

>WHITE PAPER\_

# Navigating the Data Storm:

A guide to modernizing data management for  
IT and security.



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A guide to modernizing data management for IT and security.

In today's digital landscape, organizations are facing a deluge of data like never before. The exponential growth of data generation, coupled with increasing regulatory scrutiny and evolving security threats, has created a perfect storm for IT and security teams. In this paper, we explore how these escalating data challenges are reshaping IT and security operations and offer a revolutionary approach to modernizing data management.

## The data dilemma.

Traditionally, IT and security teams have relied on fragmented data management strategies, often optimized for specific use cases or personas. However, this siloed approach hinders visibility and collaboration, leading to increased complexity, compromised security, and costly consequences. With data volumes growing at an unprecedented rate of 28%, organizations must rethink their data management strategies to stay ahead of the curve.

## A unified approach.

The key to navigating the data storm lies in adopting a unified approach to data management. By breaking down data silos and centralizing data access, organizations can enhance visibility across departments, enabling better collaboration and decision-making. Observability data is increasingly shared across IT service management, DevOps, and product management teams. The data science team is also using observability data to gain visibility into AI models and the data feeding them. Sharing data is critical for enterprise success, and is essential for enterprise protection. Our paper explores how a unified data strategy can provide the flexibility, control, and scalability needed to tackle the challenges of modern data management.

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## Enhancing visibility.

One of the biggest challenges organizations face is gaining a holistic view of their data. Fragmented data management strategies make it nearly impossible to gain insights across departments, leading to missed opportunities and costly mistakes. Half of organizations report that between 25-49% of their observability data is collected in duplicate, with another 12% stating up to 74% of their data is duplicated. This lack of visibility drives up costs and complexity. The next generation of data management is a unified strategy using open formats giving you full access and control over any data in your organization. This frees you from vendor lock-in and gives you complete data independence.

## Future-proofing your organization with Cribl.

In today's rapidly evolving digital landscape, future-proofing your organization is more important than ever. By adopting a revolutionary approach to data management, organizations can position themselves for success in the years to come.

**Cribl's data engine empowers you to readily onboard data from any source, consolidate and manage agents, search any data source, and cost-effectively store and share your observability data.**

Cribl is data management transformed for IT and Security teams creating an efficient, purpose built data engine tailored to your unique needs. Cribl's portfolio of products delivers a unified user experience through Cribl.cloud. Our industry-leading data engine provides a unified, composable, and flexible data management infrastructure to build your strategy for collecting, processing, and accessing data at scale. Cribl's data engine empowers you to readily onboard data from any source, consolidate and manage agents, search any data source, and cost-effectively store and share your observability data.

## The conclusion.

The data storm is here, and organizations must be prepared to navigate it effectively. By embracing a unified approach to data management, organizations can enhance visibility, improve collaboration, and future-proof their operations against the challenges of tomorrow. Start modernizing data management for IT and security today with Cribl to provide practical insights and strategies for success not only today, but in the future in an ever increasing data-driven world.

## Evidence.

- IDC, Worldwide IDC Global DataSphere Forecast, 2023-2027: It's a Distributed, Diverse, and Dynamic (3D) DataSphere, #US50554523
- IDC, Getting Data Collection Volume Right Is the Top Observability Challenge, #US51363123

### ABOUT CRIBL

Cribl, the Data Engine for IT and Security, empowers organizations to transform their data strategy. Customers use Cribl's vendor-agnostic solutions to analyze, collect, process, and route all IT and security data from any source or in any destination, delivering the choice, control, and flexibility required to adapt to their ever-changing needs. Cribl's product suite, which is used by Fortune 1000 companies globally, is purpose-built for IT and Security, including [Cribl Stream](#), the industry's leading observability pipeline, [Cribl Edge](#), an intelligent vendor-neutral agent, [Cribl Search](#), the industry's first search-in-place solution, and [Cribl Lake](#), a turnkey data lake. Founded in 2018, Cribl is a remote-first workforce with an office in San Francisco, CA.

Learn more: [www.cribl.io](https://www.cribl.io) | Try now: [Cribl sandboxes](#) | Join us: [Slack community](#) | Follow us: [LinkedIn](#) and [Twitter](#)

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