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**

A Data-to-Everything Platform must connect data, consolidate tools, and empower users at all levels of data literacy, across use cases and business groups.

- **Invest**  
  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.

- **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.

- **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.

- **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.

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Next-level data platform

Current baseline