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3 ways Telemetry Pipelines cut costs and tame complexity

Log data is growing at an exponential rate. By some accounts, log data grew **250%** in the past year alone.

With **84%** of organizations using or evaluating Kubernetes today, this trend shows no sign of slowing.[1]

Why are teams concerned about exploding data?

There are real world **consequences** when log data growth is out of control.

- Logging backends break observability and security budgets
- Collecting and routing logs becomes more complex
- Inconsistent data leads to prolonged investigations
- Teams are locked into existing logging backends

How can you get ahead of the cost and complexity fallout from exploding log data? Telemetry Pipelines.

How do they do it? 3 ways.

3 ways to use a Telemetry Pipeline to control cost and tame complexity

Reason #1:
Reduce log data volume and cost

Telemetry pipelines can rightsize your log data – before you have to pay to transfer and analyze the data. Plus, they allow you to retain data in low-cost object storage.

Reason #2:
Connect any data source to any destination

Telemetry pipelines act as a central clearinghouse for collecting and routing data, reducing challenges such increased engineering overhead, data duplication, and vendor lock-in.
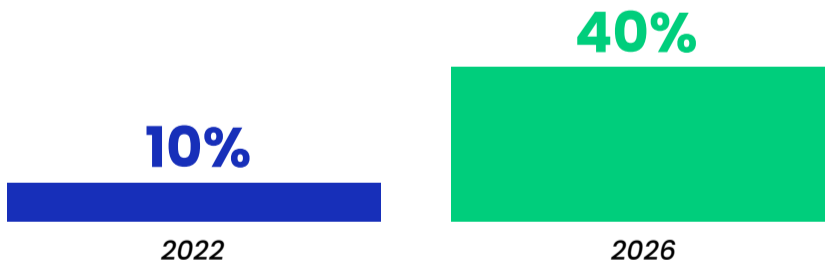
Reason #3:
Transform and enrich data at scale

Leading telemetry pipelines allow you to transform or enrich data before ingesting it into your observability or security tools – at whatever scale you need. Now you can reshape data for faster analysis.

Use a Telemetry Pipeline to Cut Through the Noise

According to Gartner®, by 2026, 40% of log telemetry will be processed through a telemetry pipeline product, an increase from less than 10% in four years.[2]

10% — *2022*

40% — *2026*

A well-researched Telemetry Pipeline Buyer's Guide will help you navigate the market by:

- Explaining the core outcomes your telemetry pipeline should deliver.
- Walking through the capabilities needed to realize these outcomes.
- Providing discovery questions to help you properly vet each vendor's approach.

[1] *https://www.cncf.io/reports/cncf-annual-survey-2023*

[2] *Gartner, Innovation Insight: Telemetry Pipelines Elevate the Handling of Operational Data, Published 20 July 2023 GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.*

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A Buyer's Guide to Telemetry Pipelines
Control Cost and Complexity in Enterprise Logging

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