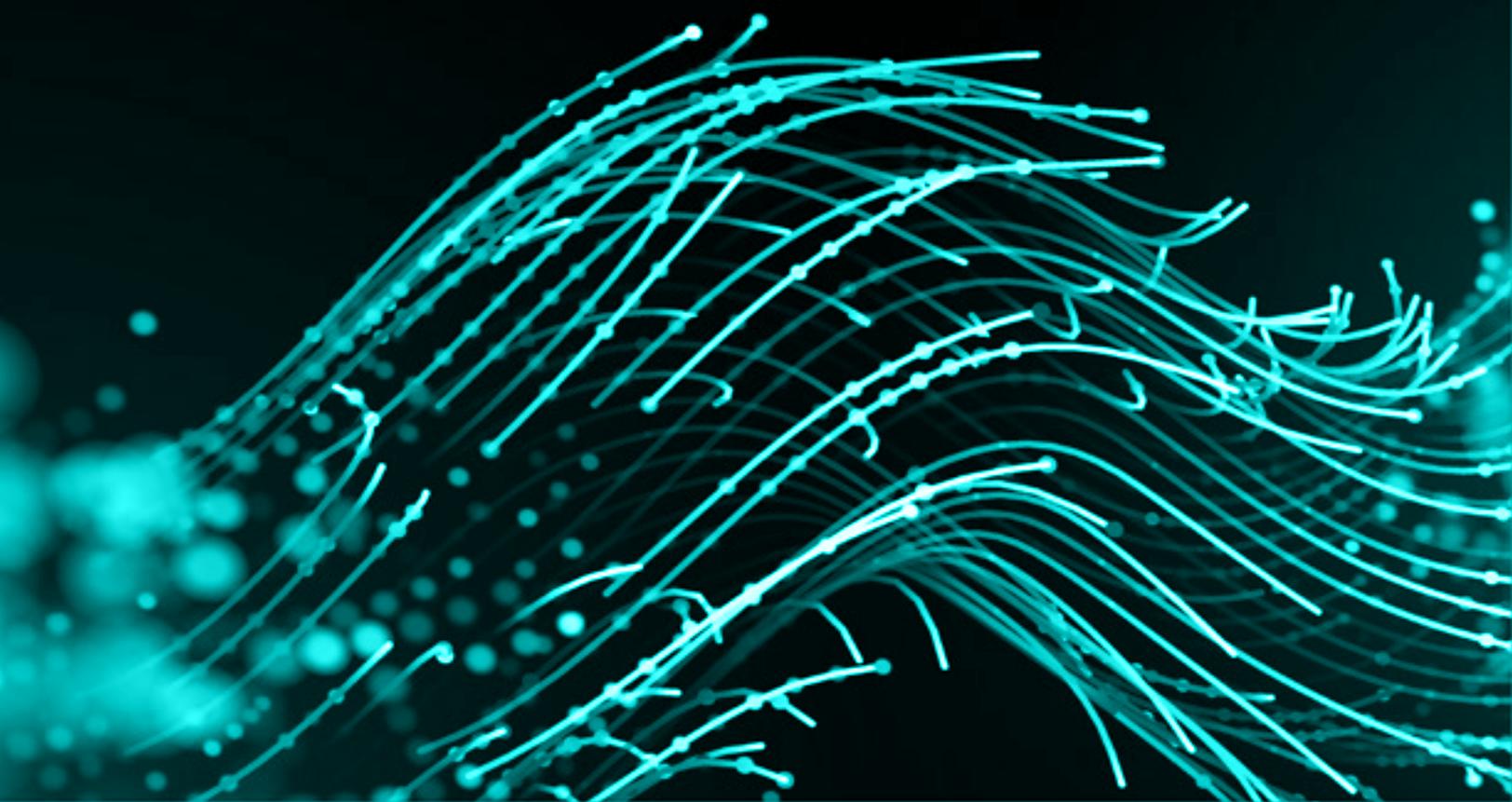


CASE STUDY

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# Cribl and Concanon: Building Trust into the Relationship Companies Have with Their Data



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Concanon helps customers understand and leverage their data to address Cybersecurity, IT Operations, DevOps, and Business Analytics challenges.

Anyone who is successful in the business of delivering technology to enterprises knows the best partnerships are built on trust. That trust is immediately evident in the partnership between Concanon and Cribl, starting with the high level of alignment between the two organizations when it comes to putting customers first. At Cribl, one of our company values is “Customers first. Always.” That ideology is closely echoed in the words of Mike Cormier, Founder and Managing Director at Concanon:

*“The goal is to come up with a solution for the customer. It’s not about the numbers, it’s about the solution. When it becomes about the numbers, then you lose the customer’s trust.”*  
 — Mike Cormier, Founder/Managing Director, Concanon

## Do You Trust Your Executive Dashboard?

Together, Cribl and Concanon aim to deliver software and services that truly meet the customer’s needs and build trust into the relationship companies have with their data.

*“The companies we serve must make quick decisions based on their data. They need to trust that the correct data is being gathered; it’s critical.”* — Mike Cormier, Founder/Managing Director, Concanon

When a business leader needs to make a critical business decision while under heavy time pressure, they may have only the yes-or-no word of their ‘executive dashboard’ to go on. An accurate answer depends on the right data applied to the right analytics at the right time and it takes subject matter expertise to ensure the answer is trustworthy.

*“It takes data engineering to get the data in, and data scientists to get the insights out. You have the intelligence in your company, it’s what makes you different, it’s what helps you make better choices.”*  
 — Mike Cormier, Founder/Managing Director, Concanon

This is what the folks at Concanon call “The evolution of insight,” a methodology that reflects the goal of every organization they serve: to get data in and insights out. Concanon’s approach and products get actionable intelligence in the hands of their customer right away, but the relationship they build with the customer is based on a longer-term vision for enabling that customer to raise revenue, lower costs and doing so while leveraging all the business-generated data.



### HIGHLIGHTS

High alignment on putting the customer first is the foundation of the Cribl-Concanon partnership.

Cribl and Concanon working together means getting the right data into the right hands at the right time for the customer.

Collaboration across the entirety of both organizations in support of an excellent customer experience results in long-lasting customer relationships.

“WITH CRIBL, WE’RE PARTNERS. THIS MEANS WE SHARE OUR PROBLEMS, WE SOLVE THEM TOGETHER. IT DOESN’T MATTER WHO HAS THE ISSUE, WE ADDRESS IT TOGETHER. WE GO THE EXTRA MILE TOGETHER.”

– MIKE CORMIER,  
FOUNDER/MANAGING  
DIRECTOR, CONCANON

As a longtime Splunk reseller and subcontractor, the Concanon team is extremely knowledgeable about the power of Splunk Enterprise.

*“Splunk is a fantastic forensic system. You dump a bunch of data in and ask it questions, it’s a detective. But you also need cops on the beat, who can act while the data is streaming in.”*  
— Mike Cormier, Founder/Managing Director, Concanon

As soon as Mike and his team saw Cribl LogStream, they knew it was a path to better, faster insights for their customers.

*“LogStream is the streaming solution that empowers us to deliver on our trust premise. It’s the next tentpole technology in data analytics; the schemaless data problem is solved by Splunk, but there are many kinds of data, many formats and sources. You need a universal translator to deliver the right data to the right place, and that’s LogStream.”*  
— Mike Cormier, Founder/Managing Director, Concanon

## Starting Out Strong and Getting Stronger

As the Concanon team delivers professional services and domain expertise, port their existing offerings, and build new apps that integrate with LogStream, they collaborate with the entire Cribl organization to deliver both software and services quickly and effectively to their customers.

*“Everybody at Cribl is extremely responsive. It’s clearly a partnership, super collaborative, a real team effort as to how we best serve the customer, meet the customer where they are.”*  
— Jennifer Debell, Director of Customer Success/Project Management, Concanon

When digging into a customer’s environment and planning the best approach to solve their problems, the last thing a data engineer or data scientist needs is to be left swinging in the wind—but that’s not a thing when working with Cribl.

*“No one on my team feels anxious about getting the support needed to serve the customer. Working with Cribl, whoever is handling the customer face to face knows they will be supported through the whole system; there’s always great communication.”*  
— Joshua Nudell, Practice Director for Cribl PS, Concanon

That communication and collaboration are key to the success of both organizations in building long-lasting customer relationships.

*“The team at Cribl works with us to deliver on our trust model and ensure an insanely satisfying customer experience so our customers keep us engaged to address the next most important problem they face.”*  
— Mike Cormier, Founder/Managing Director, Concanon

And that experience is built by sharing the responsibility of serving that customer. **After all, it’s about customers first. Always.**

## ABOUT CRIBL

Cribl is a company built to solve customer data challenges and enable customer choice. Our solutions deliver innovative and customizable controls to route security and observability data where it has the most value. We call this an observability pipeline, and it helps slash costs, improve performance, and get the right data, to the right destinations, in the right formats, at the right time. Join the dozens of early adopters, including market leaders such as TransUnion and Autodesk, to take control and shape your data. Founded in 2017, Cribl is headquartered in San Francisco, CA. For more information, visit [www.cribl.io](http://www.cribl.io) or our [LinkedIn](#), [Twitter](#), or [Slack](#) community.