>SOLUTION BRIEF_

Cribl for Media and Entertainment.

DATA MANAGEMENT NEEDS FOR MEDIA AND ENTERTAINMENT

- Organizations in media and entertainment are stuck navigating a maze of data as volumes skyrocket and formats multiply like streaming services.
- With more eyes on screens, the security stakes are higher than ever. Cyber threats are lurking, and compliance is a must-have, not a nice-to-have.
- Everyone wants more for less: more content, more engagement, and less cost. Surges in viewership demands cost-effective, scalable solutions to optimize resources and manage data efficiently.

THE SOLUTION

Cribl streamlines data management for the media and entertainment sector, enhancing visibility, security, and compliance while controlling costs through efficient data routing and normalization.

The challenge.

In the rapidly evolving communications and media industry, companies face the dual pressures of skyrocketing data volumes and the need to deliver high-quality digital experiences. As digital consumption habits shift and cyber threats loom larger, maintaining control and insight over sprawling data landscapes becomes increasingly complex. This dynamic environment demands a solution that can manage vast amounts of data from diverse sources without compromising on security or user experience.

The media and entertainment industry not only needs a way to manage the continuing growth rate of data, but they'll also require better insights to inform buyers experimenting with digital platforms. At the same time, it is important they do all of this in a cost-effective way, freeing up resources to ensure their platforms can handle the recent increase in viewership and consumption.

That structure must also include:
- Security throughout the environment.
- Compliance with industry standards and regulations.
- Complete control of the data, as well as encryption and security.
- Support for multiple source protocols.
- Support for both cloud and local instances.
- Support for many destinations while having flexibility to add new ones.
- Centralized management system driven by deep industry and regulatory expertise.

Many media and entertainment companies are looking to Cribl to gain valuable insights from shifts to digital platforms and manage increasing amounts of data in a cost-effective way. These enterprises typically work with data that exists in multiple sources with different source protocols. They often have data coming in a variety of formats, and those formats may not always match the formats required by the tools they are using. With Cribl, the media and entertainment industry can securely support growing data volumes, effectively embrace digital platforms, and quickly get the analytics they need to continue serving their buyers.

Cribl Stream™

A vendor-neutral collection, reduction, enrichment, and routing system for IT and security data.

Cribl Edge™

An intelligent, scalable, edge-based data collection system for logs, metrics, and application data.

Cribl Search™

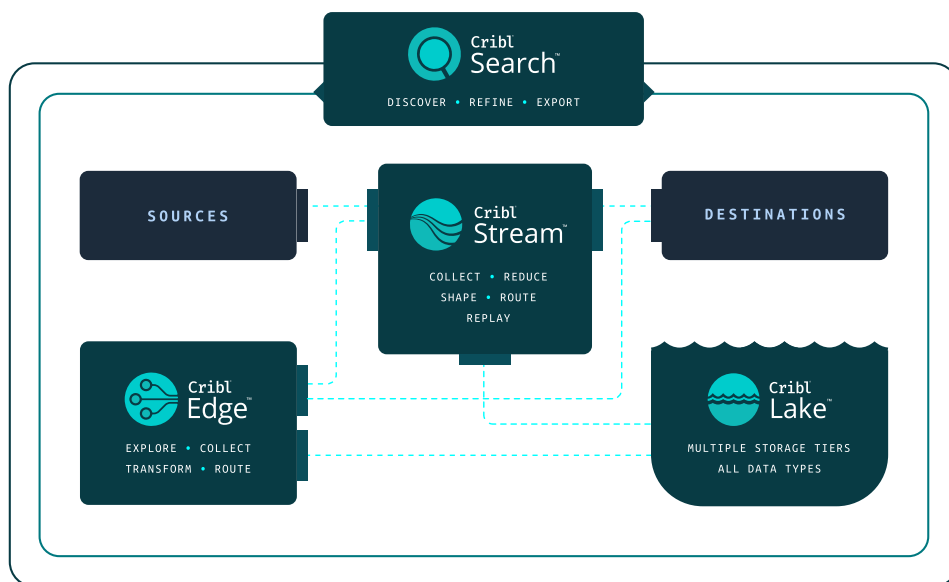Perform federated "search-in-place" queries on any data, in any form.

Cribl Lake™

A simplified data lake solution to easily store, manage, and access data.

The solution.

Cribl provides a powerful solution by streamlining data management across the communications and media sectors. It enables organizations to collect, reduce, enrich, normalize, and route data efficiently, ensuring that only relevant data reaches the right tools at the right time. This enhances visibility, improves security measures, and ensures compliance with industry standards, all while optimizing costs. Cribl's flexibility allows organizations to integrate it seamlessly with their existing infrastructures, empowering companies to adapt quickly to changes in the data landscape.

With Cribl, the media and entertainment industry can now:

- Reshape, reduce, or route data from any source to any destination.
- Stay compliant with the latest standards and regulations.
- Get further visibility into data across multiple platforms.
- Control costs along the way.

A closer look at Cribl for media and entertainment.

Route data to the most cost-effective destination.

Cribl offers a blockbuster performance by efficiently directing data from any source to the most cost-effective storage solutions, making it a star in optimizing for compliance and long-term retention needs. By translating and formatting data to fit different analytics tools seamlessly, it prevents budget busters and production delays. This enables departments to choose their analytics settings, reducing costs, and ensuring data is stored effectively. Just like a director choosing the perfect scene location, Cribl provides a flexible and compliant data routing solution that adapts to the evolving needs of the industry, ensuring the show goes on without a hitch.

Protect your customers with powerful security insights.

Lights, camera, action on data security! Cribl enhances security by filtering out the unnecessary, allowing companies to focus on the data that deserves a spotlight. Enrich relevant data with masking, encryption, and access controls to keep data protected under a vault of digital privacy. This method not only secures data but also supercharges the efficiency of security tools by cutting the clutter of irrelevant data processing. Like a well-edited film, Cribl's capabilities in managing data access help companies adhere to privacy regulations and secure critical insights into system health and user activities.

Drive real-time visibility across multiple platforms.

Take a front-row seat as Cribl serves as the central hub for capturing and managing real-time data from various streaming and service platforms. This unified view is like having backstage passes, providing comprehensive visibility into infrastructure and supporting informed decision-making as data volumes grow. Cribl simplifies the complexities of large-scale data management across diverse formats and sources, enhancing operational intelligence and responsiveness across different data environments — making it the leading star in the data management genre.

Take the drama out of meeting regulatory requirements.

Cribl makes compliance a breeze by offering flexible and secure data storage options. That way, you know customer data is protected enabling quick responses to compliance inquiries, like a skilled PR team during a movie premiere. Cribl's advanced search features are like spotlights that facilitate the rapid identification and isolation of specific data incidents, helping companies stay proactive and ready for regulatory close-ups.

Gain comprehensive business insights for strategic decision-making.

Command your data narrative with Cribl, enabling companies to transform raw data into actionable business intelligence that could win an Oscar. By reshaping, enriching, routing, and storing data effectively, Cribl makes crucial business insights accessible for strategic decision-making. Its robust analytics capabilities help companies understand viewer behaviors, optimize content delivery, and enhance engagement strategies. As data grows in volume and complexity, Cribl's scalable solutions ensure that businesses can fully leverage their data assets to drive innovation and maintain a competitive edge in the dynamic media sector — ensuring they always stay ready for their close-up in an ever-evolving industry landscape.

Get started with Cribl today.

Cribl is essential for media and communications companies looking to use their data effectively amidst rapid change. By offering a solution that simplifies data management and enhances security, Cribl ensures that media organizations can keep pace with industry demands and exceed user expectations. Its ability to integrate smoothly with existing systems makes it a versatile tool for companies aiming to drive innovation and maintain a competitive edge in a data-driven world.

Cribl gives media and entertainment companies the power to make choices that best serve their unique needs without undermining their digital transformation efforts, sacrificing relationships with media buyers, or breaking the bank.

As these organizations' goals continue to evolve, they'll have the choice, control, and flexibility to make new choices – including new tools, destinations, sources of data, and business approaches.

Cribl helps media and entertainment enterprises get the data they want, in the formats they need, to wherever they want it to go. Ready to get started? Head over to **Cribl.Cloud** to try our portfolio today!