

Rethinking Enterprise Analytics

The Register[®]



sumo logic

Who's on the panel

Jon Collins

– The Register

Colin Fernandes

– Sumo Logic

Clive McDonald

– Sumo Logic

Tony Lock

– Freeform Dynamics

Why rethink analytics?

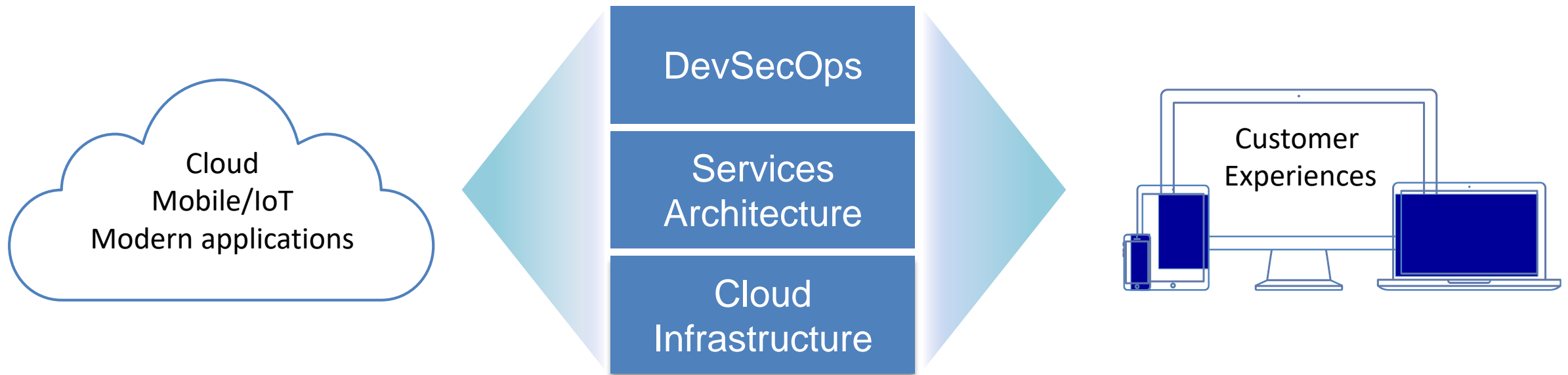
Solving the data divide

Linking in with digital transformation

Where to start on the journey?

The data tsunami: Rethinking analytics

Digital Transformation



More than 16Zb of machine data

Enterprise demand for smarter systems



THE CONNECTED BUSINESS

95%

Digital customer engagement systems

93%

Business-to-Business (B2B) automation

88%

Internet-of-Things (IoT)



A DIGITAL HELPING HAND

96%

Advanced analysis and planning solutions

92%

Expert decision support systems

86%

Bots and electronic assistants



OPERATIONAL EFFICIENCY

99%

Process automation and workflow systems

69%

Industrial automation systems



SAFETY AND PROTECTION

96%

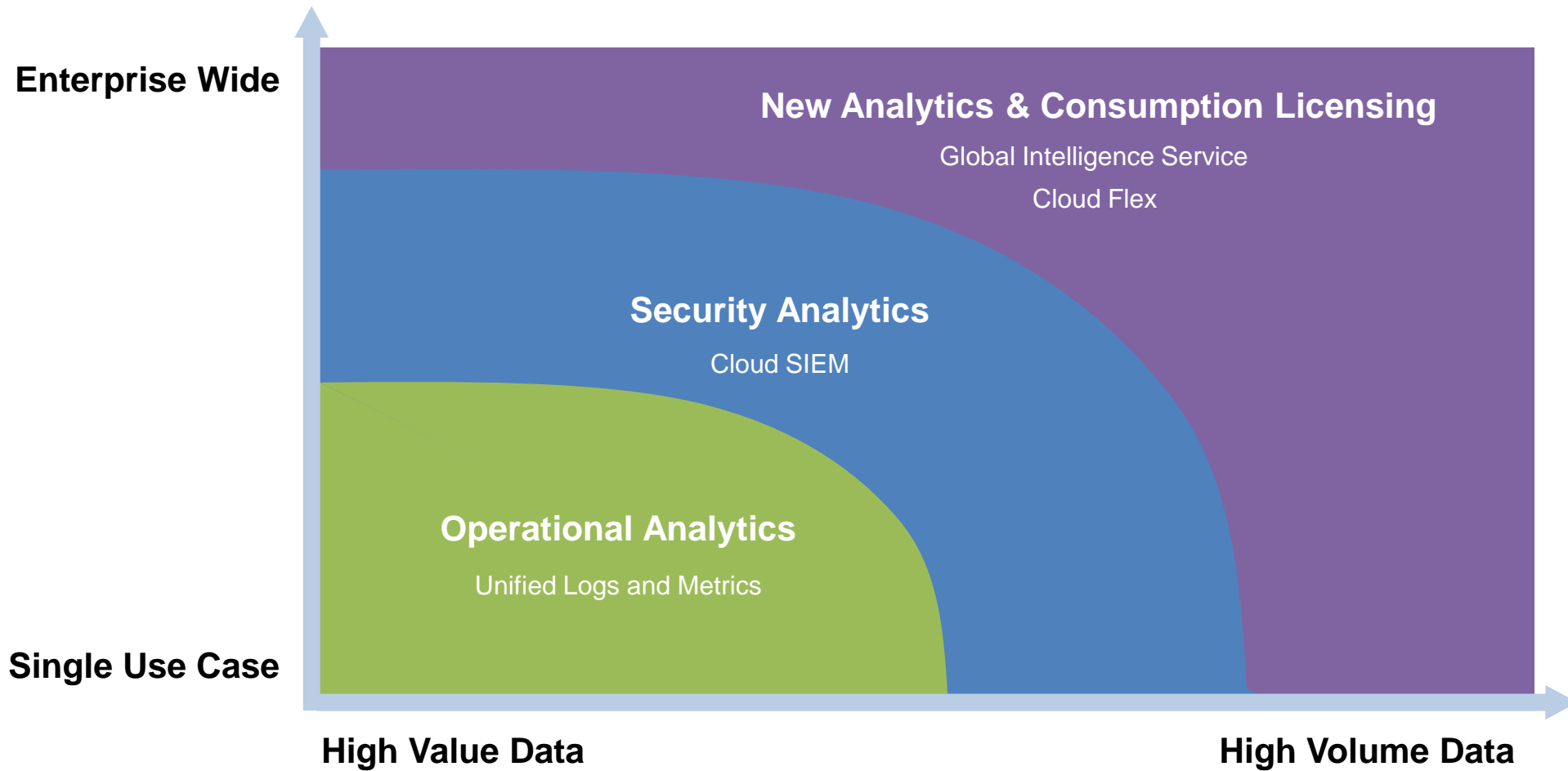
Automated risk monitoring and management

Percentages reflect respondents considering the type of intelligent system listed as relevant to their business, now or in the future.

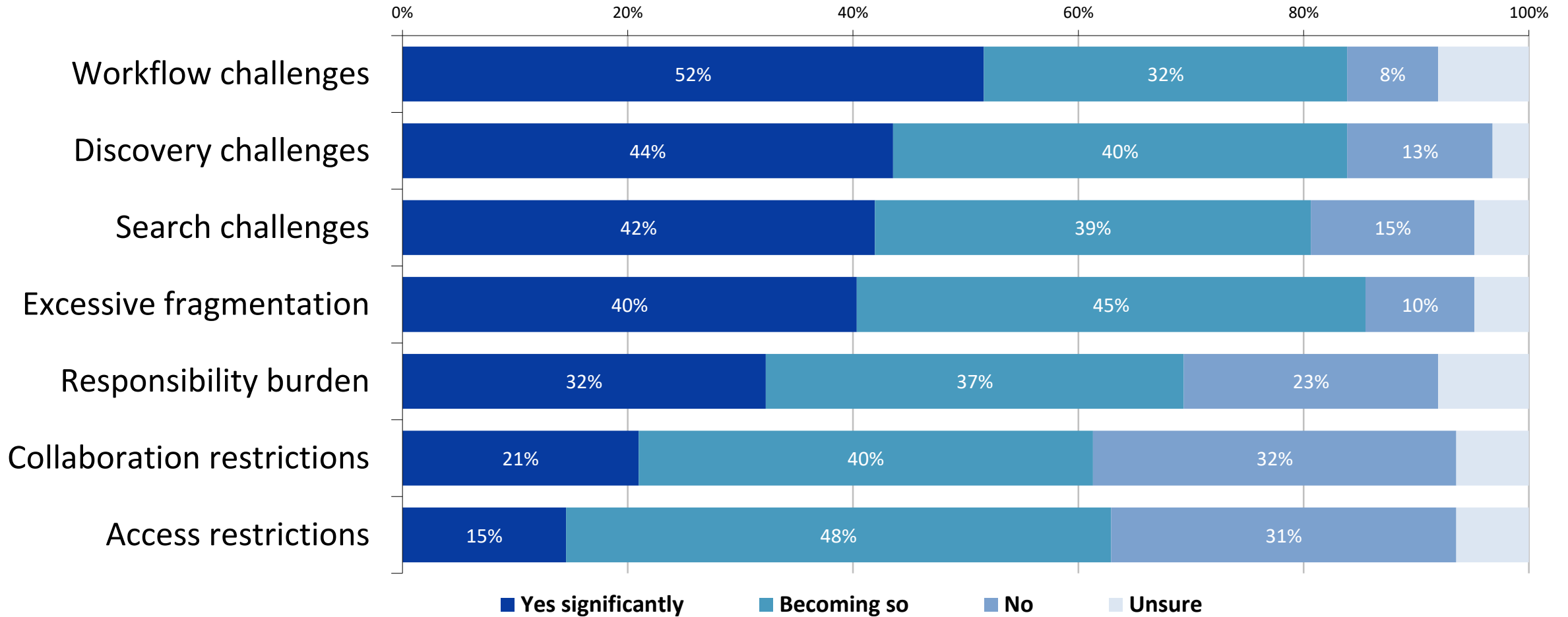
Solving the data divide



Approx. 50% of all machine data will be unstructured



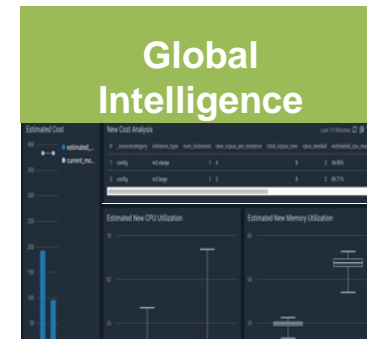
Are research staff in your business experiencing issues relative to the following?



The only cloud-native machine data analytics platform

Continuous Intelligence service for all modern digital applications

Real Time Analytics



Cloud Native Platform



Multi-tenant



Advanced Analytics



Machine Learning



Scale and Elastic



API

OOB Security

Full Stack Integration



All Cloud Providers



All Apps



Any Infrastructure



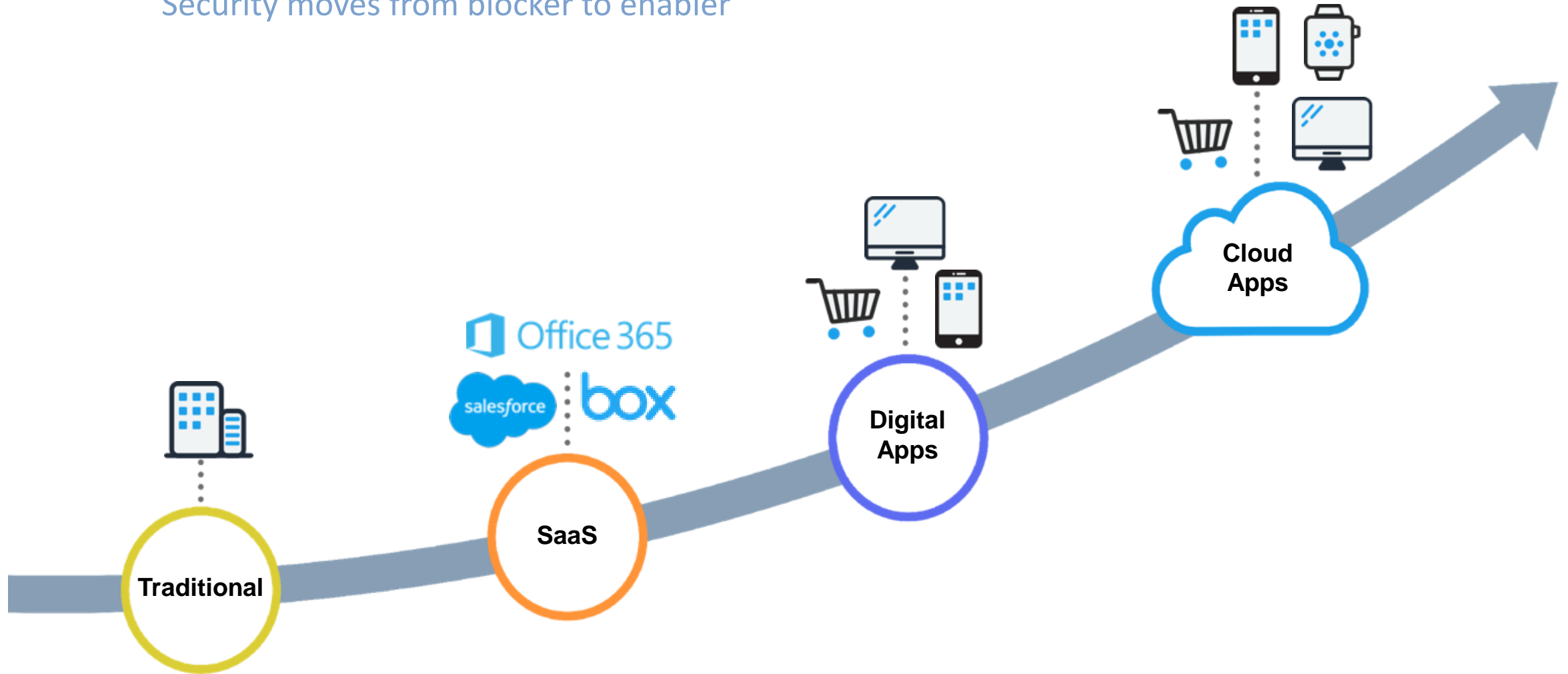
SaaS Services



3rd party systems & feeds

Digital transformation to modern cloud

Security moves from blocker to enabler



Cloud native machine data analytics

New Architecture to Manage Modern Enterprise



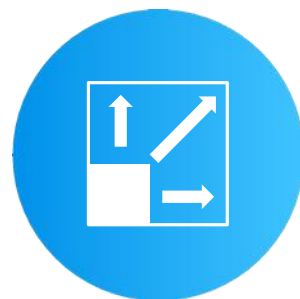
**Complete app visibility
& management**

Built on modern app stack
for modern app stack



Low TCO, fast TTV

Delivered as a service with
cloud economics



**No limits always-on
service**

Scalable, elastic & resilient
cloud architecture



**Peace of mind with
industry-leading Security**

Built with security 1st
principle in & for the cloud



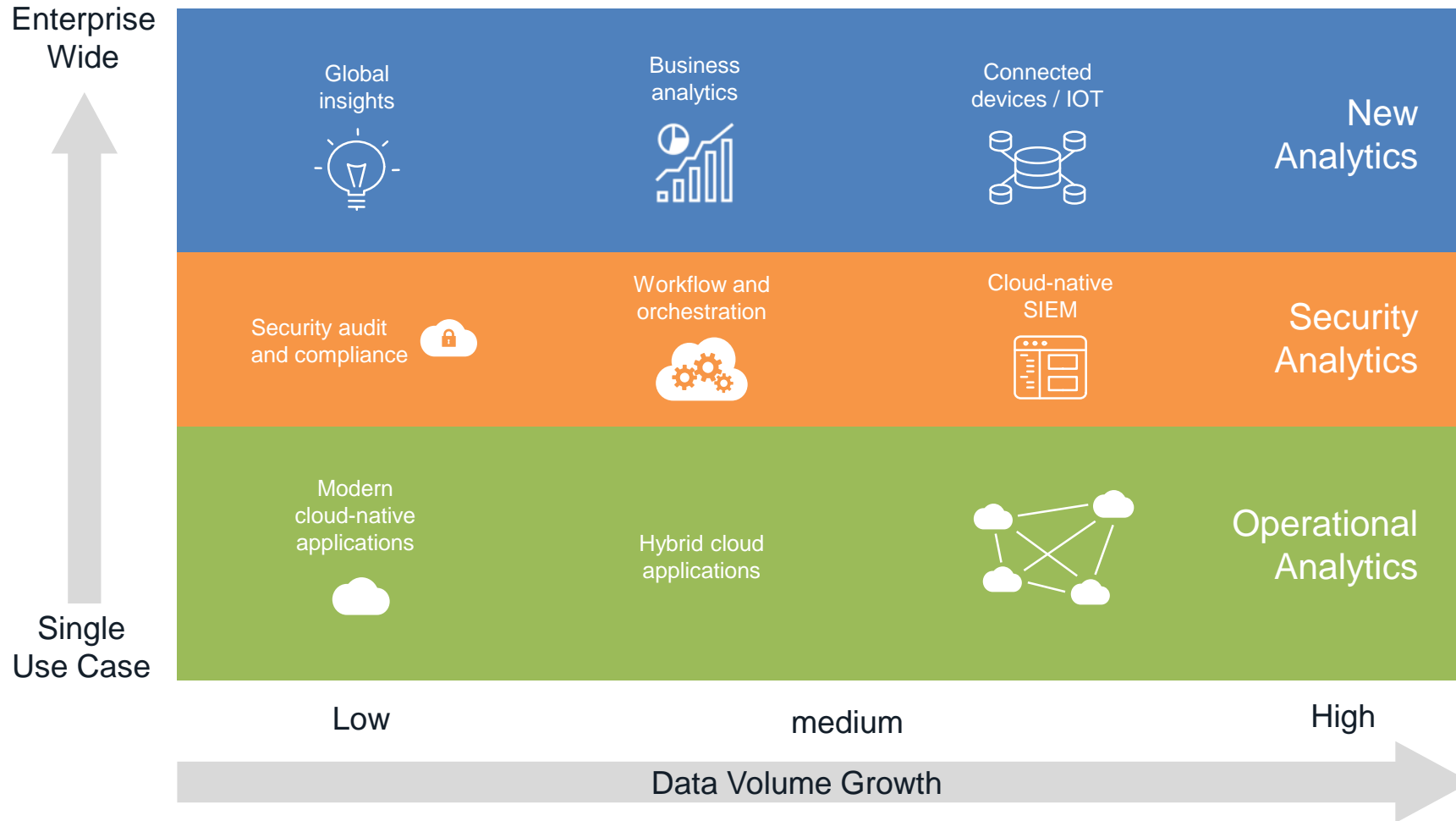
**Fast issue detection
and troubleshooting**

Advanced analytics
designed to cope
with change



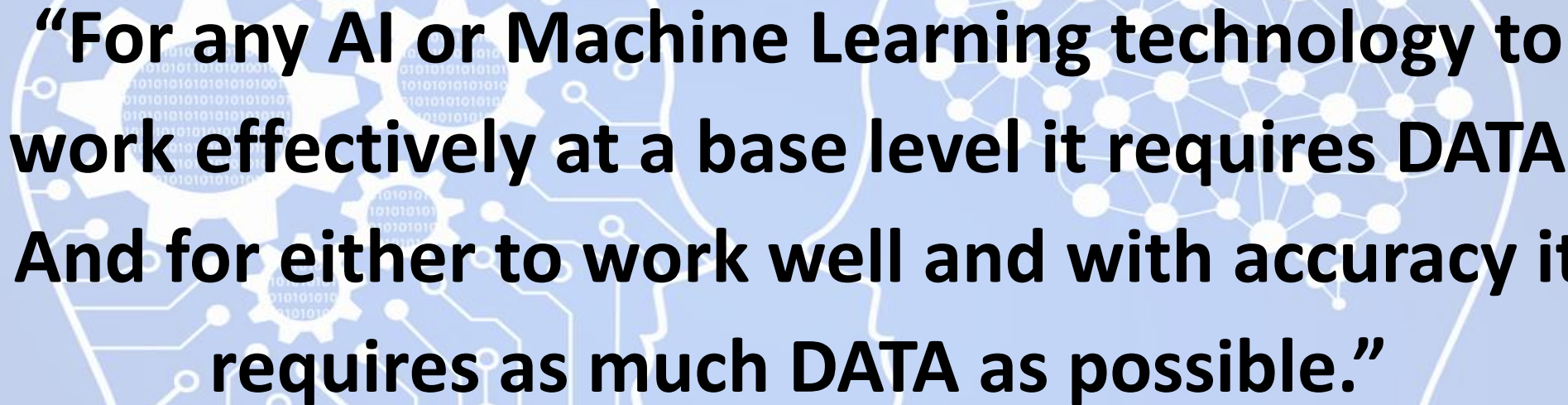
"Sumo Logic has allowed McGraw-Hill to move to AWS with confidence, enabling real-time visibility – all at reduced TCO."

Machine data: analytics: innovative use cases



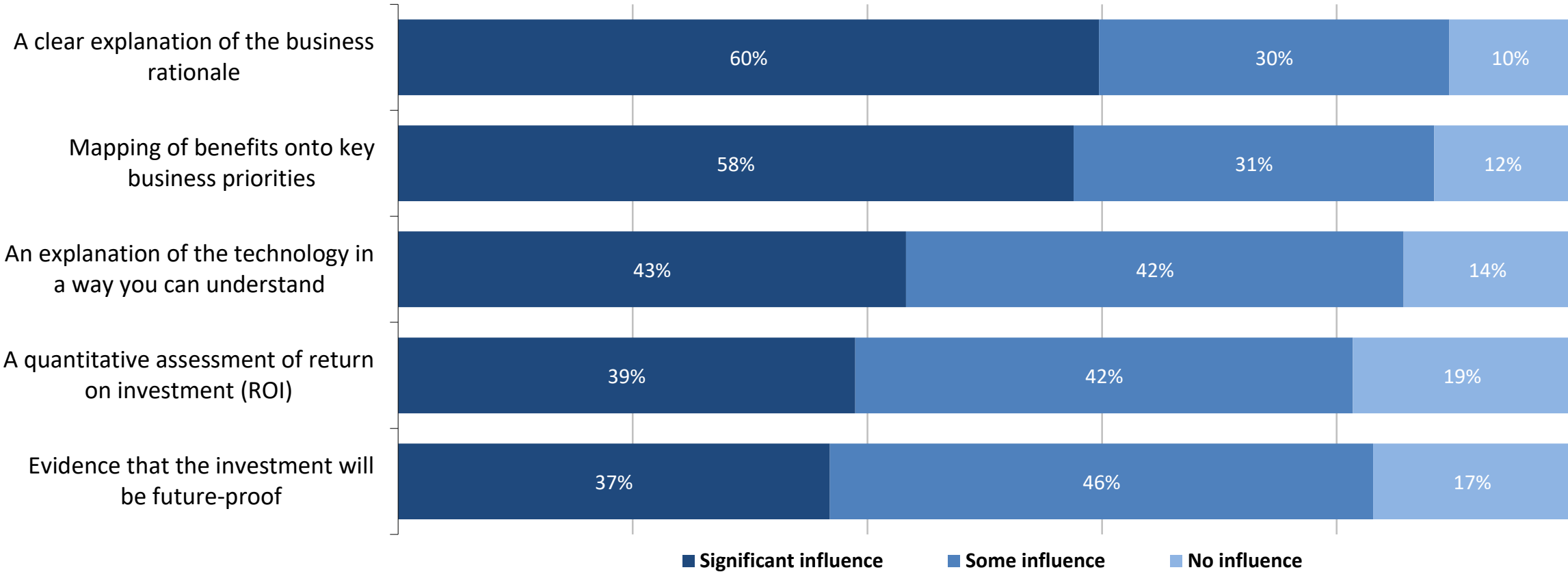
Economic
Consumption Model
Captures Data
of All Value

Where to start on the journey?



“For any AI or Machine Learning technology to work effectively at a base level it requires DATA. And for either to work well and with accuracy it requires as much DATA as possible.”

When considering a case for a significant IT investment, how much do the following influence the chances of approval?



IT ONLY



Delivered Customer Value

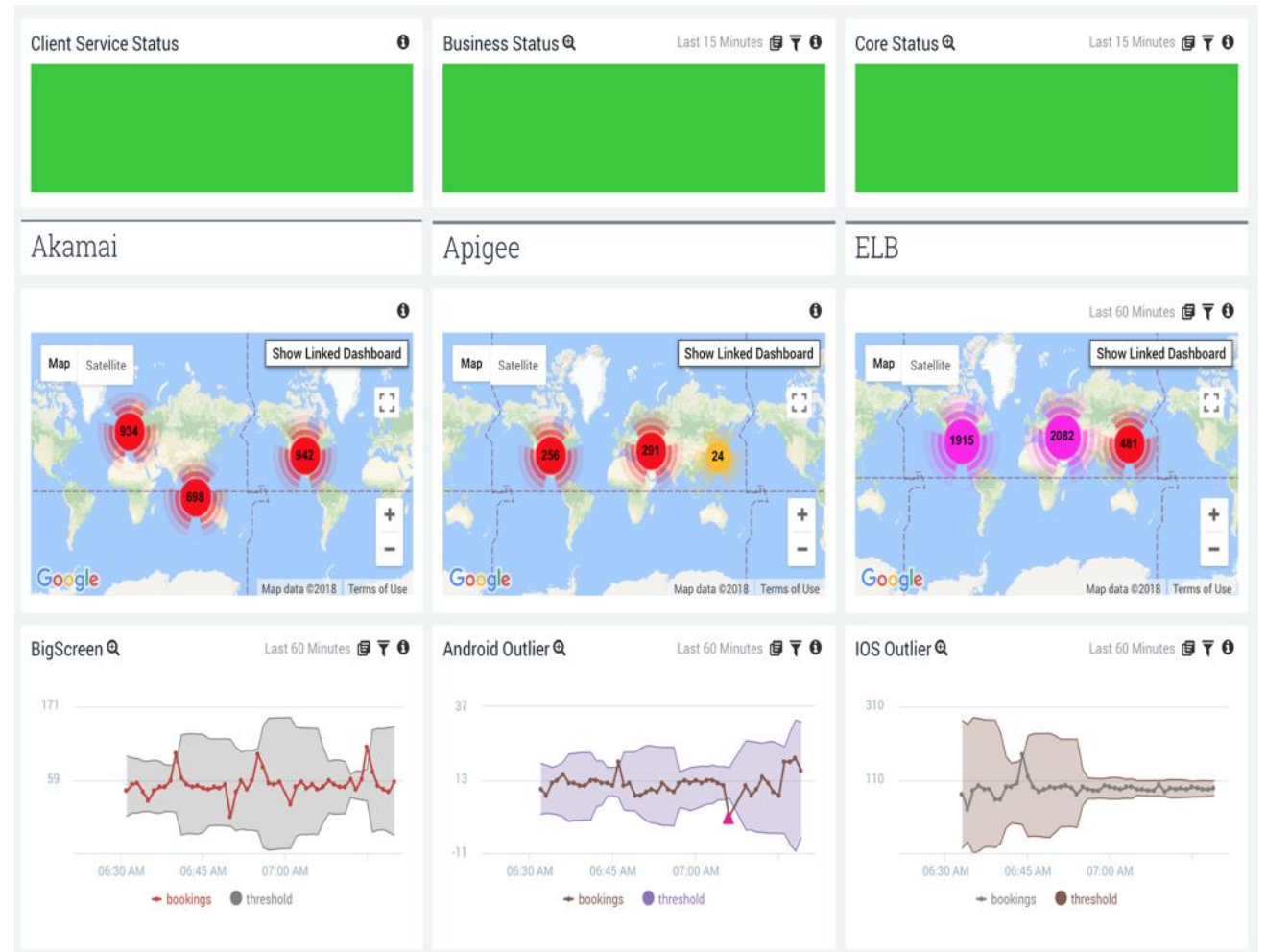
Combined Log and Time-Series Analytics insight

Context-driven workflows and alerting framework

Advanced Machine learning analytics to reduced MTTI & MTTR

Performance monitoring for microservice based apps

<http://reg.cx/2TkF>



Closing Thoughts and Further Reading

The State Of Modern Applications And Devsecops Report <http://reg.cx/2Tkb>

Sumo Logic Masters of Data Podcast Series <http://reg.cx/2Tkc>

Sumo Logic Machine Data and Analytics Blog <http://reg.cx/2TkQ>

Freeform Dynamics: Integrating Security Into the DNA of Your Software Lifecycle <http://reg.cx/2Tke>

Channel 4 Uses Sumo Logic to Bring Seamless On-Demand TV Experiences to Europe <http://reg.cx/2TkF>