

# Navigating the data current

Exploring Cribl.Cloud analytics and customer insights

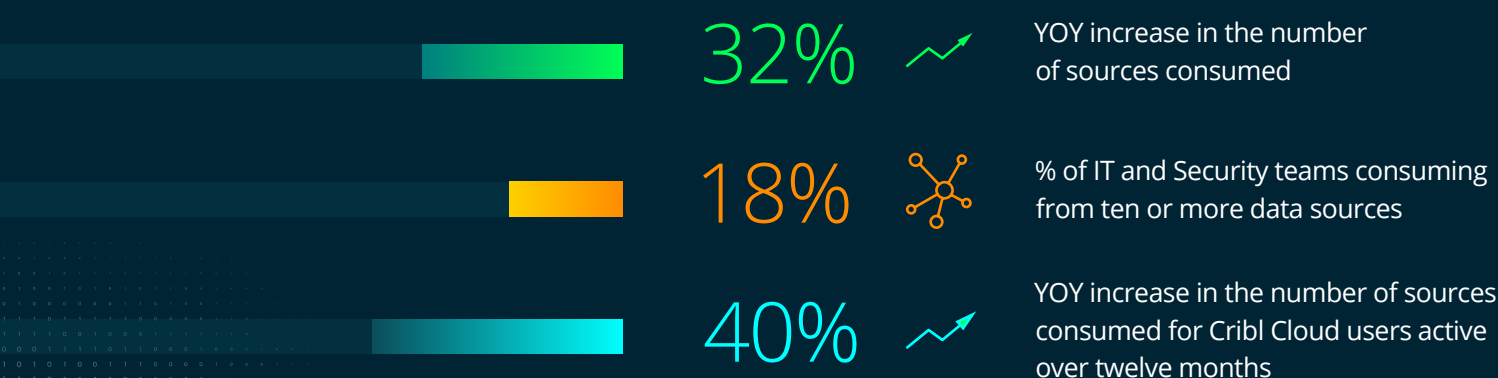


Cribl stands at the forefront of the market as a leader in security and observability data, positioning itself as the bellwether for emerging trends in this space. To maintain and enhance its leadership, Cribl aims to inform customers and prospects about necessary adaptations in response to market changes.



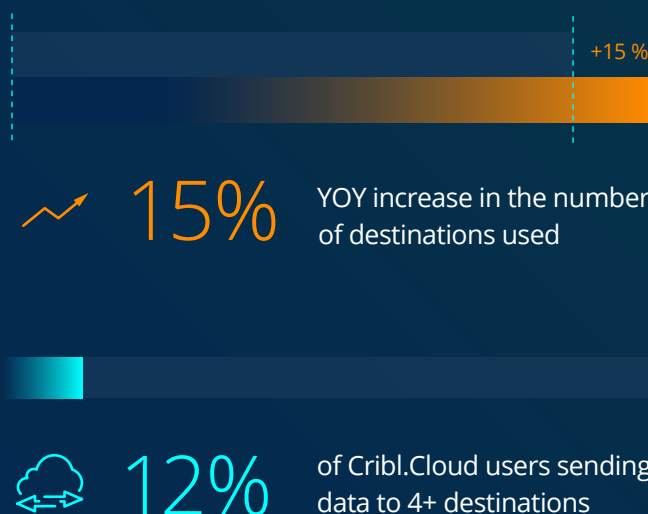
The number of data sources is on the rise  
More data sources means even more platform value.

## DATA SOURCES BY THE NUMBERS



## NAVIGATING TO KEY DESTINATIONS

Destinations have grown more predictably year over year as companies seek to get more value with more data sources from current investments.



## STRATEGIC RECOMMENDATIONS

Leverage Cribl's market dominance to guide customers through the evolving landscape of security and observability data.

Promote Cribl's vendor-agnostic capabilities as a unique selling point, emphasizing the flexibility and value this brings to customers.

Educate IT and security teams on the benefits and strategies for managing increased data sources and adopting multi-cloud solutions.

Monitor the competitive SIEM market and continue to innovate to remain ahead of the curve and meet the diverse needs of security teams.

For more insights into how IT and security teams are modernizing their data management practices, read our new report, *Navigating the data current*. This report explores where data is coming from, where it's going, and how teams are adapting to these changes.

[Download the report >](#)