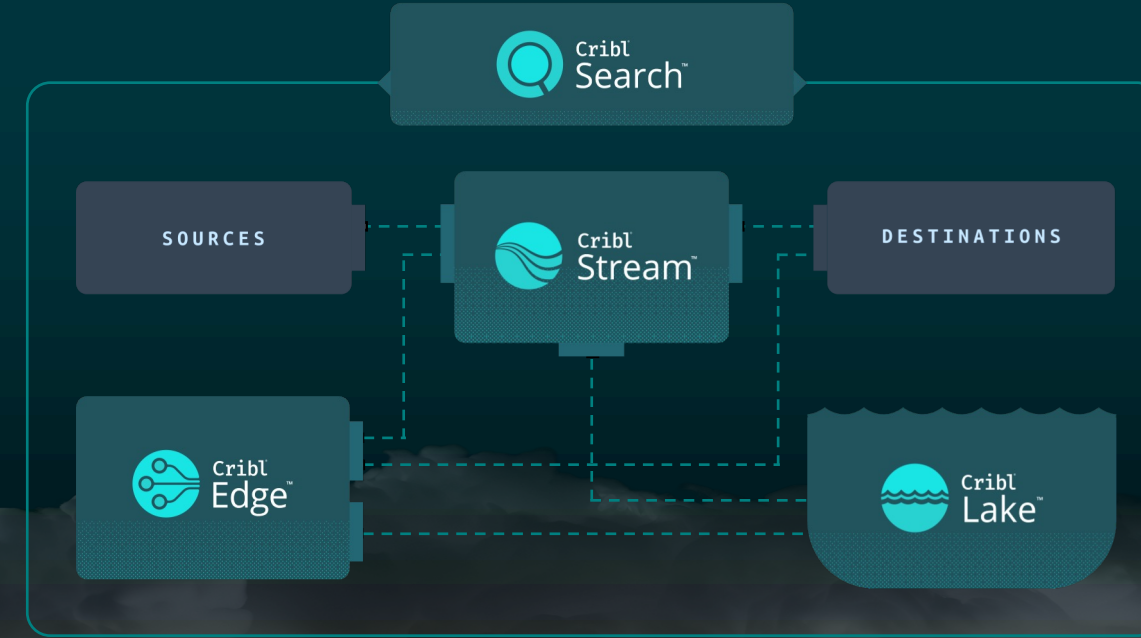
Co-Founder and Chief Product Officer



# Do different for IT and Security.

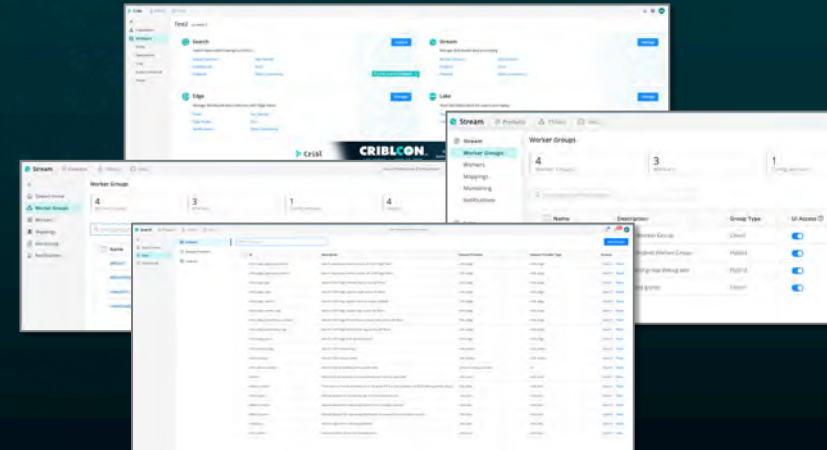
Foundation in Cribl.Cloud

Cribl<sup>®</sup>.Cloud



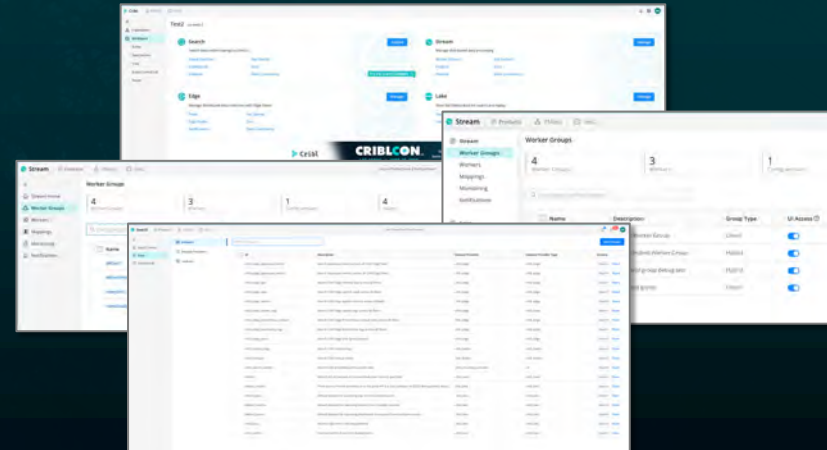
# Cribl<sup>®</sup>.Cloud

# New Cribl Cloud Console



# Cribl<sup>®</sup>.Cloud

## New Cribl Cloud Console



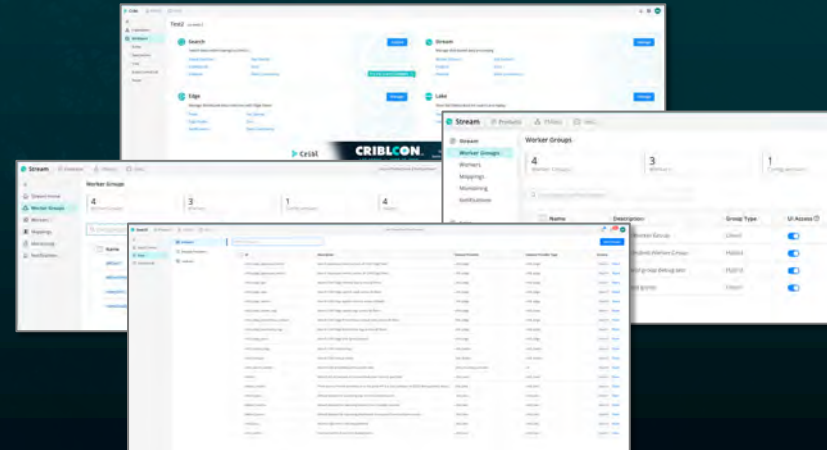
## AWS Regions





# Cribl®.Cloud

## New Cribl Cloud Console



## AWS Regions

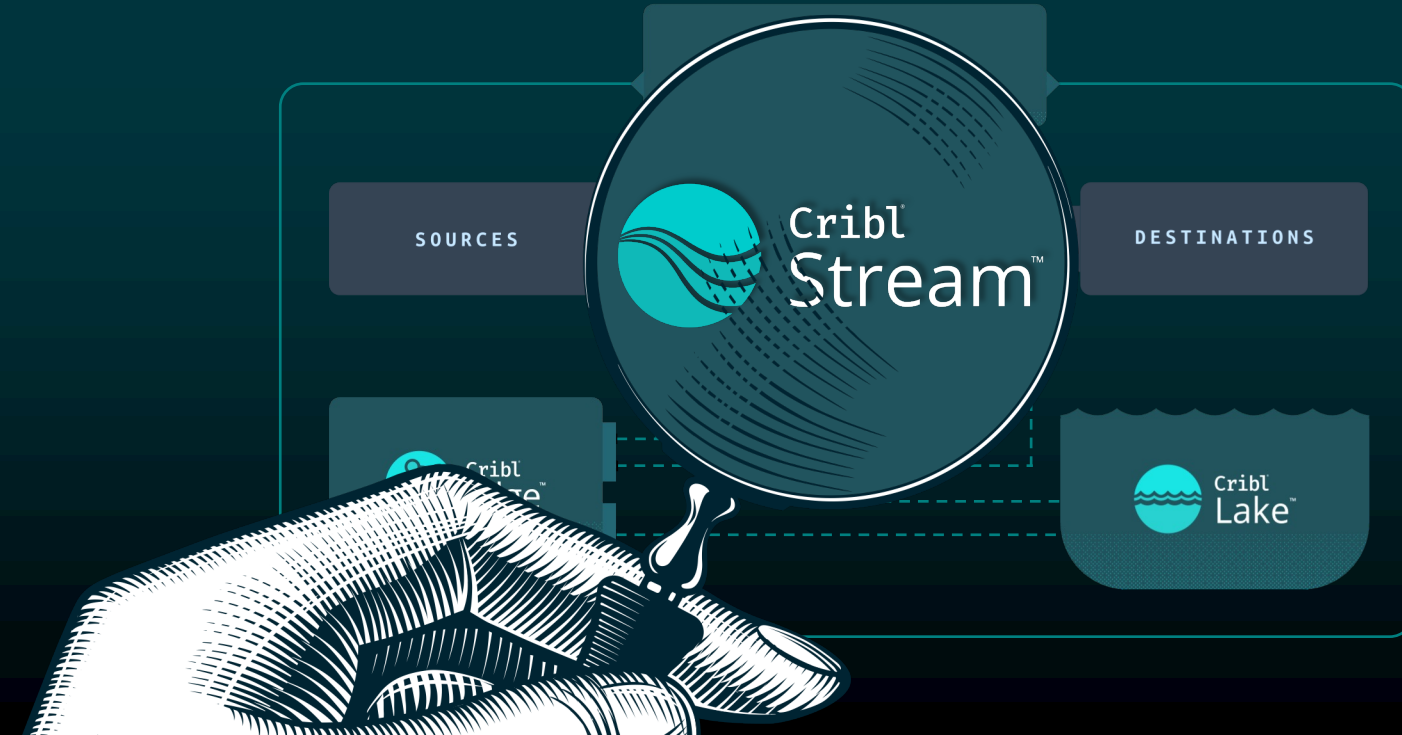


## Azure Coming Soon!





 **Do** different for  
IT and Security.



► **Do** different for  
IT and Security.





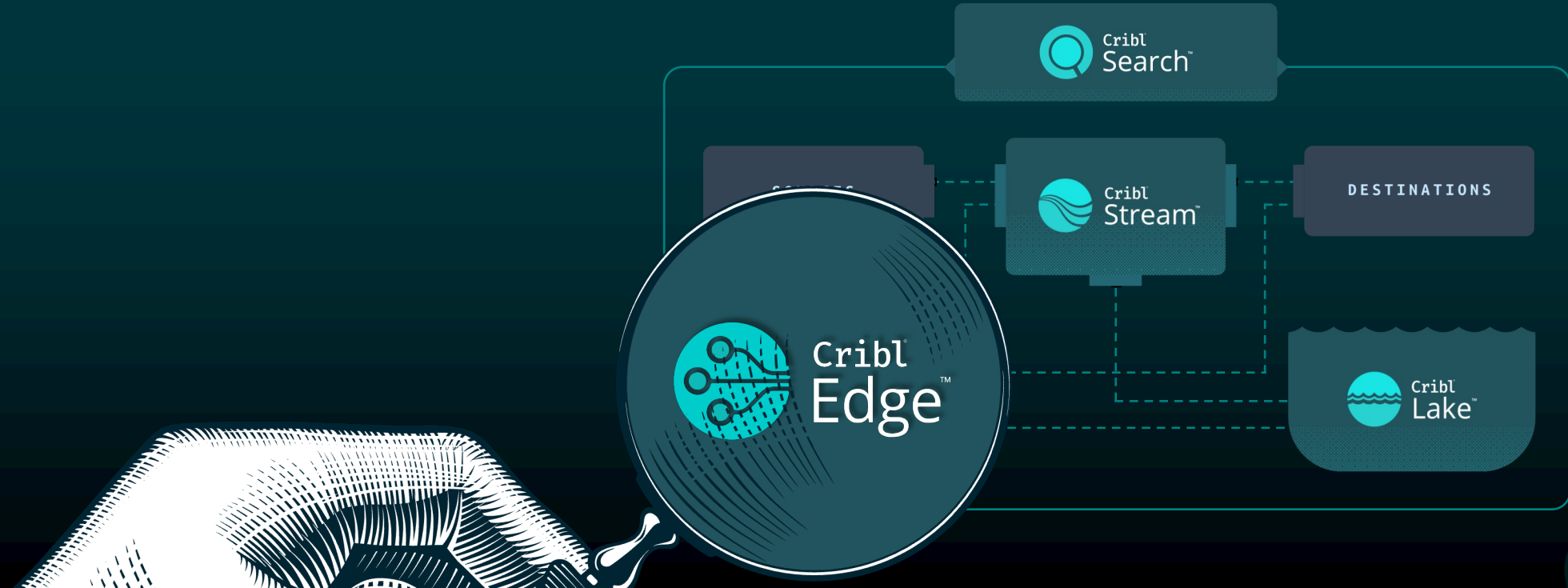
▶ **Do** different for  
IT and Security.



**Packs and  
Configuration  
Portability**

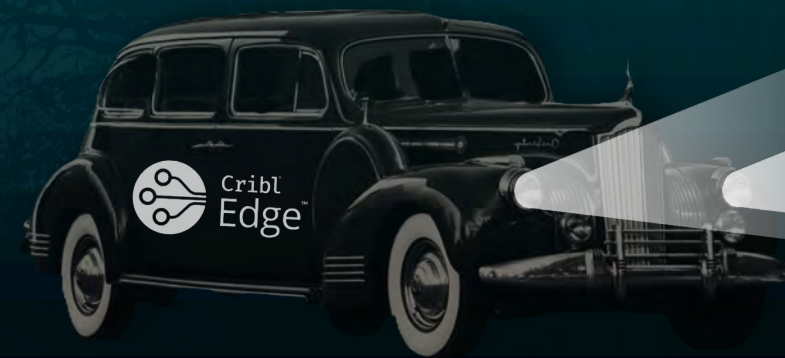


► **Do** different for  
IT and Security.





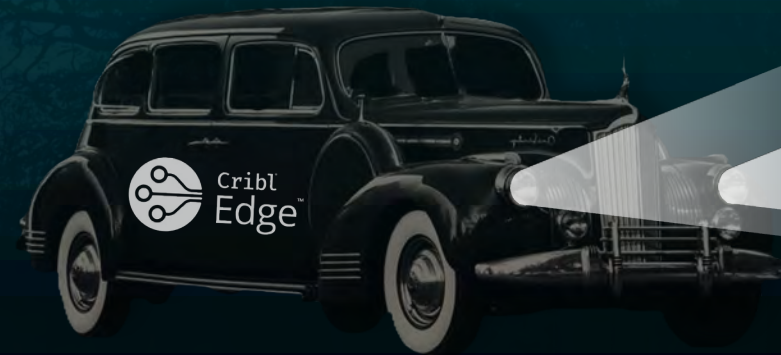
► **Do** Different  
for You



**Laptops and  
Desktops**



► **Do** Different  
for You



**Laptops and  
Desktops**

**Windows Perf +  
AD Monitoring**

➤ **Do** Different  
for You



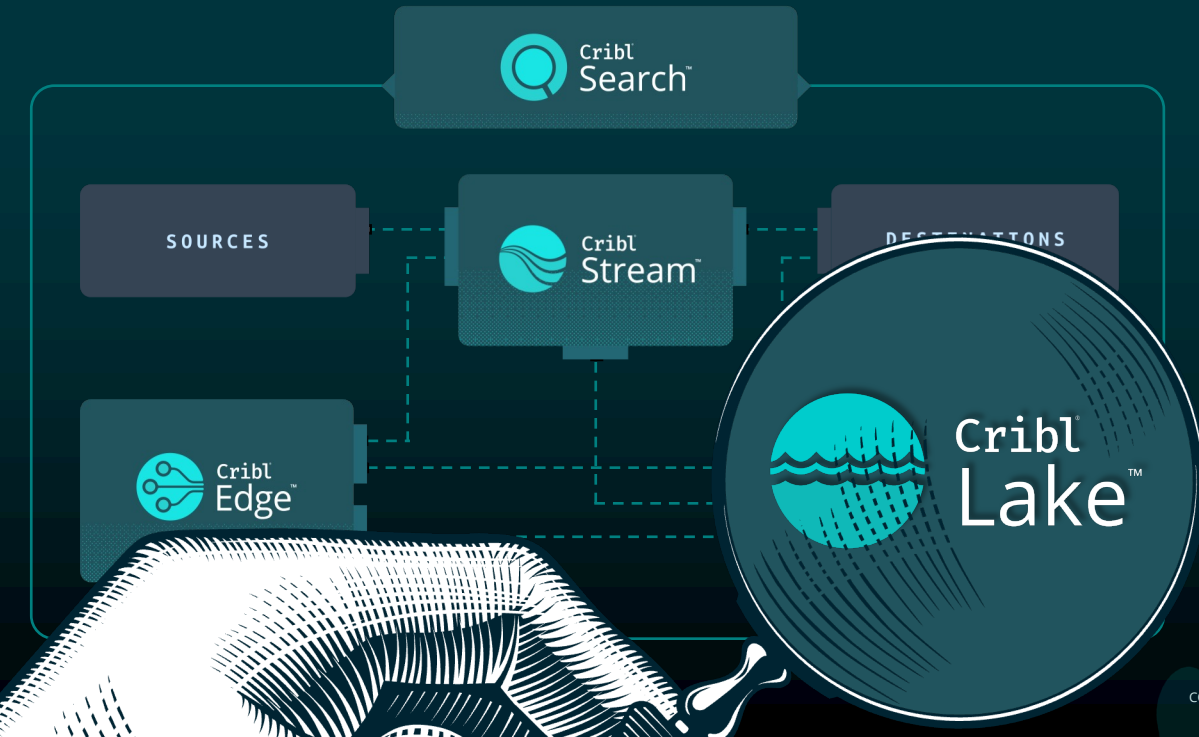
**Laptops and  
Desktops**

**Kubernetes**

**Windows Perf +  
AD Monitoring**



 **Do** different for  
IT and Security.







Cribl  
Lake™



Cribl  
Edge™

**Direct Access**



Cribl  
Lake™



Cribl  
Edge™

**Direct Access**



Microsoft  
Azure





Cribl  
Lake™



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**Direct Access**



Microsoft  
Azure



**BYOS**







Cribl  
Lake™



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Edge™

**Direct Access**



Microsoft  
Azure



**BYOS**



**Parquet**



 **Do** Different for  
IT and Security.





▶▶ **Do** Different  
for You



More providers

||| ClickHouse





►► **Do** Different  
for You



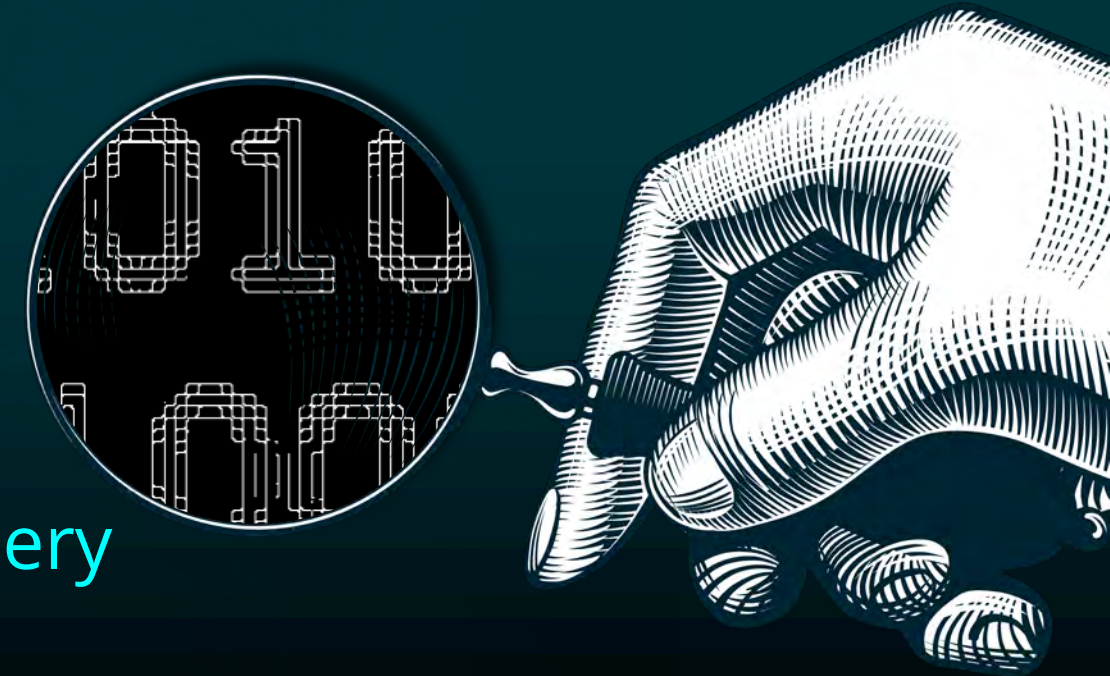
More providers

|||| ClickHouse



splunk>

Fast Query



# The **Productivity** Accelerator



How do I build a dashboard showing network traffic events in my organization?

```
dataset="CriblSecurity"  
event.category="network"  
event.type="connection" | timestats  
count() by network.application
```



# The Productivity Accelerator



Cribl<sup>®</sup>  
Copilot<sup>™</sup>

► **Natural  
Language to  
Dashboards**



# The Productivity Accelerator



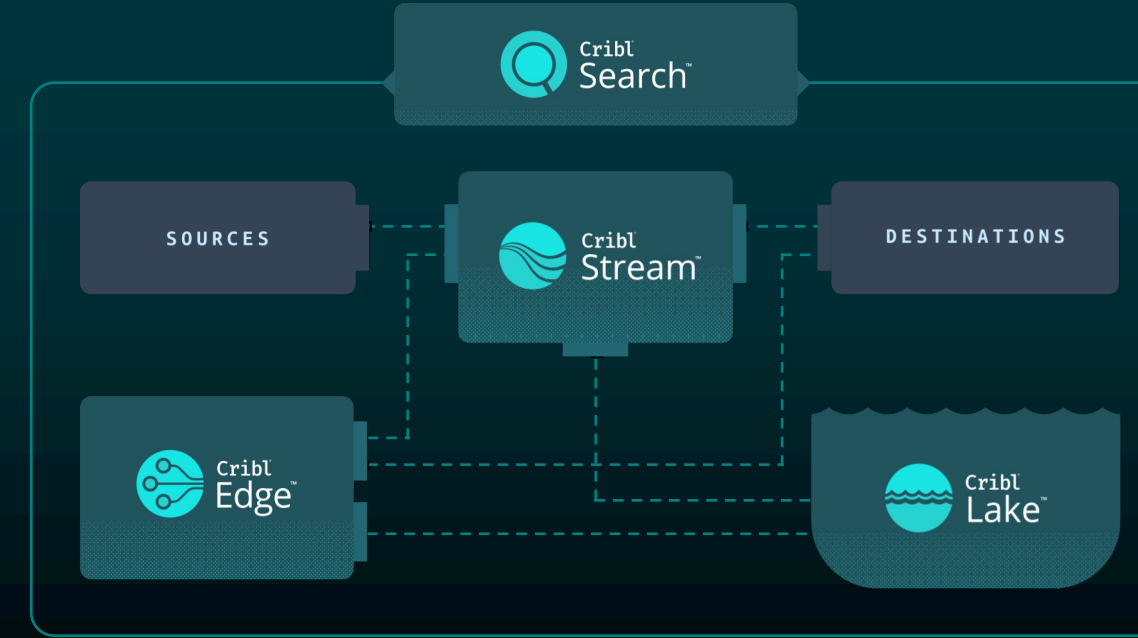
Cribl<sup>®</sup>  
Copilot<sup>™</sup>

► **Natural  
Language to  
Dashboards**

► **Isolated  
Inference**

SWITCH TO DEMO-AI Competition

# Do Different for IT and Security.







How Will **You** Do Different?



# Thank You to Our Customer Presenters!



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TRAVEL

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Discovered  
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How Will **You** Do Different?

