

5 Things Every Splunk Customer Should Know About Data Storage

1) Machine data fuels your Splunk analytics, and it's growing massively.

Enterprises generate terabytes of machine data every day—from server logs, Internet of Things (IoT) data, mobile devices and sensors. Pundits predict that machine data will compose 42 percent of all data by 2020. Splunk makes analyzing machine data easy, enabling the CISO, CDO, and other users to gain game-changing insights that can reduce security risks and increase revenue, competitive advantage and operational efficiency.

2) The biggest obstacle between Splunk users and analytic superstardom is storage.

Analytics software like Splunk requires fast, dedicated storage for indexing and searching data. Given the rate at which machine data volume, and demand for analysis of that data with Splunk are growing, IT needs to be able to grow its storage infrastructure fast to keep up.

50% of the total Splunk project cost is spent on data storage.¹

Unfortunately, it typically takes IT weeks to provision new storage to keep up with rising data volumes and Splunk usage. If your storage infrastructure isn't agile, then neither are your analytics initiatives.

3) The storage infrastructure for Splunk apps needs re-inventing.

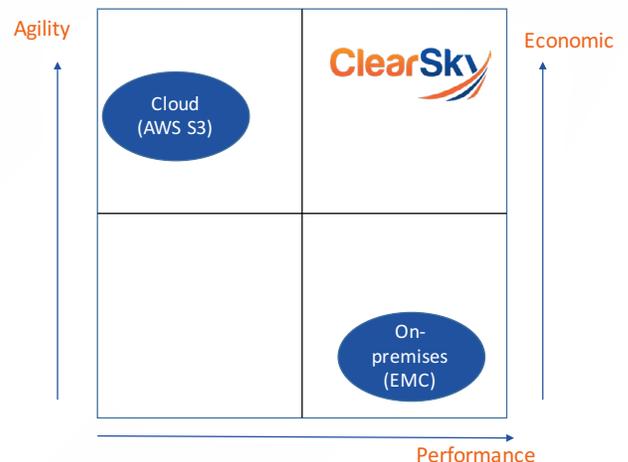
To keep up with new analytic demands and support ad-hoc projects, the ideal Splunk infrastructure is elastic and economic. Traditional enterprise storage is neither of these. On-premises storage volume is finite. Acquiring new storage gear in the data center can take months. To avoid repeated purchase delays, many IT organizations over-buy infrastructure. They'll order storage today to support the needs they anticipate years from now and then grow into it; this is economically inefficient. Plus, there's the cost of and dependence on IT to manage the movement of hot, warm, and cold data between storage tiers in order to optimize data access cost and performance for Splunk.

4) Cloud storage and SaaS analytics aren't the silver bullet.

Cloud storage is elastic and economical. But security can be a concern, and data access performance can be slow and unpredictable; often much slower than the fast 1-2 milliseconds Splunk users enjoy from on-premises storage. Performance can be improved by moving the entire analytics platform to the cloud, as with a software-as-a-service (SaaS) alternative to Splunk. This provides better elasticity and economics than on-premises, and decent performance, but the down side is the process can include data integration complexity (tying all the raw machine data into the SaaS platform), security risks, and SaaS or cloud vendor lock-in.

5) Hybrid, Splunk-ready managed services are the best bet.

The answer is an entirely new generation of Splunk-ready networked storage that extends the public cloud storage edge into your data center and into nearby storage hubs. The hybrid approach combines the performance and security of on-premises enterprise storage with the elasticity and economics of the cloud.

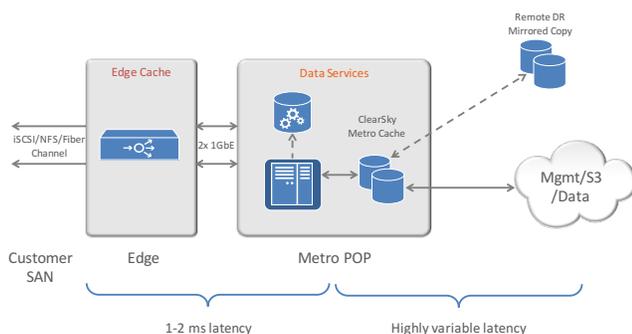


¹ https://conf.splunk.com/session/2015/conf2015_BFox_SBOX_Deploying_CalculatingTheTotalCostofaSplunkDeployment.pdf

The ClearSky Global Storage Network for Splunk

ClearSky Data's global storage network simplifies and reduces the cost of data management for Splunk by delivering enterprise storage that spans the entire data lifecycle as a fully managed service.

ClearSky reinvents data storage by securely combining the performance and reliability of your on-premises storage with the economics and scalability of public cloud storage. The result is a fully managed service that delivers low-latency data access and elasticity that Splunk users need, at about one-third the cost of alternatives.



The ClearSky service allows you to scale Splunk data on demand, minimize your data center footprint and eliminate the complex management of primary, backup and disaster recovery storage infrastructure.

Storage Designed for Splunk Analytics Agility

- **Scalability on demand** – Simply scale your Splunk storage as needed, using the ClearSky dashboard to add unlimited capacity with a few clicks.
- **Agility without sacrificing performance** – Traditional cloud storage is economical, but can be slow and unpredictable. ClearSky's global network extends the cloud edge into your data center and nearby points of presence (PoPs), which results in fast, reliable data access speeds.

- **Fast, continuous ingest** – ClearSky's architecture is optimized for consistent, high-performance ingest through the use of dedicated network paths, software processes and components.
- **Simplified Splunk data lifecycle** – ClearSky's patent-pending Smart Tiered Caching™ continually categorizes data and places it in the right cache layer (hot, warm, cold) based on evolving usage requirements and customer policies.
- **Data protection** – By building redundancy into all cache layers and network paths, ClearSky is able to provide an enterprise-class service to Splunk customers with guaranteed high availability.
- **Enterprise-grade security** – ClearSky is a fully managed service, operated by enterprise storage experts who apply data encryption in flight and at rest, dedicated connections, and other security best practices to ensure customer data is always protected and isolated from the moment it enters the ClearSky network.
- **Guaranteed performance and availability** – ClearSky is a service-level agreement (SLA)-based managed service.

Dramatically Improved TCO

According to experts, storage infrastructure costs compose 50 percent of a Splunk deployment. The total cost of ownership (TCO) of storing Splunk data using the ClearSky service is about one-third the cost of managing it in a company's data center on physical storage arrays. With ClearSky, the overall Splunk TCO can drop by 15 to 20 percent.

Next Steps

To understand whether ClearSky Data can improve your Splunk deployment agility and costs, we invite you to visit our website and request a meeting or demo. Our Splunk data storage experts are happy to discuss your requirements, explain the ClearSky Data global storage network in detail, and map out a provisioning timeline.

For additional information, please visit www.clearskydata.com/splunk or email splunkteam@clearskydata.com