

Apica Flow Business Case for Splunk Users

Gone are the days of traditional data management solutions, now with the escalating demands for precisely accurate and available data in today's high-volume business environments. According to a report from Gartner, by 2027, at least 40% of organizations will deploy data storage management solutions for classification, insights, and optimization. This is an increase from just 15% of organizations in early 2023. The exponential growth of data, coupled with the need for reducing data storage costs and sharing data across platforms more effectively, presents a formidable challenge for CIOs and Heads of IT.

This challenge is made easier with Apica Flow. Conventional approaches to data management don't align with modern environments that run observability platforms (such as Splunk and ElasticSearch) on cloud native technologies (such as Kubernetes, VMware and virtualized or on-premises legacy infrastructure). Heterogenous environments that span public, private, and multi-cloud are all too common. With so much complexity, enterprises are increasingly facing cost and scalability issues. Storing and managing vast amounts of data can be cost-prohibitive. Data volumes and tiers do not align with business operational needs, resulting in vendor lock-in and higher data management costs. These escalating costs lead to marginal or negative return on investment (ROI).

The good news is that Apica Flow is a modern data management platform specifically designed to meet the unique-

Summary of Findings

- **Apica Flow significantly reduces overall TCO by \$4M+ for this Splunk deployment.**
- **Apica Flow provides a strong ROI of 400%+ annually.**
- **Apica Flow enables operational data efficiencies through greater sharing of data across systems (100% data control) without disrupting existing Splunk use cases or workflows.**

demands of today's high-volume data environments while reducing the overall cost of ownership. The Flow platform allows you to reduce the costs of data analysis while ensuring full scalability of your data pipeline. The following business case covers a real-life example including Apica Flow within an existing Splunk deployment. We provide a full analysis of the total cost of ownership (TCO) of all operating and capital expenditures, while providing clarity on the greatly improved ROI.

Business Use Case

Many customers utilize Splunk today (among other tools) as an important data management system for critical observability use cases. To meet key data management requirements, Splunk users must ingest and interpret data from multiple sources.

They are also faced with the challenges of continuing to modernize with newer technologies such as OpenTelemetry which introduces newer data formats, compatibility issues and growing data volumes.

All these data sources feed directly into Splunk, but at a substantial cost. This prompts the need for the following:

- **Cost reduction for operational data storage.**
- **Enhanced telemetry pipelines (data pipeline control) to avoid vendor lock-in.**
- **Seamless inter-operability with Splunk and other key observability tools & workflows.**
- **Adopt newer technologies such as OpenTelemetry.**

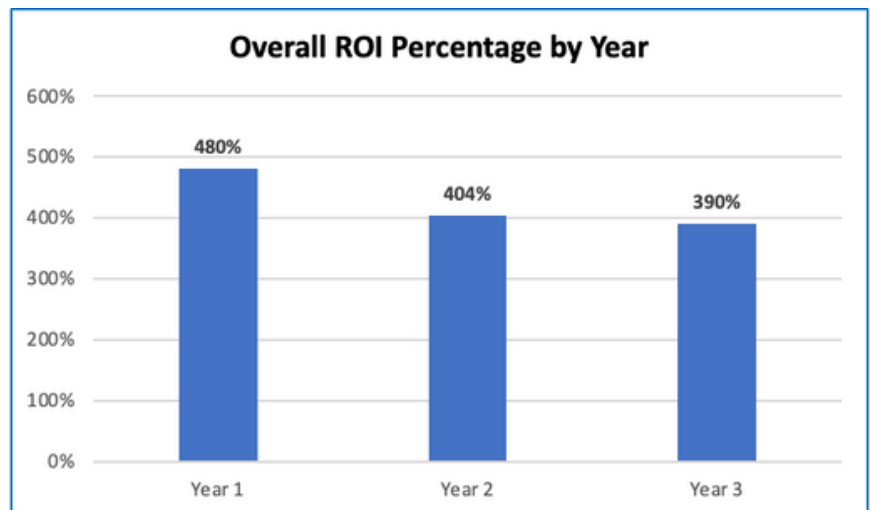
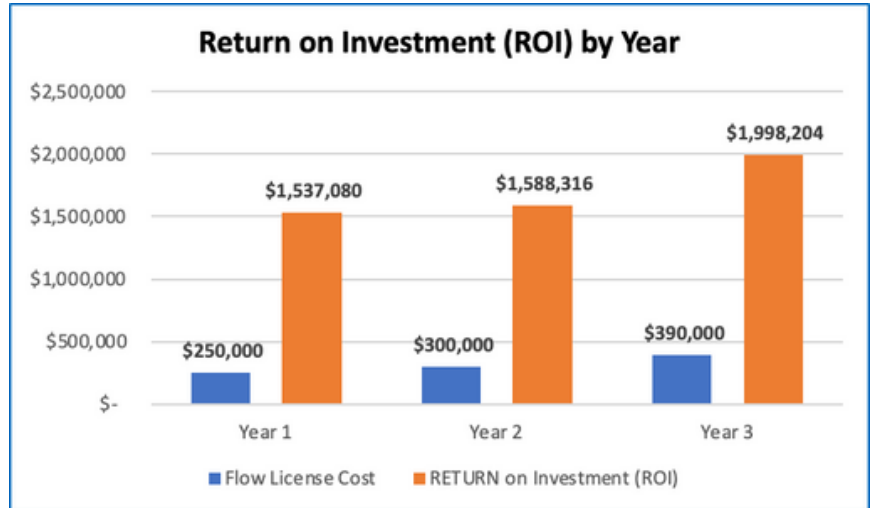
Apica Flow, a telemetry pipeline solution, is the answer to address these challenges without disrupting existing Splunk users and workflows. Apica can provide Splunk users with a complementary data management solution that puts no limits on data sources, destinations, or data types – at a much-reduced cost.

Apica's Flow is designed to cover multiple use cases, providing comprehensive solutions for modern data management challenges. Flow is engineered to deliver:

- Higher data quality, controls, and flexibility.
- A decrease in events per second and fewer indexes resulting in faster query response time.

Apica Flow is compatible with all common deployment architectures including clustering with auto discovery ensuring maximum compatibility with your Splunk implementation.

Maximize Splunk ROI with Apica



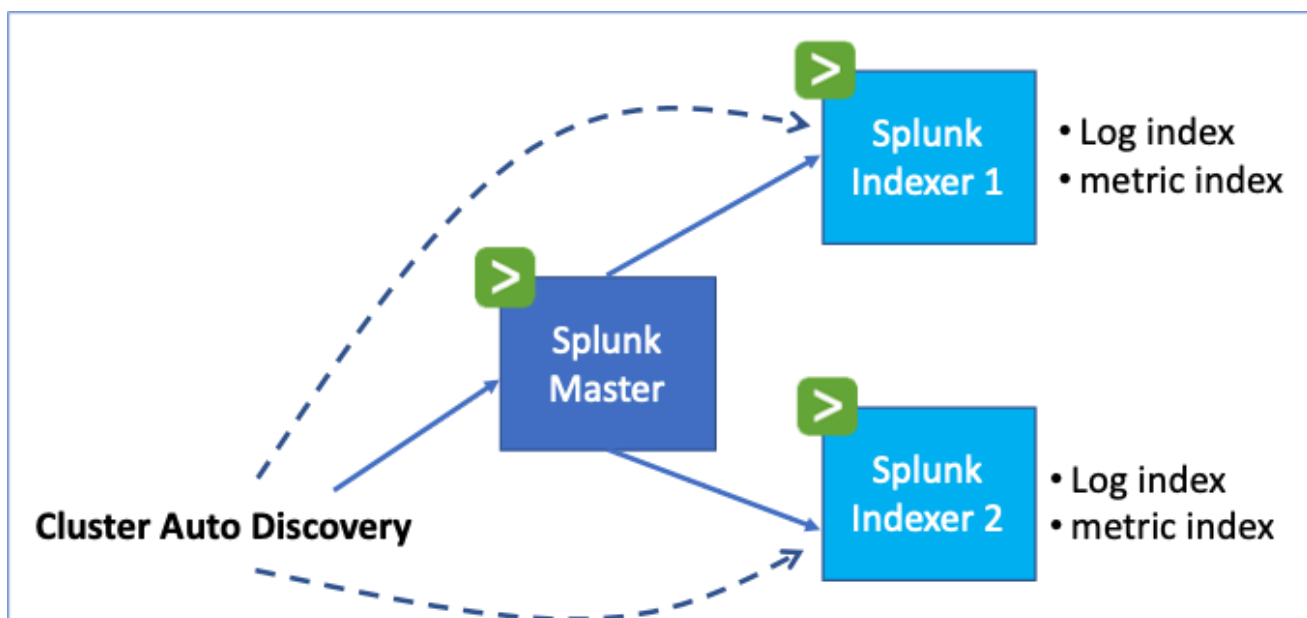
Using a simple example of an on-premises Splunk deployment, with a private AWS cloud, and ingesting up to 5TB per day, we can show a clear Return on Investment (ROI). Across three years, with data growth of 20-30% each year, using Apica Flow returns 429% of savings (on average) year over year:

By implementing Flow, Splunk users can gain more value from their solution at significantly lower costs. All the details of this ROI analysis are shown in the approach and calculations that follow.

The Approach – How Apica Flow Works

Apica Flow can support multiple Splunk deployment modes, including standalone, indexer list, and cluster auto-discovery. For this business case and the Splunk integration setup, here are the components of the Splunk environment:

- **Universal forwarder**
- **2 indexers**
- **3rd node is a cluster master node**
- **Indexes created on the indexers: Main and Metrics**
- **We use Cluster Auto Discovery**

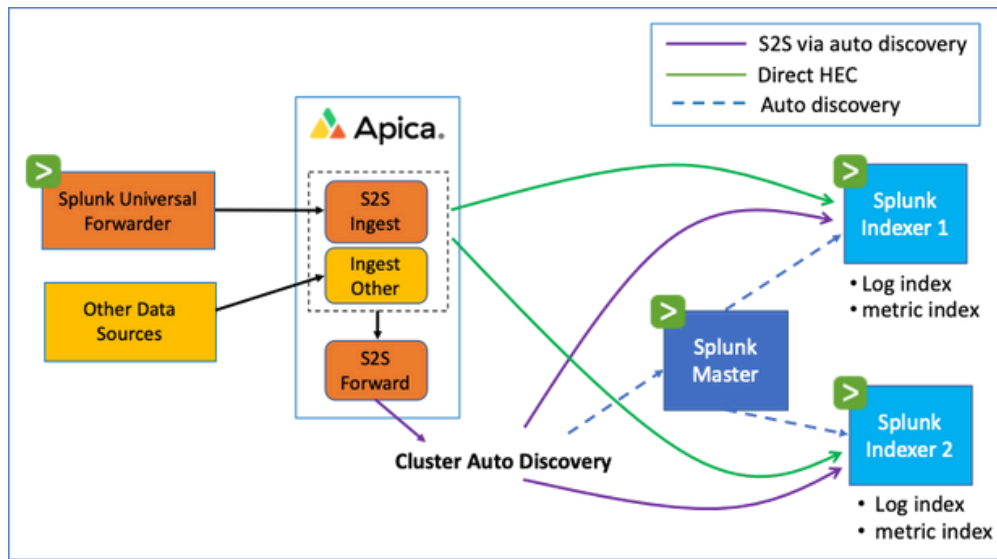


Splunk Environment Components

For the purpose of the cost analysis and business case, the Splunk software and hardware environment assumptions include the following:

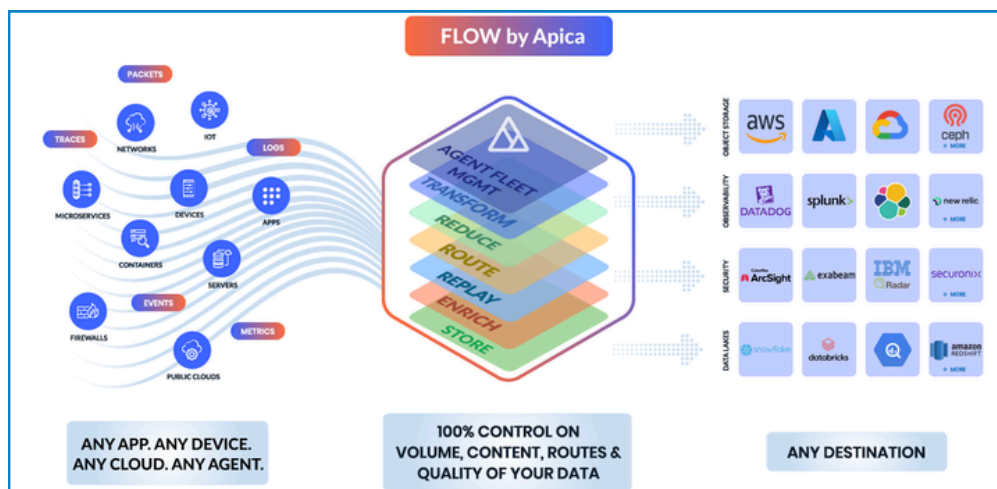
- Splunk is running in AWS private cloud, on-premises, with 5TB/day daily ingestion
- 7 days hot/warm data retention and 90 days cold data retention
- 12 months of archived data
- No other primary Splunk apps (ES, ITISI, VMware) are included
- HF cluster (2): EC2 , c6g.12xlarge, 48 vCPU, 64 GRAM
- IDX cluster (17): EC2 , c5a.24xlarge, 96 vCPU, 128 GRAM

Starting with these base Splunk environment components, Apica Flow is included to reduce the need for Splunk data storage. With the integration of Apica Flow in the figure below, all data from the Splunk universal forwarder and other data sources is ingested within Apica Flow.



Apica Flow Configuration with Splunk

Once data is ingested, Flow aims to simplify and optimize pipeline control by using 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.



Apica Flow Core Capabilities

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.

Through the integration of Apica Flow with Splunk, Apica Flow provides a cost-effective telemetry pipeline solution for inline enrichment, masking, transformation, and data routing. This solution greatly reduces the Splunk-related data storage costs and reduces the overall TCO of the solution.

The Details – Apica + Splunk ROI Methodology

For this real-world ROI calculation, we collected the following important data point estimations:

- **Software cost (license of all related cost component impacted by Flow).**
- **Hardware costs (on-premises or private cloud).**
- **Storage costs (on-premises or private cloud).**
- **Related network costs (WAN, cloud egress, etc.).**
- **Data management labor costs.**

As part of our online ROI calculator, we have gathered these details to enable a clear business case for showing the planned costs and related savings from a typical Splunk deployment. For this three (3) year view, we also assume a starting point of 5 TB per day of data ingestion which grows 20% in year 2 and 30% in year 3.

Cost Component	Current Cost	% of Total Cost	New Cost	% Reduction
Splunk license cost	\$ 5,700,000	48%	\$ 3,420,000	40%
Total Cost - Software	\$ 5,700,000	48%	\$ 3,420,000	
Splunk hot/warm storage	\$ 230,000	2%	\$ 230,000	0%
Splunk cold storage	\$ 2,360,000	20%	\$ 1,180,000	50%
Splunk frozen storage	\$ 1,680,000	14%	\$ 675,000	60%
Additional non-Splunk storage (Kafka, etc.)	\$ -	0%	\$ -	0%
Total Cost - Data Storage	\$ 4,270,100	36%	\$ 2,085,000	
HF cluster server cost	\$ 54,100	0%	\$ 10,800	80%
IDX cluster server cost	\$ 1,305,200	11%	\$ 980,000	25%
Total Cost - Hardware	\$ 1,359,300	12%	\$ 990,800	
Egress charges (all providers)	\$ -	0%	\$ -	0%
Additional network charges (LAN/WAN)	\$ -	0%	\$ -	0%
Total Cost - Network	\$ -	0%	\$ -	
Data admin management	\$ 450,000	4%	\$ 160,000	64%
Other related costs	\$ -	0%	\$ -	0%
Total Costs - Management/Other	\$ 450,000	4%	\$ 160,000	
TOTALS	\$ 11,779,400		\$ 6,655,800	

In the table above, the current costs relate to the 3-year Splunk environment costs. The “New Costs” show the related change in the 3-year view to each cost component once Apica Flow is introduced in the environment.

Total Cost of Ownership	Year 1	Year 2	Year 3	3-Year TCO	Share of TCO
Original Splunk TCO	\$ 3,533,820	\$ 3,651,614	\$ 4,593,966	\$ 11,779,400	\$ 3,926,467
New Splunk TCO	\$ 1,996,740	\$ 2,063,298	\$ 2,595,762	\$ 6,655,800	\$ 2,218,600
TCO Reduction	-43%	-43%	-43%	-43%	-43%
Savings with Apica FLOW (ROI)	\$ (1,537,080)	\$ (1,588,316)	\$ (1,998,204)	\$ (5,123,600)	\$ (1,707,867)

With the use of Apica Flow, you can reduce your Splunk costs by \$5,159,600 over three (3) years.

Apica Flow Return on Investment (ROI)	Year 1	Year 2	Year 3	3-Year TCO
Flow License Cost	\$ 250,000	\$ 300,000	\$ 390,000	\$ 940,000
Flow Hardware Cost	\$ 15,000	\$ 15,000	\$ 17,500	\$ 47,500
Total Cost of Apica Flow (HW and SW)	\$ 265,000	\$ 315,000	\$ 407,500	\$ 987,500
RETURN on Investment (ROI)	\$ 1,537,080	\$ 1,588,316	\$ 1,998,204	\$ 5,123,600
Net Return with FLOW	\$ 1,272,080	\$ 1,273,316	\$ 1,590,704	\$ 4,136,100
Overall % ROI	480%	404%	390%	425%

With these savings in Splunk costs, the related Apica Flow costs over the 3 years is only \$987,500. **This is greater than a 5-to-1 cost savings over the period!**

Conclusion

Overall, Apica Flow enables Enterprises to get more value from their use of Splunk at a much lower cost. Flow provides:

Flow provides:

- **Lower licensing and infrastructure cost**
- **100% data control without disrupting existing Splunk use cases or workflows**
- **Ability to integrate open-source technologies such as OpenTelemetry, and Prometheus**
- **Built-in data controls ensure these new technologies do not bring license and infrastructure cost surprises.**

Dive into the transformative potential of the Apica Ascent platform, specifically designed to tackle the data management challenges faced by modern enterprises. Utilizing active observability and advanced data fabric capabilities, Apica + Splunk ensures that your operational data is managed more efficiently and at a significantly lower cost.

Embrace an efficient and effective solution for navigating the complexities of today's data environments and leave high-cost data management challenges behind.

[Learn more at www.apica.io](http://www.apica.io). Sign Up for an Apica Flow Demo today!

Contact us Or reach out to sales@apica.io