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splunk> Leadership Forum
a CISCO company

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The New Rules *of* Data Management

More Data, More Problems

The ability to access, process, analyze, and secure data has become increasingly difficult.

91%

say spending on data management has increased over the last year

Top drivers of increased data management costs

73%
increased data volume

71%
shifting regulatory requirements

53%
increased need for data security and protection

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Data Management Challenges Come with Consequences

Poor decision-making
9% | 20% | 31% | 40%

Failure to meet Compliance mandates
11% | 27% | 29% | 33%

Competitive disadvantages
9% | 45% | 38% | 8%

Unplanned downtime
19% | 39% | 37% | 5%

Poor customer service/experience
12% | 45% | 39% | 4%

- Did not experience
- Minimal negative impact
- Moderate negative impact
- Significant negative impact
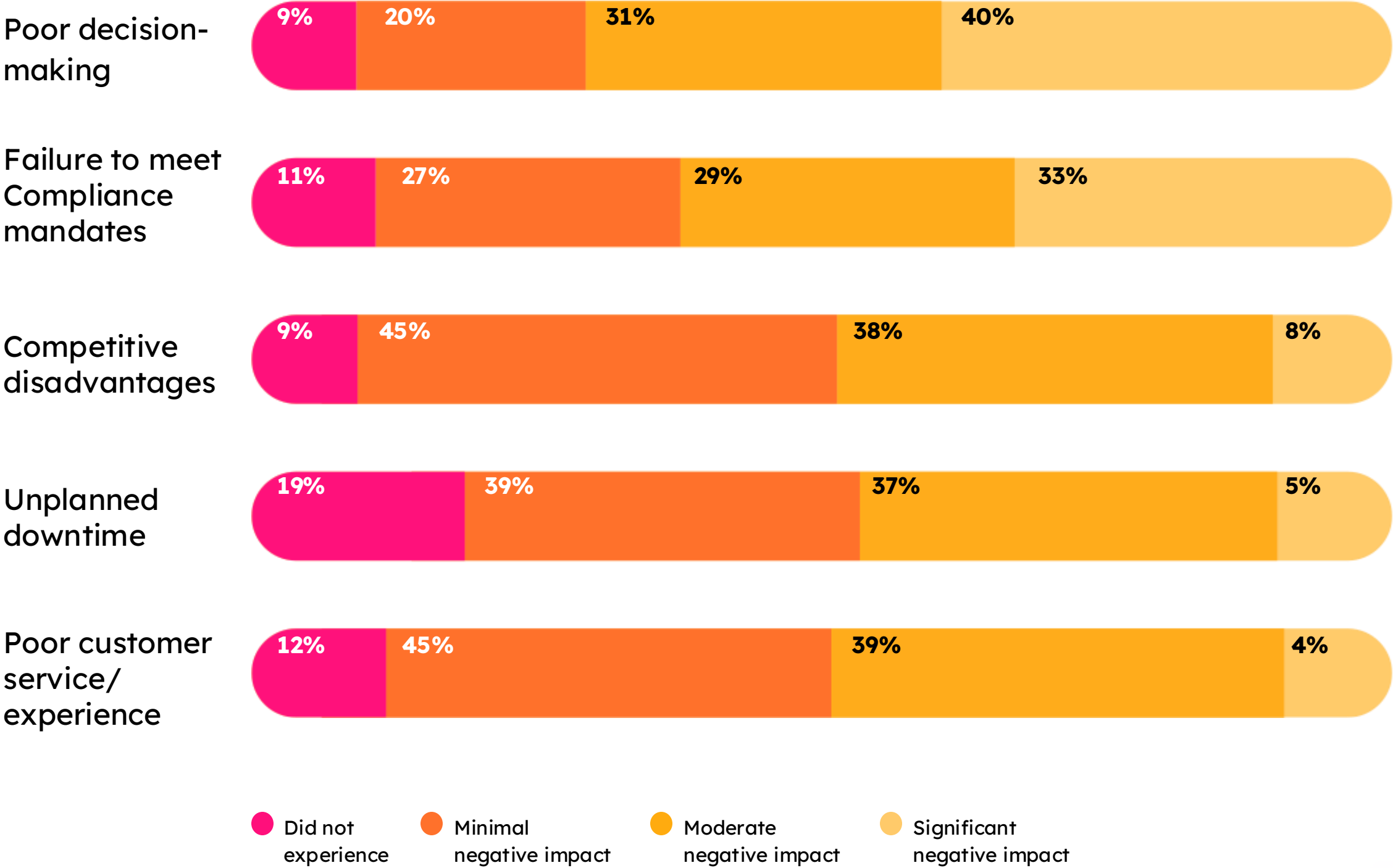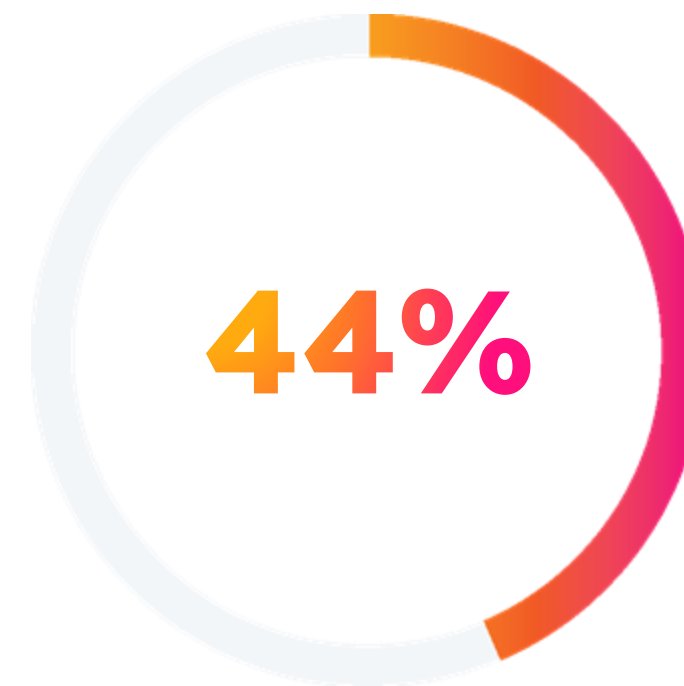
Insufficient Data Practices Loom Large

And while many organizations may have data policies,
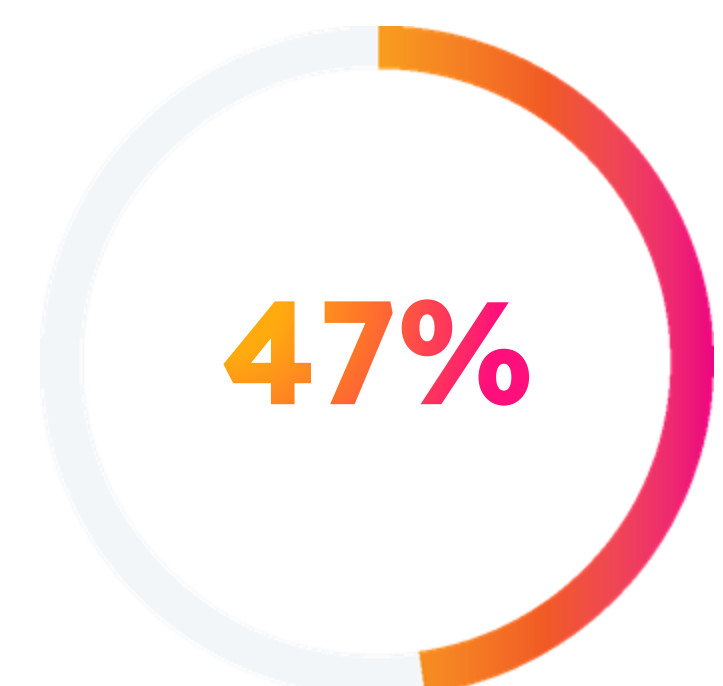they are not well-enforced, including

57%
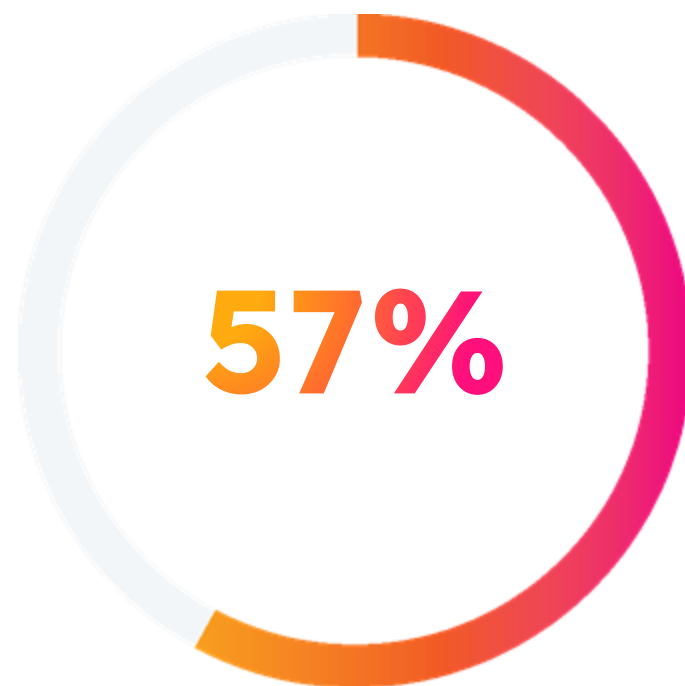
data access based
on employee roles

56%
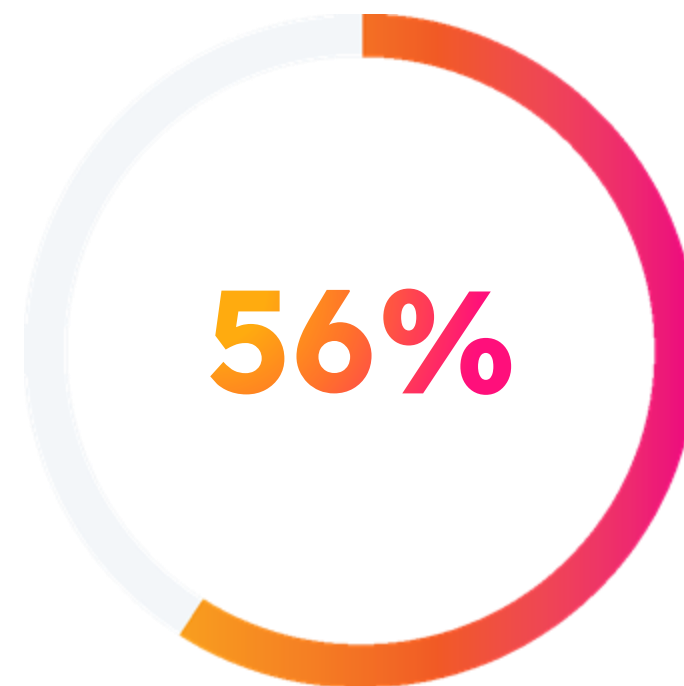
what data types should
be stored and where

44%

how long data should be
retained in a given location

47%

move data monthly to
process and analyze

More data.
More problems.

$200M
Average annual cost of system downtime per organization
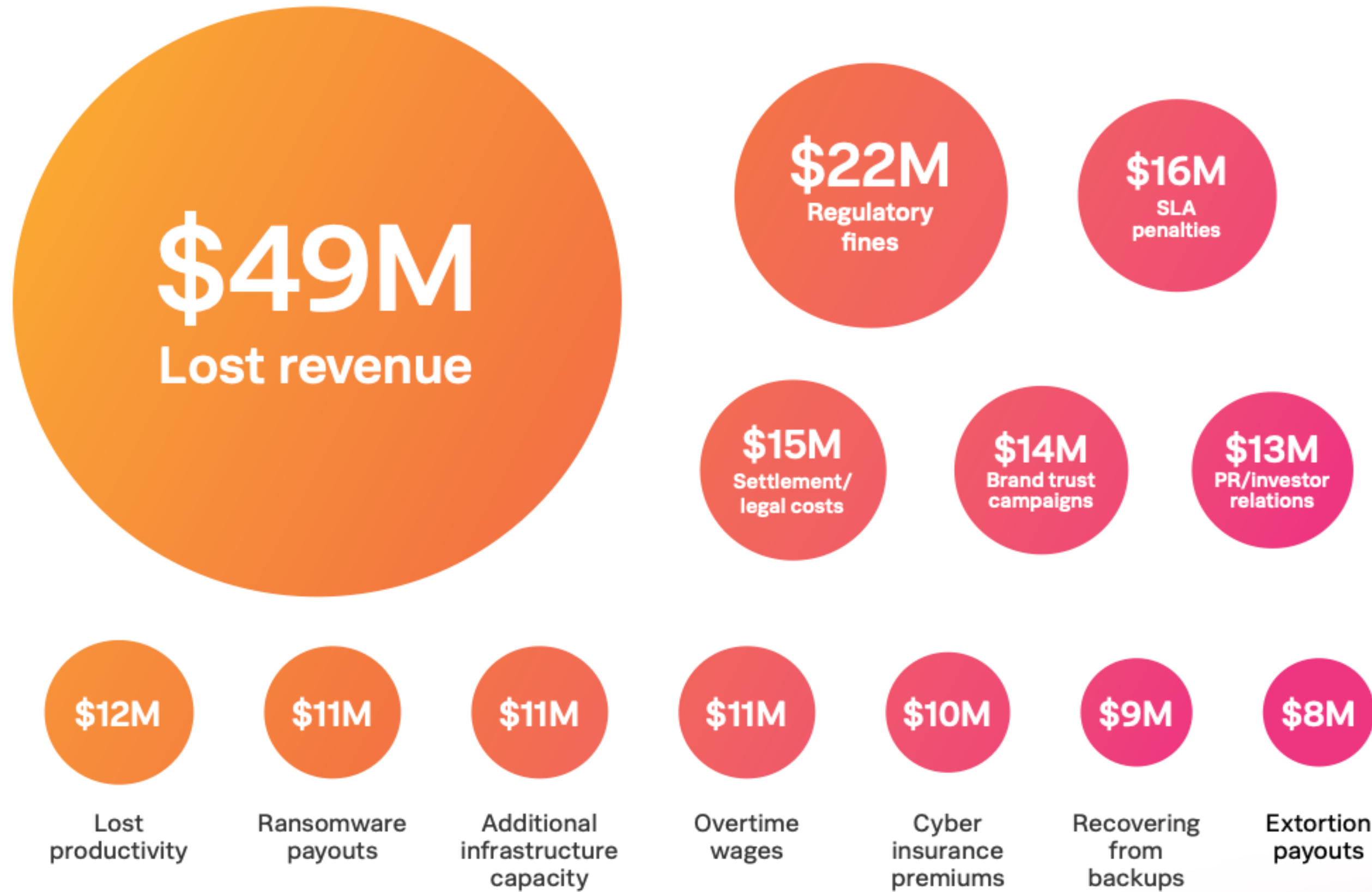
$4.9M
Average cost of a data breach

62%
Claim data management challenges led to compliance failures

*Splunk Hidden Cost of Downtime 2024
*IBM Cost of a Data Breach 2024
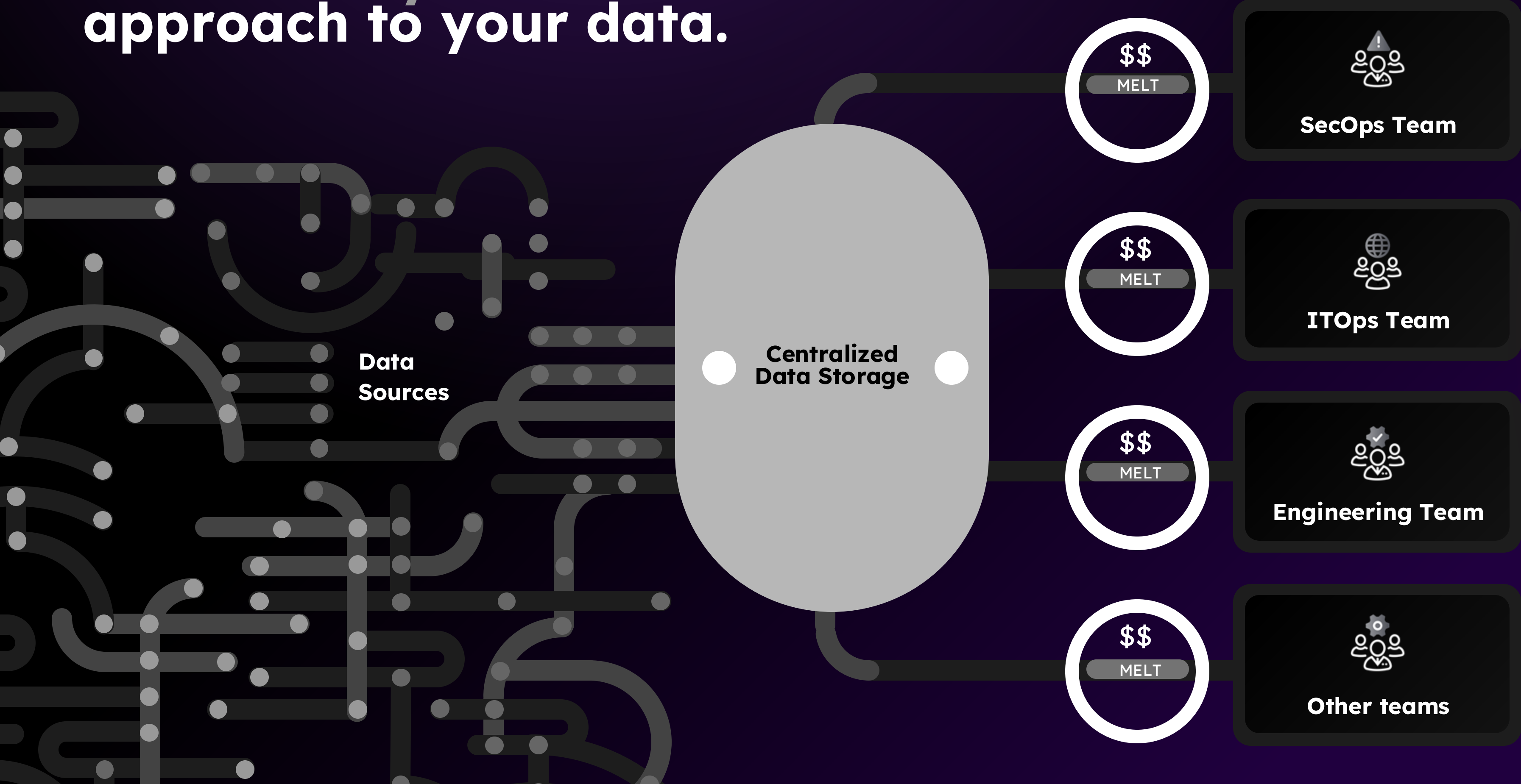*Splunk The New Rules of Data Management Report 2025

$49M Lost revenue

$22M Regulatory fines

$16M SLA penalties

$15M Settlement/legal costs

$14M Brand trust campaigns

$13M PR/investor relations

$12M Lost productivity

$11M Ransomware payouts

$11M Additional infrastructure capacity

$11M Overtime wages

$10M Cyber insurance premiums

$9M Recovering from backups

$8M Extortion payouts

Dollar amounts are rounded to the nearest whole number

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Compliance adds **more** complexity

GDPR

NIS2

DORA

ARAB REPUBLIC OF EGYPT
FINANCIAL REGULATORY AUTHORITY
الهيئة العامة للرقابة المالية
FINANCIAL REGULATORY AUTHORITY

CENTRAL BANK OF EGYPT

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The old way: centralized approach to your data.

Data Sources

Centralized Data Storage

$$ MELT — SecOps Team

$$ MELT — ITOps Team

$$ MELT — Engineering Team

$$ MELT — Other teams

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A better way: access and analyze your data wherever it lives

Data Sources

$ MELT

MELT

SIEM

Data Platform

Observability Tools

Data Lakes

Federation

SecOps, ITOps, and Engineering Teams
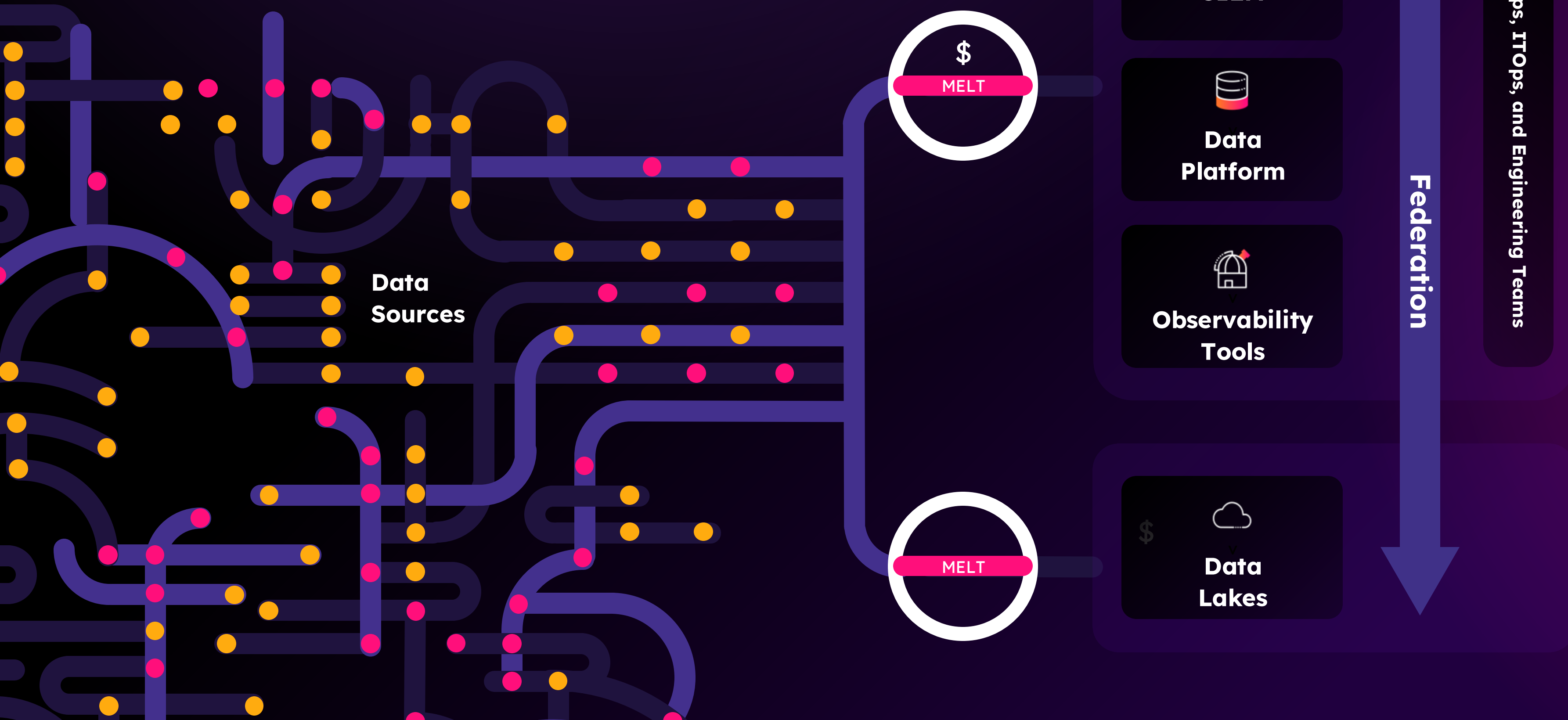
The new rules are all about control, choice, and cost flexibility for more value.

Start your data strategy with a foundation of pipeline management and lifecycle management.

Rule 1

Tier data to balance cost, performance, and accessibility.

High Performance
Prevention, Detection, Monitoring

Performance at Cost
Incident Investigation, Threat Hunting

Compliance
Audit, Forensics, Compliance

<1 sec   <10 sec   <1 min   1 hour   1 day   1 week   1 month   1 year   10 year
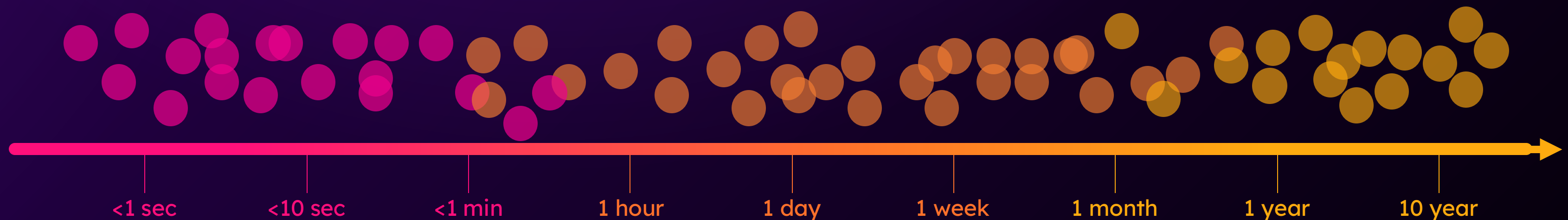
80% ranked reduced storage cost as a top positive impact

*Splunk The New Rules of Data Management Report 2025
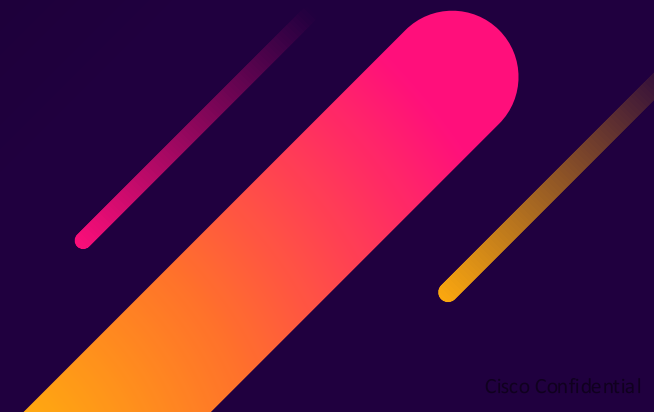
Rule 2

**Reuse data** to enhance collaboration, generate new insights, and reduce data duplication.

SecOps Team

ITOps Team

use case

use case

use case

use case

use case

use case

use case

use case

Share data

Share data

Reuse

Business
Requirement

Business
Value
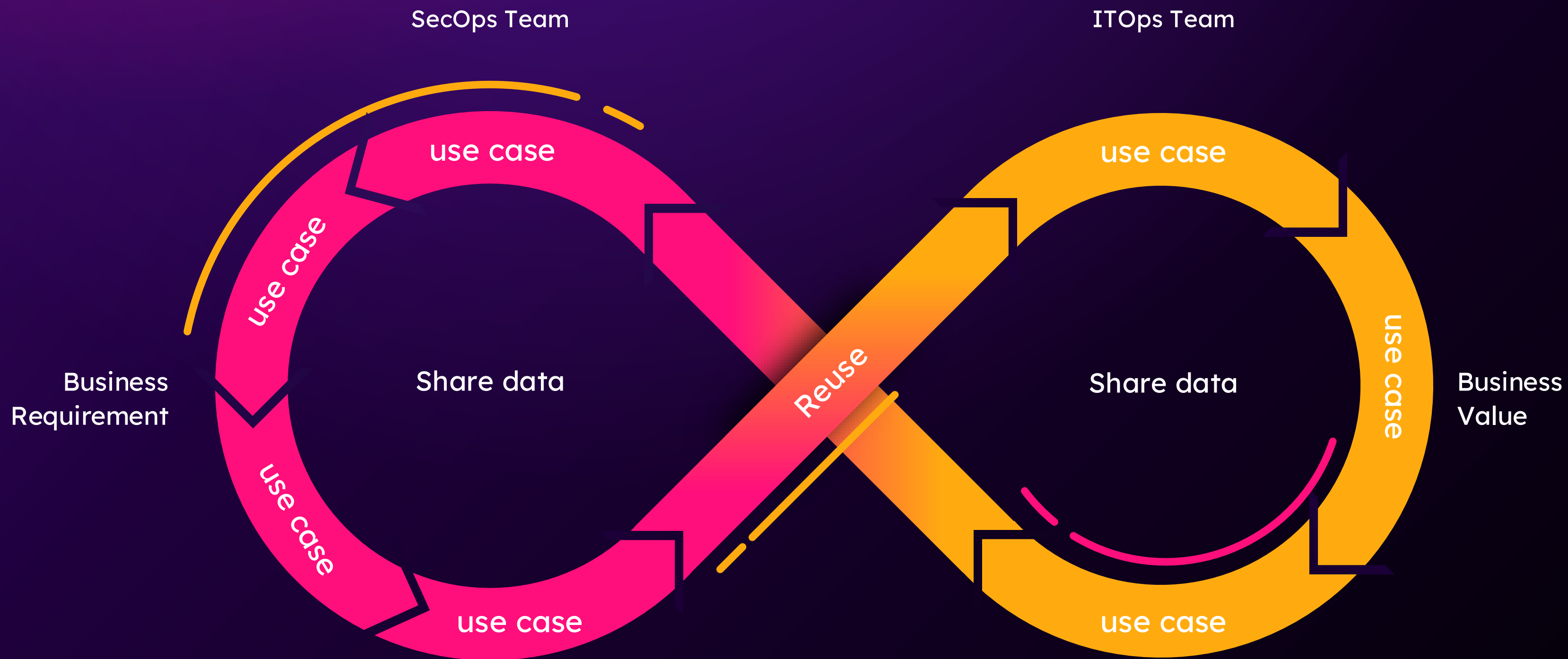
52%

of those that reuse data are more likely to reduce the impact of incidents

*Splunk The New Rules of Data Management Report 2025
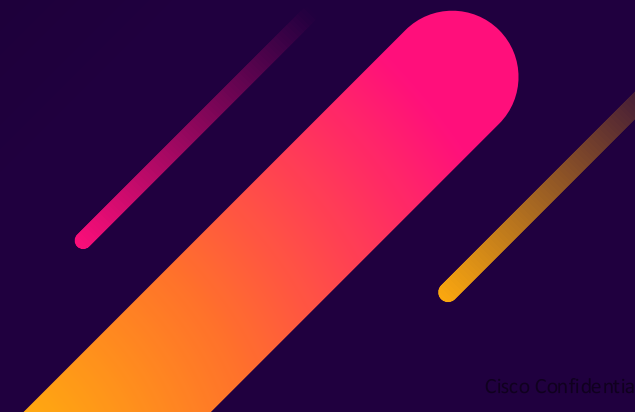
Rule 3

Stop moving your data and employ federation to improve data access and optimize costs.

SecOps Team

ITOps Team

Engineering Team

Break Down Silos with Federated Access

Threat Hunting

Compliance

Detection

Exploration

Investigation

Historical Analysis

On – Prem

On - Cloud

API'S

Data leaders implementing the trifecta see big benefits

79%

Report faster mean time to respond

79%

Confirm their data strategy improved performance optimization for app and infrastructure

55%

Saw increased speed of innovation

*Splunk The New Rules of Data Management Report 2025

AI Vision

Reimagine digital resilience in the AI era - to unlock human potential, innovate with confidence, and protect your organization

The Intersection of AI and Data Mgmt

The relationship between data management and AI is mutually beneficial. AI depends on quality data, so a strong data management strategy plays a vital role in how AI models perform, and AI helps fill in the gaps in data management by boosting productivity and automation when woven into workflows.

Data Management for AI and AI for Data Management

Data management's impact on AI

85%
say their data management strategy provides AI with enough data volume and variety to generate insights.

74%
say their data management strategy removes bias from the data sets from which AI models learn.

82%
say their data management strategy has improved the accuracy of machine learning models.

The impact of AI on data management

98%

agree that AI has made their data management strategy easier.

73%

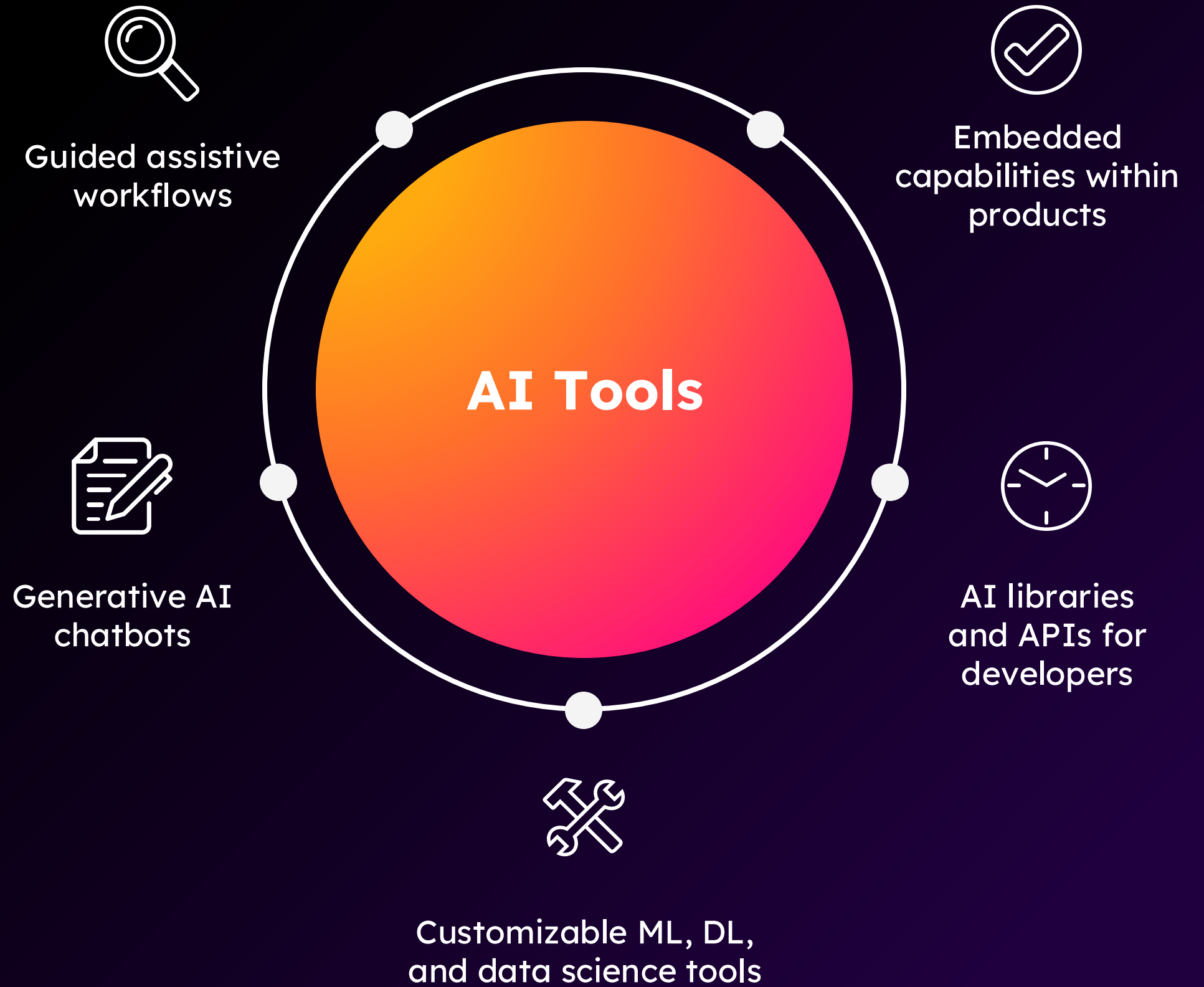of respondents believe AI enhanced data quality by automating repetitive tasks.

59%

say AI helps with data discovery, including scanning large data sets to identify patterns, trends, and anomalies.

Where are we investing?

Accelerate detection, investigation and response.

Generative AI

Make sense of the signal to improve user productivity and outcomes.

Advanced AI

Find the signal from the noise in vast amounts of data.

The time is now

Thank You

The only company to combine the power of the network with security, observability, and collaboration

31 Million

networking devices connected to our platform with 1B clients connecting monthly

800 Billion

security events observed per day across the network

Leader

across analyst reports in Networking, Security, Observability, and Collaboration

Cisco telemetry 2024, Gartner® Magic Quadrant™ reports for SD-WAN 2023, SIEM 2024, Observability Platforms 2024, and UCaaS 2023.