

# 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.

## 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.