



# Breaking barriers with Elastic

Turning mountains of data into  
actionable business insights

[Learn more >](#)

# Table of Contents

Data explosion is a barrier to insights .....	<a href="#">4</a>
Data-driven insights improve business outcomes .....	<a href="#">5</a>
Four steps to actionable insights .....	<a href="#">6</a>
Overcoming barriers with Elastic .....	<a href="#">7</a>
Search and analyze your data in real time .....	<a href="#">7</a>
Deliver business value from your data .....	<a href="#">8</a>
Drive better decision making .....	<a href="#">8</a>
Enhance customer experiences .....	<a href="#">10</a>
Stop threats and eliminate blind spots .....	<a href="#">10</a>
Customer success stories .....	<a href="#">10</a>
Ingram Micro .....	<a href="#">10</a>
Verizon Wireless .....	<a href="#">11</a>
PSCU .....	<a href="#">12</a>
Deriving insights from cloud data .....	<a href="#">13</a>
Google Cloud Marketplace .....	<a href="#">14</a>



Enterprise organizations in all industries are facing rapidly changing market conditions — new customer trends and expectations, evolving technologies, and emerging competitor capabilities. To stay resilient, responsive, and relevant, these businesses are turning to the cloud to increase capabilities, agility, and scale on demand. However, as more applications and workloads move to the cloud, organizations are generating an exponentially increasing amount of data. IDC predicts that by 2025, worldwide data will grow 61% to 175 zettabytes and that 49% of the world’s stored data will reside in public cloud environments.<sup>1</sup>



<sup>1</sup>“IDC: Expect 175 zettabytes of data worldwide by 2025,” Network World, December 23, 2018.

# Data explosion is a barrier to insights

The data generated by cloud initiatives is becoming more varied, complex, and distributed, with new technologies, services, and capabilities being adopted every day. According to McAfee and McKinsey, today's organizations use an average of 1,935 unique cloud services. With each new service come new data formats and standards, connectors, and access methods.

Data is scattered across different applications running on clouds and buried in complex IT environments. This makes it challenging to access, index, and organize all the critical information necessary to generate actionable insights. Further, data silos block security visibility, and it takes longer to detect and respond to security threats. Whether it's document repositories, application performance metrics, or key security logs, many organizations struggle to uncover meaningful insights from their data.



Cloud computing has led to an eruption of data



Data resides in distributed systems without a consistent structure



Lack of centralized security visibility

# Data-driven insights improve business outcomes

Effective business leaders use data to drive overall business success. A CIO leading the execution of the company's long-term strategy or a CISO responsible for improving an organization's overall security posture needs data-driven insights to inform critical decisions. IT leaders use real-time metrics to manage availability and performance SLAs and to support their mean time to repair (MTTR) goals. And line-of-business owners leverage data on business KPIs such as user satisfaction, engagement, retention, expansion, and revenue, which are all deeply tied to performance SLAs. Adopting modern development and deployment practices helps business leaders deliver value faster and more continuously.

## Business decision makers need data technology solutions that:



Derive real-time insights from their data and have an impact



Meet all their developers' technical requirements



Meet all their organization's security and regulatory compliance requirements



Have tremendous utility value (i.e., solve for multiple solutions, with an ability to expand)



Reduce tool proliferation and simplify IT spend



Make finding and retaining top talent easier

## Four steps to actionable insights

To inform better decisions and provide customers with more tailored experiences, organizations must find a way to translate all of their data into real-time, actionable insights.

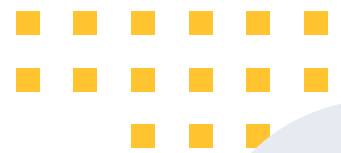
So what can you do to make all of your data actionable?

**Step 1:** Centralize all of your data, regardless of location

**Step 2:** Structure your data so that every field is indexed and searchable

**Step 3:** Use dashboards to visualize critical data

**Step 4:** Perform data analysis as part of the decision-making process

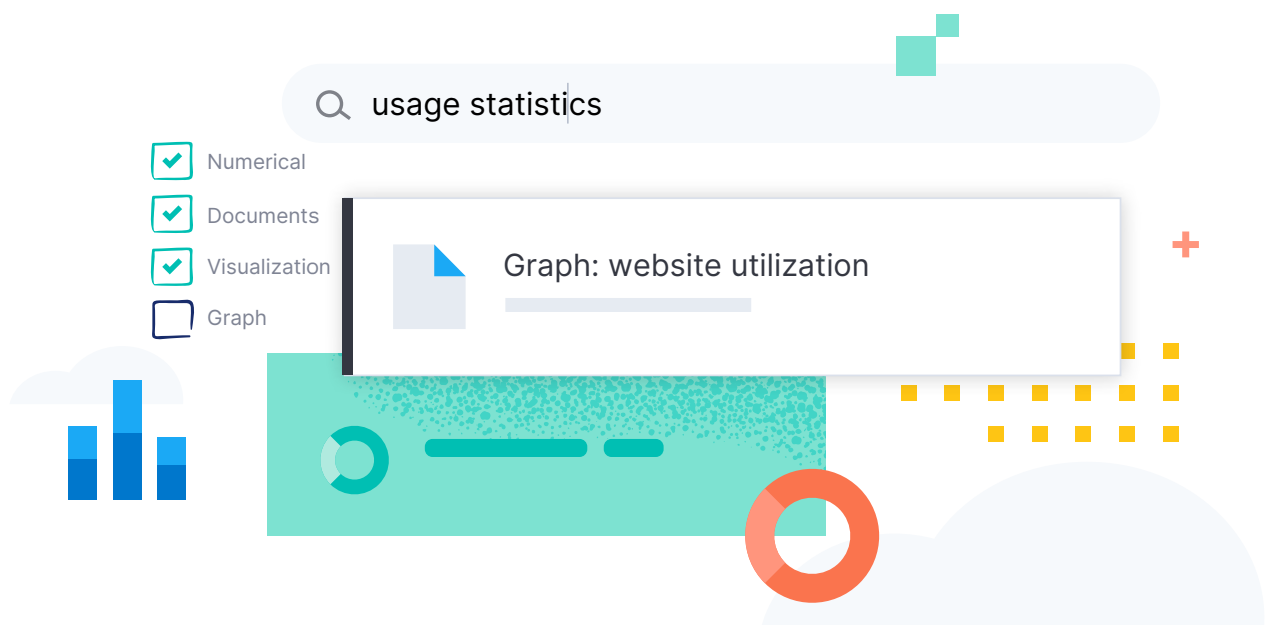


# Overcoming barriers with Elastic

## Search and analyze your data in real time

The Elastic Stack allows you to ingest unstructured data from various sources and index it according to user-specific mappings.

With logs, metrics, APM traces, and uptime data in a single powerful datastore, Elasticsearch, your teams will have a view into their key systems and tools and will understand what's happening within their environments — eliminating security blind spots and reducing MTTR for service incidents. Teams can also use real-time dashboards in Kibana to monitor application performance, visualize security threats, and identify service trends.



# Deliver business value from your data

When organizations combine the speed of Elasticsearch with the power of analytics, they can explore their data and generate business insights that directly impact their bottom line and mitigate risks.

## Drive better decision making

To make informed decisions, adjust to market changes, and optimize operations, business leaders rely on the latest, most relevant data. Learning what your customers are searching for provides a deeper understanding of their priorities and behaviors—and reveals buying patterns and trends that allow you to align your products with evolving market conditions and respond to competitive pressure.

Another way to inform business decisions is to use Elastic Observability to monitor application uptime, together with centralized logs and metrics, to gain deep insights into your environment. By viewing all of this data together, at scale, you'll be able to react to events happening anywhere in your environment for real-time operational advantages.

## Results



Grow revenue by adapting products and services to meet customer demand



Remain competitive by adjusting to customer trends



Keep your systems up and running



## Enhance customer experiences

If your customers can't find information fast, it impacts your bottom line. Delivering relevant content is critical — whether on your website, your app, or within customer support resources.

Elastic Enterprise Search allows you to index all of your content, such as knowledge articles, documentation, and training resources, so customers can quickly and easily search for answers to their support questions. This improves their ability to self-serve — and eliminates the need for live agent assistance, driving down your cost to support.

### Results



Boost sales  
conversion rates



Deliver relevant  
information faster



Enhance  
customer  
satisfaction

## Stop threats and eliminate blind spots

Elastic Security helps stop threats at scale — cloud, application, and endpoint — and protect your business to improve your security posture. Eliminate blind spots with visibility across your ecosystem to search, visualize, and analyze your security threats. Prevent and detect signatureless attacks with machine learning and technique-based methods. Build security dashboards with drag-and-drop data fields to visualize security threats both environment-wide and at endpoints.

### Results



Mitigate risk via  
real-time threat visibility  
and prevention



Identify and remediate  
threats before they  
impact your environment



Detect fraud to  
reduce risk and  
protect customers

# Customer success stories

## Ingram Micro improves ecommerce conversion rates by 50%

Ingram Micro is a Fortune 100 company with more than \$50 billion plus in revenue that delivers technology and supply chain services to over a million global users.

### Better search results equal higher conversion rates

Before Ingram Micro adopted Elastic, their average search query took over 20 seconds, resulting in low conversions. The speed of Elasticsearch has provided performant indexing to deliver relevant results quickly, improving the company's ecommerce sales.

### Keeping their ecommerce product catalog current

Ingram Micro's previous backend system would take up to 24 hours to update the product catalog. This delay limited their ability to quickly display their newest products. Elasticsearch has enabled Ingram Micro to display their current product catalog of over 20 million items at the speed their business demands.

50%

Commerce conversion rate jump

35%

Relevance of search increased

30%

Null search results decreased

[Learn more](#)

# Verizon Wireless improves mean time to repair (MTTR) by 10x

Verizon Wireless is the largest wireless provider in the United States, with a workforce of 177,700 and nearly \$132 billion in revenue.

## Centralized log analytics platform

Elastic helped Verizon to transition from an expensive log analytics tool into a state-of-the-art operational center of excellence.

## Outstanding customer service

With the help of the Elastic Stack, Verizon increased system responsiveness and remedied non-outage performance issues.

## Custom user interface

The Verizon Elastic Log Intelligence Tool for Enterprise (vElite) enables a specialized workflow for some of Verizon's operators.

**4TB**

Data consumption per day

**10B**

Billion total log events per day

**400B**

Billion total log events per day

[Learn more](#)

# PSCU reduces risk by blocking millions of dollars in credit union fraud

PSCU, the nation's premier Credit Union Service Organization, supports the success of 1,500 credit unions representing more than 3.8 billion transactions annually.

## Instant ROI for their credit union customers

Moments after turning on the new Elastic-based fraud detection platform, PSCU discovered and prevented \$35,000 in fraud.

## From security to observability to boost customer satisfaction

By standardizing on the Elastic Stack, PSCU was no longer limited in the number of data sources it could ingest. With this, PSCU could better respond to call center delays and potential customer-facing impacts like natural disasters.

## Proactive fraud detection and mitigation

By deploying machine learning and alerting features of the Elastic Stack, PSCU proactively detects and stamps out financial fraud before it impacts member accounts.

## Creating a new dedicated Fraud Intelligence business unit

With the instant success of the Elastic Stack-driven fraud detection project, PSCU created a Fraud Intelligence unit that is now providing member credit unions with industry-leading protection and satisfaction.

**\$35M**

In fraud prevention savings over 18 months

**99%**

Decrease in MTTK

[Learn more](#)

# Deriving insights from cloud data

With the launch of each new cloud service, app, or website, more data flies to the cloud. For many organizations, the velocity and variety of cloud data are among the most significant barriers to data-driven decision making. Organizations face growing pressures to maintain market share, optimize operations, and provide threat detection and prevention across their ecosystem.

Elastic Cloud is the ideal solution for bringing all of your data together, regardless of location or structure, for analysis and visualization in Kibana to drive real-time search and observability capabilities at scale. And Elastic integrates seamlessly with the cloud provider that best fits your business.



# Google Cloud Marketplace

Google Cloud Marketplace offers a breadth of integrated solutions that are vetted by Google to cover your enterprise's IT needs. Scale procurement for your enterprise via online discovery, purchasing and fulfillment of enterprise-grade cloud solutions, in just a few clicks.

Google scales and replicates the procurement process allowing you to shift your energy to high-value tasks while getting the right solutions into the right hands when they need it most.

Easily get started by visiting Elastic's listing on the [Google Cloud Marketplace](#). By doing so, you'll unlock unique benefits gained by deploying Elasticsearch Managed Service on Google Cloud:

- First, you'll get access to all the feels: Elastic's new versions, security updates, commercial features, and rapid deployment and resizing.
- Second, you'll have access to GCP - Elasticsearch Service Console Integrations
  - It's easy to find: Elasticsearch service appears as an MPS (Managed Partner Service), discoverable in the main GCP console alongside native google services.
  - We use familiar Google Cloud-style workflows in the console to make it as easy as possible for your usage.
- Third, you can rest easy when it comes to tech support, which comes directly from Elastic experts. Plus leave maintenance and upkeep to Elastic with our fully managed service.
- Finally, for those of you who already have a billing account with Google Cloud, charges for Elasticsearch Service will be integrated into your existing GCP billing statement, so you just receive one consolidated bill.

# About Elastic

Elastic makes data usable in real time and at scale for enterprise search, observability, and security. Elastic solutions are built on a single free and open technology stack that can be deployed anywhere to instantly find actionable insights from any type of data — from finding documents, to monitoring infrastructure, to hunting for threats. Thousands of organizations worldwide, including Cisco, Goldman Sachs, Microsoft, The Mayo Clinic, NASA, The New York Times, Wikipedia, and Verizon, use Elastic to power mission-critical systems. Founded in 2012, Elastic is publicly traded on the NYSE under the symbol ESTC.

Learn more at [elastic.co](https://elastic.co).



Search. Observe. Protect.