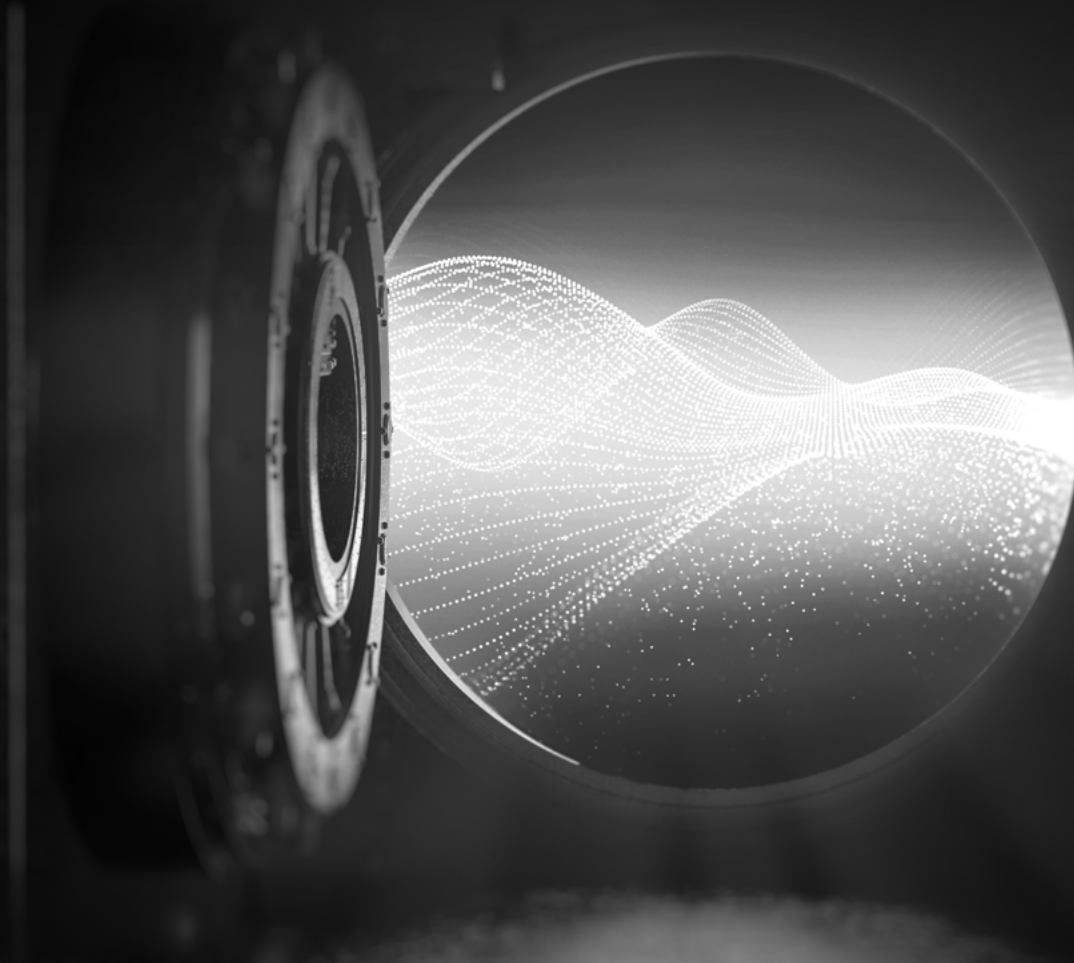


INDUSTRY SOLUTION BRIEF

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Cribl LogStream™  
*for Banking and Financial Services*



## INDUSTRY SOLUTION BRIEF

# Cribl LogStream™ for Banking and Financial Services

Financial institutions need an observability tool that supports their digital transformation goals, promotes customer centricity, and prioritizes cybersecurity.

## Changes Across the Industry

Data volumes are growing year over year in nearly every industry, and banking and financial services is no exception. At the same time, these organizations are making a massive switch to remote work, a trend initially brought on by the COVID-19 pandemic. This increase in the number of remote workers at financial institutions – coupled with stay-at-home mandates many banking customers are facing from their own employers – brings forth a change in digital transformation investment areas across the industry as a whole. With their employees and customers both at home, banks and financial services firms are increasing their use of digital channels to better reach customers. Cybersecurity is also a top concern for financial institutions, especially as the pandemic has led to a wave of new methods designed to defraud and attack.

Given the increased use of digital channels to deepen relationships with their customers, banking and financial services organizations will not only need a way to manage the continuing growth rate of data, but they will also require analytics to better understand the behavior of those applications and data. Concurrently, they will need tools to better combat cybercrime and streamline security breach investigations.

That structure must also include:

- Security throughout the environment
- Compliance with industry standards and regulations
- Complete control of the data, as well as encryption and security
- Support for multiple source protocols
- Support for both cloud and local instances
- Support for many destinations while having flexibility to add new ones
- Centralized management system driven by deep industry and regulatory expertise



### INDUSTRY CHALLENGES

1. Data volumes are growing year over year in every industry.
2. Financial organizations are making a shift to remote work, which decentralizes their data and complicates customer interactions.
3. Cybersecurity remains a top concern.



### THE SOLUTION

Financial institutions need to seek out an observability tool that supports their digital transformation goals, promotes customer centricity, and prioritizes cybersecurity.

LOGSTREAM HELPS ORGANIZATIONS SLASH COSTS, IMPROVE PERFORMANCE, AND EFFECTIVELY ROUTE DATA IN THE FORMATS THEY REQUIRE.

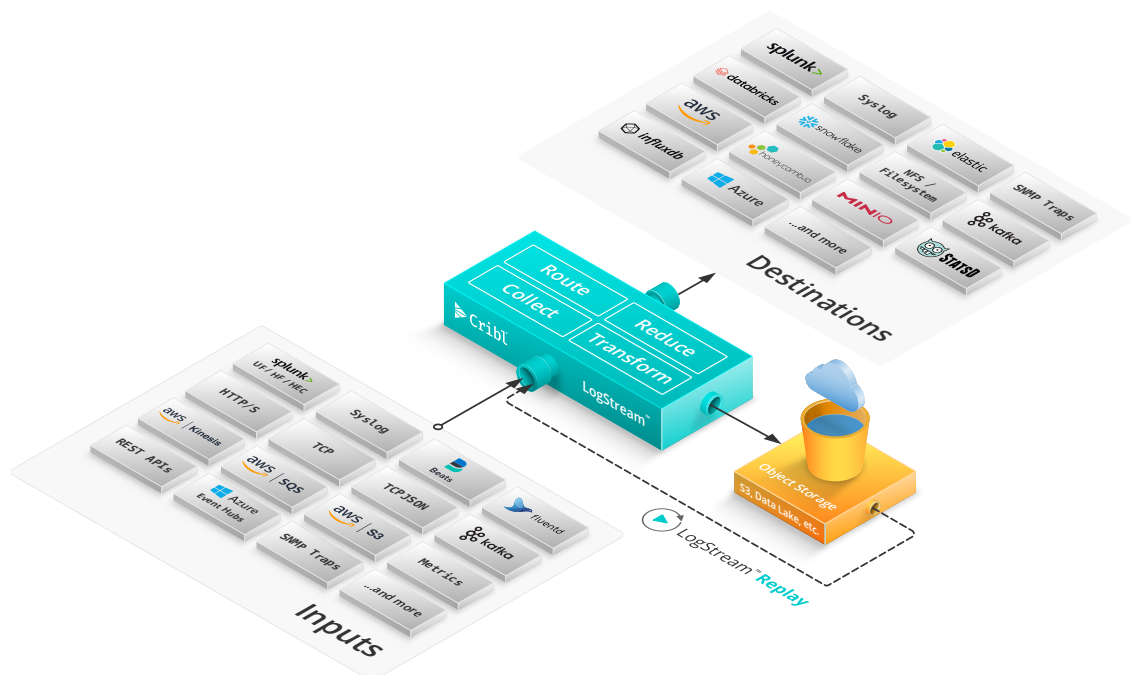
Many banking and financial services organizations are looking to Cribl LogStream to support digital transformation and customer centricity. These enterprises typically work with data that exists in multiple sources with different source protocols. They often have data coming in a variety of formats, and those formats may not always match the formats required by the tools they are using. Banks and financial services firms also have to remain compliant with the latest industry standards and regulations. Ideally, they are looking to do all of that while staying customer-centric. With Cribl LogStream, financial institutions can support the continued onboarding of new data sources regardless of format, get necessary insights from that data, and remain compliant while keeping the customer top of mind.

## An Observability Solution That Meets the Needs of Banking and Financial Services

Cribl LogStream is the best way for financial institutions to implement an observability pipeline, enabling them to parse, restructure, and enrich data in flight – before paying to analyze it. LogStream helps these organizations slash costs, improve performance, and effectively route data in the formats they require.

With Cribl LogStream, banks and financial services firms can now:

- Reshape, reduce, or route data from any source to any destination
- Stay compliant with the latest industry standards and regulations
- Get further visibility into data, including valuable customer insights
- Control costs along the way



Cribl LogStream is the best way for financial institutions to implement an observability pipeline, enabling them to parse, restructure, and enrich data in flight – before paying to analyze it.

## A Closer Look: Cribl LogStream™ for Banking and Financial Services

### ROUTE DATA FROM ANY SOURCE TO THE MOST COST-EFFECTIVE DESTINATION

With Cribl LogStream, banks and financial services firms can send data to the most effective destinations, including low-cost storage locations like S3 for long-term retention and compliance with industry standards and regulations. Administrators can quickly route data to the best tool for the job – or all the tools for the job – by translating and formatting data into the tooling schemas financial institutions require. Different departments in each organization choose different analytics environments without deploying new agents or forwarders or diverting funds from digital transformation.

### GET FURTHER INSIGHTS INTO ORGANIZATIONAL DATA: AGGREGATE LOGS INTO SUMMARY METRICS

Cribl LogStream gives banks and financial services firms the power to extract fields of interest and publish the result to metrics. Once aggregated, financial institutions will see a major reduction in event counts and data volume, freeing up valuable licensing capacity in their analysis tools. LogStream also enables flexibility and choice in the banking and financial services industry, giving these organizations the option to send the resulting metrics to Splunk or route them to a dedicated time series database for efficient storage and retrieval. Using these methods, financial institutions can get further insights into customer data and better understand new data sources they are onboarding as part of any digital transformation efforts.

### REDACT PERSONALLY IDENTIFIABLE INFORMATION (PII) FROM CUSTOMER DATA IN REAL TIME

The banking and financial services industry can now leverage Cribl LogStream's out-of-the-box Mask function to mask or obfuscate data in motion. Put simply, organizations can encrypt sensitive data in real time before it is forwarded to and stored at a destination, ensuring anonymity for every customer. LogStream helps financial institutions keep customers' personally identifiable information safe, enabling deeper customer relationships.

### BETTER PROTECT AGAINST CYBERCRIME BY STREAMLINING SECURITY BREACH INVESTIGATIONS

Cribl LogStream allows financial institutions to park full-fidelity data in low-cost storage for as long as they need. When organizations discover a security breach, they can use LogStream to efficiently collect data from object storage and replay that security data to any SIEM or UEBA systems. Put customers at ease by quickly diagnosing and resolving existing breaches and potential cyber threats. LogStream provides the banking and financial services industry with an affordable way to retain more data for longer periods of time – while still making that data easily accessible for breach investigations, whenever they happen.

### Industry Early Adopter: TransUnion®

TransUnion is a global information and insights company that makes trust possible between businesses and consumers, by ensuring that each consumer is reliably and safely represented in the marketplace. Their Enterprise Logging and Analytics team onboards and processes hundreds of sources and billions of events with Cribl LogStream, making it possible to get the answers they need from their environment – fast.

The TransUnion team leverages this speed and agility to transform and route critical data, making it easier to review and investigate potential issues. With LogStream, they can extract and route only what is needed for immediate use in the investigation, allowing their analysts to search across days or weeks of logs and get results in seconds. Analysts can then review any suspicious full raw logs for further intel, quickly assessing possible threats to their organization or customer base.



"WE GET TO SAY 'YES'  
MORE OFTEN WITHOUT  
DIVERTING FROM OUR  
TEAM'S MISSION."

— DAVID OLIVAS,  
LEAD ADVISOR AND  
SPLUNK ARCHITECT,  
TRANSUNION

CRIBL LOGSTREAM IS AN OBSERVABILITY SOLUTION THAT MEETS THE NEEDS OF BANKING AND FINANCIAL SERVICES, ENABLING THEM TO ROUTE, REDUCE, OR RESHAPE DATA.

## Summary

The banking and financial services industry is facing massive disruption due to a number of factors, including:

- *Immense year-over-year growth in data volumes*
- *A shift to remote work accelerated by the COVID-19 pandemic*
- *Changes in digital transformation investment areas across the industry*

Banks and financial services firms must consider these changes when selecting an observability solution. Cribl Logstream is an observability solution that meets the needs of banking and financial services, enabling them to route, reduce, or reshape data so that they remain compliant and get the insights they need in the most cost-effective way possible.

LogStream gives financial institutions the power to make choices that best serve their unique needs without undermining their digital transformation efforts, sacrificing organizational security, or forfeiting customer centricity. As these organizations' goals continue to evolve, they will have the freedom to make new choices – including new tools and destinations, more comprehensive investigations, and new sources of data.

**Cribl LogStream™ helps financial institutions get the data they want, in the formats they need, to wherever they want it to go.**

## 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 machine 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.