

# FLOW

Observability Simplified. See everything, control everything.

## INTRODUCTION

FLOW aims to simplify and optimize pipeline control through the use of artificial intelligence and machine learning. It allows users to design, execute, and monitor pipelines through a visual interface, making it easier to understand and manage complex workflows.

FLOW is your Swiss Army knife for observability data. Collect all your logs and metrics from multiple sources, shed unwanted events and attributes, augment data for better analysis, and ship them to any observability platform of your choice such as Splunk, Apica, Elasticsearch, etc.

## CAPABILITIES

### Apica's FLOW capabilities

#### include:

Pipeline control simplification and optimization through the use of artificial intelligence and machine learning.

Automatic optimization of the flow of tasks in a pipeline based on real-time data and performance metrics.

Multiple data sources and formats support, schedule, and automate pipelines and integration with a range of tools and platforms.

**Filter/Reduce:** Optimizing spend and remediation faster, 100% data control to maximize data value, Collect, optimize, store, transform, route, and replay your observability data.

**Mask/Transform:** Improving compliance and interpreting better, Mask and obfuscate PII, build user-defined extraction, removal, or obfuscation rules, and visualize data pipeline in real-time.

**Enrich:** Supercharging analytics and improving predictions, Rule packs for data optimization, Trimming off excess data, and Augmenting log attributes.

**Route:** Send the right data to the right target every time, Concentrate on optimizing your observability and security efforts, and Send high-value data to costly analytics tools while simultaneously storing a full-fidelity replica of the data in less expensive object storage. Apica is an observability pipeline that you can easily plug into the center of an existing system.

**Replay:** Replay observability and security data whenever you require insights. Get Real-time streaming,

## HIGHLIGHTS

Flow helps identify noise and redundant data in data streams to significantly lower cost and help with faster remediations.

Prepares your organization for scale by disproportionately reducing resource requirements and keeps costs from spiraling even when data grows exponentially every year.

Ensures compliance with security standards and regulations through PII masking and data transformations

Enriches and augments observability and security data to supercharge analytics for faster and better quality insights

Ships highest quality data to Apica's LAKE and other operational data lakes like Snowflake, BigQuery to enable decision making at the speed of business.

It enables users to design, execute, and monitor pipelines with a visual interface for better understanding of complex data flows.

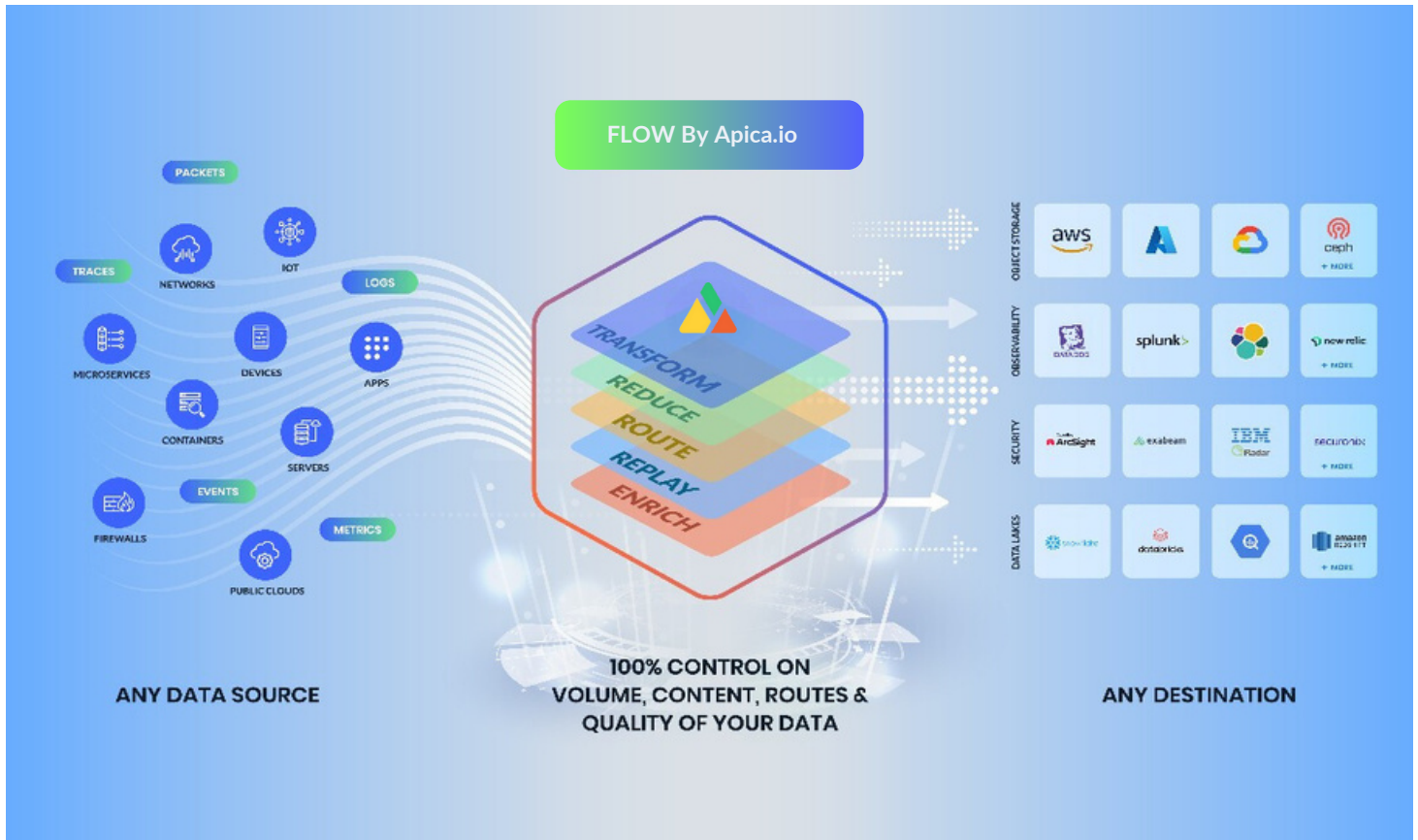
Apica's FLOW simplifies and optimizes pipeline control through the use of artificial intelligence and machine learning.

Controls and optimizes multiple data flows across diverse data sources, data formats from a centralized location.

on-demand collection, or collection according to a schedule that is easily configurable.

These capabilities help to simplify and optimize the pipeline control, ensure maximum efficiency, and minimize the risk of bottlenecks or errors, improve compliance and data interpretation, supercharge analytics and improve predictions, and enable sending the right data to the right target every time.

Additionally, it optimizes spend and remediation faster, improves data quality integration, and lower licensing and infrastructure costs.



One of the key advantages of FLOW is its ability to automatically optimize the flow of tasks in a pipeline based on real-time data and performance metrics. By continuously monitoring the pipeline and adjusting the flow of tasks as needed, FLOW can help ensure that the pipeline is running at maximum efficiency and minimize the risk of bottlenecks or errors.

In addition to its real-time optimization capabilities, FLOW also provides a range of other features that can help improve pipeline control. These include support for multiple data sources and formats, the ability to schedule and automate pipelines, and integration with a range of tools and platforms.

### Mask/Transform

Improve compliance and interpret better

#### Mask and obfuscate PII

Build user-defined extraction, removal, or obfuscation rules to protect PII data in your log stream.

#### Visualize data pipeline in real-time

Parse incoming log data to extract time-series metrics for anomaly detection and facilitate downstream dashboard creation, monitoring, and log visualization.

### Enrich

Supercharge analytics and improve predictions

#### Rule packs for data optimization

User pre-built rule packs to optimize data flow into target systems.

Rule packs bundle rules for data filtering, extraction, tagging, and rewriting.

Rule packs include fine-grained control and allow users to apply the entire pack and pick and choose specific rules to create custom data optimization scenarios.

#### Trim off excess data

Reduce system costs and improve performance using powerful filters. FLOW helps remove unwanted events and attributes from your log data that offer no real value.

#### Augment log attributes

Normalize your log data with additional attributes. FLOW also ships with built-in Sigma SIEM rules so your logs can automatically be enhanced with security events that were detected.

## BENEFITS

The key benefits of FLOW include:

- Collect all your logs and metrics from multiple sources and ship them to any observability platform of your choice such as Splunk, Apica, Elasticsearch, etc.
- Build robust data pipelines for improving data quality.
- Take control of your data by aggregating logs from multiple sources and forwarding them to one or more destinations of your choice.
- Trim off excess data to reduce system costs and improve performance using powerful filters.
- Convert log data to time series visualizations for anomaly detection in your data pipeline.
- Create data lakes with highly relevant data that is partitioned for optimal query performance.
- Mask and obfuscate PII in real-time using user-defined extract, remove, or obfuscate PII data in your logs.
- Augment logs with Security Events by shipping with built-in Sigma SIEM rules that sample your log data streams in real-time and automatically augment with security events that were detected.
- Save storage costs with built-in data compression at rest.

## Filter/Reduce

Optimize spend and remediate faster

Collect, optimize, store, transform, route, and replay your

observability data – however, whenever and wherever you need it.

In terms of cost and remediation, Logflow provides the following benefits:

Higher data quality integration powered by Intelligent Optimization

Highly compliant data in your data streams

Only essential log data is streamed leading to smaller indexes, lowering EPS

Faster and accurate remediation of operations and security incidents

Lower licensing, and infrastructure cost

100% data control and flexibility blog/data source and type

AI/ML-based dynamic pattern recognition and log volume optimization

100% of data is indexed and ready for instant replay, search, and reporting

## Route

Send the right data to the right target every time

Indexed logging systems and SIEM tools are ideal for examining observational data and finding the needle in the haystack. However, these tools can be costly and require a lot of computing power and storage to function. You can use these methods to submit data with high analytical value to Apica, and then delete that data when your real-time analysis is complete.

You can shorten the retention period of data in your analytics tools by using Apica to send that data to any tool at another time. You can retain more data for longer periods of time and for much less money by redirecting to object stores.

## Replay

Instantly replay historical data to any target

With Replay, you can not only process streaming data, but also collect data from a variety of data sources, including object stores and REST APIs. Although most of the data you examine is real-time, by enabling batch processing and Replay, you can dramatically expand both the types of data you can analyze and the sources of that data.

Schedule recurring data collection activities from numerous sources, as well as replay to an analysis tool.

## SUMMARY

**Improved cost and complexity control:** Identify and eliminate noisy and redundant data and attributes, leading to lower data volumes and licensing and infrastructure costs.

**Improved troubleshooting and incident response:** Quickly identify and diagnose issues in their pipeline, reducing downtime and improving incident response times.

**Enhanced visibility and understanding:** Gain a comprehensive view of the pipeline, enabling organizations to better understand and optimize