



07/07/2026

STRONGER
TOGETHER.
BUILT FOR
WHAT'S NEXT.

Cribl Crew

 Cribl 
Partner Day

MUNICH



Welcome, Day Objectives, Agenda

Vitor de Sousa

Nikolas Kourtidis

7th July 2026

Presenter introduction

Who am I



Nikolas Kourtidis

Sr Partner Business Manager

Joined DACH - Team April 2024

Focus on: Partner Success



Presenter introduction

Who am I



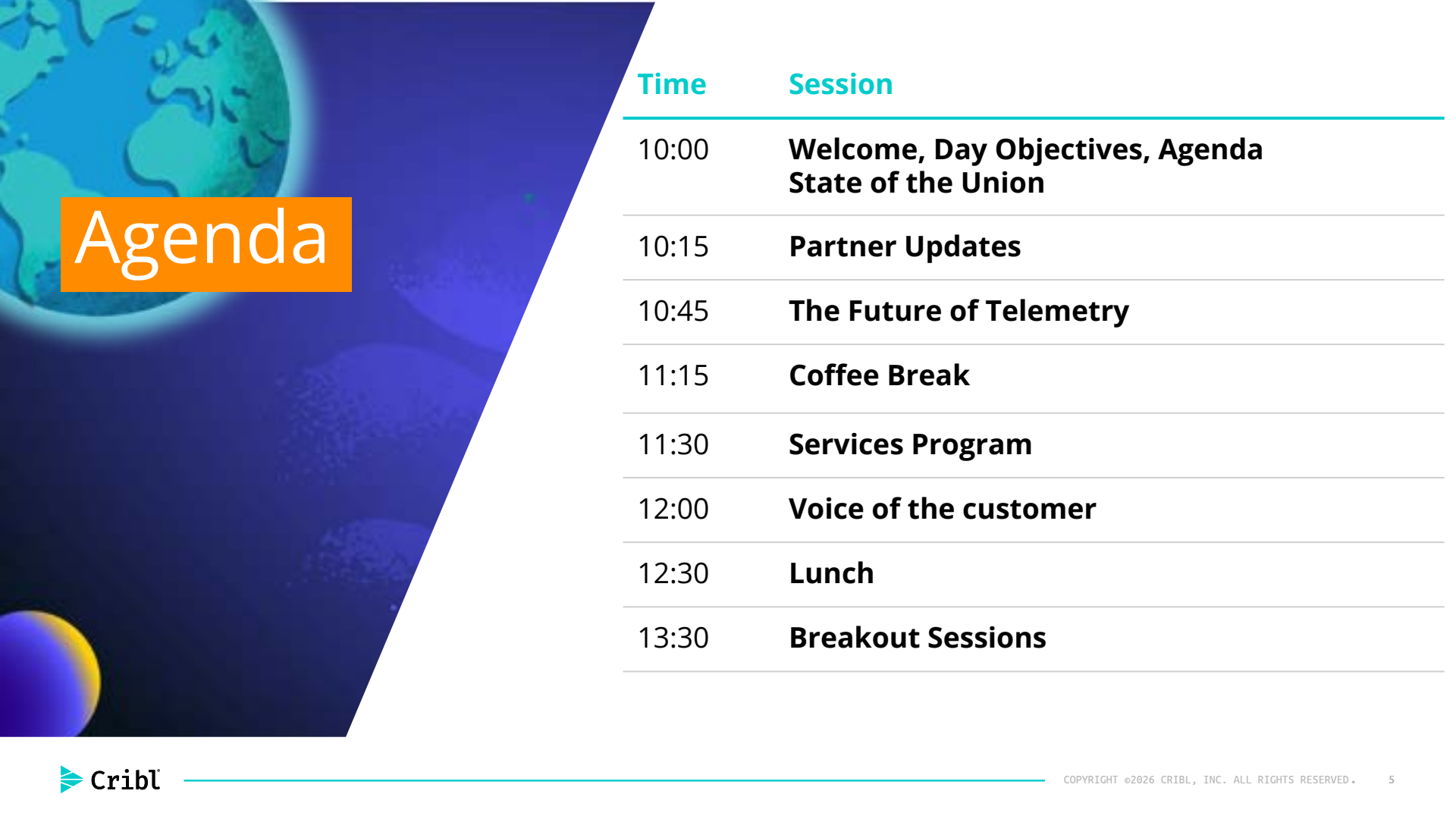
Vitor de Sousa

Director Sales CEUR

Joined DACH - Team February 2024

Focus on: Central Europe Success





Agenda

Time	Session
10:00	Welcome, Day Objectives, Agenda State of the Union
10:15	Partner Updates
10:45	The Future of Telemetry
11:15	Coffee Break
11:30	Services Program
12:00	Voice of the customer
12:30	Lunch
13:30	Breakout Sessions



Agenda

Time

Sales Value Breakout

13:30	The AI Platform for Telemetry
14:15	AWS Driven Deals
14:30	Cribl Value Consulting
14:50	Command of the GOAT
15:05	Why we matter: FI
15:25	Why we matter: Public
15:45	AI for Account Strategy
16:00	Celebration & Closing & Networking
18:00	Dinner



Agenda

Time	Tech Value Breakout
13:30	Tech Overview Intro
13:50	Capture the Flag - Hands on
15:50	Discover Business Challenges and map to Cribl Value
16:00	Celebration & Closing & Networking
18:00	Dinner

Today's speakers



Vitor de Sousa
Director Sales CEUR



Nikolas Kourtidis
Senior Partner
Business Manager



Sven Eichfuss
Senior Partner
Solution Engineer



Christoph Dittmann
Manager Solutions
Engineering



Today's speakers



Thomas Scheidler
RSM



Mehmet Kara
RSM



Dominika Kanczik
RSM



Today's speakers



Jen Roberts
Product Specialist



Albert Caballero
Field CTO



Nancy Marazzi
Senior Value Engineer



Robert Calvert
Staff Customer Success
Engineer



Today's guest speakers



**Stefan van
Randenborgh**

Head of Business
Development for AWS
Marketplace



Michael Garcke

Special Sales
Big Data & AI



Matthias Tschudi

Senior Product Manager





State of CEUR

Vitor de Sousa

7th July 2026

The AI Platform for Telemetry

THE CRIBL ARCHITECTURE



State of CEUR Business FY27/ H1



H1 FY 27 New ARR

>100%



H1 FY27 New Logos

>100%



Cloud Adoption

+28%



Multi. Product

+18%

Team Growth

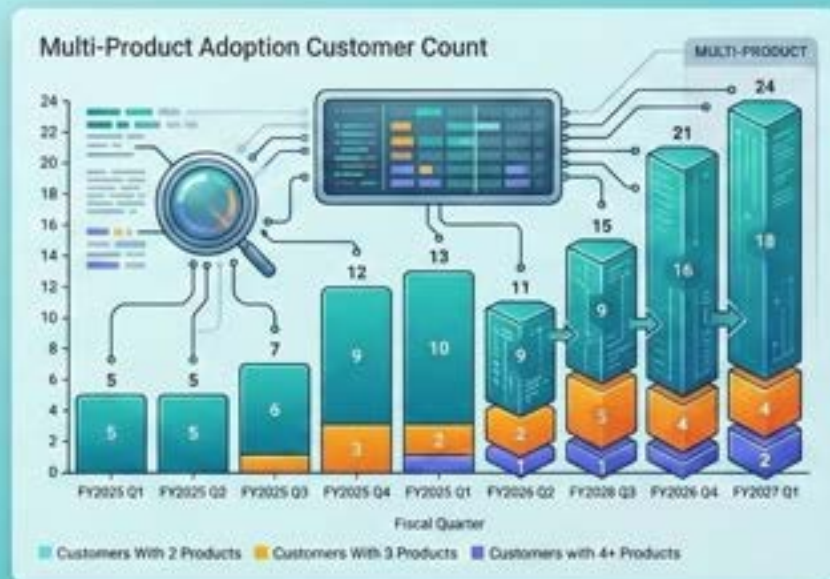
+30%



Number of Customers

>140





2 Product adoption

+84%

3 Product adoption

+25%

4+ Product adoption

+100%

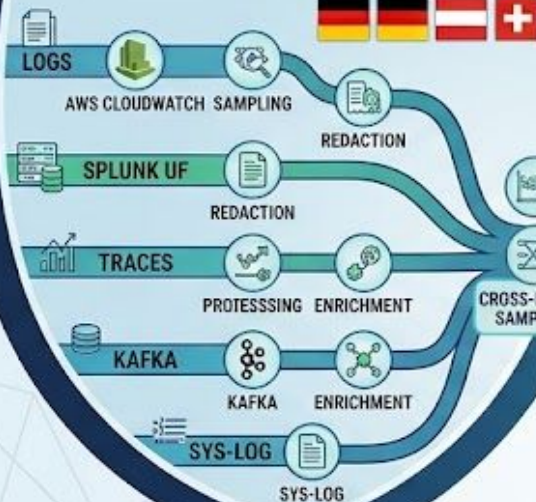
CEUR FY 2027 - VISION





UNIFIED EUROPEAN DATA ECOSYSTEM (DACH & CEE)

DACH DATA ECOSYSTEM (GERMANY | AUSTRIA | SWITZERLAND)



GROWTH & MIGRATION



ROUTE



REDUCE



REPLAY



CRIBL LEADER

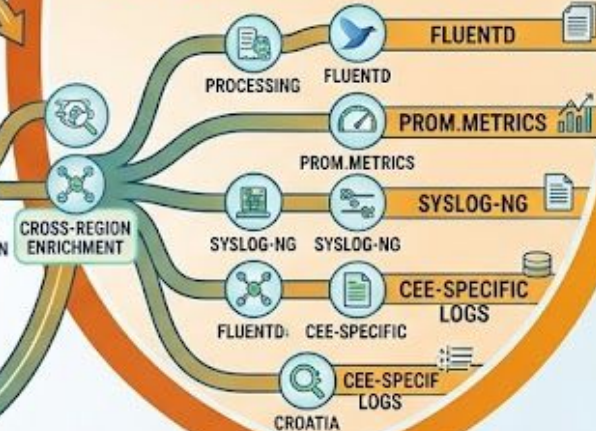


CO-PILOT AI

INGESTION WORKER GROUP

CEE DATA ECOSYSTEM (CENTRAL & EASTERN EUROPE)

POLAND, CZECH REP., SLOVAKIA, HUNGARY, ROMANIA, BULGARIA, SLOVENIA, CROATIA, SERBIA



CRIBL LAKE



S3 BUCKET



SPLUNK



INDEXER



SNOWFLAKE



ELASTICSEARCH



DATADOG

CRIBL: UNIFYING DATA ACROSS EUROPE FOR A PAN-EUROPEAN ENTERPRISE

REGIONAL GROWTH METRICS





Partner Updates

Nikolas Kourtidis

7th July 2026

Presenter introduction

Who am I



Sven Eichfuss

Sr Partner Solutions Engineer

Joined Team - Team August 2024

Focus on: Partner Success



FY27 EMEA Partner Team

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Partner Business Dir
Emerging, GSI, MSSP
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sliddeatt@cribl.io
Based: England

**Niko Kourtidis**

CEMEA - PBM
978-758-9622
nkourtidis@cribl.io
Based: Germany

**Elliott Poulain**

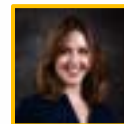
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Team Values

OTB

We work together as a unified force, supporting each other towards a common purpose.

We work with a sense of urgency to capitalize on our lead in the marketplace and deliver the ecosystem scale and revenue opportunity.

You are the CEO of your territory. We practice extreme accountability; you are empowered to act, safe to fail fast, and responsible for the outcome.

TRANSPARENT

SPEED OF PLAY

ETHICAL

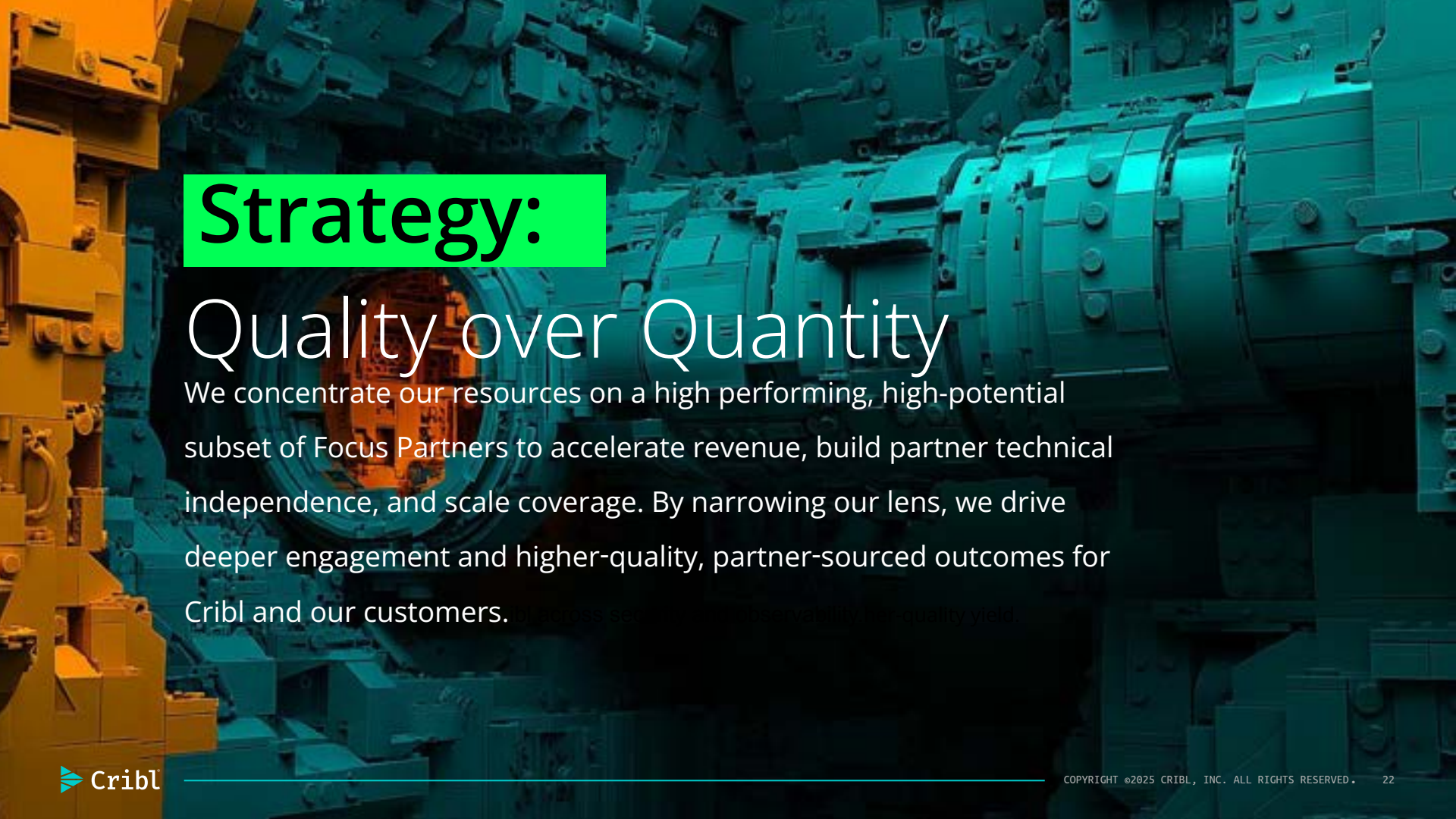
OWNERSHIP

PARTNER CENTRIC

We believe in openness and honesty, building trust through sharing information freely.

We adhere to the highest standards of integrity, ensuring our actions and decisions consistently align with our shared principles.

We are partner-first, always. We prioritize the voices of our customers and partners to ensure their success is baked into every decision.



Strategy:

Quality over Quantity

We concentrate our resources on a high performing, high-potential subset of Focus Partners to accelerate revenue, build partner technical independence, and scale coverage. By narrowing our lens, we drive deeper engagement and higher-quality, partner-sourced outcomes for Cribl and our customers. Our focus sets us apart from competitors by prioritizing quality yield.

Focus Reseller Partner Model

Focus Effort:

 Sales Engage

 PBM Engage

 Partner Mktg

 SE Resourcing

 Exec Engage

 TAP/CSP
Teaming

Deliver: Revenue/GP +Deal Volume
+Srvcs thru smaller group of
Partners



Drives: Partner
Commitment &
Investment



Yield: Scale, Incremental
ARR, Services, product
consumption/adoption



FY27 EMEA Big Rocks



PRE-SALES TECHNICAL ENABLEMENT

- ✓ Drive SE certification and identify SMEs
- ✓ Build a strong SE community through regular touchpoints and Cribl SEs spending time within the partner community



O11Y PARTNER ACCELERATION

- ✓ Designate one focused Observability (O11y) partner per region.
- ✓ Target and track four sourced O11y deals per PBM annually.
- ✓ Strengthen field alignment and “better together” plays with O11y TAP partners (e.g., Dynatrace, Grafana, Anvalogic)

Partner SE - Pole Position - Incentive Program

Get a Cribl ambassador

Earn USD 250 for every

Cribl Certified Stream and Edge Admin

Step 1: Get Certified Complete the Cribl Admin Stream and Edge certification track(s).

Step 2: Amplify Your Achievement Post your badge on LinkedIn. Tag @Cribl and your Partner Manager to trigger the process.

Step 3: The Pit Stop Participate in a 45-60-min field handshake with your local Cribl Partner SE demo mastery session

Step 4: Cross the Finish Line & Get Paid You will be granted your Enablement Kit (First-call decks, whiteboard videos) and the incentive payout to your team will be triggered!

Sell With leads the CSP motion in DACH

One tri-party motion — Partner, Cribl, and CSP sellers. 'Sell With' leads; Market With and Build With support it.



PARTNER PRIORITY

SELL WITH

Align to the customer's cloud of choice, use existing cloud commits, and marketplace-led procurement — and engage the CSP seller early in discovery.



MARKET WITH

Supports demand — joint campaigns, partner-led programs, and field events across the region.



BUILD WITH

Supports the platform — strategic technical integrations across AWS, Microsoft, and Google.

PARTNER PAYOFF: MARKETPLACE closes better deals faster!



Bigger deals

+44% Average deal size



Faster cycles

-15% Faster close time



Cloud-funded execution

CSP incentives, funding, and executive access

Cloud Providers
provide \$\$\$\$ to help
win your deals!
(x% of deal size)

**Marketplace is the
route to \$\$\$\$**

KEY TAKEAWAY:

**Marketplace is not
just a
procurement path
— it is a deal
acceleration lever**

Summary & Takeaways

1. Engage Early – Win Early

Partner with the Cribl sales team from the start to shape opportunities, accelerate value, and strengthen your competitive position.

2. Get Accredited – Own Your Destiny

Build the skills and certifications that put you in control of the deal, the delivery, and the long-term customer relationship.

3. Lean Into Partnership – Be Part of the Community

Tap into our teams, our programs, and our shared momentum.

4. Stay Curious – The Market Is Evolving

Explore emerging areas like observability maturity, agentic telemetry, and data pipeline Modernisation.

5. Become ‘Service Ready’ – Unlock New Revenue

Invest now in services capability, implementation, managed services, migration expertise - to build recurring value and secure your future pipeline.

6. Lead With Business Value – Create Long-Term Stickiness

Start with value-led use cases to differentiate, land stronger, and expand faster.



The Future of Telemetry

Christoph Dittmann

7th July 2026

Three Domains, One Problem

Same Telemetry. Same Challenge. One Solution.



Observability



Security



AI/Agentic

Dedicated Infrastructure Required

Not a Feature of Your SIEM – A Layer of Its Own

01

A Distinct Layer

Telemetry management sits alongside networking, compute, and storage. It's not a feature of your SIEM or observability tool — it's infrastructure in its own right.

02

Outcomes, Not Just Data

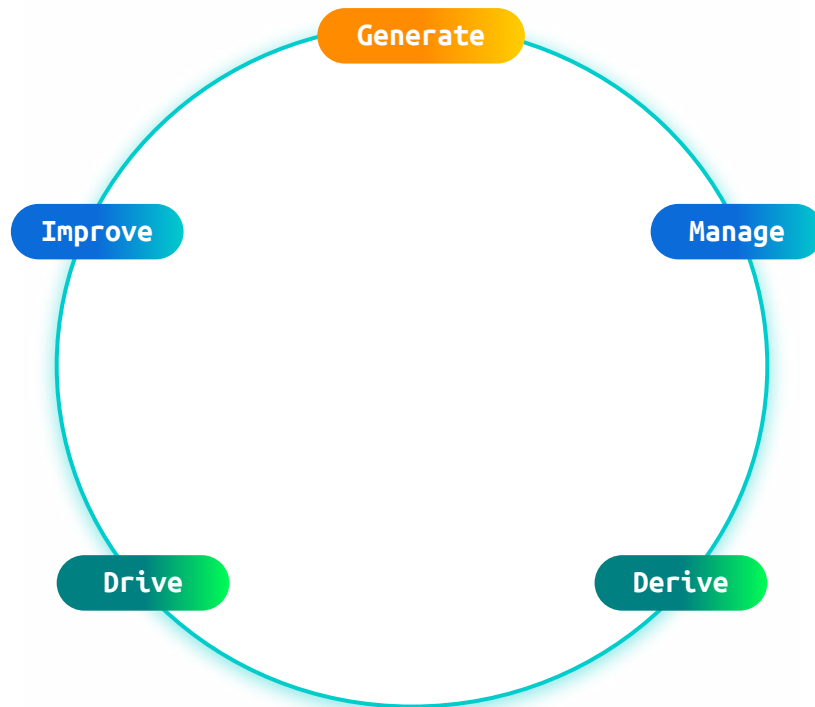
Better data is a means to an end. The real payoff is faster resolution, lower risk, and optimised costs.

reactive

autonomous

The Outcome-Driven Feedback Loop

Better Data In, Better Outcomes Out



Seven Foundational Capabilities

The Building Blocks of Telemetry Maturity



1. Intentional
Instrumentation



2. Common
Data Models



3. Semantic
Conventions



4. Contextual
Enrichment



5. Pipeline
Infrastructure



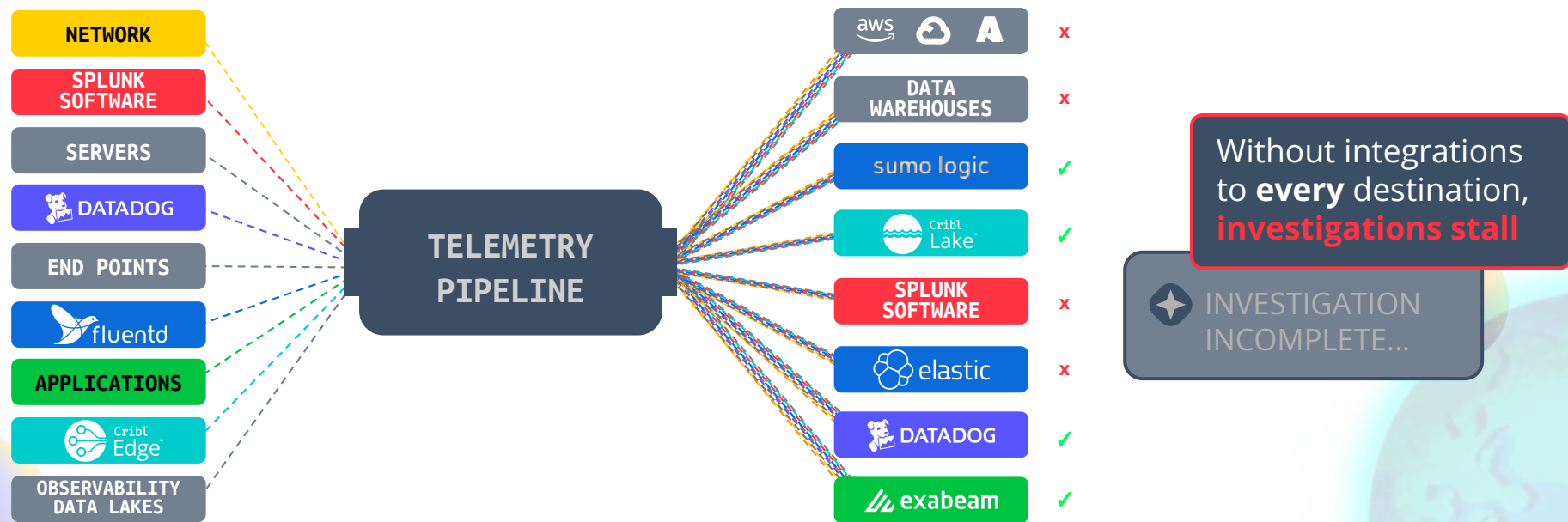
6. Tiered
Storage



7. Access
Governance

Collect Once, Route Many

The Telemetry Pipeline That Decouples Collection from Consumption



Making Telemetry Meaningful

Standardise. Add Meaning. Enrich.

Standardise

- OTel (O11y)
- OCSF (security)
- machine-readable formats.

Add Meaning

- Semantic conventions, consistent field names
- same vocabulary across teams

Enrich

- Business context in-flight
- ownership & tier
- cost centre & purpose

"Together: legible to both humans and agents."

Agentic Systems & Telemetry

Invest for Humans Today. Build the Foundation for Agents Tomorrow."

01

As Consumers

- ✓ Standardized, semantically consistent data
- ✓ Business context to assess severity
- ✓ Governed access within policy

02

As Source

- Reasoning traces and decision chains
- Token usage, tool calls, confidence
- Action audit trails and outcomes

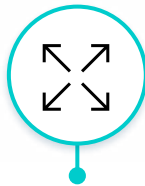
Investing in telemetry management for observability today
is simultaneously building the data foundation for agentic operations tomorrow.

From 45 Minutes to 4

What Happens When Telemetry Is Managed



Payment service
error rate spike



Tier 1 service,
checkout team,
€2M/hr



Agent correlates
across signals



Root cause: recent
dependency
deployment



Automated rollback,
team notified,
incident logged



4 min MTTR
vs.
45min manual triage

Signal

Context

Perception

Reasoning

Action

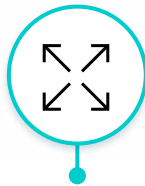
Outcome

From 90 Minutes to 6

What Happens When Security Telemetry Is Managed



Suspicious privileged login + unusual PowerShell activity



Tier 0 identity system, admin account, crown-jewel asset, off-hours access



Correlates identity, endpoint, network, and cloud logs across standardized data



Likely credential compromise and early lateral movement



Disable session, isolate host, block IOC, notify SOC, open incident



6 min containment vs 90 min manual investigation

Signal

Context

Perception

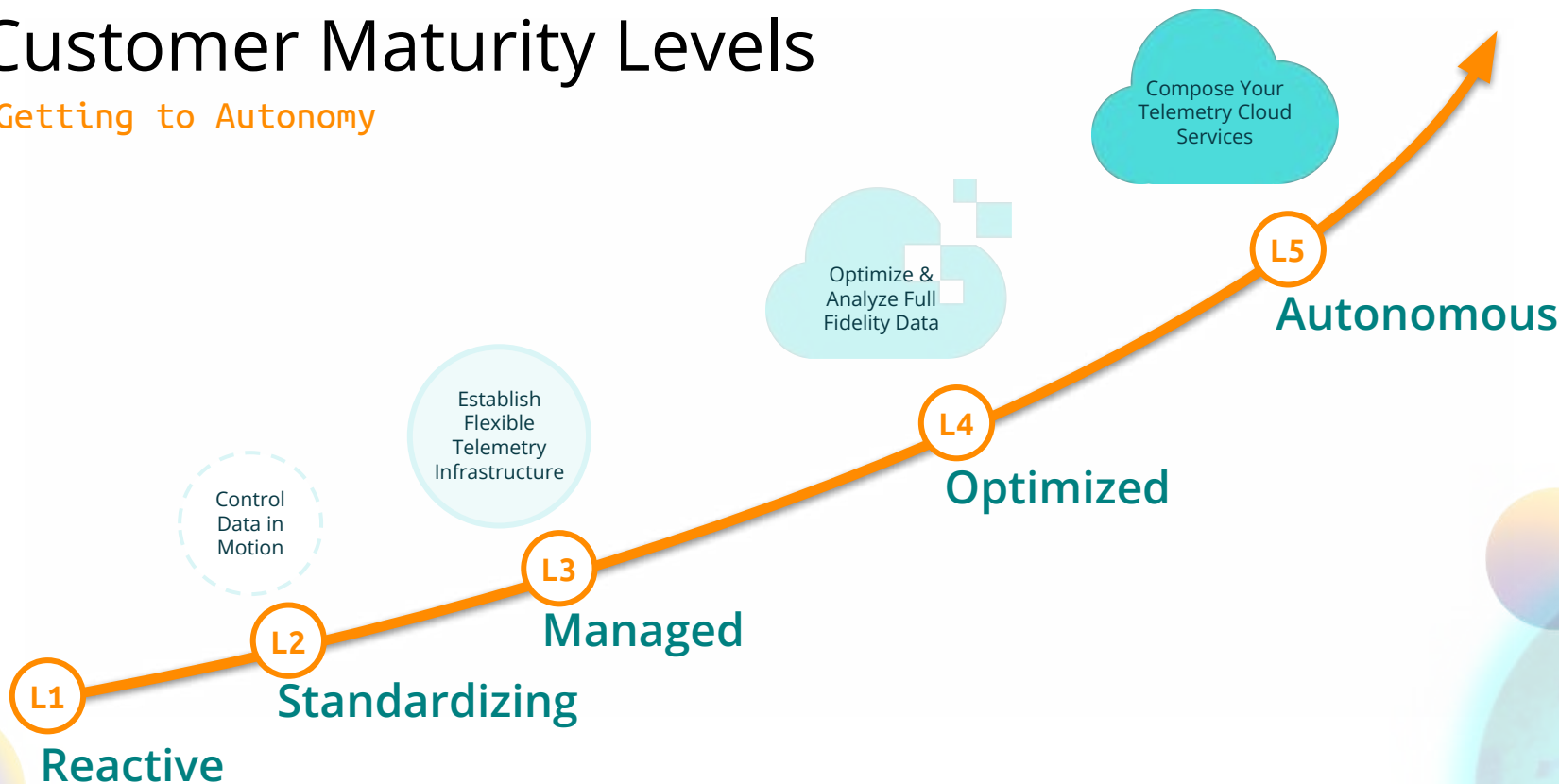
Reasoning

Action

Outcome

Customer Maturity Levels

Getting to Autonomy



Maturity Level 4

Vendor Control (Sackgasse)



Controls your:



Operational

- Data quality
- Processes
- False positives
- Real-Time detection
- Time to Answer
- Critical Monitoring



Financial

- Ingest costs
- Storage costs
- Compute costs
- Operating model



Strategic

- Data schema
- Storage strategy
- Compliance
- Data sharing
- Flexibility and control
- Mindset



A migration at the maturity level is both complex and time consuming.
Switching vendors here cannot change the operating or cost model very much.
You will end up in the same position.

You have to do things differently if you expect a different outcome.

The AI Platform for Telemetry

THE CRIBL ARCHITECTURE





Services and Customer Success

Robert Calvert

7th July 2026

Presenter introduction

> Whoami



Robert Calvert

Staff Customer Success Engineer

Former Partner. Security and business background.





Agenda

1

Partner Profiles

2

**Building
Capability**

3

**Working with Cribl
CS**

4

**Adoption and
Expansion**

5

Managed services

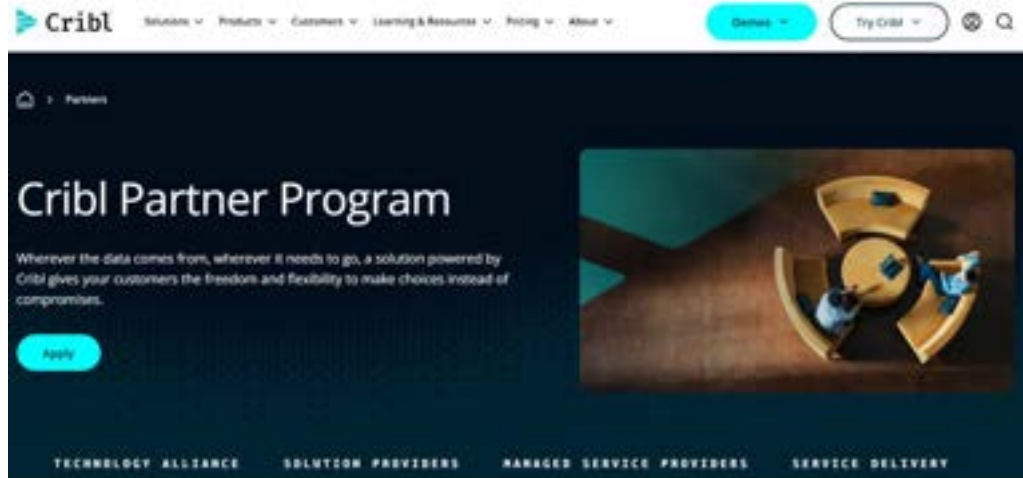
01

Partner Profiles

How do partners work at Cribl?

Partnering with Cribl

Unique capabilities and value proposition



Range of ways to work with Cribl:

- Technical Integrations
- Consulting/Build services
- Managed Services



OVERVIEW

About the Cribl Partner Program

As a partner-first organization, we believe that partners are an inherent part of delivering customer freedom and flexibility to make choices, not compromises. Together with our partners, we are delivering the power of Choice to our

Partner Profiles

Different options for you

01

Partners who resell
and deliver services

02

Managed Services
(MSSP, MDR, SOC)

03

Reselling partners
with service focused
partners

04

Cribl PS
subcontracting
partners

02

Building capability

CCSC and best practices

Cribl Certifications

Cribl Certified Services Consultant

The CCSC course is the pinnacle of Cribl training.

Requires completion of all other Cribl Certified courses.

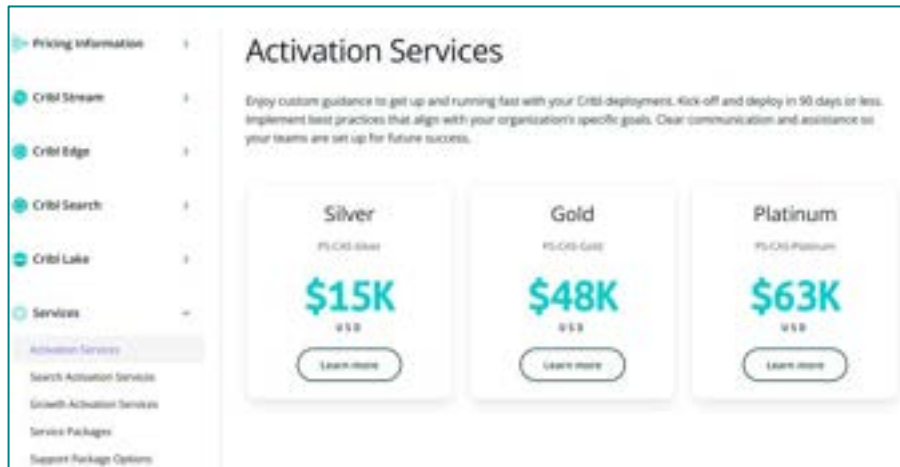
We will support you on this journey.



Packaging an implementation service

Reverse engineering a service offering

You can use our service offerings as a frame of reference for your own.



Base Scope

Essential core activities



Use Cases

A number of customer chosen items from a range



Extras

Your unique contributions

03

Working with Cribl Customer Success

How to work best with us?

Working with Cribl Customer Success

Helping each other

Cribl Customer Success aims to support Cribl adoption.

There are two approaches:

- If you are delivering services, support will be collaborative.
- If you are an MSSP, you will be engaged directly with a CSE.

The screenshot shows the 'Cribl Customer Success Overview' page. At the top, it says 'Cribl' and 'ONE PAGER'. Below this, a paragraph states: 'Cribl's Customer Success team is designed to guide, shape, and advise you throughout your entire journey with Cribl. Customer Success Engineers (CSE) collaborate closely with you to understand your unique needs, and will coordinate with internal resources at Cribl to ensure all your goals are achieved.' The page is divided into several sections. On the left, a vertical timeline lists three stages: 'ONBOARDING IGNITION' (Exchange ideas and craft a tight path toward success), 'ACTIVATION BLAST OFF' (Track up as we accelerate through implementation), and 'ADOPTION ACHIEVED' (Decision is reached when you connect the value of all your IT and security data with Cribl). To the right of this timeline, there are two columns of text. The first column, titled 'Benefits of working with Customer Success Engineers:', lists: 'Ecosystem introduction:' (Get you acquainted with the vast and vibrant Cribl ecosystem such as Cribl Curious, Cribl Community, and the CriblCon user conference), 'Joint success plan (JSP):' (Oversee and guide the execution of our shared success plan), 'Continuous goal review:' (Your goals are our top priority! We'll continuously review, prioritize, and recommend current and future data goals to make sure we're on track to achieving them), 'Support and training:' (Help you understand Cribl's Support and Training mechanisms, making sure you're well-equipped to tackle any challenges), 'Implementation oversight:' (As you drive into implementation, we'll be by your side, whether it's involved Cribl Professional Services or a third party), and 'Adoption assurance:' (Ensure your organization fully embraces and utilizes all Cribl features and functionalities appropriate to your data). The second column, titled 'Maximizing Cribl's value:', lists: 'Your company deserves the very best from Cribl, and we'll make sure you get the maximum value from our platform.', 'Best Practices and architecture:' (Advise you on best practices and make architecture recommendations best suited for your unique environment), 'Inspiring with peers' success:' (Learn from the ground! We'll share you the different ways your industry peers are tapping into Cribl's potential), 'Feature updates:' (Keep you informed of new features and enhancements so you can use them first), and 'Light demos:' (The magic is in the demo! We'll dazzle your teams with jaw-dropping demos and showcase all that Cribl is capable of achieving in your environment).

Working with Cribl Customer Success

Best practices

Here's a list of recommendations:

1. **Read our release notes** - *Features drive conversations. If in doubt, ask us and we'll support you with demos/briefings/information.*
2. **Share telemetry** (If possible) - *Keeping us informed allows us to help you (EOL features, patches, new functionality).*
3. **Stay certified on CriblU** - *New education coming soon. Mastery is the core of services.*
4. **Work with your CSE** - *We love to help!*
5. **Give us feedback** - *We take your feedback and use that to drive the product roadmap. We need data and demand to aid prioritization.*

04

Adoption and expansion

After winning, what next?

Adoption with Cribl

Best practices

Cribl Software is only useful if it's actually used.

Show a customer a complete end to end flow before expansion.
For example, *one source -> one destination*.

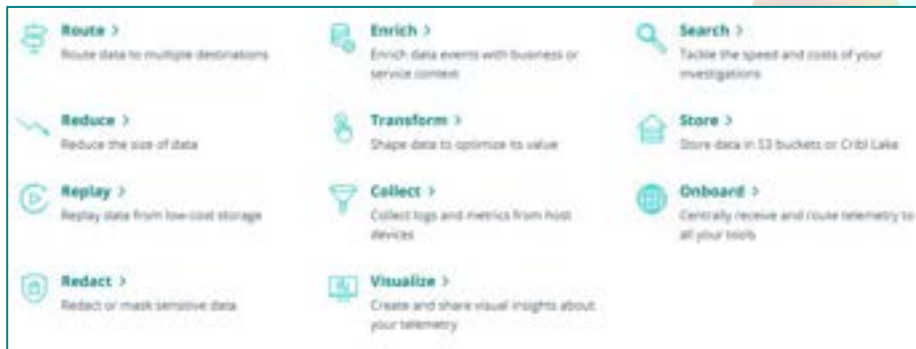
Expansion with Cribl

Best practices

As a partner you are naturally going to see these positive trends.

Ask yourself:

"What are the more important new problems I can solve for my client?"



05

Managed services

Thinking about future offerings

From implementation to run

Continued relevance, platform development

Cribl does not provide a “*Cribl Admin as a Service*” offering.

The Cribl Portfolio is growing.

More opportunities for value add activities.





Voice of the Customer

7th July 2026



Voice of the Customer

SVA

7th July 2026



07
07/2026

SVA – System Vertrieb Alexander GmbH
SVA & CRIBL customer project

Defense industry - Situation

SVA offers solutions for Log- und Securitymonitoring for 10 years

customer was founded 2006
non-militarised IT services
assumed responsibility for the modernization, support and operation of 140,000 PCs, 7,000 servers
and 300,000 landline telephones as well as 15,000 cell phones.

long time existing customer for hardware, virtualization,...

several Monitoring-projects

since 2020 growing SE-team form SVA

project-lead and IT-architect from SVA is trusted advisor

Defense industry - Project

Mai 2024	first thoughts about using a log – switch
need	- filtering log data - routing log data - have the possibility to mask data
July 2024	market research -> winner was Cribl Stream
2024 / 2025	paid PoC with Cribl
2025	Procurement process intense cooperation between Cribl (Thomas) and SVA-AM to meet the requirements
July 2025	order of 1st set of licences

Defense industry - Win

Licence	Cribl Stream 10 – 20 TB/day
Additional	Cribl Designated Support Engineer SVA Services 1.600 pesondays
Winning points:	being close to the customer needs being a trusted advisor close teaming between Cribl and SVA

Defense industry - Future

Growing log-volume (O11y, AI,...)

Enhancing usage of Cribl search, ...

Enhancing usage of other Cribl tools and features, ...



Voice of the Customer

Kudelski - MSP

7th July 2026



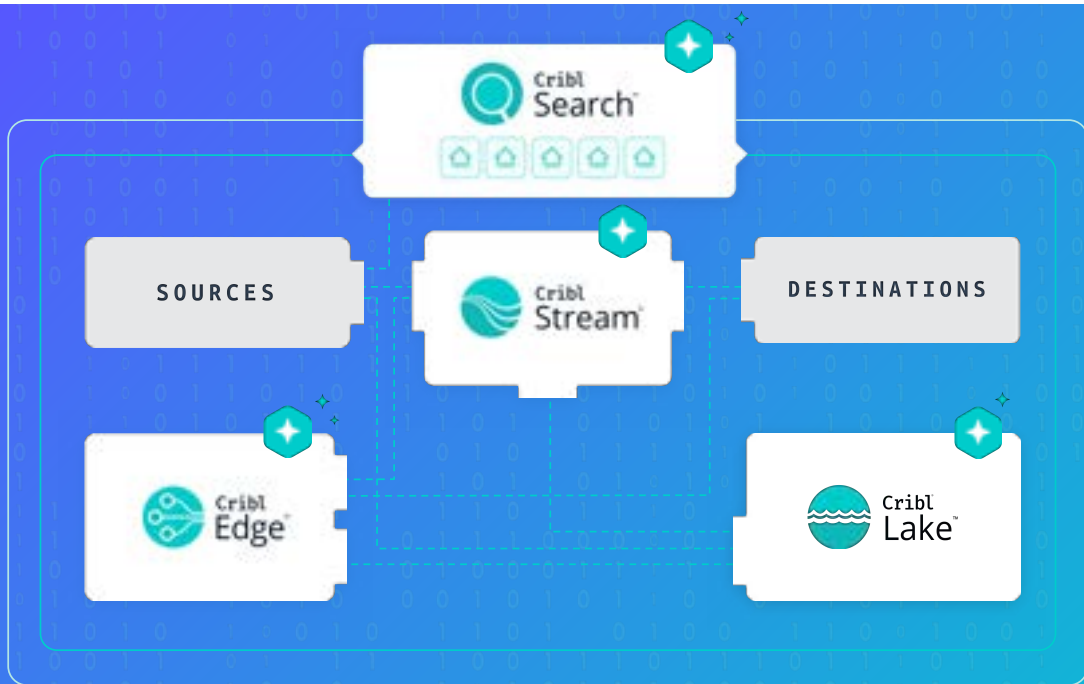
The AI Platform for Telemetry

Jen and Albert

7th July 2026

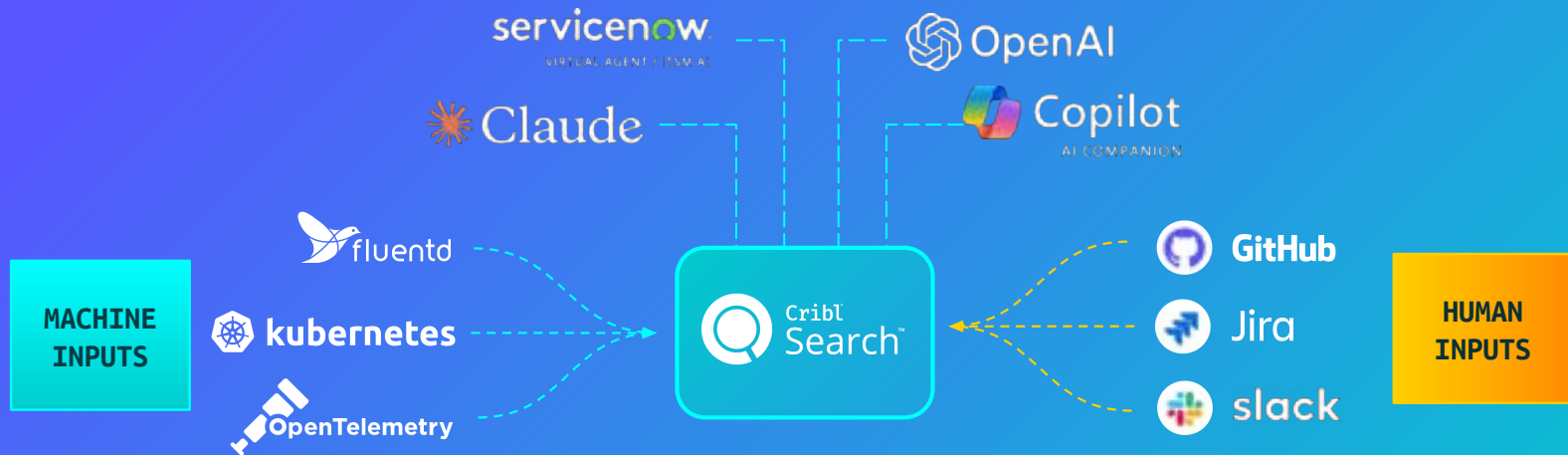
Data Engine for IT and Security

PURPOSE BUILT FOR YOU, ASSEMBLED BY YOU

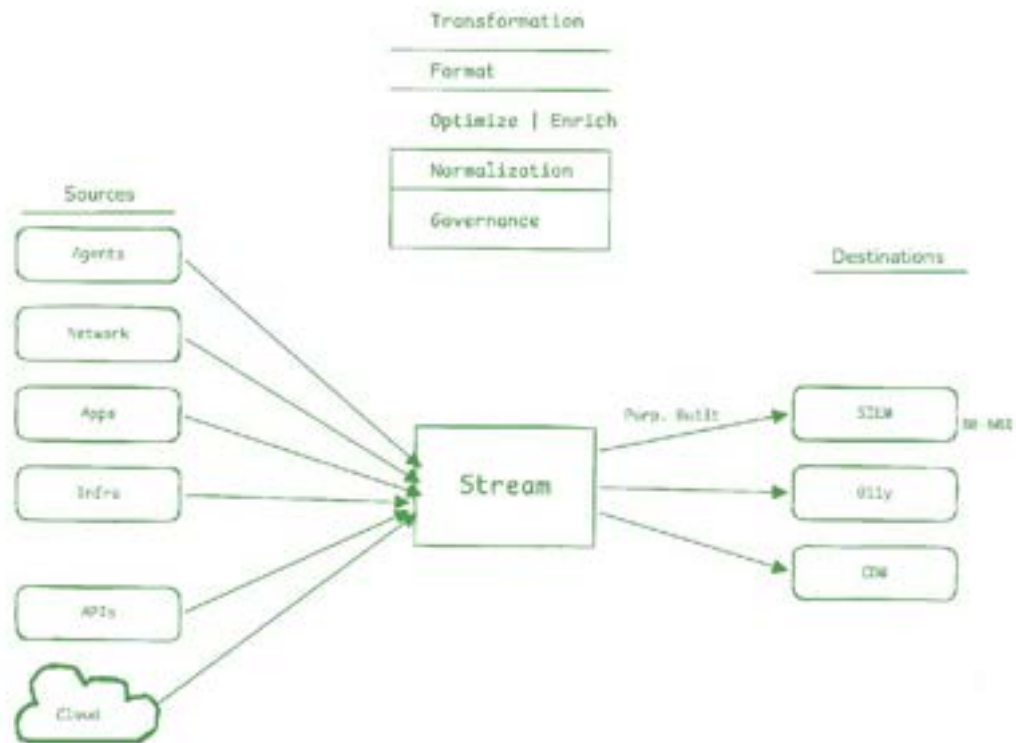


The AI Platform for Telemetry

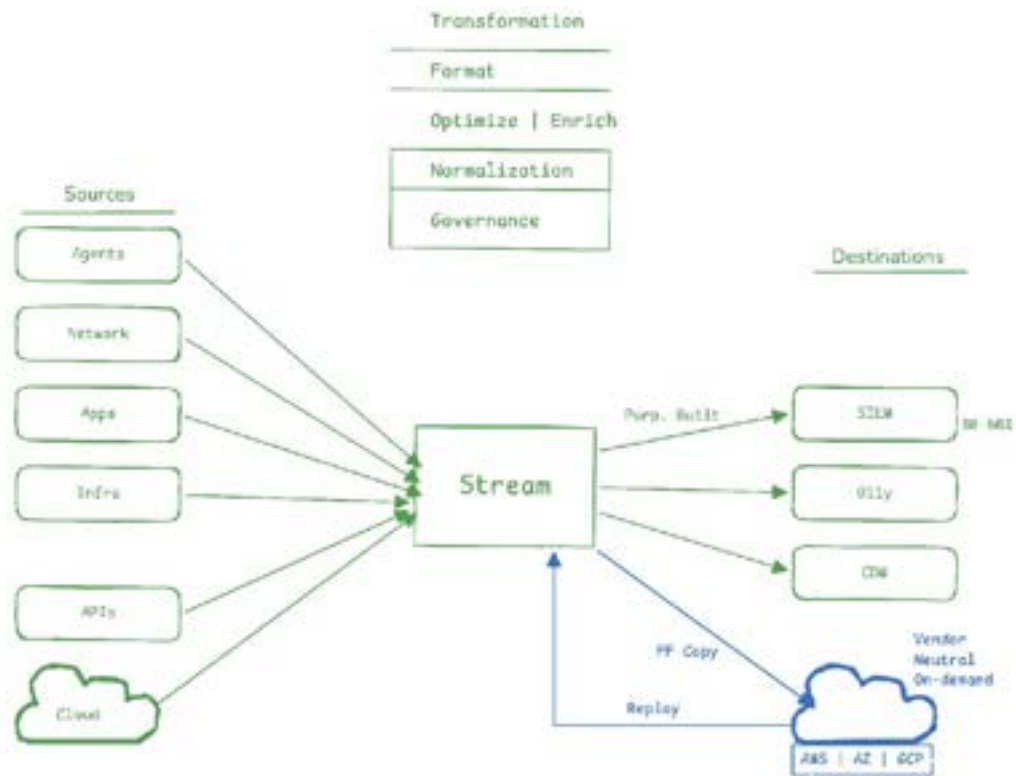
From infrastructure limits to agentic scale



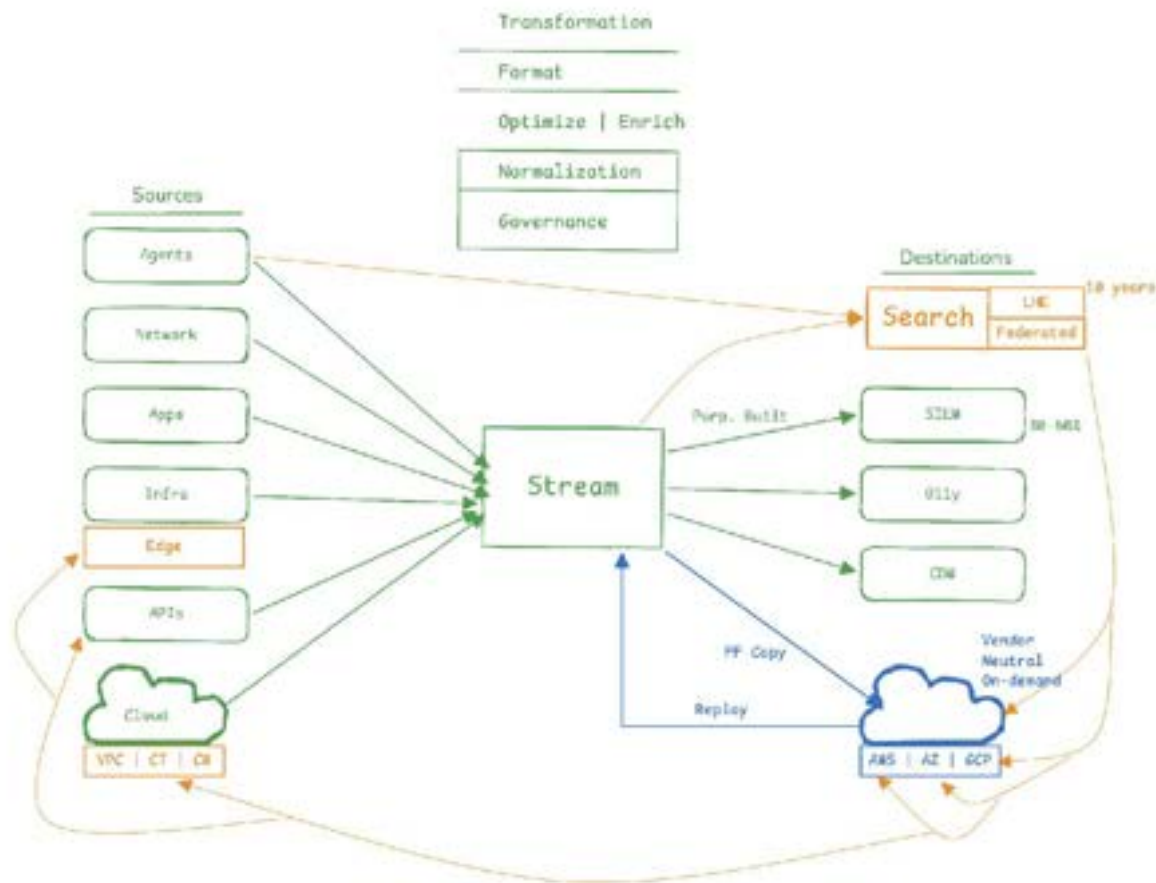
Foundation



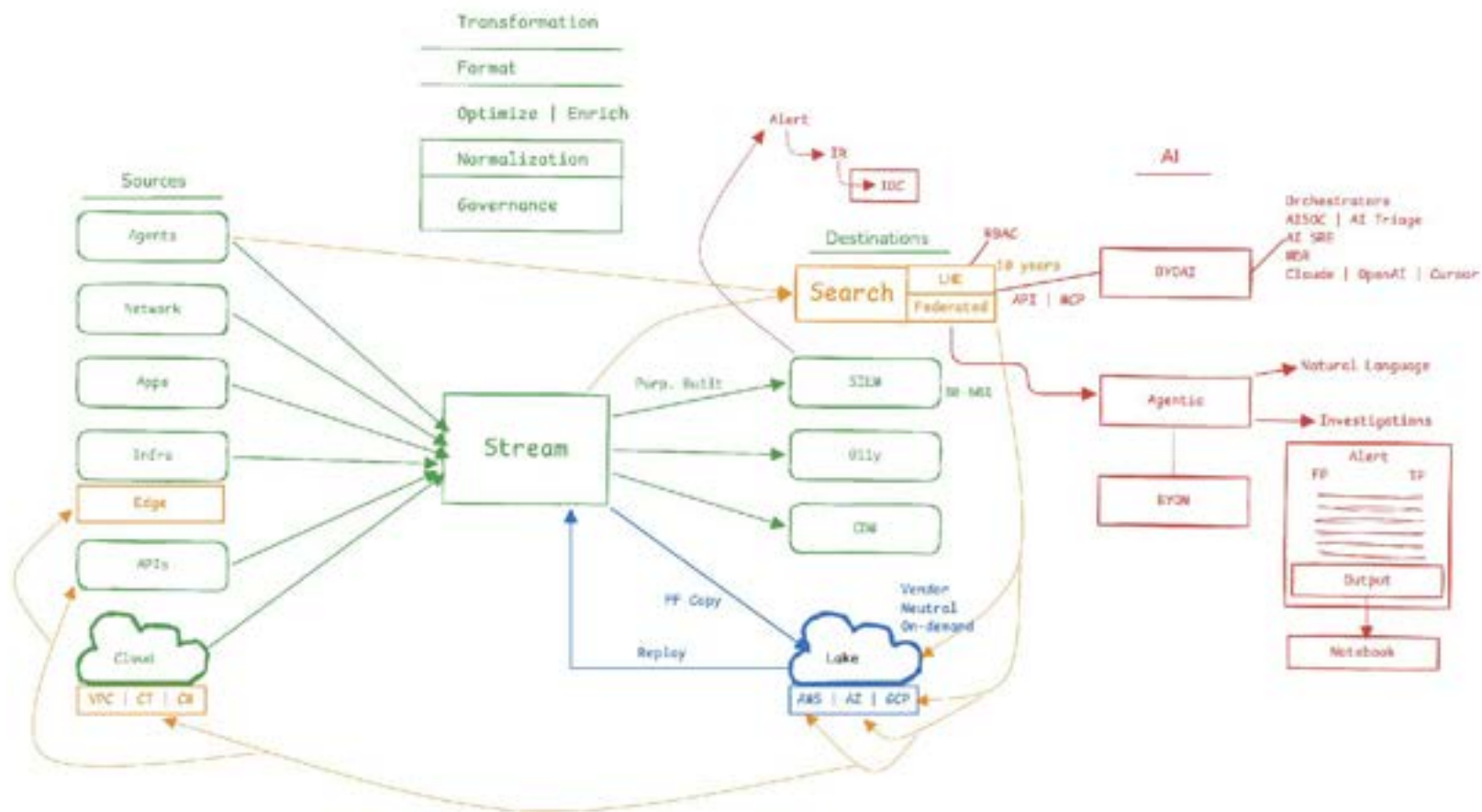
Data-Tiering



AI Search Platform



AI Platform for Telemetry



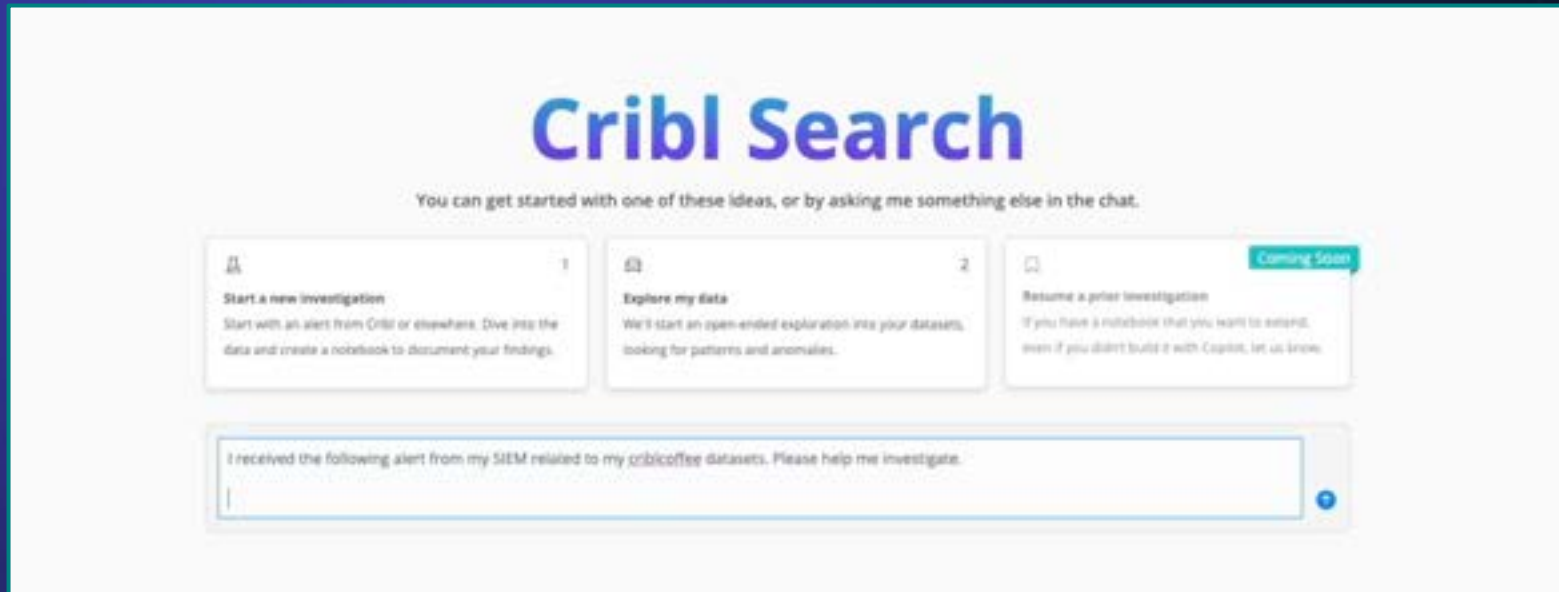
Strategic Enterprise AI Platform for Telemetry

Solution Overview



Cribl Copilot Investigator - Demo

All data accessible during autonomous AI powered investigation

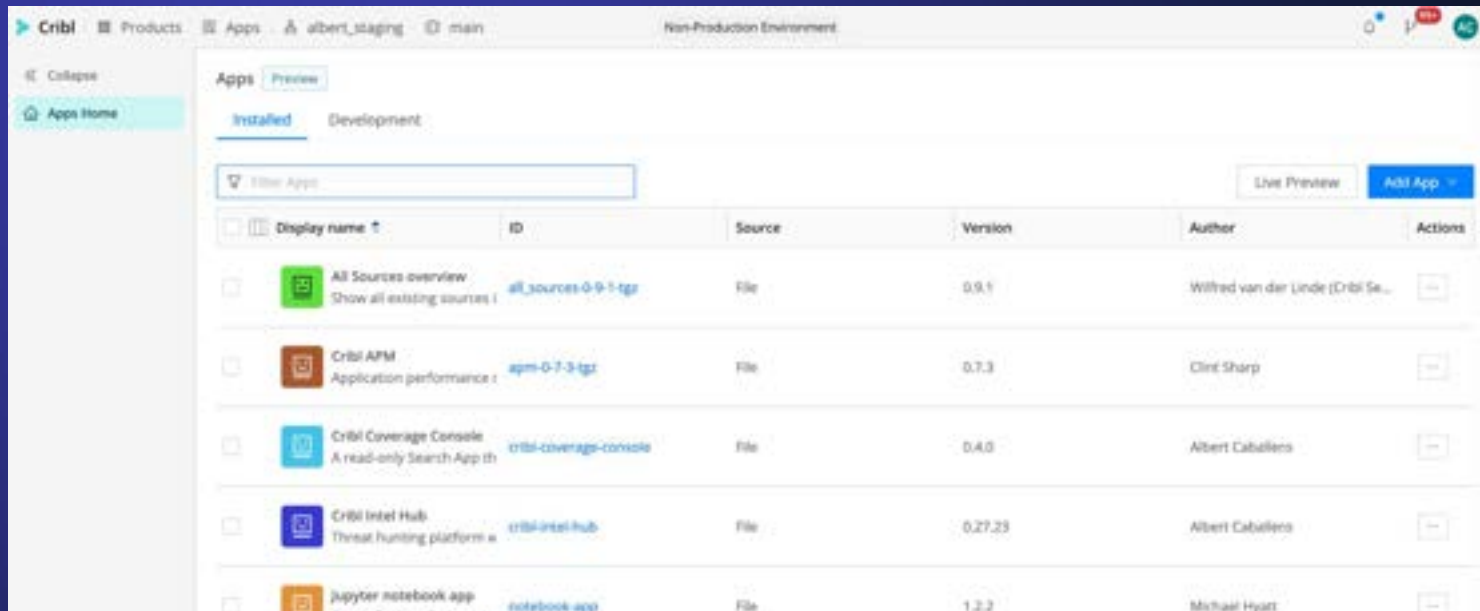


Engage with an infinite amount of data, going back 10 years, at the speed of thought, using natural language.

(use your own LLM if you like)

Cribl App Platform - Demo

Custom apps vibe coded live inside your Cribl cloud by you



The screenshot displays the Cribl App Platform interface. The top navigation bar includes 'Cribl', 'Products', 'Apps', and user information 'albert_staging' and 'main'. The environment is set to 'Non-Production Environment'. The left sidebar shows 'Collapse' and 'Apps Home'. The main content area is titled 'Apps' with tabs for 'Preview' and 'Development'. The 'Installed' tab is active, showing a search bar 'Filter Apps' and buttons for 'Live Preview' and 'Add App'. Below is a table of installed apps:

☐	Display name ↑	ID	Source	Version	Author	Actions
☐	 All Sources overview Show all existing sources	all_sources-0-9-1-tgt	File	0.9.1	Wilfred van der Linde (Cribl Se...	
☐	 Cribl APM Application performance	apm-0-7-3-tgt	File	0.7.3	Clint Sharp	
☐	 Cribl Coverage Console A read-only Search App th	cribl-coverage-console	File	0.4.0	Albert Caballero	
☐	 Cribl Intel Hub Threat hunting platform a	cribl-intel-hub	File	0.27.23	Albert Caballero	
☐	 Jupyter notebook app	notebook-app	File	1.2.2	Michael Hyatt	

Build the workflow you need, directly on Cribl's shared telemetry foundation.



Why should you
take the time to
build a business
case?

7th July 2026

Today a business case is expected for tech investments of all sizes as leaders need a way to compare across priorities



B2B Buyers

93%

Require a business case



Find it essential

84%

To have a personalized
ROI analysis



Tech buyers

74%

Find the buying process
complex

Gartner - [How To Market To B2B Technology Buyers](#)

Forrester Consulting [Content Preferences Study](#)
June 2019

Gartner - [How To Market To B2B Technology Buyers](#)

Why Business Cases Matter More Than Ever



Technology consolidation

Most organisations are reducing the number of tools they own, not adding more. Every new purchase has to justify why it deserves a place in the technology stack



Value over features

Technical capability is expected. Buyers need to understand the business impact, financial return and strategic value before they can secure approval



Complex buying process

Technology decisions now involve security, architecture, procurement, finance and executive leadership. Without a clear business case, decisions slow down, stall or never happen

What is a business case & why is it important?

What is a business case?

- Tells the what, the why and the why now
- Includes the problem, proposed solution, total cost, and expected value

Why It's Important

- Aligns everyone on why an investment should be made
- Translates technical results into the outcomes your leaders care about
- Reduces risk by laying out costs, benefits, and assumptions upfront
- Builds confidence and speeds up decision-making



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What a business case is not

- *Exclusively an ROI exercise*
- *Solution overview / architecture diagram*
- *Disconnected from your organizational objectives*
- *One-time deliverable for Procurement*

A high-quality business case captures the Total Value of solutions = Quantitative AND Qualitative

BUSINESS CASE

Quantitative
Value (ROI)

+

Financial Value

—

Tool Investment

Qualitative
Value

⬇

Strategic + Operational Value

✓

Risk Reduction Value

A tool throughout the solution lifecycle, ensuring investments are AND remain worthwhile

High-quality business cases are the roadmap for investment value delivery



How do you
build a
compelling
business case?

Steps to Building A Compelling Business Case

1

Identify priority benefits

Define your pains points, desired benefits, and show how the solution helps achieve those benefits

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3

Define the value

Identify the metrics that matter and quantify the specific target impacts

1 Identify priority benefits | Articulate why the current situation is (or will be) broken and how a solution will fix it

Without Investment in New Solution

- ✗ Ballooning ongoing costs
- ✗ Expensive renewals & refreshes
- ✗ Known risk exposure
- ✗ Capacity constraints
- ✗ Technical limitations

With Investment in New Solution

- ✓ Savings & cost avoidance
- ✓ Risk-reduction
- ✓ Efficiency gains
- ✓ Roadmap enablement
- ✓ New capabilities

Both scenarios for comparison are future-focused

Historical pain-points and metrics are inputs, but should be extrapolated into future scenarios

2 Structure the business case | Build a bridge between what matters to your champion and the organization

Value for Your Team

- Technical outcomes
- Operational efficiency
- End-user enablement
- Minimize costs



Business Case

Value for Your Organization

- Mission outcomes
- Risk avoidance
- Strategic roadmap
- Reputation & public confidence

Define the value | Be specific about impact

STRATEGIC

Manage Risk and Ensure Compliance

INCREASE CROSS-ORGANIZATIONAL DATA VISIBILITY AND USABILITY

- Improve % visibility and ability to ingest data regardless of source
- Enable data broker strategy by collecting data once & routing to multiple destinations
- Enable cross-BU data tiering strategy and downstream sharing

AVOID VENDOR LOCK-IN, INCREASE TOOL FLEXIBILITY AND FUTUREPROOF TECH STACK

- Decrease migration risk and avoid renewal extension of a deprecated tool
- Easily experiment with new tools buying down risk of tool selection
- Accelerate time to value of new tools
- Improve flexibility as risk or compliance demands change
- Avoid vendor lock in and decouple data from sources and destinations
- Increase negotiating power with vendors

REDUCE RISK BY IMPROVING MTBD/MTTI/ MTTR

- Decrease probability / cost of a breach

IMPROVE COMPLIANCE

- Improve ability to meet internal compliance regulations (increase in retention requirements, access data for audits, etc)
- Improve ability to meet external compliance regulations (complying with GDPR, PII, PHI)

FINANCIAL

Control Costs While Observing More

REDUCE ONGOING COSTS

- Reduce data/license cost by optimizing data
- Reduce data/license cost by routing data around expensive system of analysis
- Reduce storage cost by routing to more affordable storage
- Reduce storage cost by optimizing data
- Reduce network egress costs
- Consolidate tools (e.g. agents, data analysis and search tools)
- Reduce/eliminate pipeline infrastructure costs (e.g. syslog, HFs, UFs, indexers, cloud compute/data pipelines)
- Reduce/eliminate infrastructure costs for DIY streaming and shipping (e.g. Logstash, Kafka, NiFi, Vector)

REDUCE INTERMITTENT COSTS

- Minimize duplicative tool costs during migrations

OPERATIONAL

Reduce Effort While Retaining Choice and Flexibility

REDUCE DATA MANAGEMENT EFFORT

- Simplify getting data in/out (including multiple destinations)
- Simplify the reshaping / enriching of data
- Simplify the redacting of data
- Simplify the replaying of data
- Simplify searching / analyzing data
- Simplify maintaining a data lake
- Simplify and accelerate migrations
- Simplify maintaining compliance requirements (e.g. retention and/or data privacy)
- Simplify MTBD/MTTI/MTTR management

REDUCE TOOLING/INFRASTRUCTURE MANAGEMENT EFFORT

- Simplify management of pipeline infrastructure (e.g. syslog / HFs / UFs / indexers)
- Simplify building/maintaining DIY tooling for streaming and shipping (e.g. Logstash, Kafka, NiFi, Vector, Python)
- Simplify management of agents
- Simplify maintaining compliance requirements (e.g. retention and/or data privacy)

Your job is not to be
absolutely right. Your job
is to make projections that
no **reasonable** person
will say are wrong.

3 Key Takeaways



Every successful deal requires **two wins**: the technical win and the business win



Business cases are a value roadmap across the **solution lifecycle**



Give your champion the story the stakeholders need.

We need to invest in this solution because it is key to improving *MISSION OBJECTIVE* by #####, freeing up *## hours* of my team's time to focus on *PRIORITY INITIATIVE*, and *saving \$\$\$M per quarter* compared to continuing with our current solution



Command of the GOAT

7th July 2026

Presenter introduction

Who am I



Dominika Kanczik

Sales

Joined DACH & Eastern Europe - Team May 2025

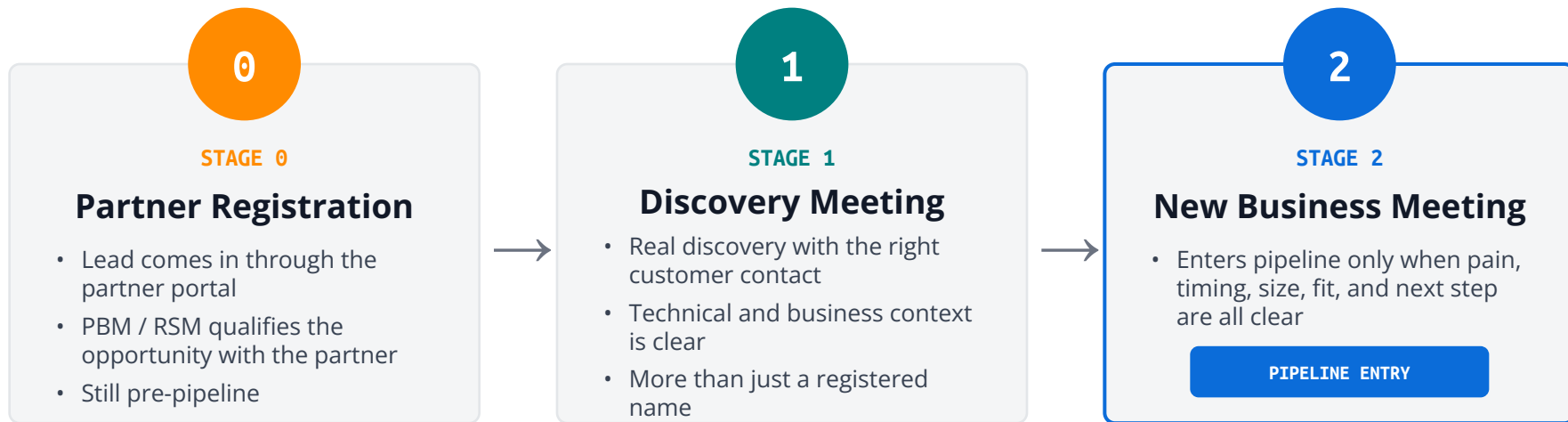
Focus on: Pharmaceutical & Eastern Europe



Customer Engagement Process & Sales Stages

Buyer Journey	Customer Recognizes Pain / Define Requirements		Customer Evaluates Solutions		Customer Acquires Solution			Customer Rejects
Buyer is...	Recognizing they have a problem and beginning to describe/ quantify it	Investing time to identify the impact, potential needs, and different ways to solve the problem	Defining the scope of the problem, desired outcomes/criteria, and committing resources to evaluate a solution	Evaluating and validating options to solve their problem	Working internally to gain consensus, mitigate risk, and make a recommendation	Selecting the preferred vendor and contracting	Evaluating the results of the partnership and value realization	Deciding Cribl is not the solution to solve their problem or moves forward with a competitor
Cribl Sales Stage	1. Discovering	2. Qualifying	3. Scoping	4. Evaluating	5. Confirming	6. Closing	7. Closed Won	8. Close Lost
Cribl Objective	Identify a buying center with a technical and business pain	Confirm the pain is urgent, material, and one Cribl can credibly solve	Mutually agree on the capabilities and metrics required to prove the business impact to support a go/no decision	Prove technical viability and business impact to validate customer's desired outcomes	Align stakeholders and secure internal agreement to select Cribl with a predictable close	Execute an agreed timeline, pricing, terms, and signatures	Complete the sale and transition from sales to delivery, and clear ownership of value realization	Understand why Cribl wasn't selected and offer to stay in touch

Registered deals move only when qualification is real



KEY TAKEAWAY Deal registration isn't first come, first served — approval depends on real qualification and active partner engagement.

MEDDICC helps us focus on winnable deals



Metrics



Economic
buyer



Decision
criteria



Decision
process



Identify
pain



Champion



Competition

What strong partners help validate early

- | | |
|---------------------|-----------------------|
| ✓ Champion | ✓ Decision Process |
| ✓ Economic Buyer | ✓ Business Pain |
| ✓ Decision Criteria | ✓ Timing / next steps |

Why it matters to partners

- Strong partners validate these signals early.
- Better qualification means faster progress and less wasted effort.
- A shared language keeps Cribl and partners aligned.

KEY TAKEAWAY

MEDDICC improves forecast quality, prioritization, and win confidence.

Command of the Message: lead with customer value

The value story, step by step

- 1 Customer problem
- 2 Before / after state
- 3 Consequence of doing nothing
- 4 Positive business outcomes
- 5 Why Cribl is different
- 6 Proof

Why Cribl is different

Open

Works with your existing tools

Focused

Purpose-built for telemetry

Performant

Handles data at massive scale

Versatile

Route, shape, and reduce any source

Proven

Trusted across large enterprises

KEY TAKEAWAY

Use this to explain why change is needed — and why Cribl is the right platform now.

Customer example: Command of the Message in action



THE CHALLENGE

- Visibility gaps across the environment
- High and rising SIEM cost
- Risk around a future platform change



CRIBL'S POSITION

- A vendor-neutral telemetry fabric
- Route data once, to any destination
- Optimize data for the tools in use today
- Keep full-fidelity data for later



THE OUTCOMES

- Better visibility across systems
- Lower data ingest cost
- Freedom to change downstream platforms

KEY TAKEAWAY Start with the pain and risk, translate Cribl capabilities into measurable outcomes, then end with a clear next step.



Cribl for Financial Services

Mehmet Kara

7th July 2026



Presenter introduction

Who am I



Mehmet Kara

Sales

Joined DACH - Team October 2024

Focus on: Financial Services & Chemicals



01

Challenges in FI

Where can Cribl help?

What are they up to?

Different entry points for you

01

Security & O11Y

Security & Observability is not just for them —

It impacts their customers directly!

02

PII Data Control

PII data is scattered everywhere.

What is missing is a single, trusted evidence layer to control & secure PII.

03

Regulation

Operating in highly regulated domains.

Data retention by force, not by choice.

04

AI Governance

Everyone is talking about AI — but no one talks Data Governance.

They definitely should!

02

Our Business

Is Cribl Successful in FI ?

New Business & Expansion last 12 Months

Cribl has huge value for FI companies. Here is the proof!

**Confidential please check with
Mehmet Kara
for FI customers and references**

02

An Example

What does better look like?
Insurance Company

Why Cribl?

Google brought Bindplane in for free!

Why Anything?

- Struggling with onboarding data into Google SecOps
- Ineffective results 1st with ArcSight agent and then with Bindplane
- Impacting Security Posture
- SOC Team challenged by parsing and data management

Why Cribl?

- **Efficiency:** Proven 2-3 hour onboarding vs. weeks with Bindplane
- **Workplace Infra:** Collection from Virtual Clients, Laptops, MacOS
- **Impact:** Increased operational efficiency, risk reduction

Cribl's Value

Secure the Investment

Is SecOps the right tool for us?

Operational Efficiency

Collecting, parsing onboarding CRWD Data from 4-5 Weeks to 2-3 hours.

Strengthen Security Posture

Close data visibility gaps,
Provide better data quality

Created platform and vendor independency

It was not about reduction or cost savings!

Account Vision



Secure Endpoints

Cribl EDGE is rolled out on 175K devices globally to collect security relevant data.

Passed 100K mark last week.



Central Data Hub

Cribl Stream acts as the central engine for all security relevant data across the enterprise.

Connects diverse security tools (CNAPP, App Security...) directly with the SOC.



Compliance & Co

Fulfilling regulatory demands through cost-effective data retention strategies.

Enables seamless searchability, accessibility, rehydration and usability for "cold data".



Data Foundation

Providing a unified, global telemetry platform built for flexibility and scale.

Delivers complete choice, control, and governance across Security, Observability, and AI workflows.



Cribl for Public Services

Thomas Scheidler

7th July 2026

Presenter introduction

Who am I



Thomas Scheidler

Regional Sales Manager

Joined DACH - Team December 2023

Focus on: Public Sector



Public sector is where Cribl's value is most obvious

- › More threats
- › More rules
- › Less budget



Public sector lives in the hardest operating environment



Cyberattacks

Nation-state & criminal targeting



Sovereignty

Where data lives is mandated



Hybrid complexity

On-prem, cloud and legacy at once



Cost pressure

Flat or shrinking budgets

Sovereignty is a buying requirement

Where is the data?

Who controls it?

Can you prove it?



The old logging model breaks under public-sector economics



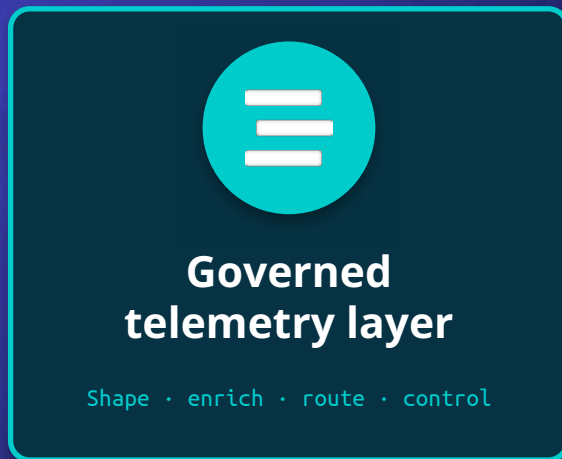
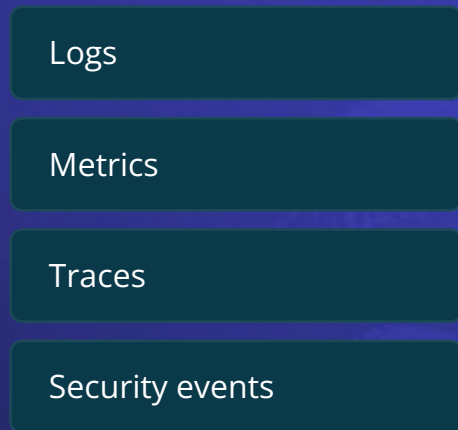
› Growing data

› Flat budgets

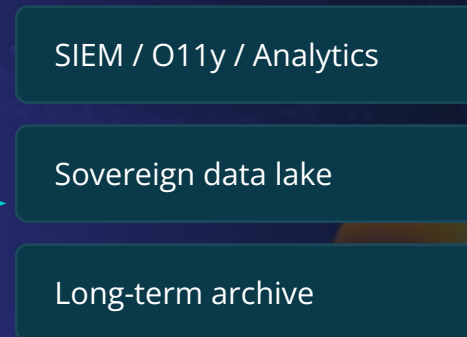
› Blind spots or overspend

Cribl gives agencies control without lock-in

MIXED SOURCES



DESTINATIONS & OUTCOMES



› Shape before you pay

› Route where policy allows

› Keep choice and control

WHY IT MATTERS

Cribl solves three urgent public-sector problems



Control cost

Cut what you index and store



Protect sensitive data

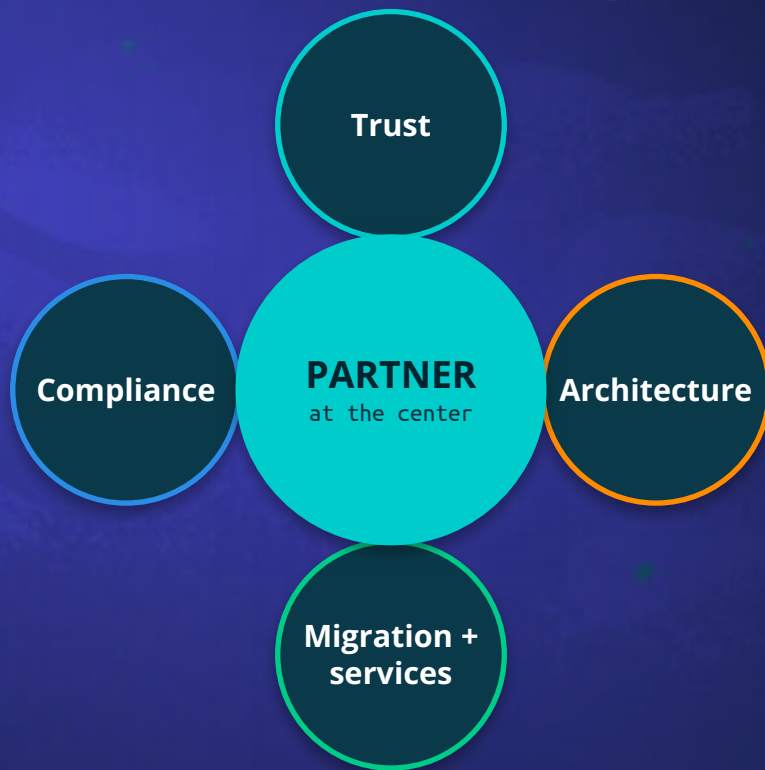
Mask and govern PII in motion



Prove sovereignty

Show where data flows and stays

Partners are essential to winning public sector



Four partner plays to run now



SIEM optimization

Cut ingest, boost detections



Sovereign observability

In-region telemetry control



GDPR / PII governance

Redact and prove compliance



Resilient digital services

Keep critical systems up

Do not call them customers, but some industry examples

**Confidential please check with
Thomas Scholdler
for Public customers and references**

If we win here, we win the hardest data problems.

That is why public sector matters.





AI for Account Strategy

Stefan Rothe

7th July 2026

Why is it important

The value is not just speed. The value is a sharper account context buyers really care about

Transactional selling may win (small) deals but you will always fight for budget and awareness

How do we uncover the real problem and attach us to a larger business initiative?

- The Annual Report of a company is the “hidden stash” for relevant information like TOP CIO/CISO priorities, Financial pressure points and the Risk and Compliance landscape
- These reports have 200 - 400 pages on average and are not structured by data, Observability or Security topics

AI prompting reduces manual 3-5 day work to less than one hour

- More Speed, more relevant topics prospects really care about, larger projects and a valued position for you has a partner / seller.

Prompt*

Real life example

Context: I am a Sales Representative at Cribl (cribl.io), the Data Engine for IT and Security. I am building a strategic account plan for Hapag Lloyd and it's top 5 subsidiaries for 2026. My goal is to move from a tactical vendor to a strategic partner by aligning our "Search, Stream, Lake, Edge and AI" capabilities with their CEO's and CISOs. Top priorities.Task: Please analyze the attached/provided annual report for Hapag Lloyd and extract the following insights to help me build a "North Star" account plan:The CEO's / CISO's Top 3 Strategic Pillars: Identify the core business objectives for 2026 (e.g., Digital Transformation, Cost Optimization, M&A Integration, or AI Readiness). Financial "Pressure Points": Look for mentions of rising operational costs, infrastructure complexity, or "efficiency mandates." How can Cribl's ability to reduce data noise and routing costs impact their bottom line? Risk & Compliance Landscape: Identify specific mentions of cybersecurity threats, data sovereignty, or new regulatory requirements (e.g., SEC disclosures, GDPR, or industry-specific mandates). The "North Star" Value Hypothesis: Based on the above, draft a "North Star" statement for this account. It should follow this format: "Help Hapag Lloyd achieve [Strategic Goal] by liberating their data telemetry, ensuring 2026 is defined by [Positive Outcome] rather than [Common Industry Struggle]."Target Personas & Hooks: Suggest 3 specific executive personas (e.g., CISO, VP of Observability, CFO) and a tailored "hook" for each based on the report's language. Please includes financial year metrics in your analysis in a table. Tone: Professional, strategic, and highly analytical. How to use this for your Account Plan. Once the AI generates the output, map it into your Cribl-specific strategy using this framework:1. The "North Star" AlignmentIf the annual report mentions "Accelerating AI-driven insights while managing cloud egress costs," your North Star isn't just "selling Stream." It's:"Enabling [Prospect] to fuel their AI models with high-fidelity data while cutting 30% of legacy storage waste."2. Tactical Execution (Cribl Style)For the Stream/Edge play: Connect "Operational Excellence" mentions in the report to Cribl's ability to "route data to the right place in the right format."For the Lake/Search play: Connect "Regulatory Risk" or "Audit requirements" to Cribl's ability to store data cheaply and search it instantly without re-hydration.3. The 2026 "Why Now?"In 2026, data volumes are projected to be massive. If the report mentions Sustainability/ESG goals, highlight how Cribl reduces the compute power needed for data processing—making it a "Green IT" win as well as a technical one.

Outcome

AI makes account planning more scalable, more insight-driven, and more actionable.

The CEO's Top 3 Strategic Pillars - SHIFT 2025

Transformation to a Technology & Software-First Company

HEIDELBERG is moving toward "unmanned production" and hybrid print entire production chain and scale their **Printect** cloud platform.

Structural Efficiency & Margin Expansion ("Plan for the Future")

The company is under a strict mandate to achieve **€100+ million** in cost cutting 450+ positions and suspending tariff increases to combat rising costs.

Industrial Diversification & New Growth Markets

Beyond print, HEIDELBERG is scaling into **e-mobility** (Amperflex), **green defense**. Each new segment introduces unique telemetry challenges and data volume.



Financial "Pressure Points"

Explosion of Industrial IIOT Data

Every modern HEIDELBERG press contains roughly **3,000 sensors**. With over **11,000 networked presses** worldwide, the volume of data is massive.

Infrastructure Complexity

The shift to cloud-based Manufacturing Execution Systems (MES) on-premise to cloud.

Bottom-Line Mandates

With "strict cost discipline" being the primary directive to offset pressures to reduce "noise" in their data pipelines to lower S&P.



Risk & Compliance Landscape

Cyber Resilience as #1 Risk

HEIDELBERG identifies "cyber incidents" as their top priority.

Regulatory Tightening

The company must now comply with the **NIS-2** Directive for critical information infrastructure.

Sustainability (ESG) Data Integrity

New requirements under **CSRD** and **ESRS** demand high-quality data.



Stakeholders (ongoing)

Chief Information Security Officer (CISO)

"As HEIDELBERG transitions 11,000 presses to cloud-connected workflows, your attack surface is expanding precisely when **NIS-2** and **DORA** are raising the stakes. Cribl provides a centralized 'control plane' for your security telemetry, ensuring you have 100% visibility for compliance without the exponential cost of traditional SIEM ingest."

2. VP of Digital Solutions / Head of Industrial IIOT

Managing **3MM sensors per machine** for predictive maintenance is critical to your 'unmanned production' goal, but the data 'noise' can drown out actual insights. Cribl Edge can optimize and pre-process this IIOT data at the source, ensuring only high-fidelity signals reach your **Printect** cloud, reducing latency and storage waste."

Chief Financial Officer (CFO)

"To meet your **€100 million structural savings target**, every line item in the IT budget must be efficient. Cribl's 'Stream' capability can reduce your log data volumes by **30% or more**, directly impacting your Free Cash Flow and supporting the margin expansion goals you've promised shareholders for 2026."



Attaching ourselves to a larger business initiative opens doors and lead to mutual meaningful projects (win - win - win)



How to

Accounts where there are multiple entry points and competing priorities.

- Choose your GTP
- Apply the prompt* and attach the annual report
- Ask the AI to draft a PPT from the outcome or save it as a document.
- Review the content carefully and attach to the Initiative which best fits your offering
- Warm Introduction, Cold Calls, LinkedIn, Mails - you are now prepared to sit on the table
- Create a Dreal Reg with Cribl and buy Niko a beer :)
- → Reach out to Cribl and we support you with a full blown Account Analysis ready to use.

Joint success

WIN - WIN - WIN

Cribl takes success really serious (Customer and partner) - NPS 81

You know your customer and we help you to even deepen the relationship by bringing more insight and value to the table

We help and support you with Account Intelligence to be at the EDGE at your customer

→Let's meet in person or even remote to set up a top notch account plan and let's start executing!



MUNICH

Thank you!

Please get in touch with
any questions!