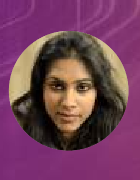
Federated Data Management and Search Drives Resiliency, Optimization, and Competitive Advantage



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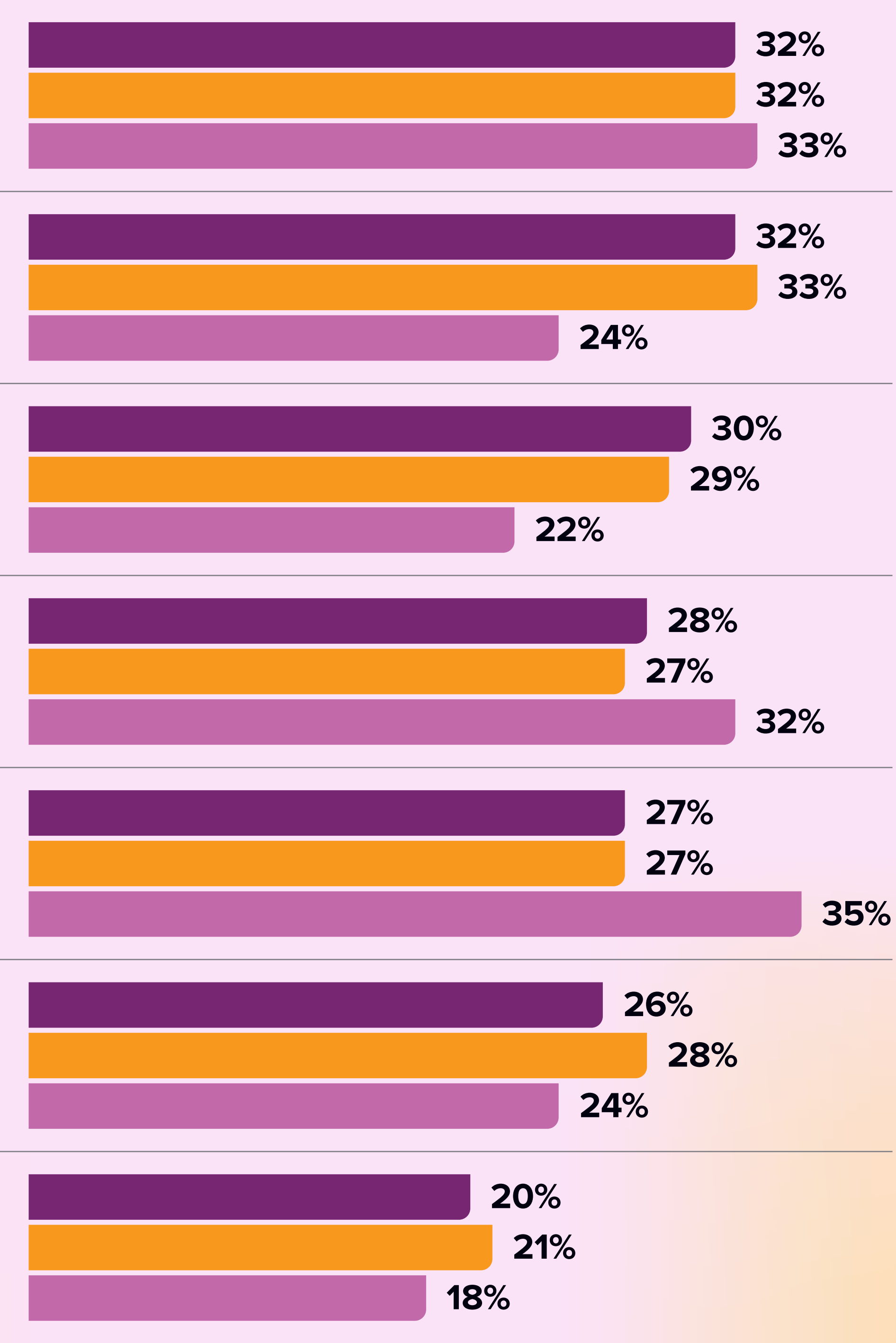
The threat landscape is changing rapidly, driven by sophisticated AI attack patterns, a broadening threat surface area, and growing IT complexity and silos.

Data and team silos result in visibility gaps that mean organizations could be flying blind in maintaining business resilience.

The Biggest Barriers to Getting the Most from Observability Solutions

The biggest barriers are **visibility gaps, high costs, and limited effectiveness.**



Barrier	Total	IT	C-level
High total cost of ownership (TCO) for needed tools	32%	32%	33%
Data collection, management, and sharing challenges	32%	33%	24%
Organizational skills and practices limit use and impact	30%	29%	22%
Lack of contribution to business initiatives and outcomes	28%	27%	32%
Visibility gaps restrict analysis and actions	27%	27%	35%
Inability to customize solutions to suit my environment	26%	28%	24%
Solutions are difficult to use	20%	21%	18%

n = 881; Source: IDC's *Future Enterprise Resiliency and Spending Survey, Wave 10*, November 2023

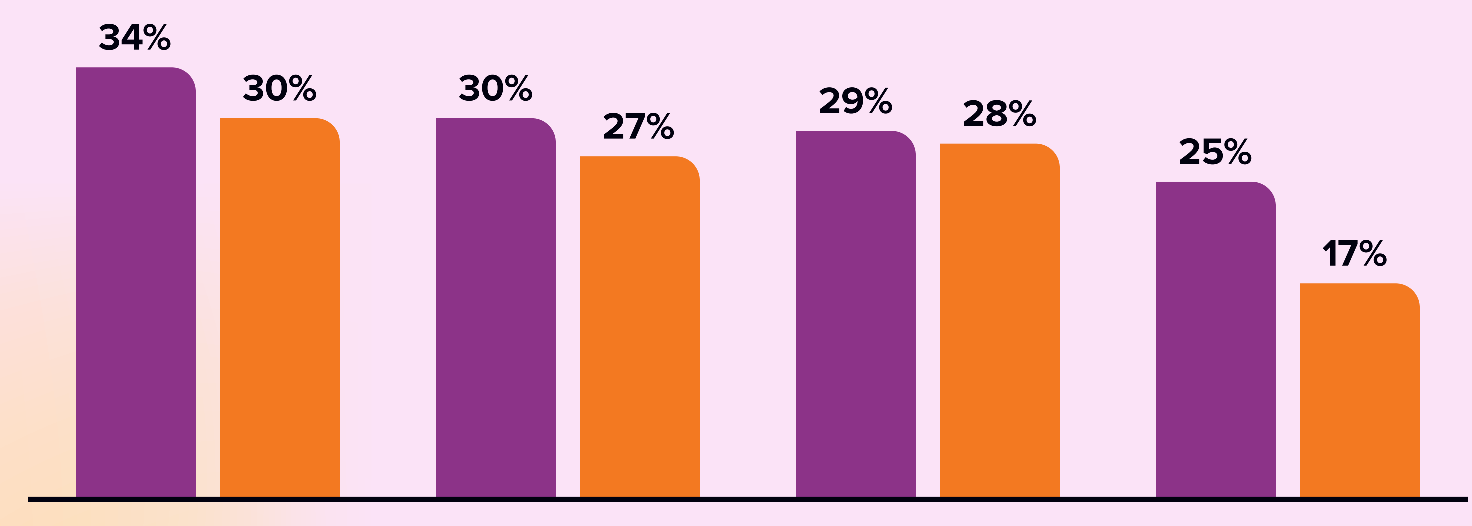
Time to Shine with a Data-driven Approach Leveraging Advanced Observability Solutions

The foundation for strong cyber-resilience and better security outcomes is **modern data management.**

Research data shows that organizations that apply advanced observability capabilities and take a data-driven approach can **achieve proactive digital resilience and reduce risks and costs.**

Organizations with advanced observability strategies and solutions, especially digital natives, **accelerate their resiliency journeys, delivering strong business outcomes.**

Expected business outcomes from advanced observability strategies and solutions for digital natives versus others



Outcome	Digital native	Somewhat digital businesses
Improve digital experience for employees and/or customers	34%	30%
Reduce technology-related costs and risks	30%	27%
Resolve problems faster/reduce mean time to repair	29%	28%
Shift from reactive to proactive management	25%	17%

n = 881; Source: IDC's *Future Enterprise Resiliency and Spending Survey, Wave 10*, November 2023

Unified Data Management Strategy Has Four Key Tenets

1 Intelligent data tiering for cost optimization

Different data serves different use cases:

- **Real-time data** serves critical use cases such as detection, meeting critical SLAs, and improving mean time to resolution
- **Older data** serves audit and compliance or threat analysis use cases

A unified data management platform helps store the right data in the **most cost-effective infrastructure.**

2 Data pipeline management

Efficiency, speed, and data quality from modern data pipelines determine the success of real-time data analysis.

Increasing automation and orchestration across data pipelines, applications, and infrastructure was cited by **46% of organizations as the most important step** to ensure IT systems can **fully support data-driven business decisions.**

3 Federation of data

With data lake federation, data stays where it is but provides federated visibility. Benefits include **data risk minimization, cost optimization, and speed to insights and business outcomes.**

4 Discoverability of relevant data

Many IT and business leaders cite cross-platform data search and visibility as their most desired data capability. **Data findability was more important than other key data capabilities such as data integration and data APIs.** Reusing data not only unlocks multiple new use cases but also helps businesses sweat their data assets for business value.

Evolving from Product to Platform

A unified platform that combines expertise in SIEM, SOAR, observability, and data management capabilities can provide a **golden path to success.**

Organizations need to choose a unified platform that is open, integrated with hybrid cloud architectures, and extensible that can:

- Scale and have a track record of innovation across security, observability, and data management
- Leverage new AI innovation for improved services

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