How Organizations can use Apica's FLOW
to Grow their Business

Improve Technology Capabilities, Deliver Higher Levels of
Data Value to your Enterprise Knowledge Workers

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Organizational Technology Challenge

Your IT engineers need improved technology capabilities to deliver higher levels of data value to your enterprise knowledge workers (KWs). Better enterprise control over data volumes, disparate sources, and the complexity of data types, the purpose is critical to driving competitive improvement for your business.

Ask Yourself

- Is information speed mission-critical for your business?
- Where will the speed of insight drive value in your business landscape?
- How does your digital strategy address demand for faster insight?
- What is the differentiation your technology provides?
- Do your digital capabilities offer a competitive advantage?
- Is your data security all it should be?
- Is your digital roadmap strategic for your business?

The growing observability problem in enterprise

Data Sprawl **X** **Data** Growth **X** **Data** Complexity

A comprehensive data pipeline strategy is needed to address the challenge

| Centralized Flow Management | o | Data Volume Control | o | Data normalization, retention, and storage scale |

Technology teams are constrained to deliver on improving data insight due to legacy IT system dependencies, siloed data, disparate streams of incoming data, and ever-changing new data sources and volumes. Passive monitoring attempts to control data are antiquated, creating enterprise friction, constraining IT engineering.

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WHY Apica's FLOW SOLVES ENTERPRISE TECHNOLOGY CHALLENGES

Apica's FLOW was specifically developed to rein in and control all your incoming data. FLOW provides powerful constructs to aggregate logs from multiple sources, improve data quality, and forward them to one or more destinations of your choice. A robust data pipeline aggregates data and improves data relevance with its data stream processing capability.

- FLOW reduces customer response time for any (internal/external) customer data analysis requirement
- Apica benefits reduce your restricted capital commitments by meaningfully lowering TCO and providing
- New investment opportunities to drive competitive initiatives and differentiate your business
- Apica enables you to comprehensively secure and protect your data far easier than ever by eliminating
- "blind spots" while enabling 100% of your data to be instantly available for SecOps and DevOps teams
- Apica simplifies enterprise oversight and adds new control over data streams
- Apica equals strategic empowerment for your digital future with new enterprise agility - never before-
- possible control for your leadership to drive change management and meet "what's next"

WHAT	HOW	BENEFITS
Improve quality of upstream data ingested	▪ **Apica** enables 100% control of upstream data flow	▪ **Dramatically reduce licensing & infrastructure cost of your observability investments without replacing current stack**
Eliminate all challenges introduced due to tiering	▪ **Apica** makes object storage your primary storage. ▪ Eliminate need for tiering. ▪ Goodbye secondary storage.	▪ **ZERO STORAGE TAX** ▪ **Zero Rehydration** ▪ **Zero Reindexing** ▪ **Zero Reprocessing** ▪ **Zero Reanalysis** ▪ **Zero Operations Delays**
100% compliance. Infinite retention.	▪ **Apica** stores 100% of all data on object storage as primary storage.	▪ **Compliance at industry's lowest TCO** ▪ **Compliance cost = object storage cost** ▪ **100% decoupling of retention from compute & license cost**
Improve productivity	▪ Focus resources on projects that matter	▪ **100% of data 100% searchable in real-time.** ▪ **100% of the time.**
Eliminate data growth challenges	▪ **Apica** makes storage an API	▪ **Zero time spent on storage expansion engineering projects.**

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