

## Labs' Take

### Problem

Today's enterprise IT and security operations increasingly rely on log data but face growing costs and increasing manual maintenance.

### Solution

Separate policy-based control plane from data pipelines to minimize cost and automate reconfiguration.

### Result

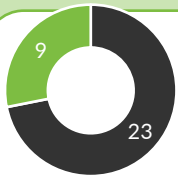
- Large reduction in volume-based log expense
- Reduced labor and errors in log reconfiguration
- Addition of data masking, usage analytics, and routing agility.

### Findings

- Separating control plane allows for more effective log management and reduced cost.
- Companies are focusing more on log optimization than just log aggregation.

## The Trends

### Companies



Incumbents dominate this space, but a few more entrants will emerge, and incumbents will enhance their products through acquisition.

■ Incumbents  
■ Entrants

### Approaches



Expect more control plane-based entrants to emerge with more effective and efficient log management. Incumbents will integrate and acquire newer control plane solutions.

■ Optimization  
■ Pipeline  
■ Aggregation

### Maturity



Early Majority

Demand for log optimization is rising and solutions are being adopted by early majority customers (i.e., has crossed the chasm).

### Investment



Moderate

Venture Capital (VC) investment in log optimization is moderate but slowing, as most VC firms have backed their players. Expect a few more entrants and then consolidation.

## The Players

### Request a Review



### Log Optimization



### Data Pipeline



### Log Aggregation

For more information - [labs@evotek.com](mailto:labs@evotek.com)

Not a subscriber? Sign up at [evotek.com/labreport](https://evotek.com/labreport)