Elastic :
Next Gen Data Platform

Sales Team | Elastic Korea



Byoung.kim@elastic.co

김병준

부장/ Public/Enterprise Account Executive

10+ years Experience of (3가지)

- 전 삼성SDS SW Eng Team
- 전 한국 오라클 Enterprise Cloud Sales Team
- 현 엘라스틱 서치 코리아

MEGAZONE CLOUD

Agenda

- The Elastic Pitch
- The Demo Demo
- Subscriptions, Sales Cycle, Sizing, Pricing
- Competition
- Partnership with Megazone Cloud & Training



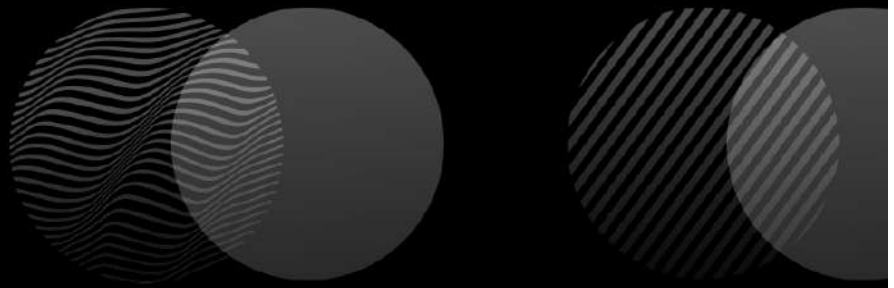
elastic

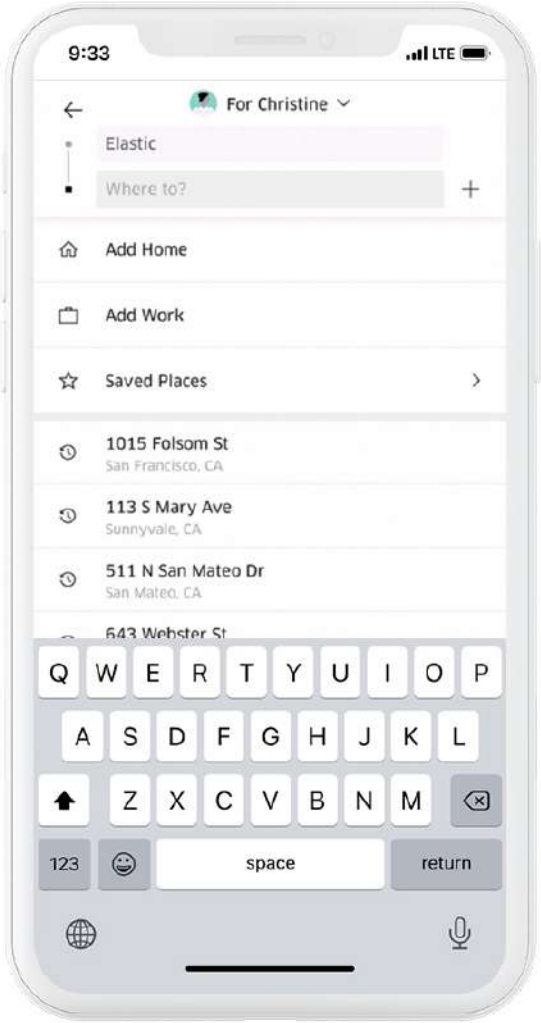
Employees in 40+ countries

Public company on NYSE

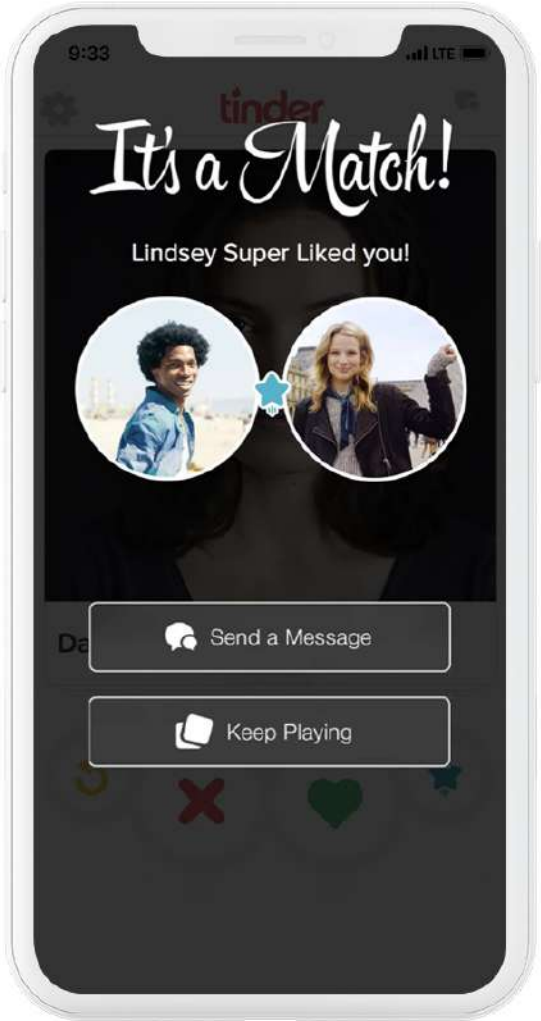


Elastic is
a search company.

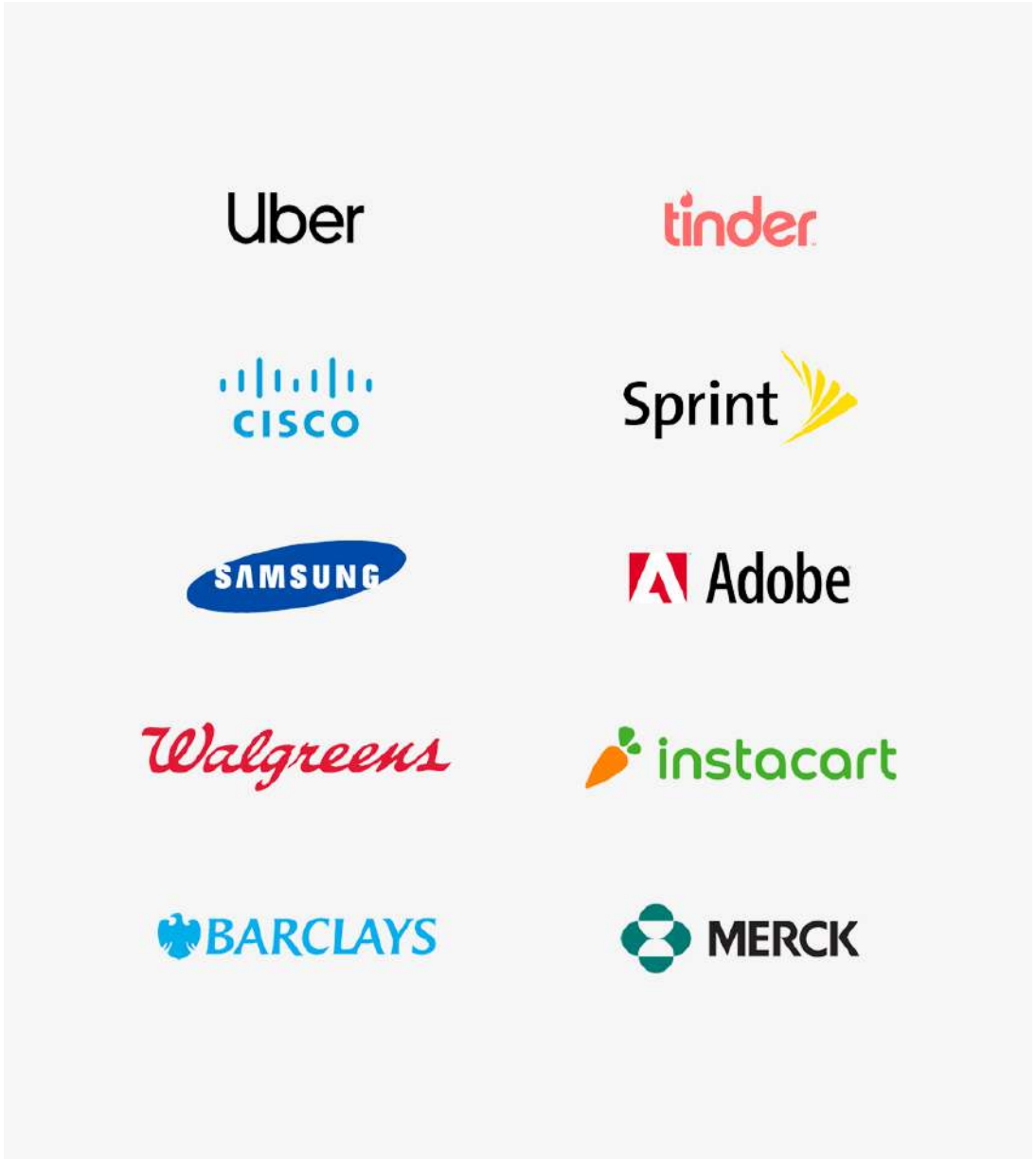




Searching for **Rides**



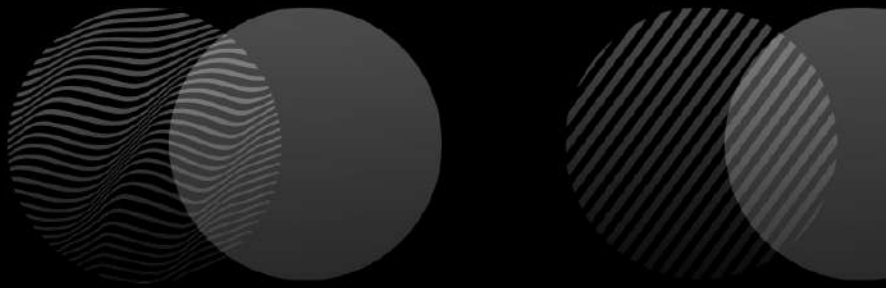
Searching for **Love**



elastic

Searching for **Rides**

Search.
Observe.
Protect.



elastic

3 solutions



Elastic Enterprise Search



Elastic Observability



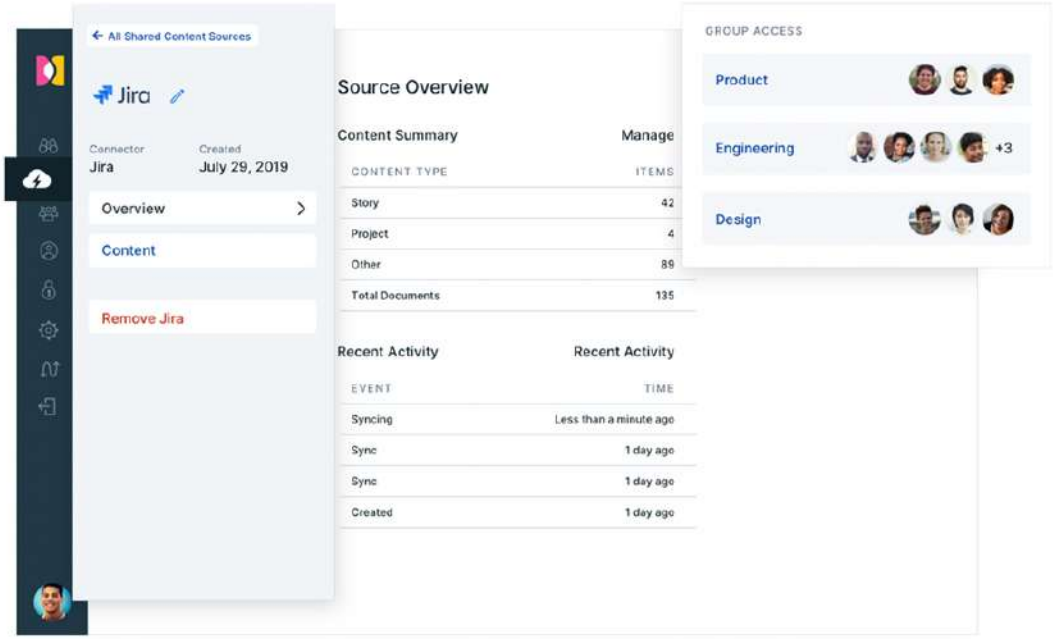
Elastic Security

elastic

ELASTIC ENTERPRISE SEARCH

Search everything, anywhere

웹 사이트, 앱 또는 디지털 환경에서
강력하고 현대적인 검색 환경을
쉽게 구현하십시오.
간단히 모든 것을 검색할 수 있습니다.

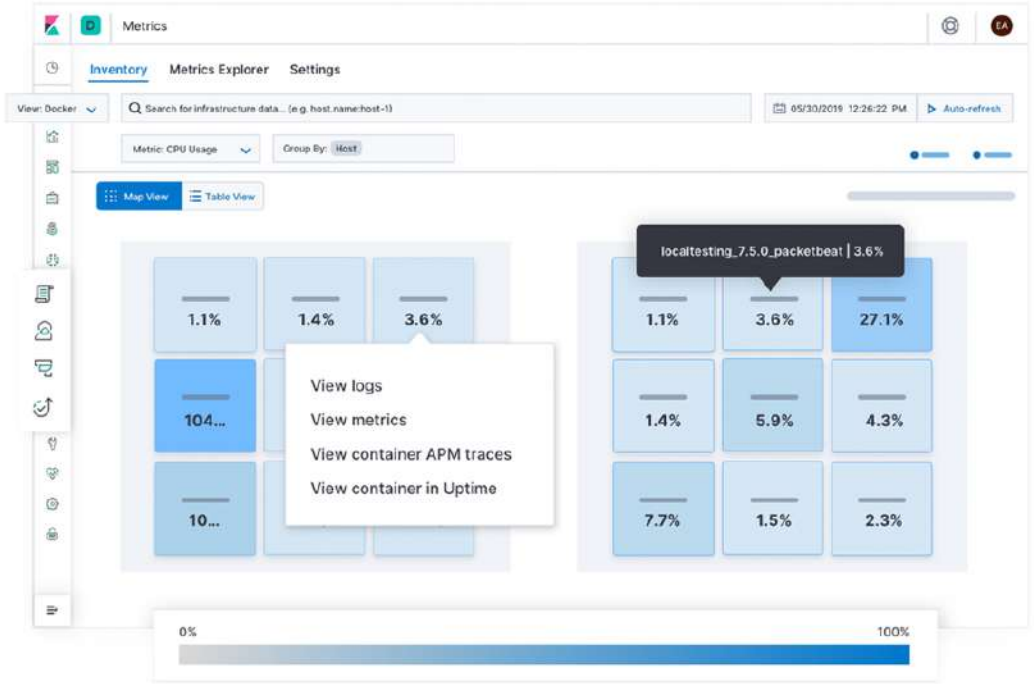


elastic

ELASTIC OBSERVABILITY

Unified visibility across your entire ecosystem

로그, 성능데이터 연관 관계 분석을
단일 스택으로 통합하여 이벤트를
신속하게 모니터링,
감지 및 대응할 수 있습니다.

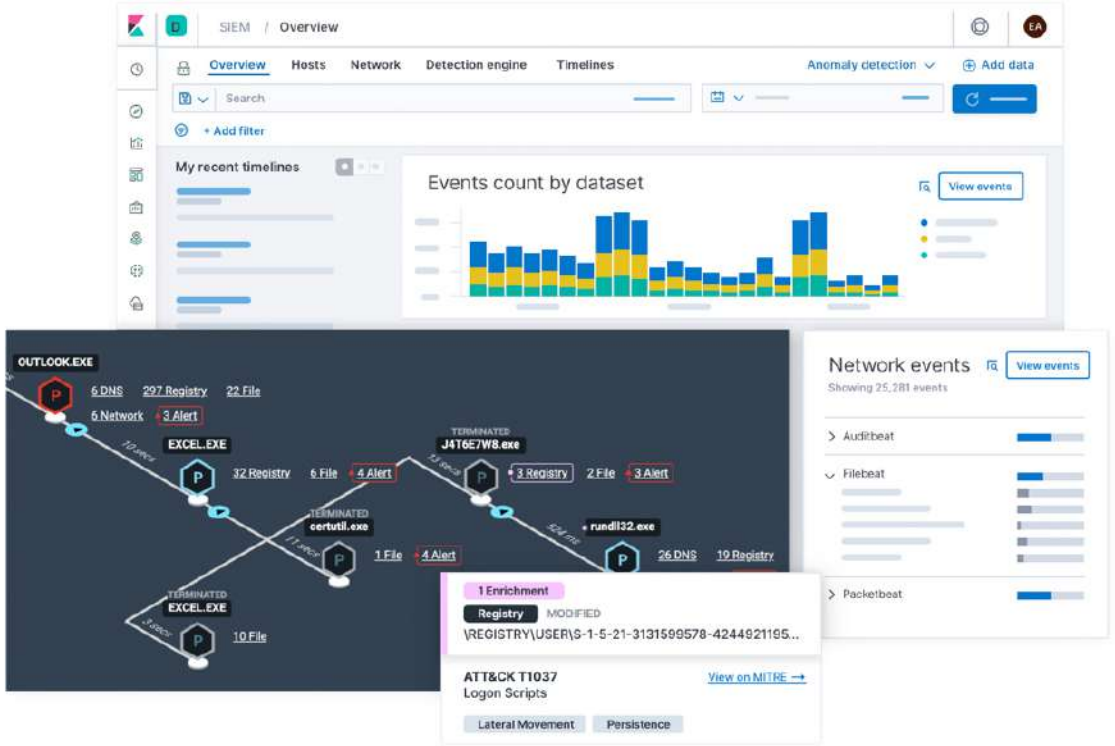


elastic

ELASTIC SECURITY

Security how it should be : open

Elastic Security는
Endpoint Security와 SIEM을
통합하여 인프라 전체의 통합
Security를 위한 예방, 수집, 탐지
및 대응 기능을 제공합니다.



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3 solutions powered by 1 stack

Elastic Enterprise Search

Elastic Observability

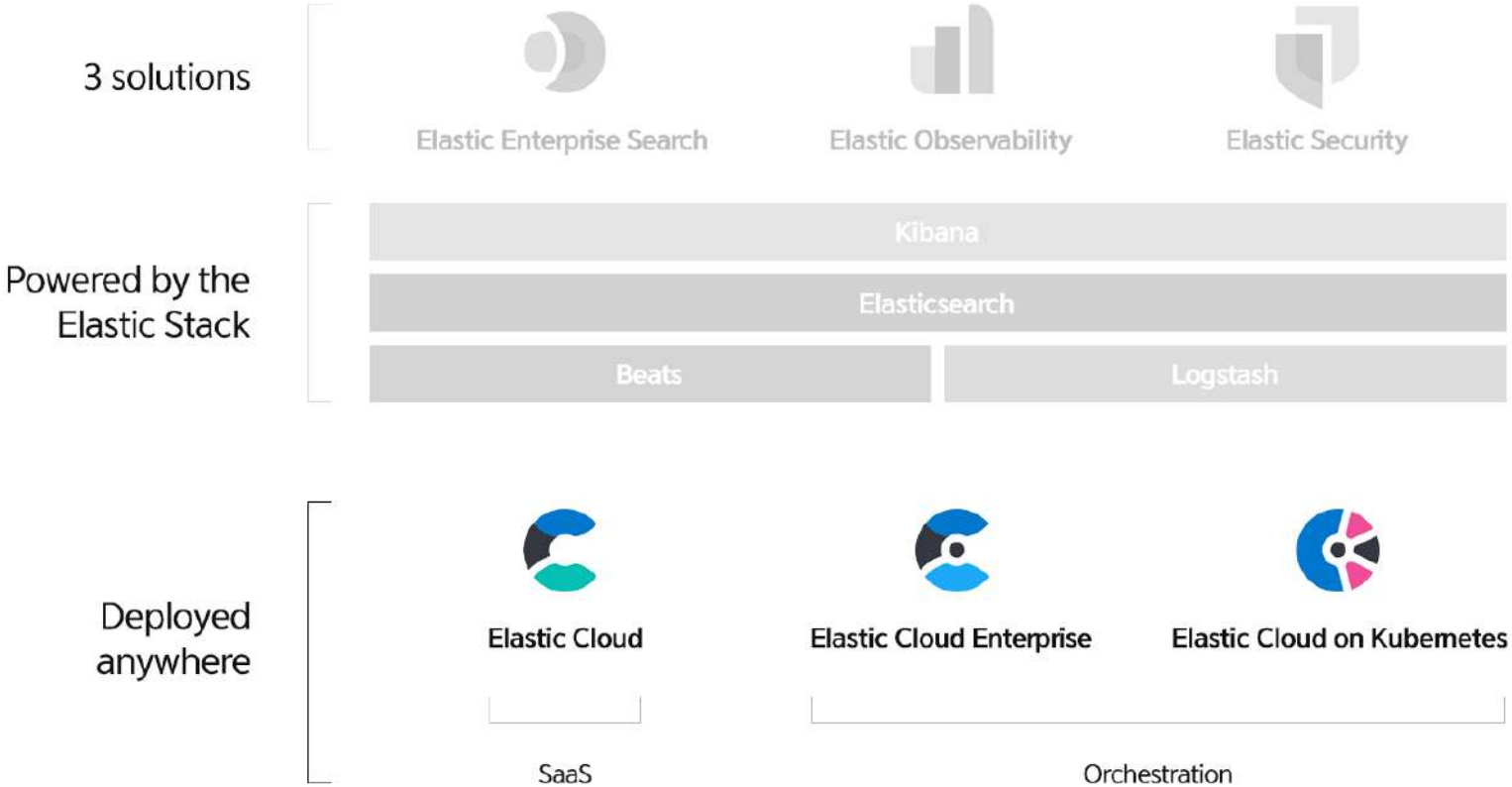
Elastic Security



Elastic Stack

elastic

Deploy anywhere.



ELASTIC CLOUD

elastic

Elasticsearch-Powered SaaS Offerings

Elastic Cloud is our growing family of SaaS offerings that make it east to deploy, operate, and scale Elastic products and solutions in the cloud. From an easy-to-use hosted and managed Elasticsearch experience to powerful, out-of-the box search solutions, Elastic Cloud is your springboard for seamlessly putting Elastic to work for you.

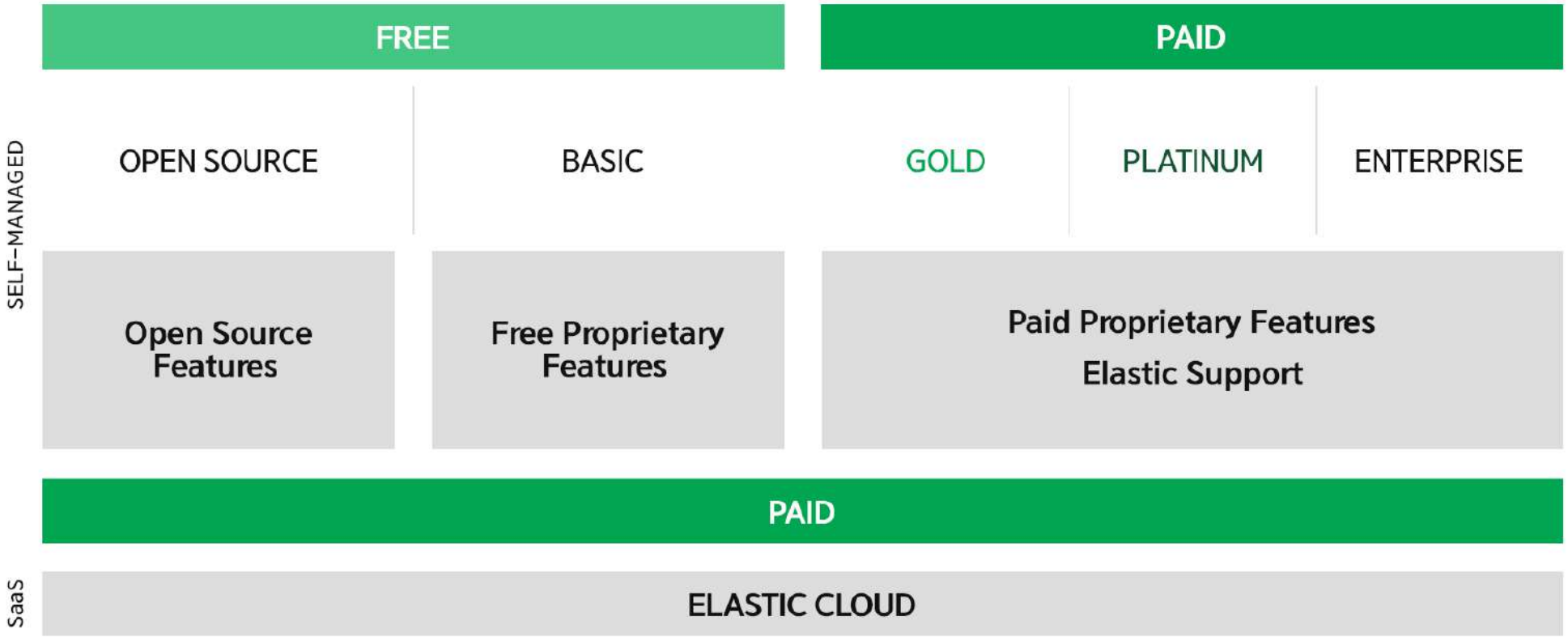


Elastic cloud
Seoul Region

Coming Soon...

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Subscription Options



elastic

Resource-based Pricing

Elastic Enterprise Search

Site Search
No query-based pricing

App Search
No docs-based pricing

Workplace Search
No user-based pricing

Elastic Observability

APM
No agent-based pricing

Logs
No ingest-based pricing

Metrics
No host-based pricing

Elastic Security

SIEM
No seat/ingest-based pricing

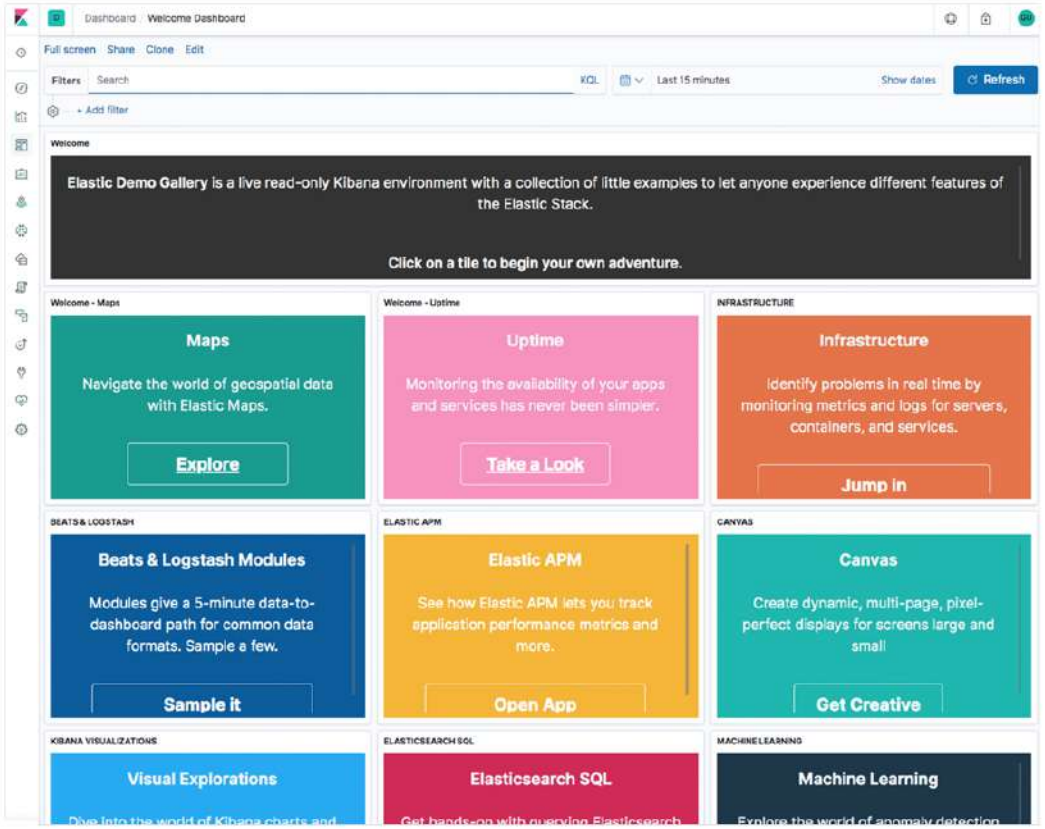
Endpoint Security
No endpoint-based pricing

Agenda

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- The Demo Demo
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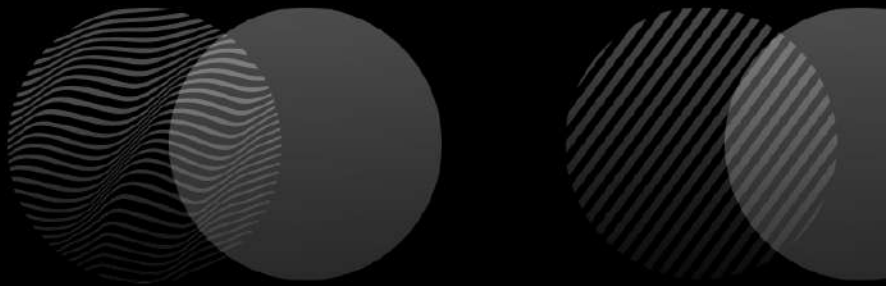
https://demo.elastic.co



Agenda

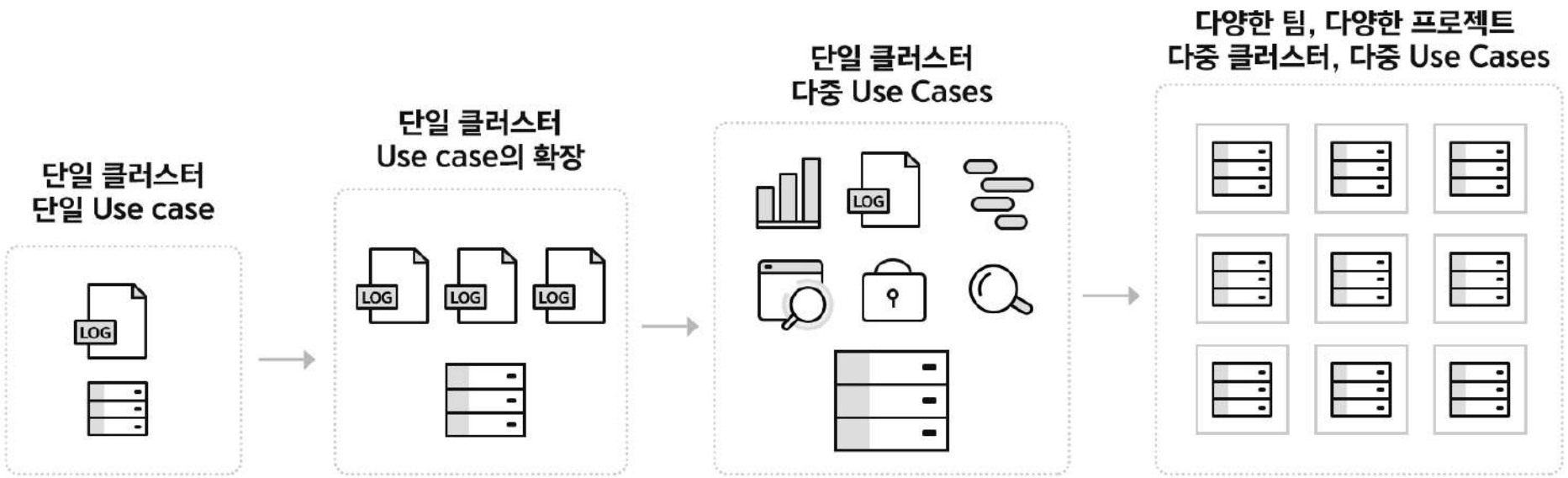
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The Elastic subscription



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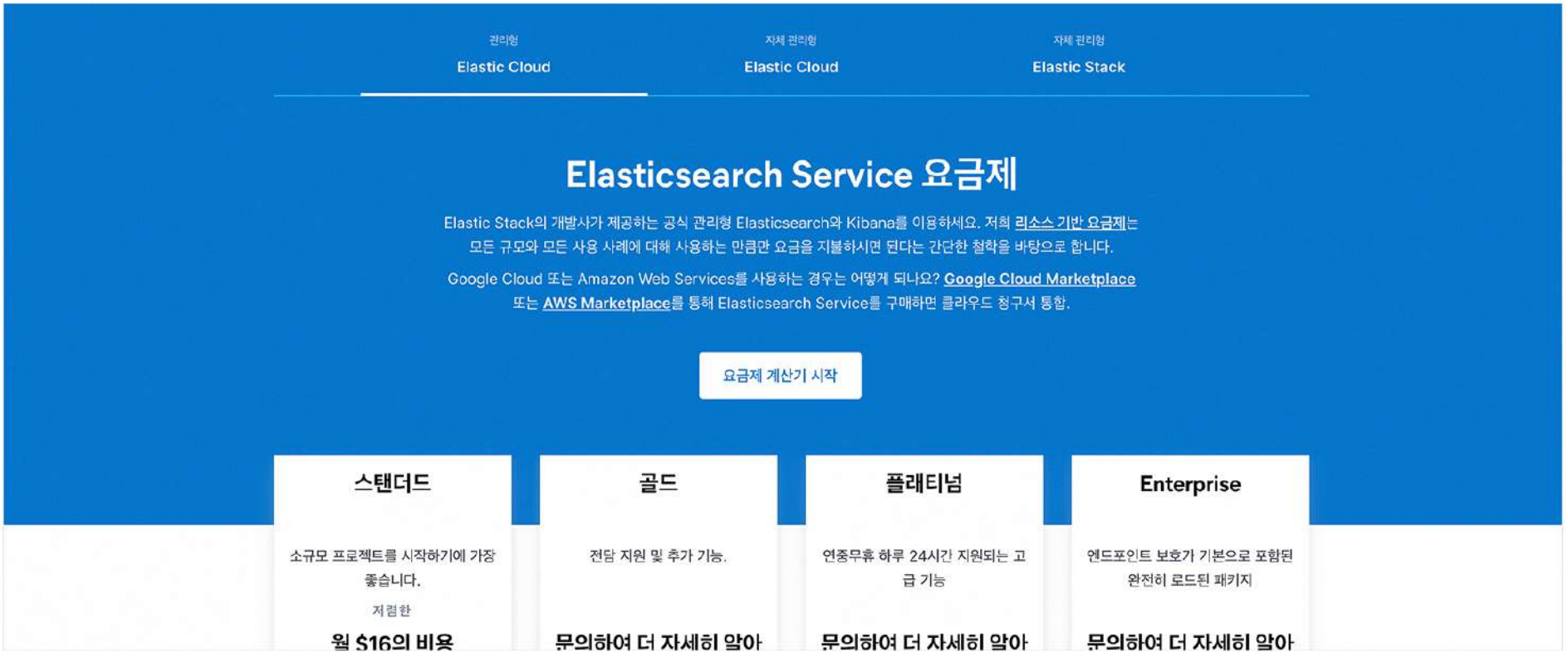
Viral Adoption Model



1 More data 2 More use cases 3 More of everything 4

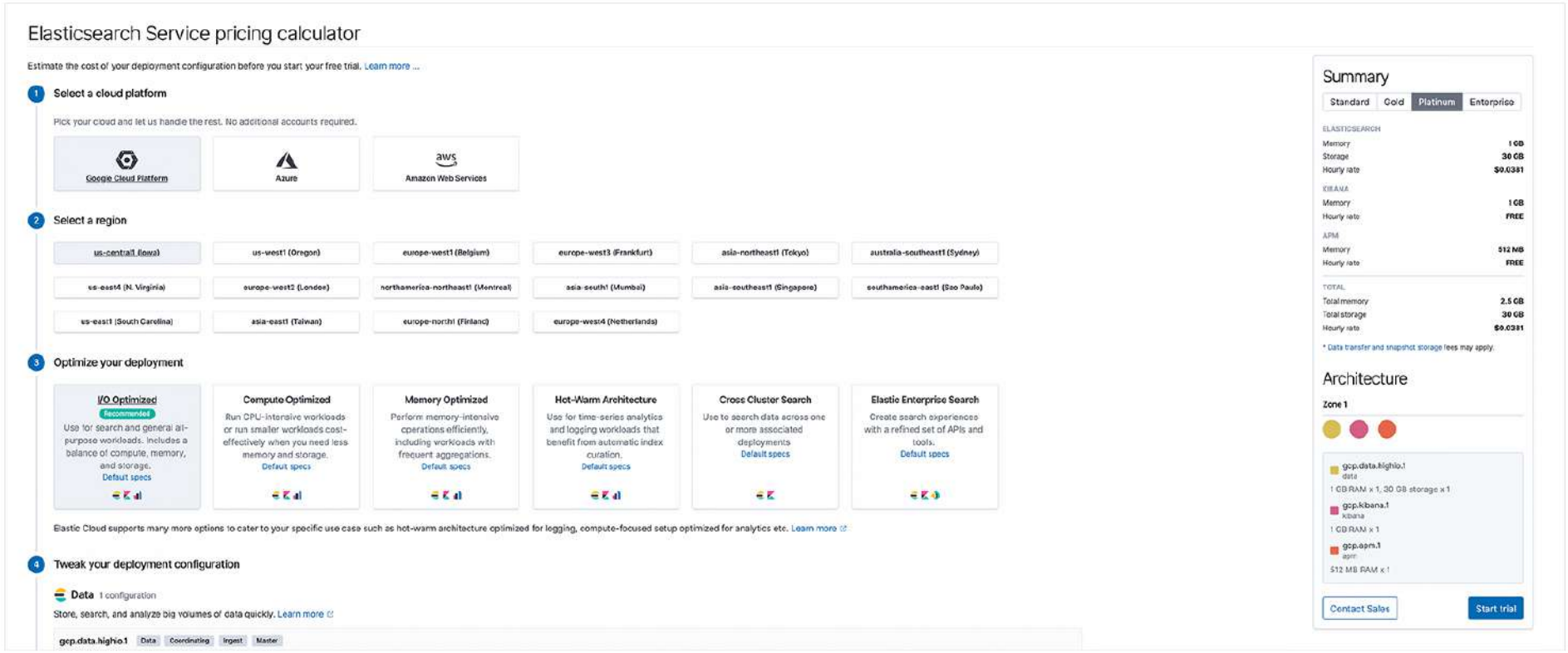
Cloud Subscriptions

www.elastic.co/pricing



Pricing

www.elastic.co/pricing



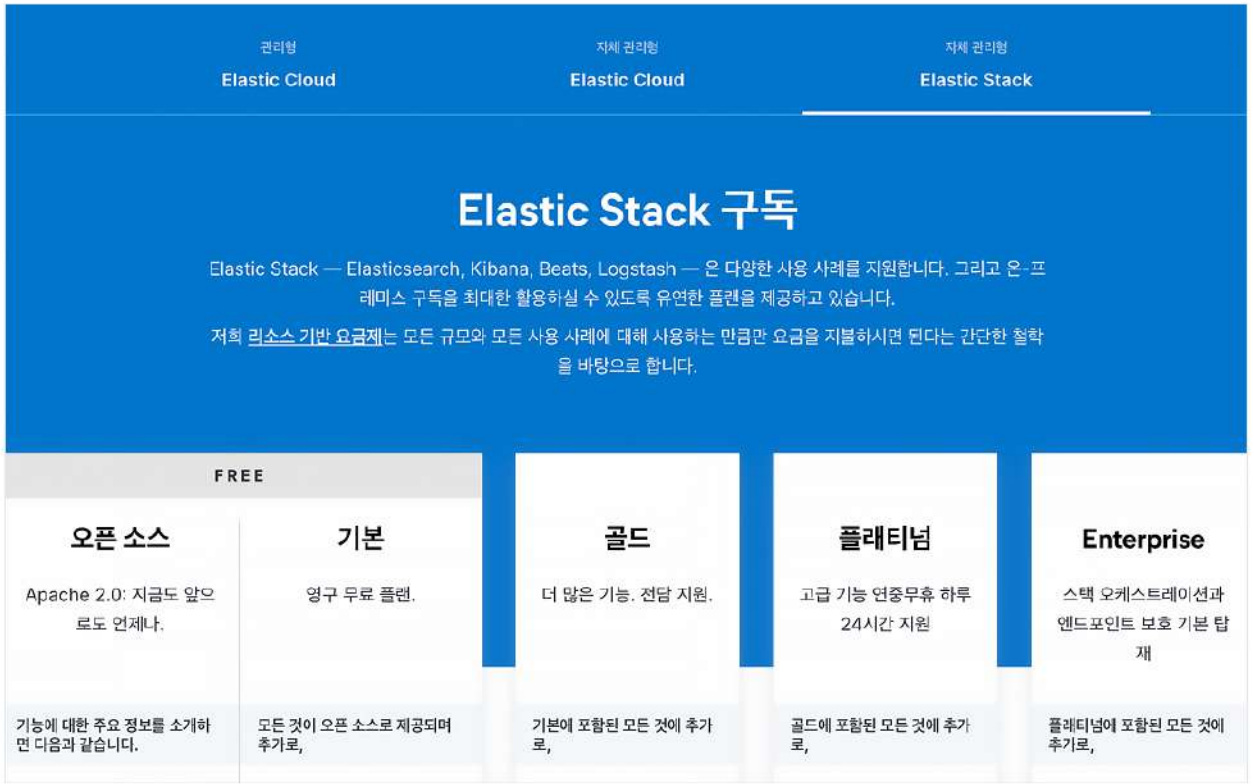
Self-Managed Subscriptions

과금 대상 노드
(Enterprise Resource Units)

Gold/Platinum
64GB 단위로 계산하세요.(또는 노드 중 큰 쪽)
다음 노드 유형은 계약에 포함되지 않습니다.

- Dedicated Client/Coordinating nodes
- Dedicated Ingest nodes
- Kibana
- Logstash
- Beats

Enterprise
64GB 메모리 단위로 계산하세요.
(모든 노드 유형 및 / 또는 ECE 인스턴스 포함)



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Self-Managed Subscriptions

일관된 가격 정책

Subscription	Unit	Price	Includes
Gold	과금 대상 노드: 노드 또는 메모리 / 64GB	520만원	Gold Features Office Hours Support
Platinum	과금 대상 노드: 노드 또는 메모리 / 64GB	780만원	Gold & Platinum Features 24/7 Support
Enterprise	Total Memory / 64GB (ECE / ECK 또는 자체 관리 클러스터 & 엔드 게임 플랫폼)	1000만원	Gold & Platinum Features 24/7 Support Endpoint Security

Machine Learning

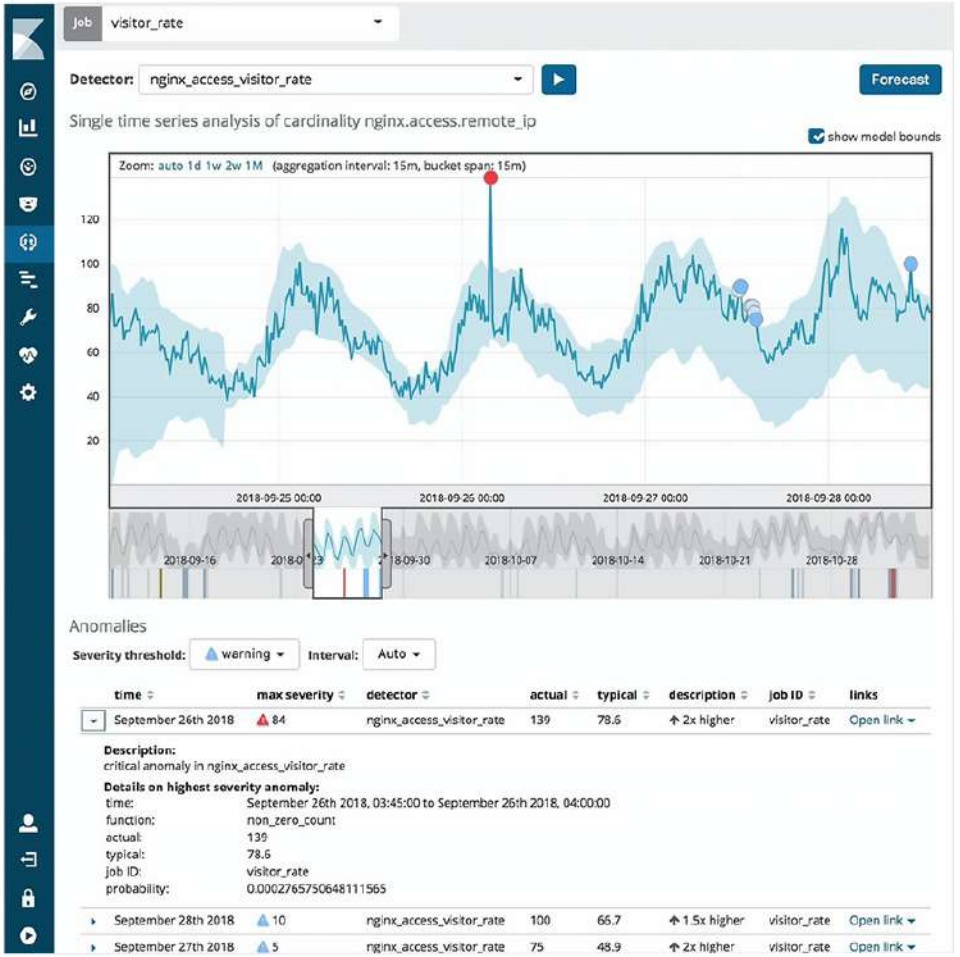
비정상 데이터 감지

자동화된 이상치 감지

- 비지도 학습(Unsupervised algorithms)
- Continuous (online) model
- Single & multiple time series
- Population outliers
- Forecasting

Many Use Cases

- IT Operations
- Security Analytics
- Business KPIs
- APM



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Security

세밀하고 긴밀한 통합

인증

- Native (built-in)
- 3rd Party (LDAP and AD)
- SSO (SAML & Kerberos)
- Custom (add your own)

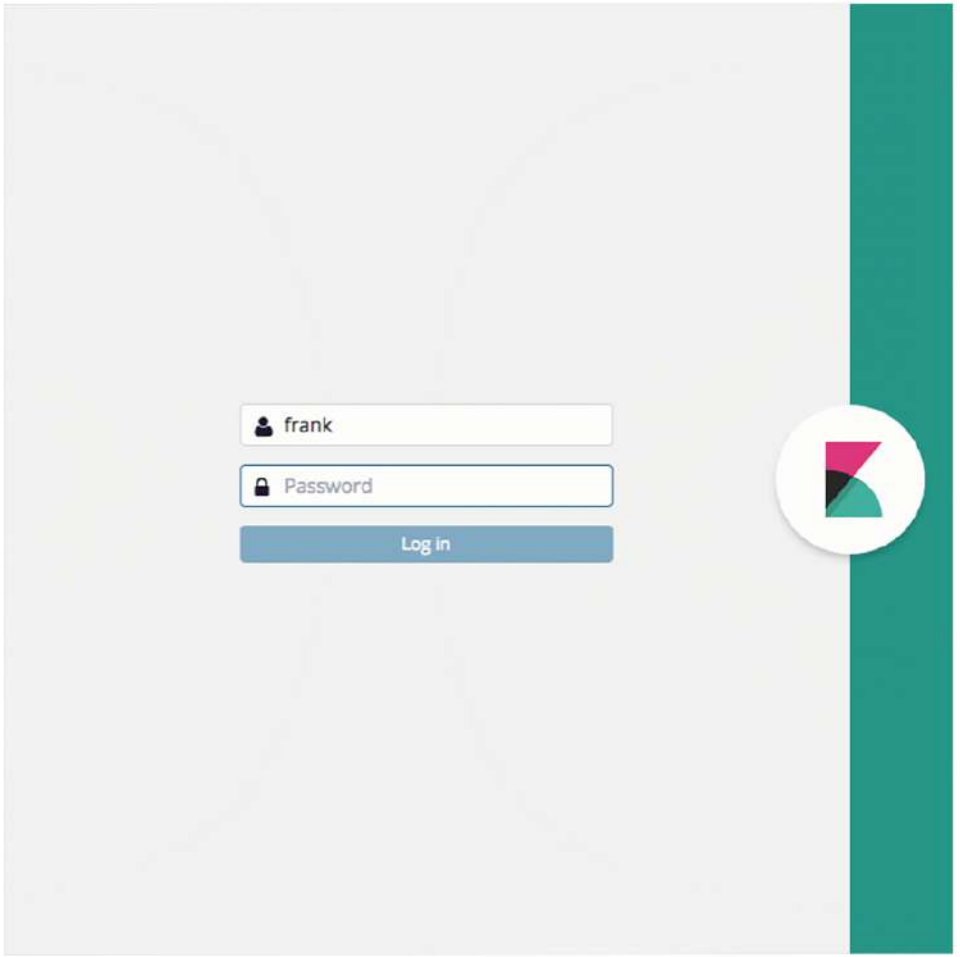
세분화된 컨트롤

- Document & field level 권한 설정
- Kibana Spaces 와의 통합

암호화

- In transit (TLS & SSL)
- At rest(using dm crypt)

And more (audit logs, IP filters,...)



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Elastic Security

Elastic SIEM
Threat hunt, detect, and respond with enterprise context

Endpoint Security
Threat prevention on laptops, desktops, servers

Elastic Protections
Developing the out-of-the-box protection experience for our users

Key differentiators

- Protection without signatures
- Customizable for your environment
- Total attack lookback without limitations
- Built for any user

Graph

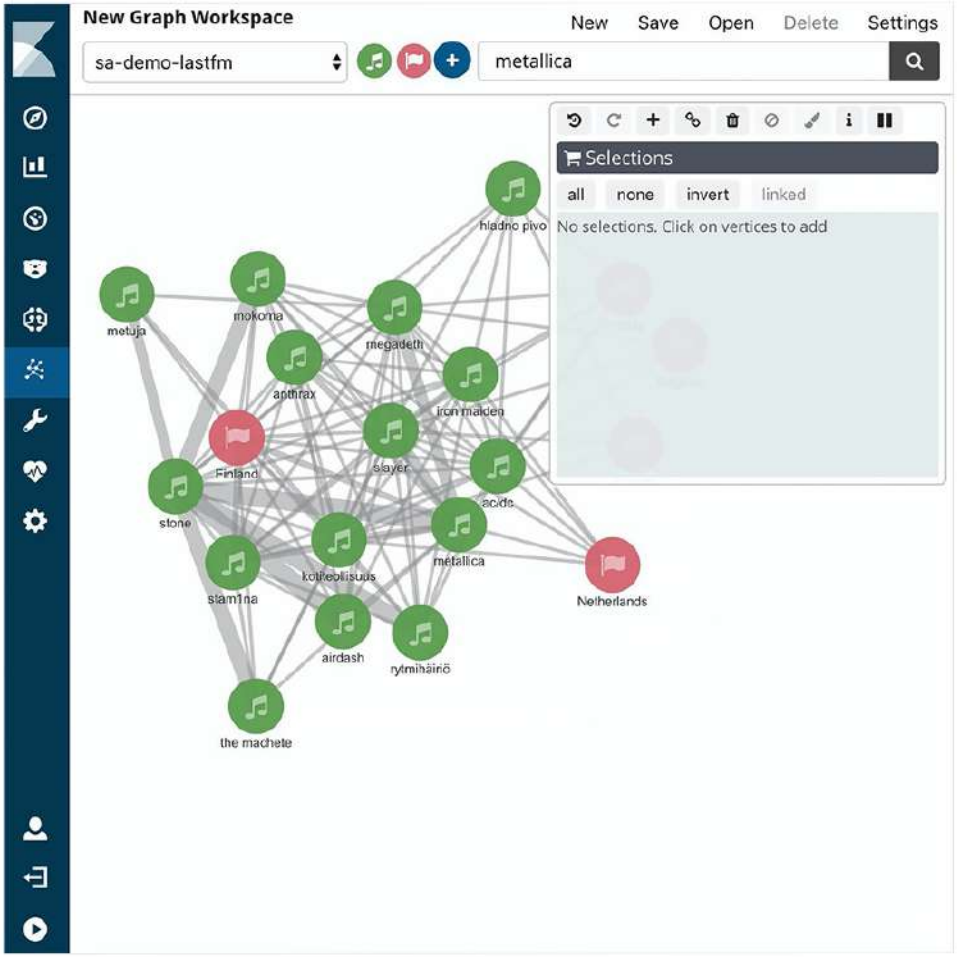
의미있는 연관 관계 분석

동일한 데이터, 새로운 뷰

- API 및 UI 포함한
  Elasticsearch 관련 기능 사용

Use Cases

- 추천기능(Recommendations)
- 사기방지(Fraud discovery)
- 위협감지(Threat hunting)
- 행동분석(Behavior analysis)



Canvas


NEXT ARRIVAL
London Liverpool Street
Arrives 16:27
Status On Time
TRAINS ARRIVED
2 Trains
in the last 15 minutes
4 Trains
in the last 30 minutes
7 Trains
in the last hour
ARRIVALS
16:14 On Time Estimated London Liverpool Street
16:18 On Time Estimated Stansted Airport
16:27 On Time Estimated London Liverpool Street
16:33 On Time Estimated Stansted Airport
16:36 On Time Estimated Stansted Airport
16:38 On Time Estimated Stansted Airport
16:40 On Time Estimated Birmingham New Street
16:44 On Time Estimated London Liverpool Street
16:47 On Time Estimated Stansted Airport
16:58 Early: 3 Minutes Arrived London Liverpool Street
17:02 On Time Estimated Stansted Airport
17:11 Early: 6 Minutes Arrived London Liverpool Street
17:18 On Time Estimated Stansted Airport
17:29 On Time Estimated London Liverpool Street
17:32 On Time Estimated Stansted Airport
17:38 On Time Estimated Stansted Airport
17:40 On Time Estimated Birmingham New Street
17:47 On Time Estimated London Liverpool Street
17:48 On Time Estimated Stansted Airport
18:01 On Time Estimated London Liverpool Street
National Rail
MAG


BCR Gates Open
(last 10 minutes)
25
97% (519)
3% (18)
PAX Count
(last minute)
-43
2
45
BCR Scans
(last hour)
IDL Occupancy
(last 5 minutes)
60%
3241
Projected Queue Time
(next minute)
8:44 minutes
2:39 minutes
11:23 minutes
Lane Usage
(projected hour)
13
Lanes Open
156
Average PAX Count
192
Average Tray Count
10.1%
Average Tray Reject Rate
The information in this dashboard is sample data only
London Stansted Airport

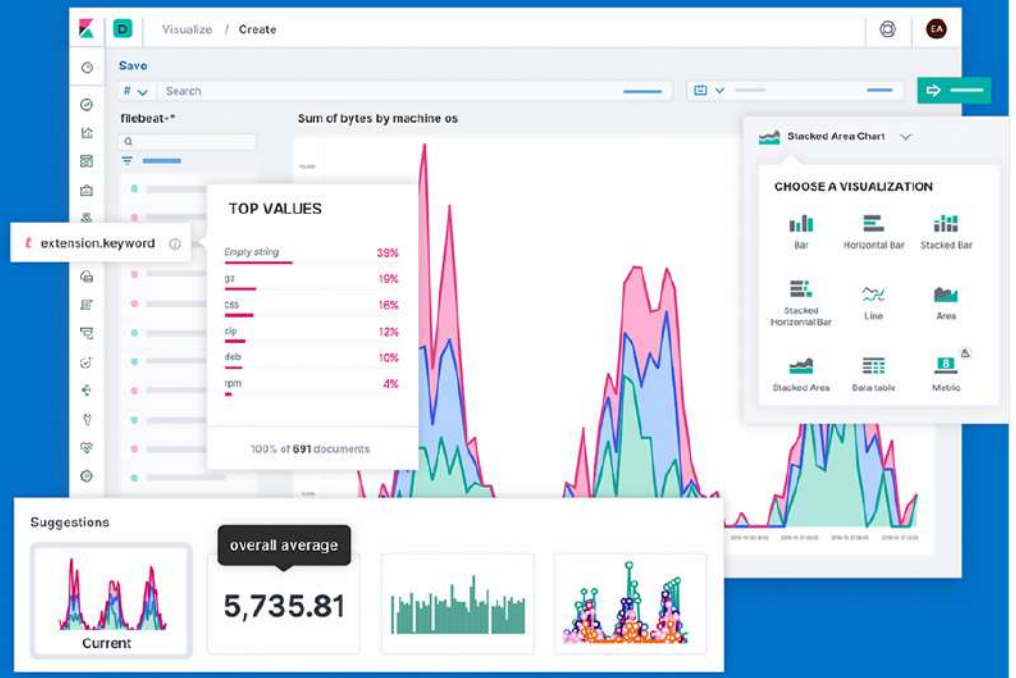
elastic

Kibana Lens

KIBANA LENS

데이터 시각화. 아주 간단합니다.

Kibana Lens는 사용하기 쉬운 직관적인 UI로, 끌어서 놓기 환경을 통해 데이터 시각화 프로세스를 간소합니다. 수십억 개의 로그를 탐색하든 아니면 웹사이트 트래픽에서 추세를 탐지하든, Lens는 클릭 몇 번만으로 데이터에서 인사이트를 얻도록 해드립니다. Kibana에 대한 사전 경험이 전혀 필요 없습니다.



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Elastic Cloud on Kubernetes (ECK)



Agenda

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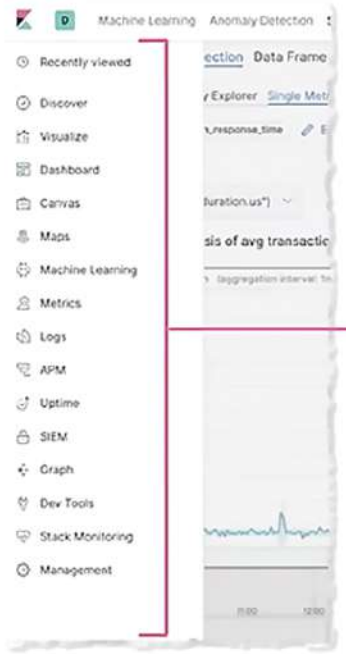
elastic

Elastic vs AWS ES

Amazon Elasticsearch



Elastic Stack

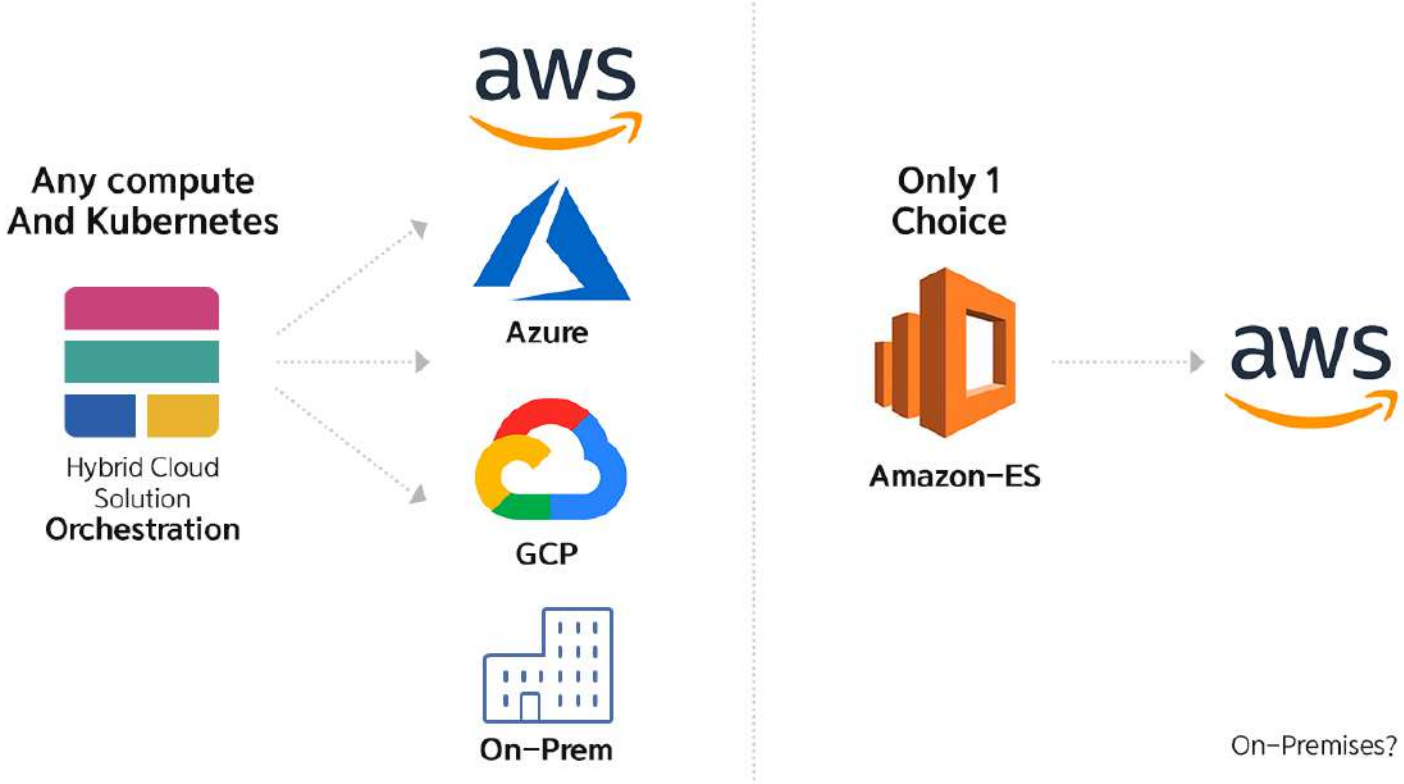


Built in. Observability, Search, Machine Learning and Security Applications you don't have to build, support, and maintain.

One platform to rule them all!

elastic

Elastic vs AWS ES



elastic

Elastic vs AWS ES

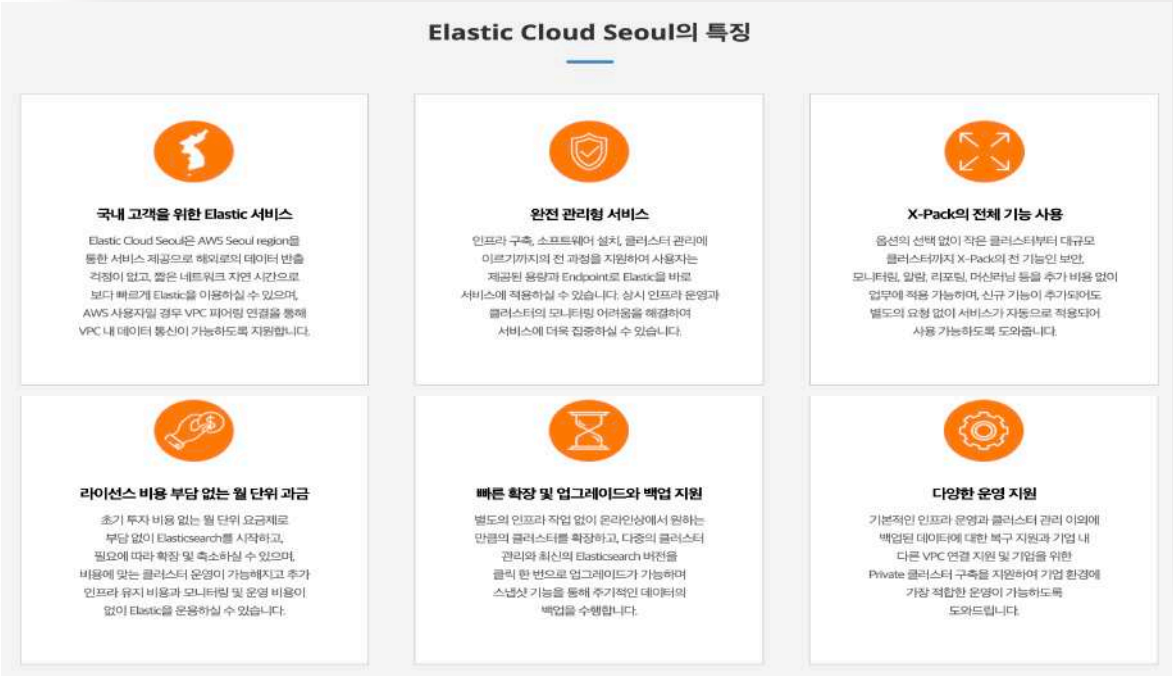
Features	Amazon-ES	Elastic
Elastic expert SREs operate your Cloud	No	Yes
Dedicated Elastic Stack Support	No AWS supprot engineers also support Kinesis, CloudShift, RedShift, QuickSite, Neptune, Kafka, and Elasticsearch.	Yes
Support trained by Elasticsearch engineering	No	Yes
Escalation path to Elasticsearch engineering	No	Yes
Elastic Consulting for Architecture, Performance Tuning, and more	No	Yes
Elastic Training & Education Services	No	Yes
Hotfixes to Elastic Stack	No	Yes

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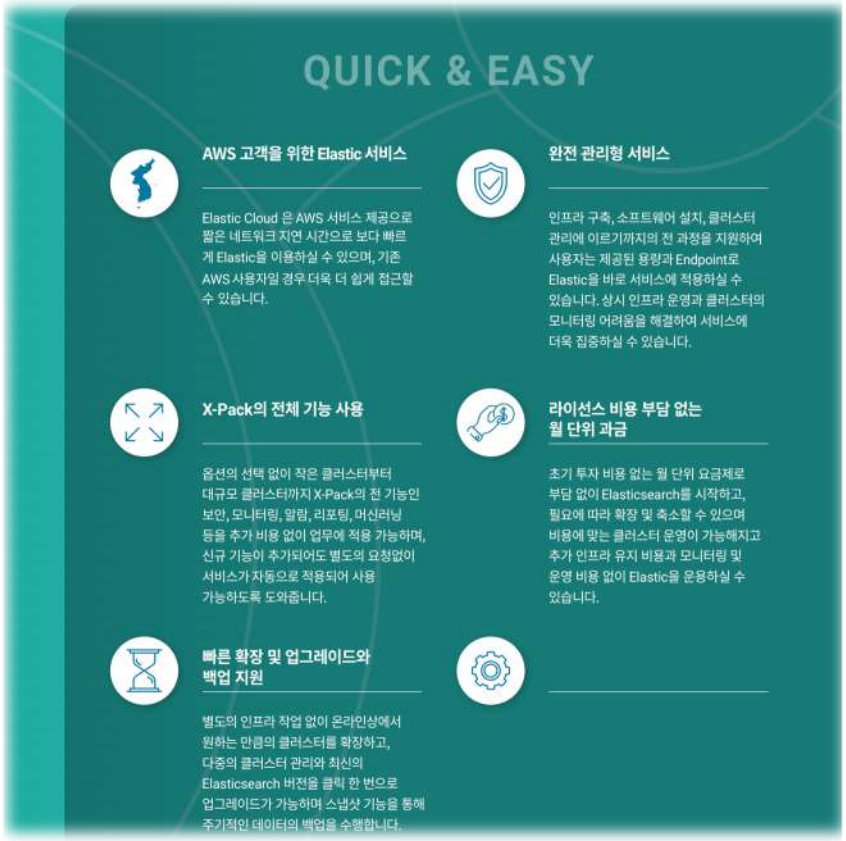
Elastic Strategic Partner - MEGAZONE

- https://elastic.hosting.kr/





Elastic Strategic Partner - MEGAZONE



DEVSISTERS · KB국민카드 · LG · Market Kurly

ELANDSYSTEMS · INKA · look-pin · kakaomobility

Autowini · 중고나라 · SNAP · GS건설

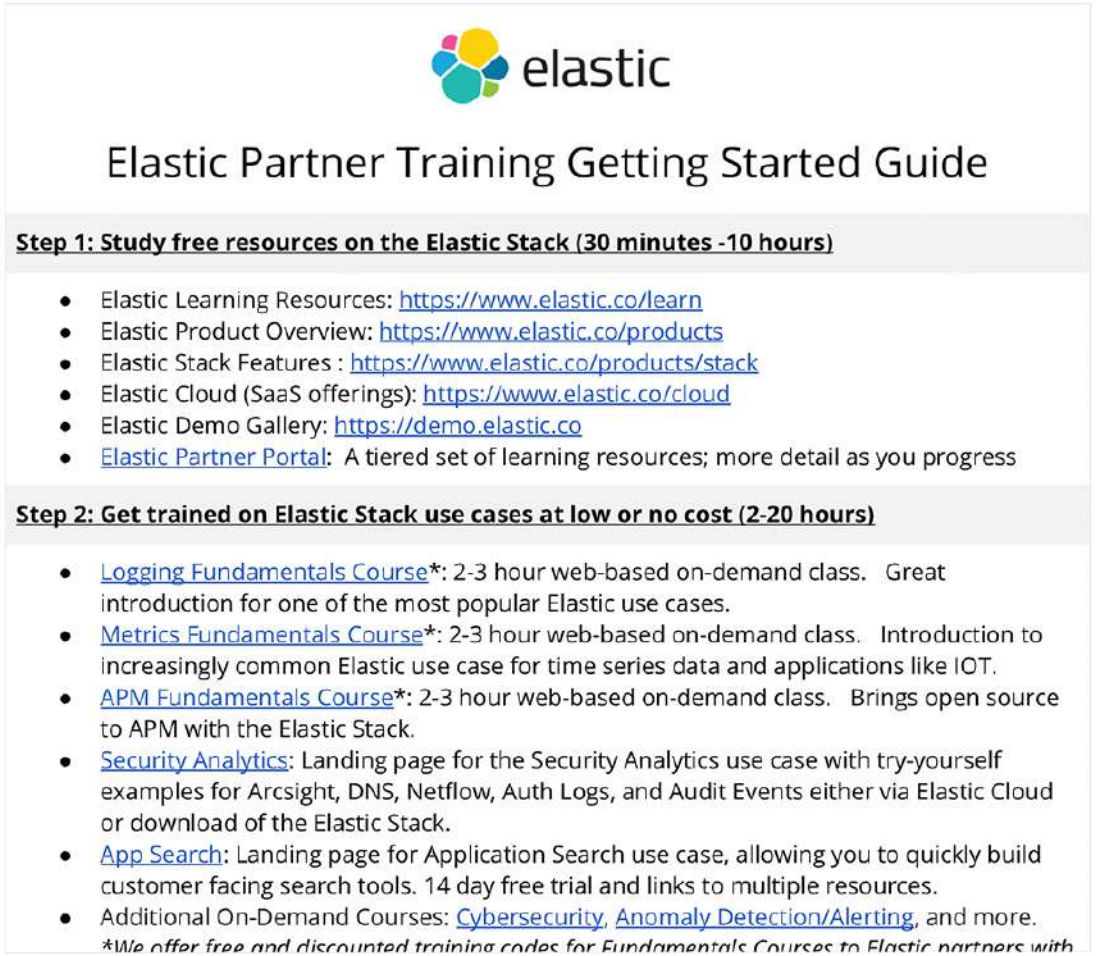
concept · WATCHA · 11번가 · KOPAI

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Technical Training

Ask me about on-demand:

- Logging Fundamentals
- Metrics Fundamentals
- APM Fundamentals
- Elastic ML for Cybersecurity
- ECE Fundamentals
  Fundamentals of Securing Elasticsearch



elastic

Elastic Partner Training Getting Started Guide

Step 1: Study free resources on the Elastic Stack (30 minutes -10 hours)

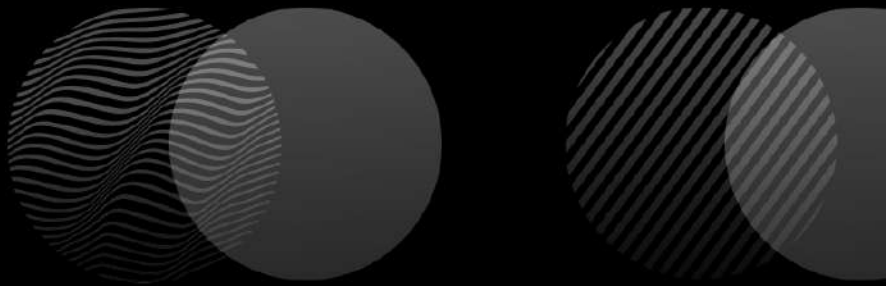
- Elastic Learning Resources: https://www.elastic.co/learn
- Elastic Product Overview: https://www.elastic.co/products
- Elastic Stack Features : https://www.elastic.co/products/stack
- Elastic Cloud (SaaS offerings): https://www.elastic.co/cloud
- Elastic Demo Gallery: https://demo.elastic.co
- Elastic Partner Portal: A tiered set of learning resources; more detail as you progress

Step 2: Get trained on Elastic Stack use cases at low or no cost (2-20 hours)

- Logging Fundamentals Course*: 2-3 hour web-based on-demand class. Great introduction for one of the most popular Elastic use cases.
- Metrics Fundamentals Course*: 2-3 hour web-based on-demand class. Introduction to increasingly common Elastic use case for time series data and applications like IOT.
- APM Fundamentals Course*: 2-3 hour web-based on-demand class. Brings open source to APM with the Elastic Stack.
- Security Analytics: Landing page for the Security Analytics use case with try-yourself examples for Arcsight, DNS, Netflow, Auth Logs, and Audit Events either via Elastic Cloud or download of the Elastic Stack.
- App Search: Landing page for Application Search use case, allowing you to quickly build customer facing search tools. 14 day free trial and links to multiple resources.
- Additional On-Demand Courses: Cybersecurity, Anomaly Detection/Alerting, and more.

*We offer free and discounted training codes for Fundamentals Courses to Elastic partners with

Q&A



Thank you