



CORPORATE OVERVIEW

The world's most popular enterprise open source products for real-time search, logging, analytics, and more





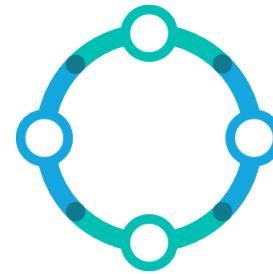
100,000+

Community
Members



150M+

Product
Downloads

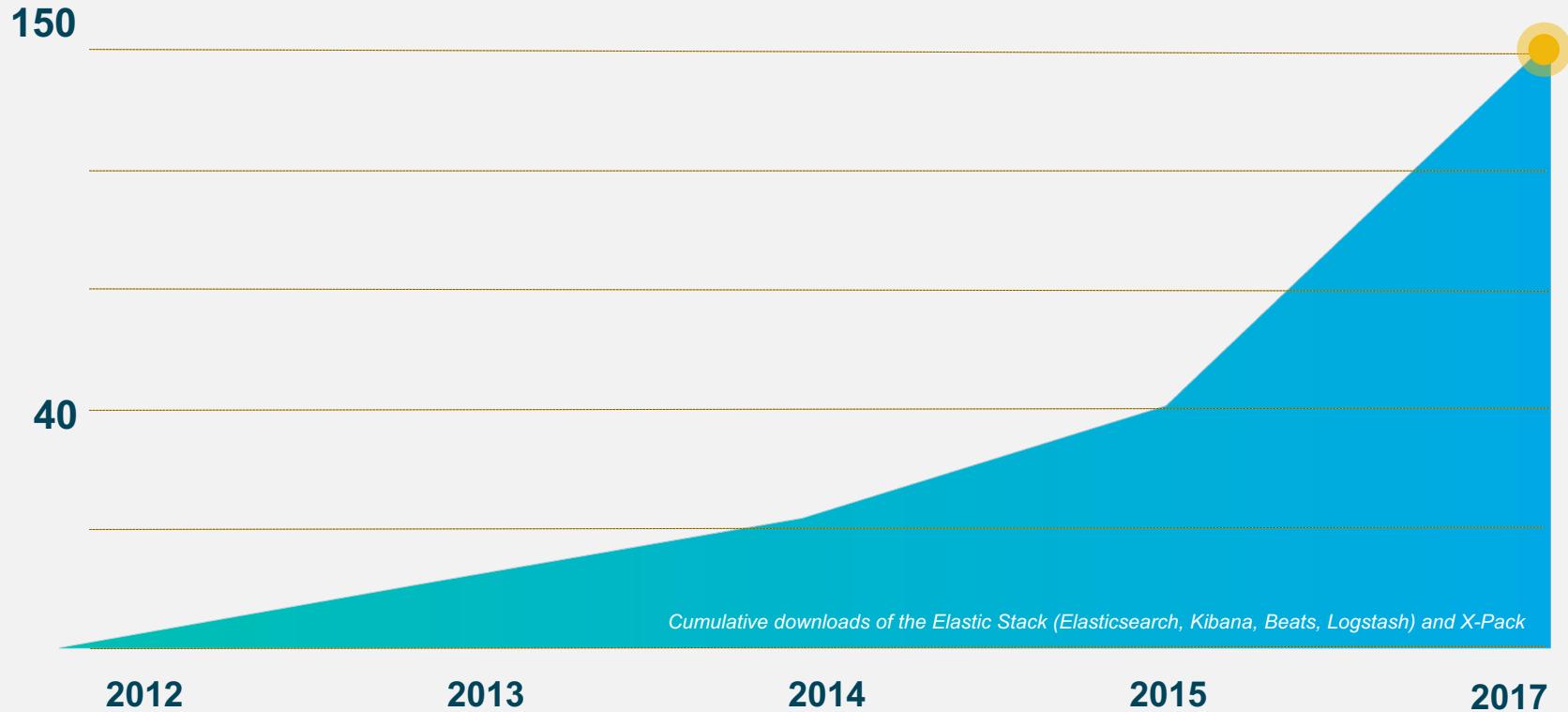


3,700+

Subscription
Customers

Statistics since 2012, founding of Elastic

Millions of Downloads



Tech



Finance



Telco



Consumer



Enterprise Customers in Every Industry

Massive Startup Adoption

tinder™



lexer

stackoverflow

shopify

Octopart

docker

The logo for Squarespace consists of a black, abstract, flowing graphic element that resembles a stylized letter 'S' or a series of interconnected loops.

SQUARESPACE

GitHub



"Improving patient care with real-time clinical decision making."



"Combating our global human trafficking problem."



"Mining 3-4 billion events per day to ensure security intelligence."



"Many use cases from trade optimization to compliance to HR recruiting."

Solving Problems Beyond 'Search'



High scale, not
easily real-time, and
high TCO



Key/value stores,
schemaless, lack of
analytical capabilities



Structured data,
complex joins, not
unstructured data



Custom &
Proprietary
Systems

Single use case, not
built to support
multiple use cases

**Great tools exist but do they solve today's data
problems in a way that is real-time, scalable, and
relevant to drive revenue growth and reduce costs?**

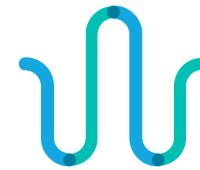
Today's Developer Requirements



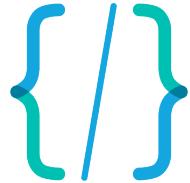
Horizontal Scale



Real-Time Data
Availability



Flexible Data
Model



Rapid Query
Execution



Sophisticated Query
Language

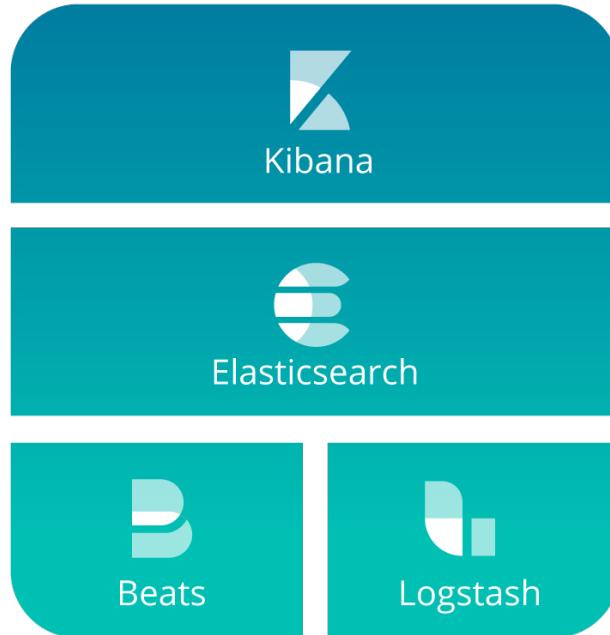


Schemaless



Elastic Stack

100% open source
No enterprise edition
All new versions with 5.0





X-Pack

Single install
Extensions for the Elastic Stack
Subscription pricing



Security



Alerting



Monitoring



Reporting



Graph



Machine Learning



Elastic Cloud

Hosted Elasticsearch & Kibana
Includes X-Pack features
Starts at \$45/mo

The screenshot shows the Elastic Cloud web interface. At the top, there's a navigation bar with 'cloud' (with a logo), 'Clusters', 'Plugins', and 'Help'. On the right are 'Account' and 'Sign out' buttons. Below the navigation is a 'Summary' section with the following details:

Region	US East (N. Virginia)
Memory	1 GB
Storage	24 GB
SSD	Yes
High availability	No
Hourly rate	\$0.0612
Monthly rate	\$45

Below the summary is a 'Create' button. To the right is a 'Cluster Size' section with a slider and a note: "Choose a cluster size. Cluster size can be changed later without downtime." It shows a scale from 1GB to 6144GB with increments of 1GB, 2GB, 4GB, 8GB, 16GB, 32GB, 64GB, 128GB, 256GB, 3072GB, 4608GB, and 6144GB. A checked checkbox says "SSD – Selected for improved storage performance." A link "Need a larger cluster? Contact us." is also present. At the bottom are sections for 'Region' and a list of available regions.

Regions listed (some are buttons):
US East (N. Virginia) (selected)
US West (N. California)
US West (Oregon)
EU (Ireland)
Asia Pacific (Singapore)
Asia Pacific (Tokyo)
South America East
Asia Pacific (Sydney)

Available in AWS today
Available in Google Cloud Platform (soon)
Available as a private cloud/on-premise solution
(Elastic Cloud Enterprise)



Elastic Stack



X-Pack



Elastic Cloud

Application Search

Log Analytics

Security Analytics

Metrics Analytics

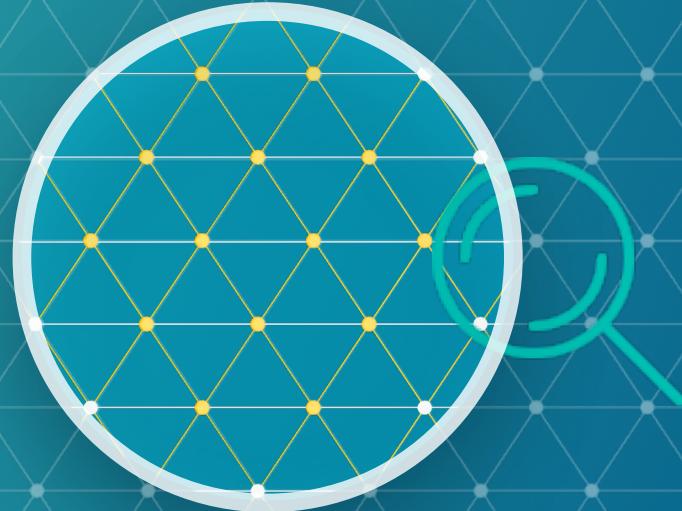
Business Analytics

Many more ...

Solving many diverse & complex use cases

Search and analytics, it all started here

More than 60% of our customers have a search or analytics use case





Marktplaats

Alle groepen... ↗ Postcode Alle afstanden... ↗ Zoek

Doe-het-zelf en Verbouw

Fietsen en Brommers

Hobby en Vrije tijd

Huis en Inrichting

Huizen en Kamers

Kinderen en Baby's

Kleding | Dames

Kleding | Heren

Klusken

Motoren

Muziek en Instrumenten

Postzegels en Munten

Sieraden en Tassen

Spelcomputers, Games

Sport en Fitness

Telecommunicatie

Tickets en Kaartjes

Tuin en Terras

Vacatures

Vakantie

Verzamelen

Nieuw en populair

HEMA Poppenwagen G... € 20,00 Topadvertentie

Smoby Quinny poppen... € 38,95 Topadvertentie

Quinny poppenwagen v... € 39,95 Topadvertentie

Poppenwagen Smoby ... € 39,99 Topadvertentie

Huis en Inrichting

Vrijstaande rechthoeki... € 40,99 Topadvertentie

Barokspiegel (s) Zwart ... € 99,00 Topadvertentie

Kast met glas in lood € 250,00 Zojuist geplaatst: Vandaag 15:49

Bijzettafel set Cube € 69,95 Homepagina Advertentie



GROUPON

Cart Help Sign In Sign Up Chicago, IL

Home Local Goods Getaways Clearance Coupons Groupon-a-Thon

GROUPON-A-THON
ONLY THRU FRIDAY

UP TO 80% OFF OVER 50,000 INCREDIBLE DEALS
Day 2! Save on Select Restaurants • Bars • Things to Do • More

SHOP NOW

Prices as marked. Valid on select deals and in select cities.

results for 'Yoga'

Sort by **Relevance**

[View On Map](#)

ALMOST GONE

McFetridge Sports Center
Up to 52% Off Yoga Classes

Heated and unheated yoga classes such as Vinyasa Flow, Forrest, Sculpt, Restorative and Hatha

📍 Chicago • 7.4 mi
\$100 **\$49** [View Deal](#)

Up to 83% Off Yoga at Chicago Oneness Center

Chicago Oneness Center
📍 Buena Park • 7.2 mi
\$100 **\$29**

Up to 76% Off Yoga Classes

Cindy Huston
📍 Buena Park • 7.2 mi
\$100 **\$29**

Local

- Health & Fitness (675)
- Things To Do (160)
- Personal Services (19)
- Beauty & Spas (11)
- Retail (5)

Goods

- Sports & Outdoors (753)
- Women's Fashion (93)
- Electronics (73)
- Entertainment (38)
- Jewelry & Watches (18)
- Baby, Kids & Toys (9)
- Men's Fashion (8)
- Health & Beauty (3)
- For the Home (1)

A screenshot of the Dell website homepage. The header features the Dell logo, a search bar with the placeholder "What can we help you find?", a "Search" button, and a "Sign In" link. Below the header is a navigation menu with links for "Products", "Solutions & Services", "Support", and "Deals". The main content area has a teal background with white snowflake patterns and a silhouette of Santa Claus walking through a snowy landscape. A callout box on the left side contains the text "Deals that get there in time." followed by "Save up to \$275 on ready-to-ship PCs for delivery by Dec. 23. Plus, free expedited delivery." and a "Shop Now" button. To the right of the callout is a small image of a laptop and other tech accessories. Below this section is a larger image of three people practicing yoga on a beach under a cloudy sky. The bottom of the page features a footer with social media icons and links to "About Dell", "Careers", "Press Room", "Events", "Contact Us", and "Feedback".

What can we help you find?

Search

Sign In

Products Solutions & Services Support Deals

Deals that get there in time.

Save up to \$275 on ready-to-ship PCs for delivery by Dec. 23. Plus, free expedited delivery.

Sale ends Dec. 22 at 2 p.m. CT.

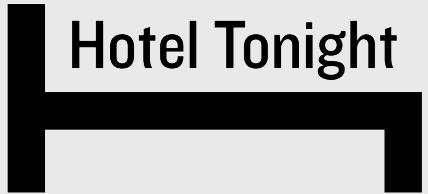
Shop Now

For work or play, it all ships free.

Free shipping on everything including the latest PCs powered by new 7th Gen Intel® Core™ processors

Learn More

Carnival makes smart use of data for a better customer experience with Dell EMC.



Hotel Tonight

San Jose

Tonight

Sunnyvale, Mt. Clara, Campbell, Cupertino, Saratoga, Legal, Mountain View, San Jose, Joseph D. Grant County Park

1 Room Left
Hotel De Anza
SOLID 93%
2.9 mi - San Jose
\$119
was \$139

Hilton San Jose
SOLID 94%
2.5 mi - San Jose
\$128

Gift Heart Building User

Hotel Tonight

New York, NY

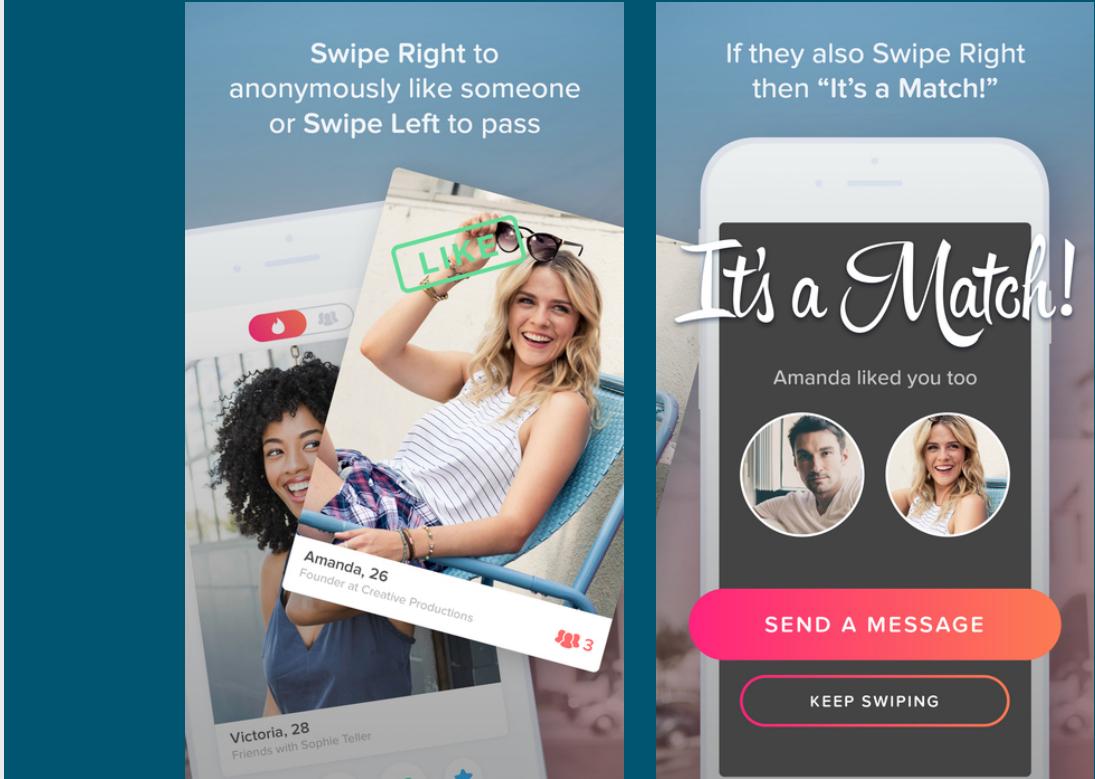
Tonight

Washington Square Park, Hudson River Park - Pier 40, LITA ROMA, Gouverneur Health, Chinatown, Lower East Side, FDR Drs, Manhattan Bridge, Brooklyn Bridge, Wall St., Belford-Wall St., Hoboken, Water St., Trinity, BATTERY PARK, Charging Bull, Battery Park, Post Imperial-Wall St., Sandy Hook-Midtown, 9A, 248, 103, 165, 104, 99, 109, 197, LIST

NOMO SOHO
HIP 94%
SoHo
\$165
was \$225

Gift Heart Building User

tinder™





BBC REWIND

Send Feedback Help 0

Search the BBC archives

Instantly uncover the most relevant news, video, image or audio
for your story from 1,979,704 archive assets.

Search for... Media All

From (dd/mm/yyyy) To (dd/mm/yyyy)

Search Advanced...

Discover content from [On This Day](#) in history

FEATURED COLLECTIONS

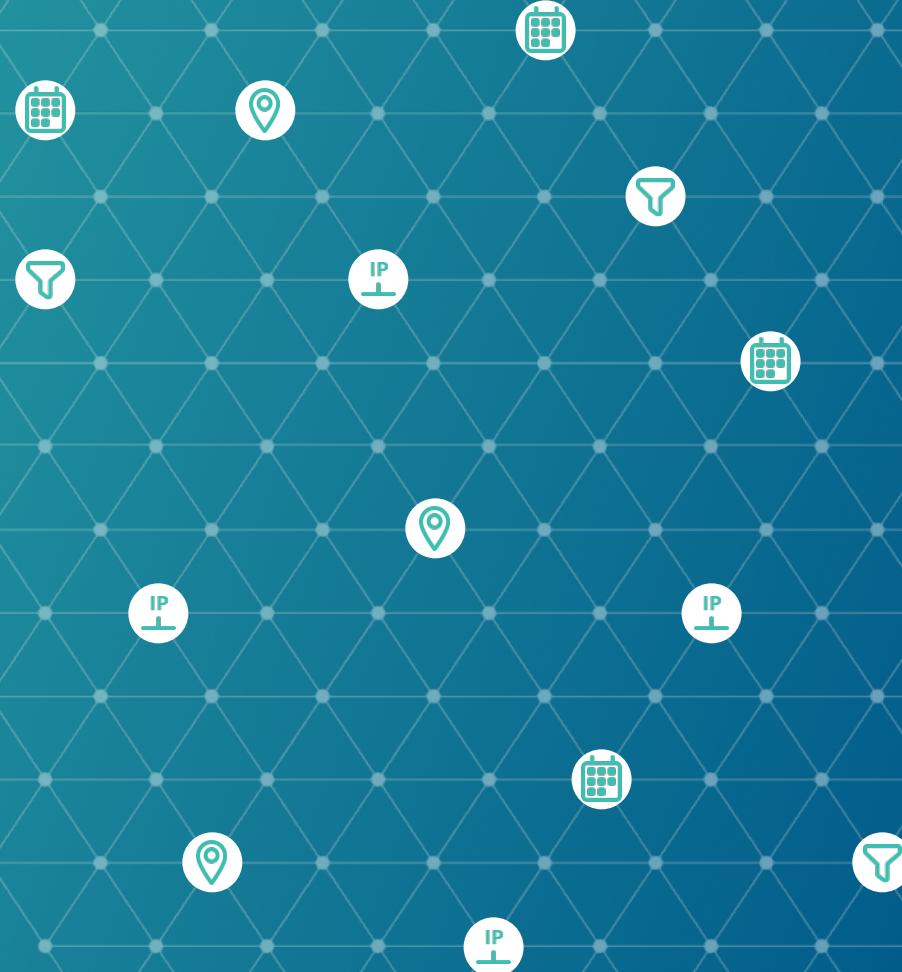
Edinburgh Festival The Big Yin David Bowie

[Browse all collections >](#)

The screenshot shows the BBC Rewind website. At the top, there's a navigation bar with the BBC logo and the word "REWIND". On the right of the bar are links for "Send Feedback", "Help", a notification icon with "0", and a menu icon. Below the bar, the main heading is "Search the BBC archives" with a sub-instruction "Instantly uncover the most relevant news, video, image or audio for your story from 1,979,704 archive assets.". Below this is a search form with a placeholder "Search for...", a "Media" dropdown set to "All", and two date pickers for "From" and "To". There are also "Search" and "Advanced..." buttons. A note below the search form says "Discover content from [On This Day](#) in history". Below the search area, there's a section titled "FEATURED COLLECTIONS" with three thumbnail cards: "Edinburgh Festival", "The Big Yin", and "David Bowie". At the bottom of this section is a link "Browse all collections >".

Logs Logs Logs, many devices, many systems

More than 40% of our
customers use our products
for operational log analysis





“

We collect more than
1.2 TB logs every day from
our infrastructure, web
servers, and applications.



“

We handle more than
3 billion daily events while
meeting all of our data security
requirements.



“

We centralized our common infrastructure logging from 900 servers and 5000 network devices in order to decrease MTTR and wasted labor and capital expenses.



“

We instantly decreased our network latency detection from 48 hours to near-real time and shortened our time-to-market for new products and features.



“

We get instant analysis of over 20 billion game play, download, and server events per day to ensure optimum player experience and satisfaction.



“

The Elastic Stack helped us improve customer satisfaction and retention by allowing us to proactively diagnose and fix website and application errors.

Sniff sniff sniff, find the bad actors in your data

200% YoY growth in
security use cases with
our products





“

We mine and analyze
4 billion events every day to
detect security hacks and threats.



“

We analyze piles of data:
13B AMP queries/day
600B emails/day
16B web requests/day



“

The Elastic Stack made it possible
for us to build Fusion – our
centralized cyber security and
defense platform – and protect the
bank and our customers from real-
time threats all over the world.

**75% of our customers
use our products for
multiple use cases**



LOG ANALYTICS



METRICS



SECURITY



SEARCH



OPERATIONAL
ANALYTICS

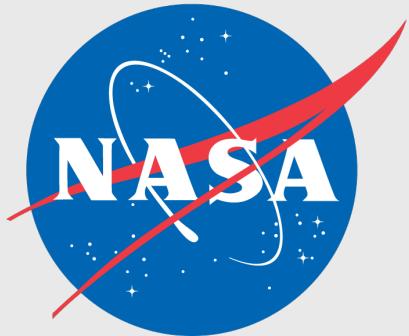


CUSTOM APPS

**Goldman
Sachs**

“

1,000+ developers use the Elastic Stack for use cases from trade tracking to creating new HR and compliance apps.



“

We send from Mars more than
30K messages
100K documents
4x a day for
operational, telemetry, anomaly
resolution, and log analysis.

Elastic Cloud, hosted & managed Elastic Stack

- Available on AWS today
- Available on Google Cloud Platform (soon)
- Available as a private cloud/on-premise solution (Elastic Cloud Enterprise)





“

With Elastic Cloud, we can
focus our energy on our
application instead of
configuring and managing
the cluster.



“

We centralized our multi-business unit infrastructure on Elastic Cloud to allow us to better scale and provide higher availability for customers.

	Open Source	Basic	Gold	Platinum
<u>Elastic Stack</u>	Elasticsearch, Kibana, Beats, Logstash	Elasticsearch, Kibana, Beats, Logstash	Elasticsearch, Kibana, Beats, Logstash	Elasticsearch, Kibana, Beats, Logstash
<u>X-Pack</u>				
Monitoring		✓	✓ + Multicloud + configurable data retention	✓ + Multicloud + configurable data retention
Security			✓	✓ + field/doc level security + custom realms
Alerting			✓	✓
Graph				✓
Reporting			✓	✓
Machine Learning				✓
Dev Tools		✓ + Search Profiler	✓ + Search Profiler	✓ + Search Profiler
<u>Tile Service</u>	✓ Zoom Level 10	✓ Zoom Level 18	✓ Zoom Level 18	✓ Zoom Level 18
<u>Support</u>			Business Hour 6 Support Contacts 4 Hour Critical Response	24/7/365 8 Support Contacts 1 Hour Critical Response Emergency Patches



Support

Architecture / Index / Shard Design

Cluster Management & Fine Tuning

Query Performance Optimization

Dev to Production Migration & Upgrades

Elastic Stack and X-Pack Best Practices

Experienced Support Engineers

*Included in Elastic Subscription Packages;
More than traditional technical support*



Training

Become an Elastic Stack expert.

Hands on technical and operational courses. Public courses around the world.
Private courses on request.



Consulting

Accelerate your team's success.

Work with our consultants at any phase of your implementation – prototype, design, development, migration, and optimization.



“

Having a dedicated support
engineer is like having a
technical mentor that helps
me grow.



“

We use Elastic support to continue to **expand and fine tune** our deployment which keeps growing to new use cases.

A Global Partner Ecosystem

Channel & Solution Partners

- System integration
- Consulting
- Implementation
- Procurement Support

INTRAFIND

SEARCH
TECHNOLOGIES

Insight.

shi

codecentric

FINDWISE
SEARCH DRIVEN SOLUTIONS

Infotel

Booz | Allen | Hamilton

OEM Partners

Embedding Elasticsearch support and plug-ins in core product and solution offerings

BITSTEW
SYSTEMS
From GE Digital

CISCO

Digital Reasoning

kCura

LIFERAY

NICE

NOKIA

REDOWL

Technology & Platform Partners

- Technology integrations
- Certifications
- Joint product solutions

CISCO

Microsoft cloudera

databricks

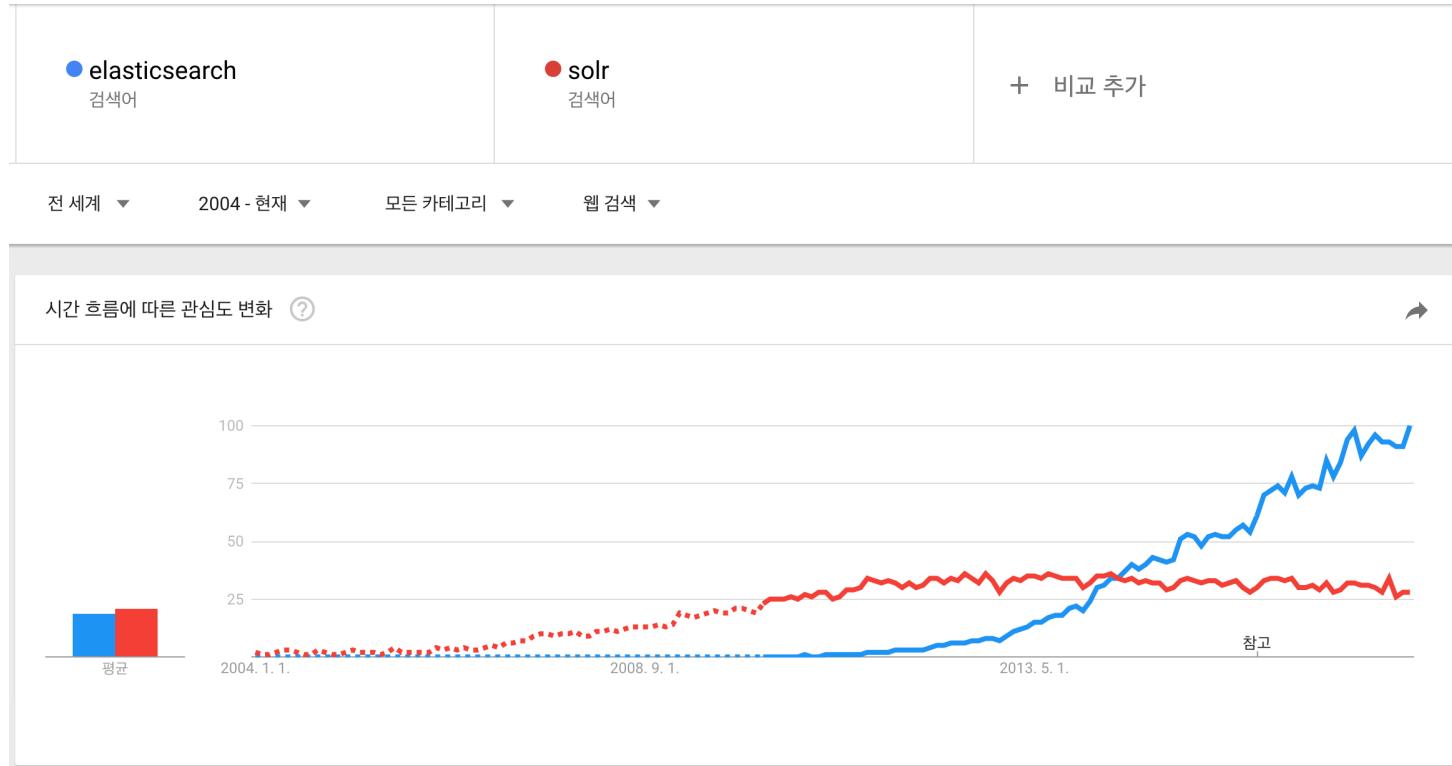
Google Cloud Platform

confluent

MAPR

BASIS
TECHNOLOGY

Elasticsearch vs Solr (Google Trend)



DB-Engines Ranking of Search Engines

<https://db-engines.com/en/ranking/search+engine>

16 systems in ranking, November 2017											
	Rank			DBMS	Database Model	Score			Nov 2017	Oct 2017	Nov 2016
	Nov 2017	Oct 2017	Nov 2016			Nov 2017	Oct 2017	Nov 2016			
	1.	1.	1.	Elasticsearch 	Search engine	119.41	-0.82	+16.84			
	2.	2.	2.	Solr	Search engine	69.16	-1.97	+0.80			
	3.	3.	3.	Splunk	Search engine	64.87	+0.51	+10.14			
	4.	4.	4.	MarkLogic	Multi-model 	11.55	-0.26	+1.33			
	5.	5.	5.	Sphinx	Search engine	5.88	-0.14	-1.11			
	6.	6.	↑ 8.	Microsoft Azure Search	Search engine	3.88	+0.20	+1.96			
	7.	↑ 8.	↑ 9.	Algolia	Search engine	2.78	+0.14	+1.23			
	8.	↓ 7.	↓ 6.	Google Search Appliance	Search engine	2.76	-0.06	+0.14			
	9.	9.	↓ 7.	Amazon CloudSearch	Search engine	2.36	-0.04	+0.10			
	10.	10.	↑ 12.	CrateDB	Multi-model 	0.66	-0.08	+0.43			
				Document store	Search engine						
					Relational DBMS	194.06	-0.53	+12.61			
					Relational DBMS	133.31	+3.86	+7.34			
					Wide column store	124.21	-0.58	-9.76			
					Key-value store	121.18	-0.87	+5.64			
					Search engine	119.41	-0.82	+16.84			

THANK YOU

@elastic

www.elastic.co

