

Improving visibility and control for platform engineering with Cribl



The **AI Platform**
for Telemetry

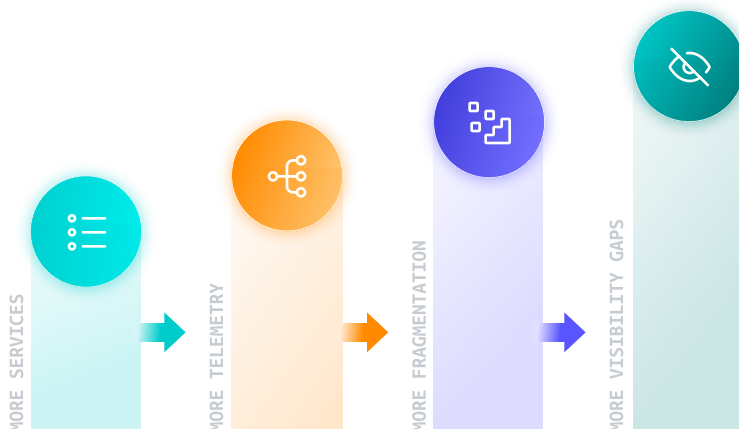
Platform teams shouldn't have to spend their week rerouting data or digging through cold storage. But with telemetry sprawl, and AI-era data volumes, that's what they find themselves doing.

The challenge

VISIBILITY GETS HARDER AS MODERN PLATFORMS GROW

More telemetry = more visibility, right? You'd hope so, but no. The reality on the ground is that, often, it just creates more work.

Platform engineering, SRE, and DevOps teams are being asked to support more services, more telemetry, and more teams without slowing anyone down. Cloud, Kubernetes, OpenTelemetry, and AI-driven workloads all add volume and complexity. The result is familiar: rising costs, slower investigations, and too many gaps between the data teams collect and the answers they need.



The solution

SEE MORE WITHOUT LOSING CONTROL

Cribl is the AI Platform for Telemetry. It gives platform teams choice, control, and flexibility over how telemetry is collected, shaped, routed, stored, and searched.

It provides a centralized way to collect, route, optimize, govern, and analyze telemetry so more teams can access the data they need without creating more sprawl or risk. Teams see more, get answers faster, and rely less on the platform team as a manual go-between.

That means fewer “can you pull this for me?” requests and less CSV archaeology in the middle of an incident.



The challenge

- New services create more routing rules, access requests, and exceptions
- Different teams need different views of the same data
- During incidents, the data may exist but still be hard to reach



The solution

- Collect once, route anywhere, and search retained data directly
- Apply masking, enrichment, and policy once instead of rebuilding pipelines per tool
- Give developers, SREs, and platform teams visibility

Benefits

LESS TICKET CHURN FOR PLATFORM TEAMS

- Fewer manual routing changes
- Less back-and-forth during onboarding
- Less time babysitting telemetry pipelines

BETTER VISIBILITY FOR DEVELOPERS AND SRES

- Keep high-value data hot in the tools teams already use
- Tier just-in-case data to low-cost storage and search it in place when needed
- Replay retained data without rehydrating everything into a premium platform
- Use AI-powered search and investigation workflows to get to insight faster

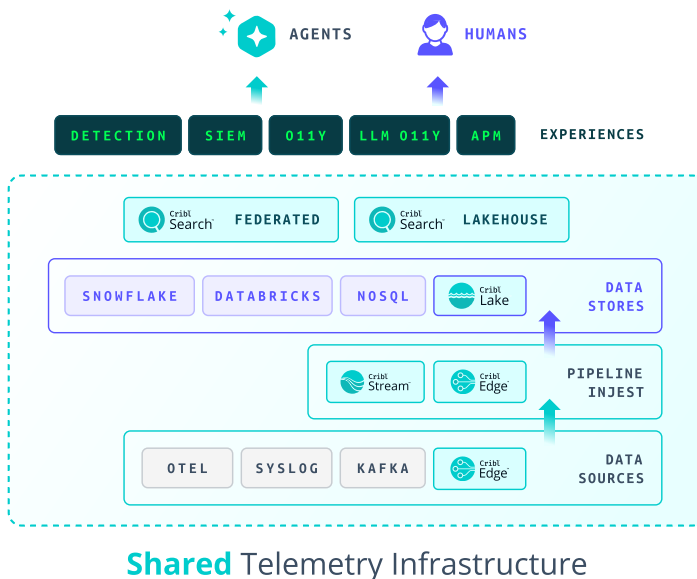
MORE CHOICE, CONTROL, AND FLEXIBILITY

- Route the same telemetry to multiple destinations when different teams need different views
- Apply policy, masking, and enrichment once
- Keep costs in check without cutting off access to answers

Get started

Get it right, and you'll see fewer manual changes, fewer moments where the data is technically there but practically out of reach, and, let's face it, fewer tickets backing up in the queue.

That is how you get telemetry ready for the AI era and make the platform team's day job look a lot less like pipeline maintenance.



The benefits

- Less ticket churn for platform teams
- Better visibility for developers and SREs
- More choice, control, and flexibility as telemetry grows



“The goal is to optimize the data. Our priority is to make the data more valuable, mark it up, add more--it's not just about cost cutting, it's about getting more context to make better decisions.”

SUDHA KANUPURU

DevOps Engineering Manager,



The AI Platform for Telemetry

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