# The Four Elements of **Data-to-Everything**

New technologies are increasing the volume and applications of data. To create impact, organizations must bring data to everything they do:

## Every question Every decision Every action

The Data-to-Everything<sup>™</sup> Platform must connect data, consolidate tools, and empower users at all levels of data literacy, across use cases and business groups.

## **Current baseline**

#### Investigate

Basic data collection and investigative tools allow you to troubleshoot issues and perform ad hoc forensics.

#### **Monitor**

Look for abnormalities in your data to identify potential problems.

#### Analyze

Disparate tools allow you to surface patterns in data for insight into operations and strategy.

#### Act

Business, Security and IT Operations teams use combinations of human intervention and multiple tools for basic automation to respond to, or head off, adverse events.

### Next-level data platform

## Investigate in real-time

A single interface to ask any question of your data — all of it, from any source without having to structure it, for trusted results at the speed of business.

## **Monitor** proactively

One holistic view across your organization, regardless of data type or source, allows you to not only flag threats, but proactively identify new opportunities.

## Analyze in context

A single platform that takes an agnostic approach to your data — internal, external, structured, unstructured — by leveraging artificial intelligence and other cutting-edge technologies, to fully understand real-time data in context.

# Act at scale

A comprehensive platform that leverages automation and orchestration lets you get more done, efficiently allocate resources, and deliver lasting results.

Splunk > turn data into doing