PTO Form 1960 (Rev 10/2011)
OMB No. 0651-0050 (Exp 09/20/2020)

Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	86882881
LAW OFFICE ASSIGNED	LAW OFFICE 117
MARK SECTION	
MARK FILE NAME	https://tmng-al.uspto.gov/resting2/api/img/86882881/large
LITERAL ELEMENT	ELASTIC
STANDARD CHARACTERS	NO
USPTO-GENERATED IMAGE	NO
COLOR(S) CLAIMED (If applicable)	Color is not claimed as a feature of the mark.
DESCRIPTION OF THE MARK (and Color Location, if applicable)	The mark consists of convex shapes in the form of a cluster with the word "ELASTIC" on right side.
OWNER SECTION (current)	
NAME	Elasticsearch BV
STREET	Rijnsburgstraat 9-11
CITY	Amsterdam 1059AT
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	Netherlands
OWNER SECTION (proposed)	
NAME	Elasticsearch BV
STREET	Rijnsburgstraat 9-11
CITY	Amsterdam
ZIP/POSTAL CODE	1059 AT
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	Netherlands
EMAIL	legal@elastic.co
EVIDENCE SECTION	
EVIDENCE FILE NAME(S)	
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DESCRIPTION OF EVIDENCE FILE	arguments and a declaration
ADDITIONAL STATEMENTS SECTION	
SECTION 2(f) Claim of Acquired Distinctiveness, IN PART, BASED ON EVIDENCE	ELASTIC has become distinctive of the goods/services, as demonstrated by the attached evidence.
2(f) EVIDENCE FILE NAME(S)	
ORIGINAL PDF FILE	epart-1618212129-231434589_._Exhibit_A.pdf
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ATTORNEY INFORMATION (current)

NAME	John L. Slafsky
ATTORNEY BAR MEMBERSHIP NUMBER	NOT SPECIFIED
YEAR OF ADMISSION	NOT SPECIFIED
U.S. STATE/ COMMONWEALTH/ TERRITORY	NOT SPECIFIED
FIRM NAME	WILSON SONSINI GOODRICH & ROSATI
STREET	650 Page Mill Road
CITY	Palo Alto
STATE	California
POSTAL CODE	94304-1050
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
PHONE	650-493-9300
FAX	650-493-6811

EMAIL	trademarks@wsgr.com
DOCKET/REFERENCE NUMBER	49142-TM1008
ATTORNEY INFORMATION (proposed)	
NAME	John L. Slafsky
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	WILSON SONSINI GOODRICH & ROSATI
STREET	650 Page Mill Road
CITY	Palo Alto
STATE	California
POSTAL CODE	94304-1050
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
PHONE	650-493-9300
FAX	650-493-6811
EMAIL	trademarks@wsgr.com
DOCKET/REFERENCE NUMBER	49142-TM1008
OTHER APPOINTED ATTORNEY	Aaron D. Hendelman, Alyssa M. Worsham, Christine K. Au-Yeung, Brandon P. Leahy, Chelsea Carbone, Susanna P. Lichter, Ava R. Miller
CORRESPONDENCE INFORMATION (current)	
NAME	John L. Slafsky
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	trademarks@wsgr.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
DOCKET/REFERENCE NUMBER	49142-TM1008
CORRESPONDENCE INFORMATION (proposed)	
NAME	John L. Slafsky
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	trademarks@wsgr.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
DOCKET/REFERENCE NUMBER	49142-TM1008
SIGNATURE SECTION	
DECLARATION SIGNATURE	The filing Attorney has elected not to submit the signed declaration, believing no supporting declaration is required under the *Trademark Rules of Practice*.
RESPONSE SIGNATURE	/Christine K. Au-Yeung/
SIGNATORY'S NAME	Christine K. Au-Yeung
SIGNATORY'S POSITION	Attorney of record, California bar member
SIGNATORY'S PHONE NUMBER	NOT REQUIRED

DATE SIGNED	03/25/2020
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Wed Mar 25 18:52:21 ET 2020
TEAS STAMP	USPTO/RFR-XXX.XX.XX.XXX-2 0200325185221940542-86882 881-7105fe437a5486646a2cc 7cbdf9a6f5a37161aa6756f20 4093f143c3ca330db99-N/A-N /A-20200325173547832536

Under the Paperwork Reduction Act of 1995 no persons are required to respond to a collection of information unless it displays a valid OMB control number.
PTO Form 1960 (Rev 10/2011)
OMB No. 0651-0050 (Exp 09/20/2020)

Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **86882881** ELASTIC (Stylized and/or with Design, see https://tmng-al.uspto.gov/resting2/api/img/86882881/large) has been amended as follows:

EVIDENCE
Evidence in the nature of arguments and a declaration has been attached.
Original PDF file:
evi_1618212129-20200325173547832536_._Request_for_Reconsideration_and_Declaration_-_86882881.pdf
Converted PDF file(s) (12 pages)
Evidence-1
Evidence-2
Evidence-3
Evidence-4
Evidence-5
Evidence-6
Evidence-7
Evidence-8
Evidence-9
Evidence-10
Evidence-11
Evidence-12

OWNER AND/OR ENTITY INFORMATION
Applicant proposes to amend the following:
Current: Elasticsearch BV, a limited liability company legally organized under the laws of Netherlands, having an address of
Rijnsburgstraat 9-11
Amsterdam 1059AT,
Netherlands

Proposed: Elasticsearch BV, a limited liability company legally organized under the laws of Netherlands, having an address of
Rijnsburgstraat 9-11
Amsterdam, 1059 AT
Netherlands
Email Address: legal@elastic.co

The owner's/holder's current attorney information: John L. Slafsky. John L. Slafsky of WILSON SONSINI GOODRICH & ROSATI, is located

at

650 Page Mill Road
Palo Alto, California 94304-1050
United States
The docket/reference number is 49142-TM1008.
The phone number is 650-493-9300.
The fax number is 650-493-6811.
The email address is trademarks@wsgr.com

The owner's/holder's proposed attorney information: John L. Slafsky. Other appointed attorneys are Aaron D. Hendelman, Alyssa M. Worsham, Christine K. Au-Yeung, Brandon P. Leahy, Chelsea Carbone, Susanna P. Lichter, Ava R. Miller. John L. Slafsky of WILSON SONSINI GOODRICH & ROSATI, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, and the attorney(s) is located at

650 Page Mill Road
Palo Alto, California 94304-1050
United States
The docket/reference number is 49142-TM1008.
The phone number is 650-493-9300.
The fax number is 650-493-6811.
The email address is trademarks@wsgr.com

John L. Slafsky submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

Correspondence Information (current):
John L. Slafsky
PRIMARY EMAIL FOR CORRESPONDENCE: trademarks@wsgr.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

The docket/reference number is 49142-TM1008.

Correspondence Information (proposed):
John L. Slafsky
PRIMARY EMAIL FOR CORRESPONDENCE: trademarks@wsgr.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

The docket/reference number is 49142-TM1008.

Requirement for Email and Electronic Filing: I understand that a valid email address must be maintained by the owner/holder and the owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

ADDITIONAL STATEMENTS
SECTION 2(f) Claim of Acquired Distinctiveness, IN PART, BASED ON EVIDENCE
ELASTIC has become distinctive of the goods/services, as demonstrated by the attached evidence.

Original PDF file:
epart-1618212129-231434589_._Exhibit_A.pdf
Converted PDF file(s) (74 pages)
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2(f) evidence-2
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2(f) evidence-43
2(f) evidence-44

SIGNATURE(S)
Declaration Signature
The filing Attorney has elected not to submit the signed declaration, believing no supporting declaration is required under the *Trademark Rules of Practice.*
Request for Reconsideration Signature
Signature: /Christine K. Au-Yeung/ Date: 03/25/2020

Signatory's Name: Christine K. Au-Yeung
Signatory's Position: Attorney of record, California bar member

Signatory's Phone Number: NOT REQUIRED

The signatory has confirmed that he/she is a U.S.-licensed attorney who is an active member in good standing of the bar of the highest court of a U.S. state (including the District of Columbia and any U.S. Commonwealth or territory); and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S.-licensed attorney not currently associated with his/her company/firm previously represented the owner/holder in this matter: the owner/holder has revoked their power of attorney by a signed revocation or substitute power of attorney with the USPTO; the USPTO has granted that attorney's withdrawal request; the owner/holder has filed a power of attorney appointing him/her in this matter; or the owner's/holder's appointed U.S.-licensed attorney has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Mailing Address: John L. Slafsky
WILSON SONSINI GOODRICH & ROSATI

650 Page Mill Road
Palo Alto, California 94304-1050
Mailing Address: John L. Slafsky
WILSON SONSINI GOODRICH & ROSATI
650 Page Mill Road
Palo Alto, California 94304-1050

Serial Number: 86882881
Internet Transmission Date: Wed Mar 25 18:52:21 ET 2020
TEAS Stamp: USPTO/RFR-XXX.XX.XX.XXX-2020032518522194
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N/A-N/A-20200325173547832536

Applicant: Elasticsearch BV

Mark: 

Serial No.: 86882881

REQUEST FOR RECONSIDERATION

Applicant hereby responds to the Final Office Action mailed on November 5, 2019.

DISCLAIMER REQUIREMENT

A. Acquired Distinctiveness under Section 2(f) in-Part

In the Final Office Action, the Patent and Trademark Office ("PTO") refused registration of the mark  pursuant to TMEP §1213.03(a), maintaining that the term ELASTIC is merely descriptive of a function and feature of Applicant's goods and/or services and must be disclaimed apart from the mark. While Applicant disagrees with the PTO's determination, Applicant has elected to amend the filing basis of its application to Section 2(f) in-part and to submit evidence showing the term ELASTIC has acquired distinctiveness through extensive use, promotion, and publicity.

A trademark deemed not inherently distinctive may be registered on the Principal Register upon proof of acquired distinctiveness, or secondary meaning. 15 U.S.C. §1052(f); TMEP §1212. To show secondary meaning, an applicant "must show that, in the minds of the public, the primary significance of a product feature or term is to identify the source of the product rather than the product itself." *Inwood Labs., Inc. v. Ives Labs., Inc.*, 456 U.S. 844, 851 n.11, 214 U.S.P.Q. 1, 4 n.11 (1982). A proper evidentiary showing of secondary meaning "includes evidence of the trademark owner's method of using the mark, supplemented by evidence of the effectiveness of such use to cause the purchasing public to identify the mark with the source of the product." *In re Owens-Corning Fiberglass Corp.*, 227 U.S.P.Q. 417, 422 (Fed. Cir. 1985). A claim of acquired distinctiveness may apply to a portion of a mark, and the

standards for establishing acquired distinctiveness are the same whether a claim of distinctiveness pertains to the entire mark or a portion of it. TMEP §1212.02(f)(i).

Applicant hereby amends this Application to seek registration pursuant to Section 2(f) in-part, 15 U.S.C. §1052(f); TMEP §1212.02(a), (f)(i). The evidence of secondary meaning with respect to the term ELASTIC—presented in the attached declaration of Applicant's Vice President of Marketing, Jeff Yoshimura, with exhibits—is extensive.

B. Five Years of Use Establishes *Prima Facie* Evidence of Distinctiveness

The PTO "may accept as prima facie evidence that the mark has become distinctive, as used on or in connection with the applicant's goods in commerce, proof of substantially exclusive and continuous use thereof as a mark by the applicant in commerce for the five years before the date on which the claim of distinctiveness is made." 15 U.S.C. § 1052(f). The five-year period of use "does not have to be exclusive, but may be 'substantially' exclusive. This makes allowance for use by others which may be inconsequential or infringing and which therefore does not necessarily invalidate the [A]pplicant's claim." *LD Kichler Co. v. Davoil, Inc.*, 192 F.3d 1349, 1352 (Fed. Cir. 1999) (quoting T.M.E.P. § 1212.05(b)); *Ctr. for Documentary Arts v. Documentary Arts, Inc.*, Opposition No. 91154077, 2007 WL 117525, at *7 (T.T.A.B. Jan. 11, 2007) ("[A]pplicant's use of the mark does not have to be exclusive, but may be 'substantially' exclusive. This makes allowance for use by others that may be inconsequential or infringing and which, therefore, does not necessarily invalidate the applicant's claim [of acquired distinctiveness]."); *Salt Creek, Inc. v. Hikari Sales USA, Inc.*, Opposition No. 1158777, 2007 WL 1022713, at *5 (T.T.A.B. Mar. 27, 2007) (finding effect of third-party uses of applicant's mark inconsequential to applicant's claim of substantially exclusive use).

The mark ELASTIC has become distinctive of Applicant's goods and/or services through Applicant's substantially exclusive and continuous use of the mark in commerce since at least as early as March 11, 2015. *See* Yoshimura Decl. Applicant's use of the mark since at least as early as March 11, 2015 is sufficient to make a *prima facie* showing that ELASTIC has become distinctive in connection with Applicant's goods and/or services.

C. Actual Evidence of Acquired Distinctiveness

Furthermore, Applicant has submitted together with this response clear and convincing evidence of acquired distinctiveness.

Actual evidence of acquired distinctiveness "need not conclusively establish distinctiveness[,] but [rather] need only establish a *prima facie* case." *In re Capital Formation Counselors, Inc.*, 219 U.S.P.Q. 916, 919 (T.T.A.B. 1983); *see also In re Industrial Washing Machine Corp.*, 201 U.S.P.Q. 953, 956 (T.T.A.B. 1979). Actual evidence of acquired distinctiveness can include, *inter alia*, evidence of substantially exclusive of use of the mark, evidence of public or trade recognition of the mark, and large-scale promotion related to the mark. *See* TMEP § 1212.06. Applicant's evidence is submitted via the attached Yoshimura Declaration, together with accompanying exhibits. Among the highlights of Applicant's evidence are the following:

- Since 2013, Elastic's software products have been downloaded over one billion times. (Yoshimura Decl. ¶ 10.)
- As of October 2019, Elastic had nearly 10,000 customers across more than 120 countries. (Yoshimura Decl. ¶ 8.)
- Applicant maintains the website at <elastic.co> which prominently features Applicant's ELASTIC mark. (Yoshimura Decl. ¶ 21, Ex. A.). The mark is featured on the upper left-hand side of the web browser window, and is visible on every page of the website. (*Id.*) This website has typically received over one million unique visitors each month in recent years. (*Id.*)

- Applicant has used a family of ELASTIC-related marks. Examples of such marks include ELASTIC STACK, ELASTIC SITE SEARCH, ELASTIC APP SEARCH, ELASTIC ENTERPRISE SEARCH, ELASTIC LOGS, ELASTIC METRICS, ELASTIC APM, ELASTIC UPTIME, ELASTIC SIEM, ELASTIC ENDPOINT SECURITY, ELASTIC MAPS, ELASTIC CLOUD ON KUBERNETES, ELASTIC CLOUD ENTERPRISE, and ELASTICSEARCH-HADOOP. (Yoshimura Decl. ¶ 13.)

- Applicant has received significant media coverage in recent years. (Yoshimura Decl. ¶ 38, Ex. B.)

This evidence shows the marketplace has come to strongly associate the mark ELASTIC with Applicant, and this evidence is sufficient to establish acquired distinctiveness. *See, e.g.*, *Yamaha Int'l Corp. v. Hoshino Gakki Co. Ltd.*, 840 F.2d 1572 (Fed. Cir. 1988) (evidence of several years of continuous and exclusive use of, and substantial promotion and consumption of, product was sufficient to establish acquired distinctiveness of guitar-shaped symbol as trademark for guitars); *Companhia de Bebidas das Americas – Ambev v. The Coca Cola Co.*, Opposition No. 91178953, 2012 WL 1881492 (T.T.A.B. May 2, 2012) (applicant's evidence of years of continuous use, sales, and advertising expenditures was sufficient to support registration of ZERO-formative marks for beverages); *In re Watercraft Superstore, Inc.*, Proceeding No. 86369831, 2016 WL 4775486 (T.T.A.B. Aug. 26, 2016) (applicant's sales, advertising expenditures, and continuous and substantially exclusive use of the WATERCRAFT SUPERSTORE mark were sufficient; *In re ROC USA, LLC*, Proceeding No. 77044525, 2010 WL 5191371 (T.T.A.B. Dec. 10, 2010) (applicant's evidence showing its activities and public exposure of its ROC USA mark over two years for business management and education services, including excerpts from third-party media sources, was sufficient; *In re Ernesto G. Castro*, Proceeding No. 75782548, 2004 WL 2368416 (T.T.A.B. May 27, 2004) (applicant's affidavits

stating its continuous use, advertising of, and sales under the mark ARIZONA AFO for footwear was sufficient).

D. Summary

Because Applicant's ELASTIC mark has acquired distinctiveness in the marketplace, the requirement for Applicant to disclaim the term ELASTIC from the applied-for mark should now be withdrawn.

CONCLUSION

Applicant submits this Application is in proper condition for publication and respectfully requests the Application be forwarded.

DECLARATION OF JEFF YOSHIMURA

I, Jeff Yoshimura, declare:

1. I am the Vice President of Marketing of Elasticsearch BV ("Elastic"), the Applicant of the trademark application for the mark  (Serial No. 86882881). Among my responsibilities is oversight of use and promotion of the ELASTIC mark. I make this declaration to demonstrate the acquired distinctiveness of the mark pursuant to 15 U.S.C. § 1052(f).

2. As described below, I believe the ELASTIC mark has become distinctive of Applicant's goods and services as a result of Applicant's significant marketing, advertising and promotion under the mark.

Elastic's Business

3. Founded in 2012, Elastic offers solutions for searching and analyzing all types of data, including textual, numerical, geospatial, structured, and unstructured data. Its software and services help businesses of all sizes improve their ingestion, enrichment, storage, analysis, and visualization of data.

4. Elastic's customers input data from a variety of sources, into Elastic's software. The software then dissects and indexes the data, at which point users can then run queries against their data to retrieve complex analyses and visualizations.

Elastic's History

5. At inception of the company in 2012, Elastic launched its primary website at <elasticsearch.com> and began promoting its business under the mark ELASTICSEARCH.

6. On March 11, 2015, Elastic began promoting its products and services under the mark ELASTIC.

Elastic's Customers

7. Elastic promotes its products and services to businesses of different sizes in diverse industries.

8. Elastic's customer base has consistently grown over the years. I am informed that as of October 31, 2019, Elastic's customer base was over 9,700 across more than 120 countries and in a wide range of industries.

9. Elastic's customers range from small businesses to large enterprises. The large-enterprise customers include some of the largest and best-known companies in the world, such as Microsoft, Adobe, Cisco, eBay, Ticketmaster, Citibank, GoDaddy, and Volkswagen.

10. Since 2013, Elastic's software products have been downloaded over one billion times.

The ELASTIC Brands

11. Elastic's most important brand is ELASTIC.

12. Since 2012, Elastic has used ELASTIC-related marks to promote its full range of products and services.

13. Elastic has also adopted a series of ELASTIC-related brands in order to increase brand awareness and to reinforce the marketplace association of its flagship brand, ELASTIC, with the company's products and services. Examples of such products and services include ELASTIC STACK, ELASTIC SITE SEARCH, ELASTIC APP SEARCH, ELASTIC ENTERPRISE SEARCH, ELASTIC LOGS, ELASTIC METRICS, ELASTIC APM, ELASTIC UPTIME, ELASTIC SIEM, ELASTIC ENDPOINT SECURITY, ELASTIC MAPS, ELASTIC

CLOUD ON KUBERNETES, ELASTIC CLOUD ENTERPRISE, and ELASTICSEARCH-HADOOP.

14. Elastic has protected some of its ELASTIC-related marks through federal trademark registrations:

ELASTIC Mark	Products/Services	Filing Date
	Software for searching, indexing, organizing, managing, processing, storing, retrieving, analyzing, and reporting information and data	2016
ELASTICSEARCH	Software for searching, indexing, organizing, managing, processing, storing, retrieving, analyzing, and reporting information and data	2012
ELASTIC{ON} and 	Arranging and conducting educational conferences	2015

15. As a result of Elastic's use and promotion of a series of ELASTIC-related brands, ELASTIC has become a recognized common characteristic of Elastic branding.

Elastic's Marketing and Advertising Activity

16. Elastic's marketing efforts include promotions of the ELASTIC brand on Elastic's websites, at events, tradeshows and community events, and in advertisements.

17. Elastic invested over $447 million in sales and marketing of products and services under the ELASTIC brand since 2017. For example, Elastic's sales and marketing expenses were over $160.8 million for the first three quarters of fiscal year 2020 and over $147.2 million for fiscal year 2019.

Elastic's Display of the ELASTIC Brand

18. Elastic has prominently displayed the ELASTIC brand, as set forth in detail below.

19. Elastic has prominently displayed the ELASTIC brand with the company's "cluster" logo, which the company has used routinely across a wide variety of marketing and advertising programs. A typical presentation of the logo looks like this:

20. Each of Elastic's products and services has been promoted with reference to the ELASTIC brand.

21. Elastic has prominently displayed the ELASTIC brand on its website at <elastic.co>. The ELASTIC mark is featured on the upper left-hand side of the web browser window and is visible on every page of the website. Attached hereto as Exhibit A are screenshots of Elastic's website showing prominent use of the ELASTIC mark. This website has typically received over one million unique visitors each month in recent years.

22. Elastic has registered over 68 Internet domain names including the name "elastic." These domain names include <elastic.co>, <elastic.dev>, <elastic.engineering>, <elastic.global>, <elastic-cloud.com>, <go-elastic.com>, <elasticstack.dev>, <elasticsecurity.dev>, <elasticsearch.com>, and <elasticsearch.org>.

23. Elastic has prominently displayed the ELASTIC brand within the user-interface of many of the company's software applications.

24. Elastic has prominently displayed the ELASTIC brand in Internet advertising. Elastic's Internet advertisements have appeared on popular websites such as Google Ads, Facebook, LinkedIn, Quora, and Stack Overflow.

25. Elastic has prominently displayed the ELASTIC brand via the company's social media platforms on YouTube, Facebook, Twitter, and LinkedIn. On these social media accounts

Elastic has the username or "handle" ELASTIC to identify itself. Elastic's social media accounts or "channels" have numerous followers or subscribers, totaling approximately:

YouTube	14,200
Facebook	119,116
Twitter	51,100
LinkedIn	119,813

26. Users of Elastic's software products participate in Meetup, an independent online service that hosts in-person events for users with similar interests. As of February 2020, Elastic's online community included over 142,209 Meetup members across 252 Meetup groups in 164 cities and 52 countries.

27. Elastic has prominently displayed the ELASTIC brand in e-mail marketing.

28. Many businesses develop third-party products interoperable with Elastic technology. A number of these businesses refer to the ELASTIC brand by giving their products names such as "[XYZ] FOR ELASTIC."

29. Elastic has prominently displayed the ELASTIC brand at numerous company events and conferences.

30. Elastic has prominently displayed the ELASTIC brand in webinars, online tutorials and training programs.

31. Elastic has prominently displayed the ELASTIC brand in connection with partner co-marketing activities and public relations initiatives.

32. Elastic officials have presented at numerous speaking events throughout the country. At many, if not all, of these events, the presenters have displayed the ELASTIC brand. Since 2013, Elastic has attended over hundreds of speaking events throughout the United States, including ones in Chicago, Dallas, New York City, Seattle, San Francisco, Los Angeles, Austin,

Nashville, Las Vegas, Raleigh, Atlanta, San Antonio, Kansas City, St. Louis, Boston, Baltimore, Philadelphia, Pittsburgh, Detroit, San Jose, Scottsdale, San Diego, Denver, Phoenix, and Portland.

33. Elastic has prominently displayed the ELASTIC brand on letterhead and signage.

34. Elastic has prominently displayed the ELASTIC brand on brochures, flyers and technical documents.

Commercial Success

35. Elastic has enjoyed rapid and remarkable commercial success, as evidenced by its annual total revenue, which has grown significantly. Elastic's cumulative revenue for the first three quarters of fiscal year 2020 is over $300 million. Elastic's revenue was $271.7 million, $159.9 million, and $88.2 million in fiscal years 2019, 2018 and 2017, respectively.

36. As a result of the company's marketing and sales efforts, and its remarkable commercial success, ELASTIC has become one of the most recognized brands in the field of search technology.

Publicity

37. Elastic's significant investment in its ELASTIC brand has generated great recognition and goodwill. This is evidenced by the substantial amount of unsolicited media coverage that Elastic has enjoyed since its early years.

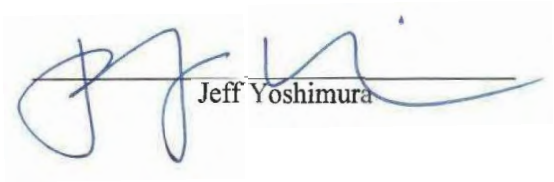
38. Elastic has been covered by many publications in the recent years. Attached hereto as Exhibit B are printouts of illustrative published articles about Elastic.

Marketplace Recognition of the ELASTIC Mark

39. Recognition of the ELASTIC brand is also reflected in the awards that the company has received over the years. Among the awards that Elastic has won are Fast Company's Top 10 Most Innovative Enterprise Companies of 2020, Business Intelligence

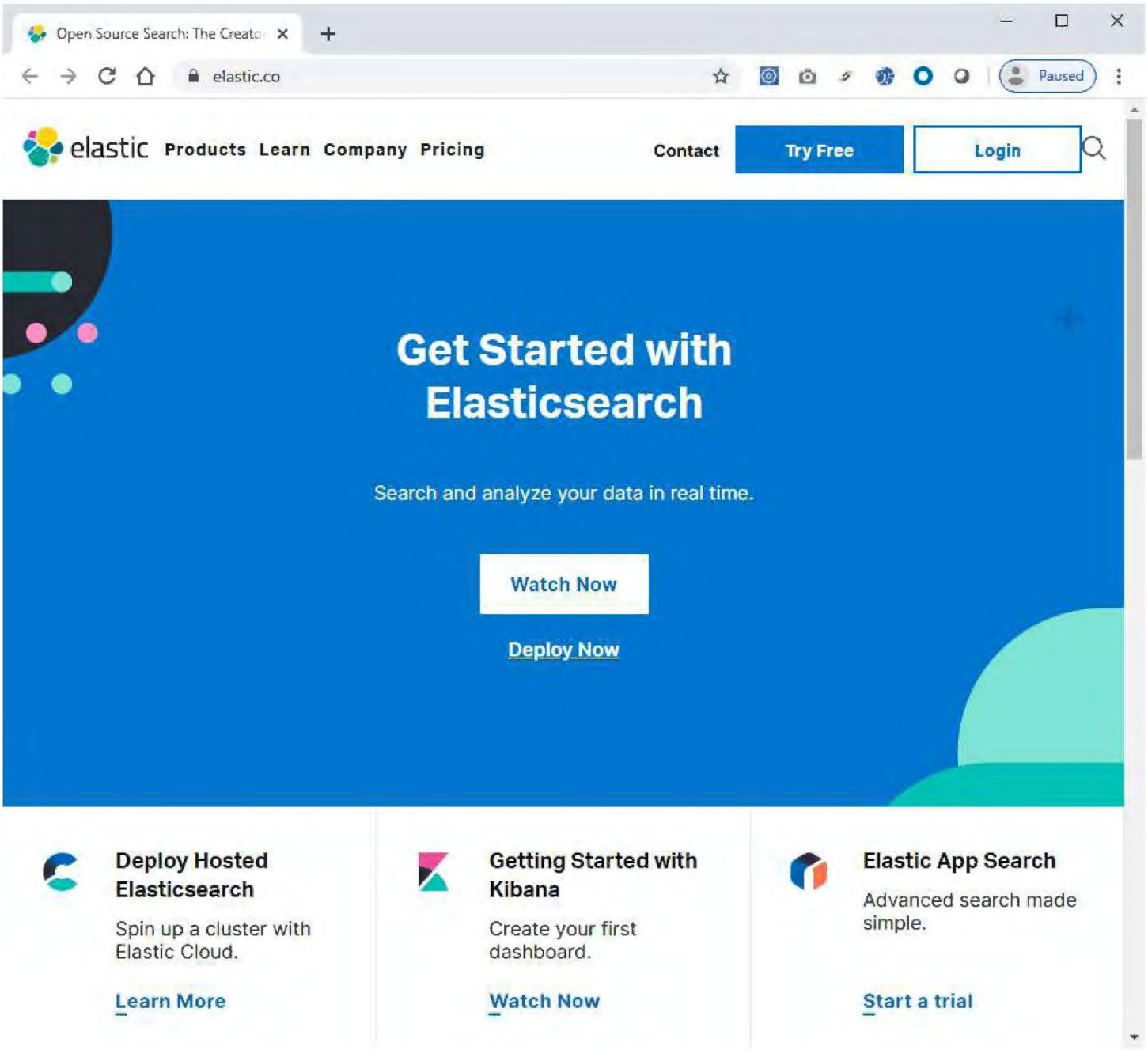
Group's 2019 Fortress Cyber Security Award, and Stackshare's Top 50 Developer Tools of 2018.

I declare under penalty of perjury that the foregoing is true and correct. Executed in San Francisco, California, on March 13, 2020.



Jeff Yoshimura

EXHIBIT A


Open Source Search: The Creato
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Elastic Maps Service

US Gov't Compliance
GDPR Compliance

ELASTIC CLOUD

Elasticsearch Service
Elastic App Search Service
Elastic Site Search Service
Elasticsearch Service on GCP
Cloud Status

Board of Directors
Leadership
Contact
Our Story
Why Open Source
Distributed by Intention
Elastic Partner Program
Press & Announcements
Investor Relations
Elastic Store
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Support Portal

Cases
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ELASTIC APM

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Already housing logs and system metrics in Elasticsearch? Expand to application metrics with Elastic APM. See exactly where your application is spending time so you can quickly fix issues and feel good about the code you push.

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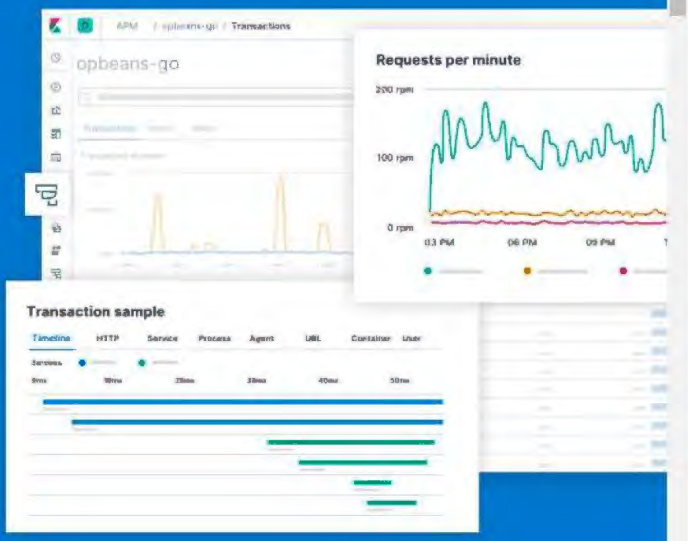
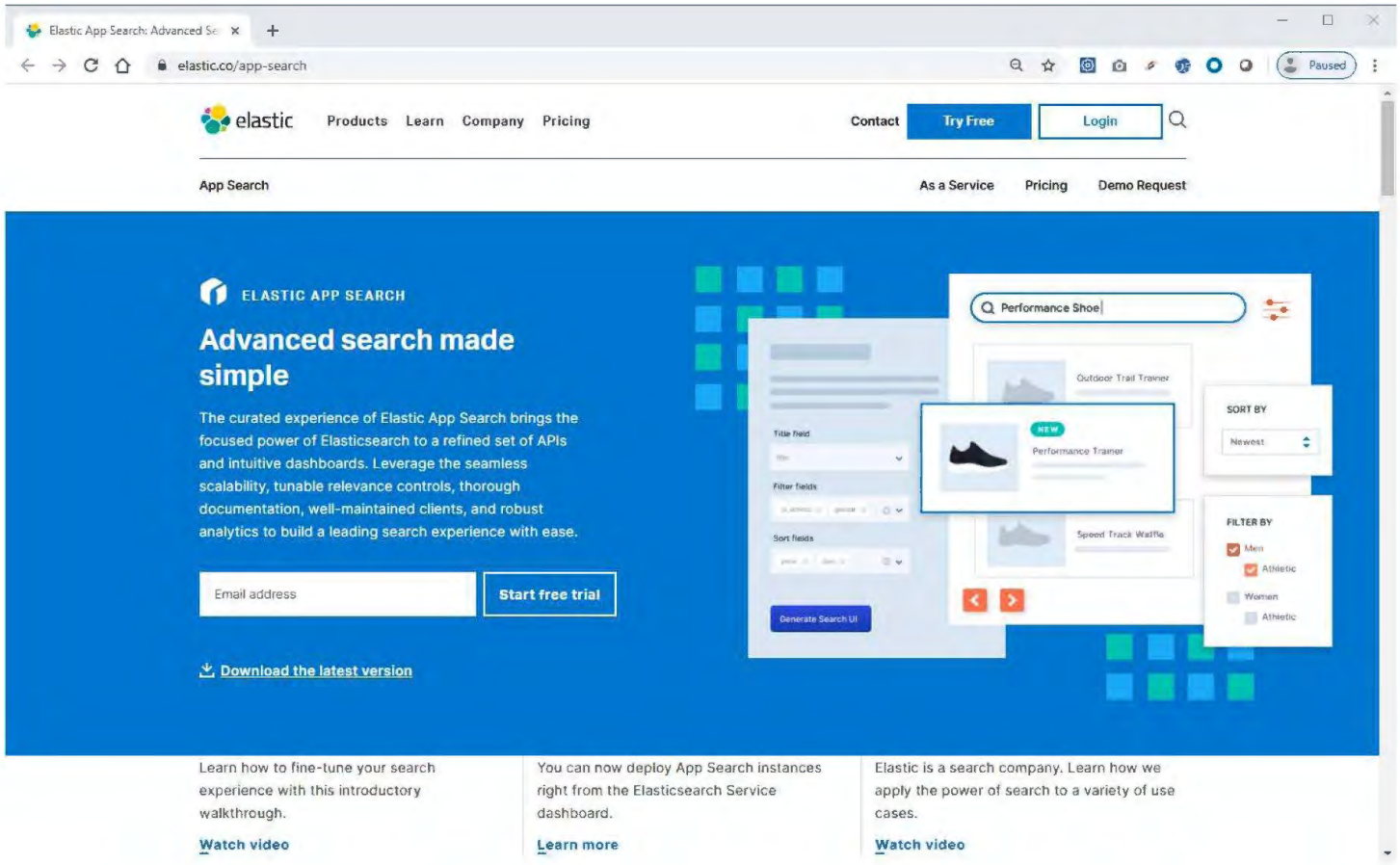


7.6 brings native Jaeger support in Elastic APM, enabling ability to ingest Jaeger-instrumented traces directly into Elasticsearch via the APM server.

Take a deep dive into Elastic APM with our APM training.

Launch your observability initiative quickly with Elasticsearch Service.



Learn how to fine-tune your search experience with this introductory walkthrough.

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You can now deploy App Search instances right from the Elasticsearch Service dashboard.

Learn more

Elastic is a search company. Learn how we apply the power of search to a variety of use cases.

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The curated experience of Elastic App Search brings the focused power of Elasticsearch to a refined set of APIs and intuitive dashboards. Leverage the seamless scalability, tunable relevance controls, thorough documentation, well-maintained clients, and robust analytics to build a leading search experience with ease.

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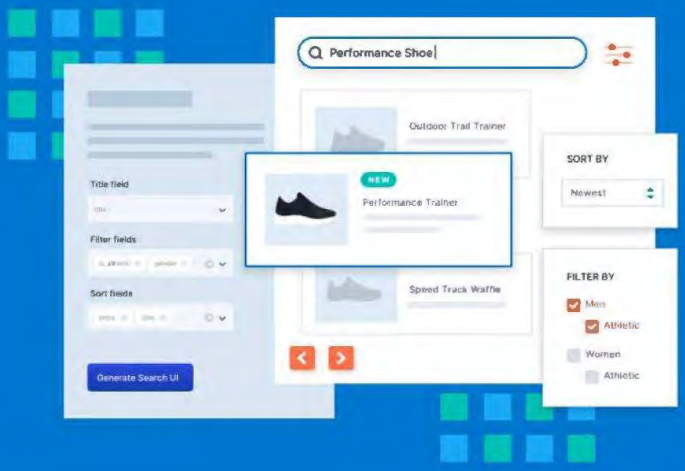

Learn how to fine-tune your search experience with this introductory walkthrough.

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You can now deploy App Search instances right from the Elasticsearch Service dashboard.

Learn more

Elastic is a search company. Learn how we apply the power of search to a variety of use cases.

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NEW

Create App Search instances with the click of a button right from the Elastic Cloud console, and get the same great resource-based pricing. Learn more

EFFORTLESS INDEXING

Any platform, any data, anywhere

With schemaless ingestion and an intuitive dashboard you'll be up and querying in no time. Just index your data using one of the well-maintained API clients and start searching.

POWERFUL SEARCH

Relevant, tolerant

Elastic App Search is backed by Elasticsearch, with relevance models optimized for real-life search. Take advantage of typo-tolerance, stemming, bigrams, and more, all out of the box.

SEARCH ANALYTICS

Real-time data, actionable insights

By giving you complete visibility into user behavior, Elastic App Search analytics can show you what needs improvement and how to meet your goals.

RELEVANCE TUNING

Your search, your way

Use an intuitive interface to calibrate search relevance. Create synonym sets, reorder results for a given query, and assign weights and boosts to fine-tune the overall precision.

DISTRIBUTION

Deploy your way

ELASTIC APP SEARCH SERVICE

Scalable, powerful application search

New to Elastic App Search? Try out a 2GB instance free in the Elasticsearch Service.

Resource-based pricing starting at $23/month See pricing

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ON-PREM

Download and deploy

Rather run it on your own? Download self-managed Elastic App Search and deploy wherever you want.

Download

USE CASES

So what exactly can I do with Elastic App Search?

Elastic App Search is as flexible in implementation as it is in application. Search through any data from any application using any interface. The only limit is your imagination.

Websites and portals

Ecommerce

Mobile app search

Geo search

Customer support

START SEARCHING NOW

Powerful from the start, better every day

With flexible APIs and preconfigured relevance models, it doesn't take long to get started with Elastic App Search. And with its built-in analytics and intuitive tuning interface, it doesn't take much longer to make it the perfect fit for your app.

Robust APIs

Use powerful, adaptable, intuitive APIs for indexing, searching, managing your search engine, and more.

Language clients

Just index your data using one of the well-maintained API clients — spanning multiple languages and platforms. And easily add search using Search UI.

Language-optimized engines

Implement search specifically tuned for a variety of different languages.

Powerful relevance

Take advantage of typo-tolerance, bigrams, stemming, and more, right out of the box.

Real-time analytics

Leverage invaluable insight into user behavior to curate a better search experience.

Curated search

Use weights, boosts, and synonyms to make the search experience unique to your application.

Your highly relevant search, our infrastructure

Spin up a free, 2GB instance of App Search in our Elasticsearch Service.

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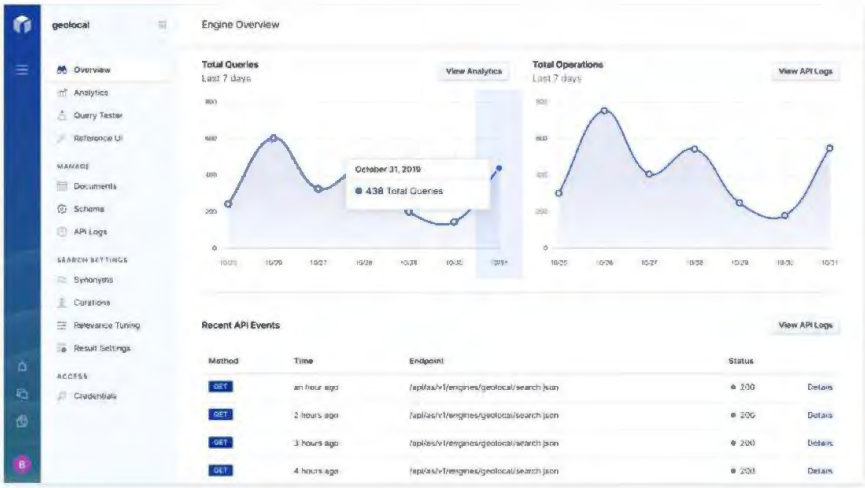
TWEAK

Continuous improvement

Searches and clicks are the clearest expression of what your audience and customers want. Elastic App Search offers powerful insight into the user search experience, and provides intuitive tools to improve globally or per-query.

Overview | Analytics | Curations | Relevance tuning | Synonyms



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- Always up-to-date
- Highly available, globally available

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What is the ELK Stack?
What is X-Pack?
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Monitoring
Stack Security
Reporting
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Graph Analytics
Lens
Canvas
Elasticsearch SQL
Business Analytics
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Prometheus Monitoring
ArcSight Integration
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Elastic for Government
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Elastic App Search Service
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Cloud Status

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Board of Directors
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Distributed by Intention
Elastic Partner Program
Press & Announcements
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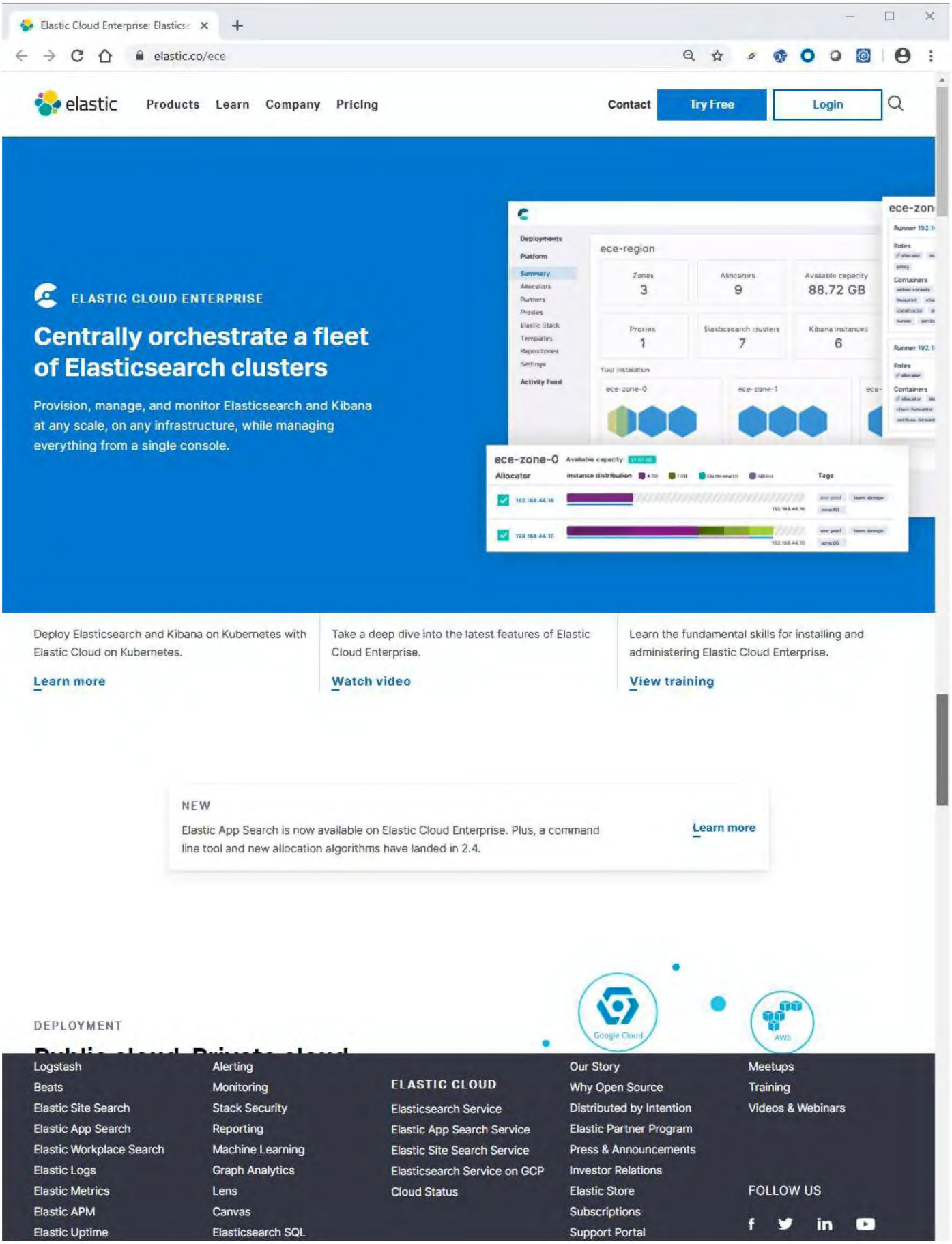
Elastic Cloud Enterprise: Elastics
elastic.co/ece
elastic
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ELASTIC CLOUD ENTERPRISE
Centrally orchestrate a fleet of Elasticsearch clusters
Provision, manage, and monitor Elasticsearch and Kibana at any scale, on any infrastructure, while managing everything from a single console.
ece-region
Zones
3
Allocators
9
Available capacity
88.72 GB
Proxies
1
Elasticsearch clusters
7
Kibana instances
6
ece-zone-0
ece-zone-1
ece-zone-0
Allocator
Tags
Deploy Elasticsearch and Kibana on Kubernetes with Elastic Cloud on Kubernetes.
Learn more
Take a deep dive into the latest features of Elastic Cloud Enterprise.
Watch video
Learn the fundamental skills for installing and administering Elastic Cloud Enterprise.
View training
NEW
Elastic App Search is now available on Elastic Cloud Enterprise. Plus, a command line tool and new allocation algorithms have landed in 2.4.
Learn more
DEPLOYMENT
Google Cloud
AWS
Logstash
Beats
Elastic Site Search
Elastic App Search
Elastic Workplace Search
Elastic Logs
Elastic Metrics
Elastic APM
Elastic Uptime
Alerting
Monitoring
Stack Security
Reporting
Machine Learning
Graph Analytics
Lens
Canvas
Elasticsearch SQL
ELASTIC CLOUD
Elasticsearch Service
Elastic App Search Service
Elastic Site Search Service
Elasticsearch Service on GCP
Cloud Status
Our Story
Why Open Source
Distributed by Intention
Elastic Partner Program
Press & Announcements
Investor Relations
Elastic Store
Subscriptions
Support Portal
Meetups
Training
Videos & Webinars
FOLLOW US

Elastic SIEM
Elastic Endpoint Security
Elastic Maps
Elastic Cloud on Kubernetes
Elastic Cloud Enterprise
Elasticsearch-Hadoop

Business Analytics
Kubernetes Monitoring
Prometheus Monitoring
ArcSight Integration
Elastic Maps Service

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ELASTIC CLOUD ON KUBERNETES

Elasticsearch & Kibana on Kubernetes

Elastic Cloud on Kubernetes simplifies setup, upgrades, snapshots, scaling, high availability, security, and more for running Elasticsearch and Kibana in Kubernetes for one or many use cases.

Get started

NEW

Elastic Cloud on Kubernetes is generally available. Now users can easily deploy and manage the Elastic Stack on Kubernetes.

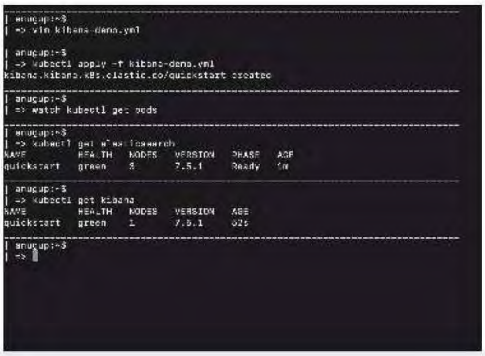
Learn more

AUTOMATE & ORCHESTRATE

Elastic Cloud on Kubernetes

Built on the Kubernetes Operator pattern, our offering extends Kubernetes orchestration capabilities to support the setup and management of Elasticsearch and Kibana on Kubernetes.

As part of our commitment to cloud native technologies, we continue to bring our products to platforms like Kubernetes, the go-to open source choice for containerized architectures.



DEPLOY YOUR WAY

Using hosted K8s? Managing

your own K8s cluster?

Work where you're most comfortable. Deploy with vanilla Kubernetes or the distribution of your choice, including Google Kubernetes Engine, Azure Kubernetes Service, Amazon Elastic Kubernetes Service, and OpenShift. Get started.

THE OFFICIAL WAY

The Elasticsearch Kubernetes Operator + much more

When it comes to deploying and managing Elasticsearch and Kibana on Kubernetes, we know you have a few options. As the creators of the Elastic Stack, we baked our exclusive features and curated solutions (like Elastic SIEM) right into Elastic Cloud on Kubernetes. (See the full feature list on our subscriptions page.)

Operational experience

We've been operating the Elastic Stack at scale before Kubernetes existed, and all of that operational expertise is baked right in.

Fully-featured clusters

Deploy fully-loaded clusters with all our free proprietary features — from Canvas to Maps — that are not available on any other Operators or Helm Charts.

Secure by default

Autoconfigure features like native authentication, TLS encryption, and role-based access control (RBAC). Add SAML, OpenID, Kerberos, and custom certificates to meet your enterprise needs.

Open code & Elastic support

Develop, contribute, test, and learn together. The ECK code is open. Plus, get support from the community and team behind Elasticsearch.

Backups & snapshots

Schedule snapshots to Amazon S3 and GCS with secure keystore settings.

Hot-warm-cold patterns

Natively deploy common Elasticsearch architectures for logging, metrics, and other time-series use cases. Store 10x the data without adding costs using frozen indices.

Simple, fast updates

Upgrade terabyte clusters in minutes with rolling upgrades and built-in StatefulSets.

Flexible configuration & plugins

Add custom plugins, dictionaries, and bundles (as well as a custom configuration) to run it your way.

Enhance with machine learning & more

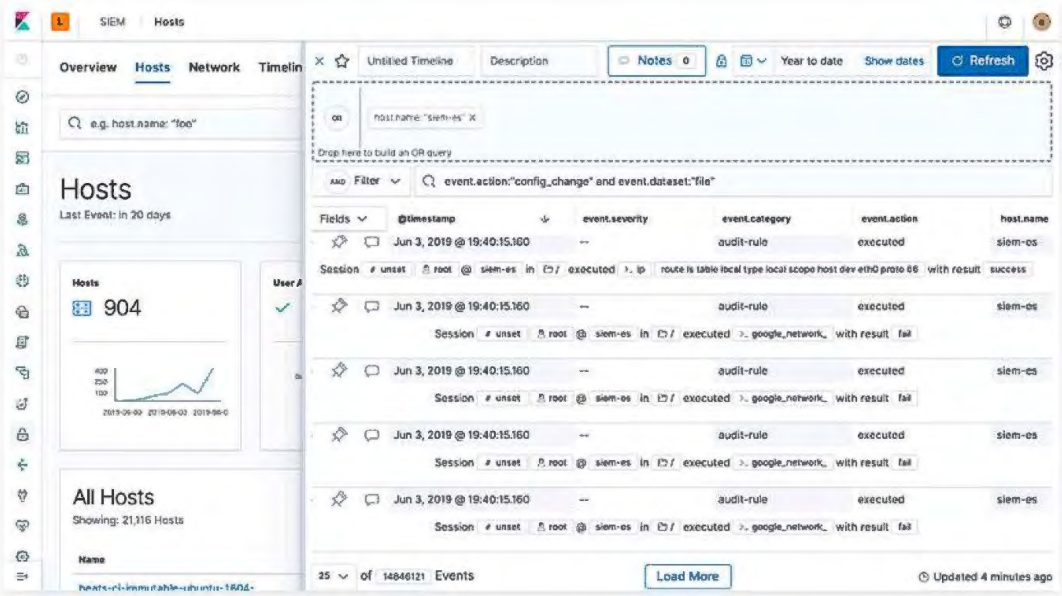
Upgrade to an Enterprise subscription for access to premium features like machine learning, alerting, and advanced security features.

BUILT-IN SOLUTIONS

Dive into your use case

Explore and analyze your logs, infrastructure metrics, traces, security events, and geo data through a curated Elastic solution experience.

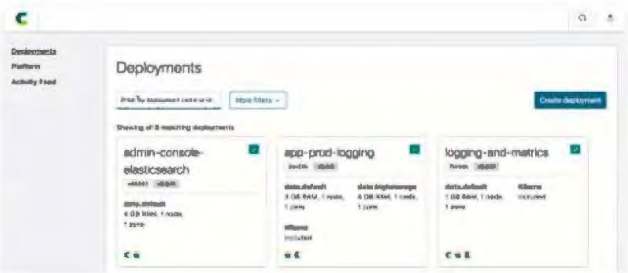
SIEM | Logs | APM | Metrics | Maps



DEPLOY, MONITOR & MORE

The many flavors of Elasticsearch + Kubernetes

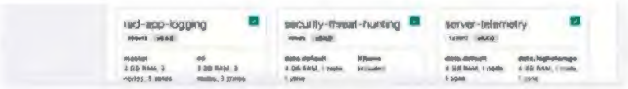
Elastic Cloud on Kubernetes is just one way that the Elastic Stack plays in the Kubernetes ecosystem. Deploy in minutes with the official Elasticsearch & Kibana Helm Charts, monitor your Kubernetes applications and infrastructure with Beats, or run on Docker with the official containers from Docker Hub.



ELASTIC CLOUD ENTERPRISE

Orchestration, sans Kubernetes

If you are not using Kubernetes or want a more production-grade orchestration experience tailor-made for Elasticsearch, consider Elastic Cloud Enterprise. It's our battle-tested product — which also powers our Elasticsearch Service — for deploying and managing



Elasticsearch at scale on physical hardware, virtual environments, private and public clouds, and more. Learn more and try it for free.

Deploying Elasticsearch on Kubernetes is just the beginning

Have network data? Infrastructure logs? Documents with tons of text? Want to run hot-warm architectures? Elastic Cloud on Kubernetes makes it easy to orchestrate it all, no matter your use case.

App Search

Search across documents, geo data, and more.

Learn more

SIEM

Interactive investigation at speed and scale.

Learn more

Metrics

Do the numbers: CPU, memory, and more.

Learn more

Be in the know with the latest and greatest from Elastic.

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PRODUCTS

- Elastic Enterprise Search
- Elastic Observability
- Elastic Security
- Elastic Stack
- Elasticsearch
- Kibana
- Logstash
- Beats
- Elastic Site Search
- Elastic App Search
- Elastic Workplace Search
- Elastic Logs
- Elastic Metrics
- Elastic APM
- Elastic Uptime
- Elastic SIEM
- Elastic Endpoint Security
- Elastic Maps
- Elastic Cloud on Kubernetes
- Elastic Cloud Enterprise
- Elasticsearch-Hadoop

ABOUT THE ELASTIC STACK

- What is Elasticsearch?
- What is Kibana?
- What is the ELK Stack?
- What is X-Pack?
- Compare AWS Elasticsearch
- Elastic Stack Features
- Alerting
- Monitoring
- Stack Security
- Reporting
- Machine Learning
- Graph Analytics
- Lens
- Canvas
- Elasticsearch SQL
- Business Analytics
- Kubernetes Monitoring
- Prometheus Monitoring
- ArcSight Integration
- Elastic Maps Service

COMPLIANCE & SECURITY

- Data Protection Compliance
- Elastic for Government
- US Gov't Compliance
- GDPR Compliance

ELASTIC CLOUD

- Elasticsearch Service
- Elastic App Search Service
- Elastic Site Search Service
- Elasticsearch Service on GCP
- Cloud Status

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- Distributed by Intention
- Elastic Partner Program
- Press & Announcements
- Investor Relations
- Elastic Store
- Subscriptions
- Support Portal

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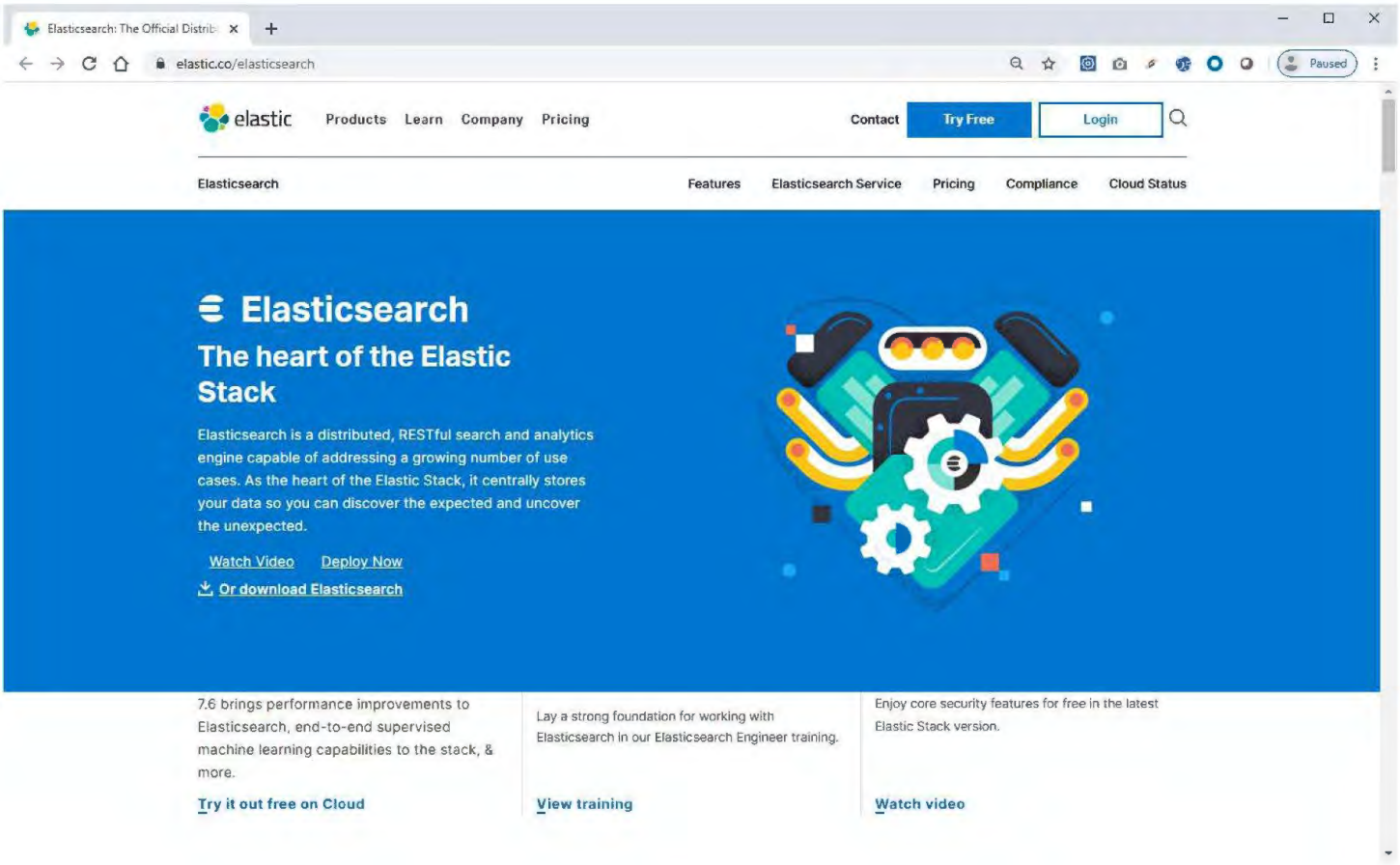
Elasticsearch: The Official Distrib
elastic.co/elasticsearch
Paused
elastic
Products
Learn
Company
Pricing
Contact
Try Free
Login
Elasticsearch
Features
Elasticsearch Service
Pricing
Compliance
Cloud Status
Elasticsearch
The heart of the Elastic Stack
Elasticsearch is a distributed, RESTful search and analytics engine capable of addressing a growing number of use cases. As the heart of the Elastic Stack, it centrally stores your data so you can discover the expected and uncover the unexpected.
Watch Video
Deploy Now
Or download Elasticsearch
7.6 brings performance improvements to Elasticsearch, end-to-end supervised machine learning capabilities to the stack, & more.
Try it out free on Cloud
Lay a strong foundation for working with Elasticsearch in our Elasticsearch Engineer training.
View training
Enjoy core security features for free in the latest Elastic Stack version.
Watch video

Elasticsearch

The heart of the Elastic Stack

Elasticsearch is a distributed, RESTful search and analytics engine capable of addressing a growing number of use cases. As the heart of the Elastic Stack, it centrally stores your data so you can discover the expected and uncover the unexpected.

Watch Video Deploy Now

Or download Elasticsearch

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Try it out free on Cloud

Lay a strong foundation for working with Elasticsearch in our Elasticsearch Engineer training.

View training

Enjoy core security features for free in the latest Elastic Stack version.

Watch video

NEW

With Elasticsearch 7.6, the sorting of numbers and dates is up to 35 times faster, vector similarity functions are GA, and ILM and SLM work together.

Learn more

QUERY & ANALYZE

Ask your data questions of all kinds

Elasticsearch lets you perform and combine many types of searches — structured, unstructured, geo, metric — any way you want. Start simple with one question and see where it takes you. It's one thing to find the 10 best documents to match your query. But how do you make sense of, say, a billion log lines? Elasticsearch aggregations let you zoom out to explore trends and patterns in your data.

SPEED

Elasticsearch is fast. Really, really fast.

When you get answers instantly, your relationship with your data changes. You can afford to iterate and cover more ground.

Being this fast isn't easy. We've implemented inverted indices with finite state transducers for full-text querying, BKD trees for storing numeric and geo data, and a column store for analytics.

And since everything is indexed, you're never left with index envy. You can leverage and access all of your data at ludicrously awesome speeds.

SCALABILITY

Run it on your laptop. Or hundreds of servers with petabytes of data.

Go from prototype to production seamlessly; you talk to Elasticsearch running on a single node the same way you would in a 300-node cluster.

It scales horizontally to handle kajillions of events per second, while automatically managing how indices and queries are distributed across the cluster for oh-so-smooth operations.

RELEVANCE

Search across everything. Find that specific thing.

Rank your search results based on a variety of factors — from term frequency or recency to popularity and beyond. Mix and match these along with functions to fine tune how your results show up to your users.

And because most of our users are human, Elasticsearch is equipped to handle human mistakes including complexities like typos.

RESILIENCY

We cover the bases while you swing for the fences.

Hardware rebels. Networks partition. Elasticsearch detects failures to keep your cluster (and your data) safe and available. With cross-cluster replication, a secondary cluster can spring into action as a hot backup. Elasticsearch operates in a distributed environment designed from the ground up for perpetual peace of mind.

USE CASES

What exactly can I use Elasticsearch for?

Numbers, text, geo, structured, unstructured. All data types are welcome. Full-text search just scratches the surface of how companies around the world are relying on Elasticsearch to solve a variety of challenges. See a full list of solutions built directly on the Elastic Stack.

Logs

Fast and scalable logging that won't quit.

→

Metrics

Monitor and visualize your system metrics.

→

APM

Get insight into your application performance.

→

Uptime

Monitor and react to availability issues.

→

Site Search

Easily create a great search experience for your site.

→

App Search

Search across documents, geo data, and more.

→

Workplace Search

Centralized search of corporate data silos.

→

Maps

Explore location data in real time.

→

SIEM

Endpoint Security

Interactive investigation and automated threat detection.

→

Security

Prevent, detect, hunt for, and respond to threats.

→

TRUSTED, USED, AND LOVED BY

DISTRIBUTION

Deploy your way

Wherever your search takes you, we'll be there.

ELASTIC CLOUD

Deploy hosted Elasticsearch and Kibana on AWS, GCP, and Azure

Spin up a fully loaded deployment on the cloud provider you choose. As the company behind Elasticsearch, we bring our features and support to your Elastic clusters in the cloud.

As low as $16/month **See pricing**

Email address **Start free trial**

ON-PREM

Download Elasticsearch

Grab a fresh installation and start running Elasticsearch on your machine in just a few steps.

Download

Interested in orchestration? Check out **Elastic Cloud Enterprise** and **Elastic Cloud on Kubernetes**.

THE TRUE ELASTICSEARCH EXPERIENCE

Is it the same as Amazon's Elasticsearch Service?

Nope. Our Elasticsearch Service is the **only official hosted Elasticsearch offering on AWS** with a huge number of exclusive features like our machine learning, an ODBC driver for BI connectivity, automated time-series data management, and alerting.

ENHANCE

Elasticsearch features

Explore the full list of **Elasticsearch features**.

Security

Protect your Elasticsearch data in a robust and granular way.

Learn more

Monitoring

Maintain a pulse on your Elastic Stack to keep it firing on all cylinders.

Learn more

Alerting

Get notifications about changes in your data.

Learn more

Elasticsearch SQL

Interact with your data using SQL — and use ODBC and JDBC drivers to access it.

Learn more

Time series data management

Automate processes with index lifecycle management, frozen indices, and rollups.

Learn more

Machine learning

Automate anomaly detection on your Elasticsearch data.

Learn more

CLIENT LIBRARIES

Interact with Elasticsearch in the programming language you choose

Elasticsearch uses standard RESTful APIs and JSON. We also build and maintain clients in many languages such as Java, Python, .NET, SQL, and PHP. Plus, our community has contributed many more. They're easy to work with, feel natural to use, and, just like Elasticsearch, don't limit what you might want to do with them.

- Curl
- C#
- Go
- Java
- JavaScript
- Perl
- PHP
- Python
- Ruby
- SQL

```
curl -H "Content-Type: application/json" -XGET
'http://localhost:9200/social-*/_search' -d '{
  "query": {
    "match": {
      "message": "myProduct"
    }
  },
  "aggregations": {
    "top_10_states": {
      "terms": {
        "field": "state",
        "size": 10
      }
    }
  }
}'
```

Your incredibly fast search, our infrastructure

Spin up a free, 14-day trial of the Elasticsearch Service. No credit card required.

Email address

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Be in the know with the latest and greatest from Elastic.

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Elastic Stack: Elasticsearch, Kiban

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Elastic Stack Features Elasticsearch Service Elasticsearch Kibana Beats Logstash

THE ELASTIC STACK

Meet the core products

That's Elasticsearch, Kibana, Beats, and Logstash (also known as the ELK Stack). Reliably and securely take data from any source, in any format, then search, analyze, and visualize it in real time.

No credit card required. Easy setup.

Or download and get started

7.6 brings performance improvements to Elasticsearch, end-to-end supervised machine learning capabilities to the stack, & more.

Try it out free on Cloud

Ready for Elastic Stack 7.0? Learn best practices for upgrading without downtime.

Watch video

Learn pro tips for upgrading the Elastic Stack to get value from new features in each release.

Watch video

Elastic Endpoint Security and En

elastic.co/endpoint-security

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ELASTIC ENDPOINT SECURITY

Security starts at the endpoint

Complexity is the enemy of security. We make it simple. Elastic Endpoint Security is the only endpoint protection product to fully combine prevention, detection, and response into a single autonomous agent. It requires zero training, is built for speed, and stops threats at the earliest stages of attack.

Get notified about Elastic Endpoint Security developments and learn about the Early Access Program.

Enter your email Submit

NEW

7.6 improves visibility into Windows hosts and introduces new protections for automated detection and response. Learn more

EASY TO USE

As simple as antivirus, but way more powerful

Integrating the best endpoint security product available with the Elastic SIEM experience provides a whole new comprehensive security operations solution designed to support multiple users and use cases.

Ransomware prevention

Using a combination of behavior-based detection, MalwareScore, and exploit prevention technology, we stop ransomware

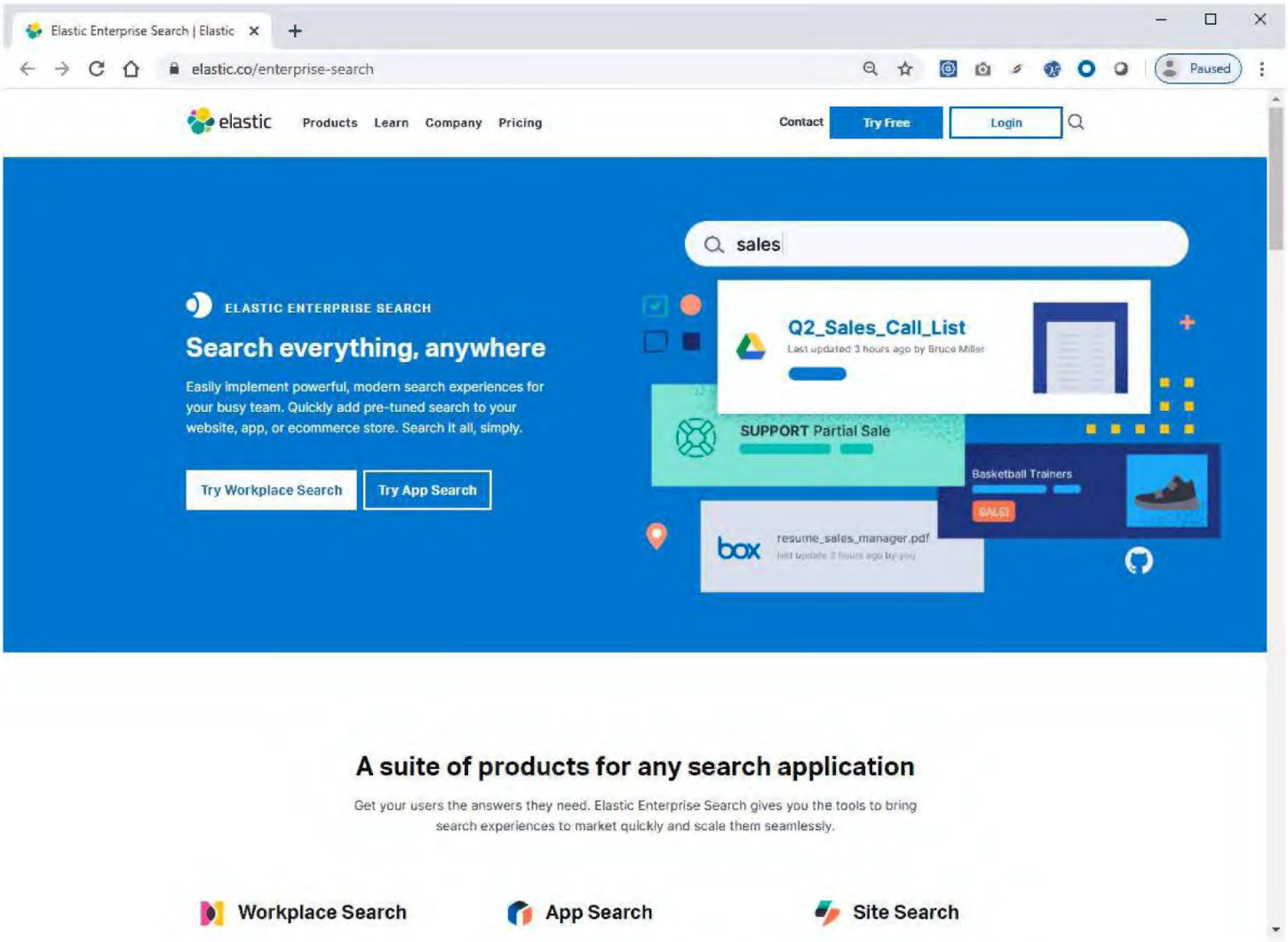
Phishing prevention

The industry's only on-endpoint phishing prevention. Using machine learning to prevent malicious Microsoft Office documents and

Reflex™ Custom Prevention

The first autonomous prevention and detection engine that issues customized incident response on the endpoint without

elastic



A suite of products for any search application

Get your users the answers they need. Elastic Enterprise Search gives you the tools to bring search experiences to market quickly and scale them seamlessly.

Workplace Search

App Search

Site Search

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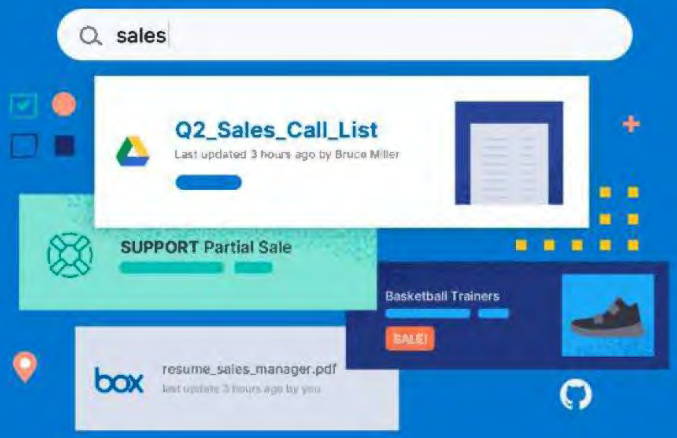
ELASTIC ENTERPRISE SEARCH

Search everything, anywhere

Easily implement powerful, modern search experiences for your busy team. Quickly add pre-tuned search to your website, app, or ecommerce store. Search it all, simply.

Try Workplace Search | Try App Search



A suite of products for any search application

Get your users the answers they need. Elastic Enterprise Search gives you the tools to bring search experiences to market quickly and scale them seamlessly.

Workplace Search

Make all your teams' content findable, fast. Unify your content platforms (Google Drive, Salesforce, and many more) into a personalized, natural search experience.

→

App Search

Leverage the focused power of Elasticsearch in your app, complete with a refined set of APIs and intuitive dashboards, tunable relevance controls, well-maintained clients, and robust analytics.

→

Site Search

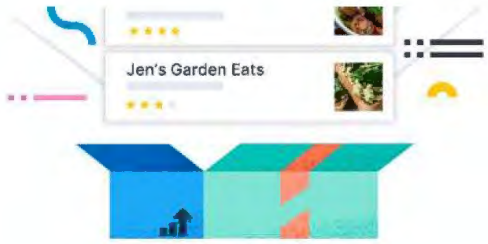
Everything you need to add powerful search to your website — with no experience necessary. Even better, we'll bring our own search box if you don't have one.

→

> *We were in the middle of revamping our entire product. We had so many things to worry about already, and we didn't want to worry about search.*
>
> **- Dan King, Documentation Lead, Shopify**

START IN MINUTES

Simple setup. Sophisticated



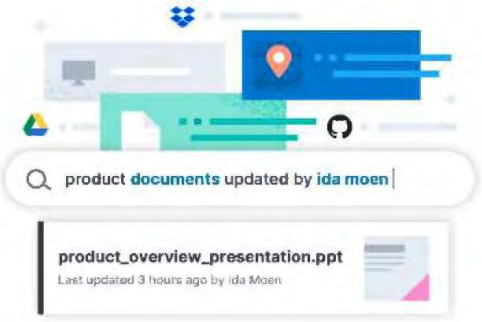
search.

Getting data in is a breeze with our cloud connectors, flexible APIs, and customizable schemas, so you're up and running in minutes, not weeks. Customization options are plentiful and intuitive. But behind all that setup simplicity lies a savvy search-engine workhorse.

PINPOINT RESULTS

The right state of find

Searching without finding squanders valuable time, which is why our search solutions are designed to find. After all, satisfied searchers equal happy users, productive co-workers, and a better bottom line. Out-of-the-box relevance, curatable results, extensive filtering and faceting capabilities, and user-friendly features like autosuggest, typo tolerance, and term highlighting ensure that finding is fundamental.



SPEED. SCALE. RELEVANCE.

Elasticsearch at its core

With Elastic Enterprise Search products, you get so much more than just a search box. They're built upon the bedrock of Elasticsearch, so you know that search will be speedy and results will be relevant (and the whole experience highly customizable). And as your business flourishes and your content expands, our solutions effortlessly grow along with you thanks to horizontal scalability.

Pay only for the resources you use

With Elastic App Search, what you pay is determined only by the amount of underlying server resources you use, no matter the use case, number of users, or number of sources. Learn more about Elastic pricing.

Do more with Elastic

Bring the speed, scale, and relevance of Elastic to other areas of your business.

Observability

Unify your logs, metrics, and APM traces at scale in a single stack.

Learn more

Security

Get comprehensive prevention, collection, detection, and response for your organization.

Learn more

Have questions? We love a good query.

We are happy to help you understand more about our products, pricing, and other offerings to best support your use case and goals.

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PRODUCTS

- Elastic Enterprise Search
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- Kibana
- Logstash
- Beats
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- Elastic App Search
- Elastic Workplace Search
- Elastic Logs
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- Elastic Site Search Service
- Elasticsearch Service on GCP
- Cloud Status

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- Elastic Partner Program
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Infrastructure Monitoring with El

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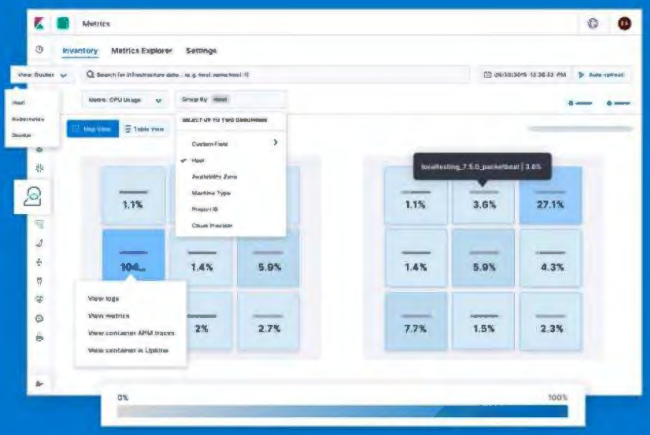
ELASTIC METRICS

Open source infrastructure monitoring

Already using the Elastic Stack for logs? Add infrastructure metrics in just a few steps. Elasticsearch takes what you love about its log search superpowers and applies them to metrics from multiple sources, across your entire infrastructure.

Email address Start free trial

No credit card required. Easy setup. 14 days.



7.6 brings native Jaeger support in Elastic APM, enabling ability to ingest Jaeger-instrumented traces directly into Elasticsearch via the APM server.

Try it out free on Cloud

See how to get your observability initiative up and running quickly with Elasticsearch Service.

Watch video

Learn the fundamentals for working with metric data and the Elastic Stack.

View training

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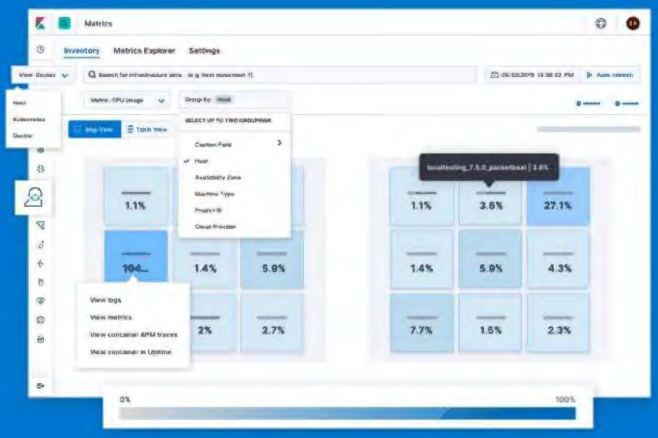

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View training

NEW

7.6 adds new inventory views for AWS services, providing an overview of EC2, RDS, S3, and SQS services.

Learn more

Analyze all of your metrics in one place

Whether you are monitoring servers, Docker containers, Kubernetes orchestration, Prometheus-style metrics, or application telemetry, there is a Metricbeat module that will get you started in minutes. And the best part is that data is natively correlated with your logs.

Skip ahead to get started.

Servers

Find hotspots, diagnose problematic spikes, and customize everything from colors to alerts.

Docker

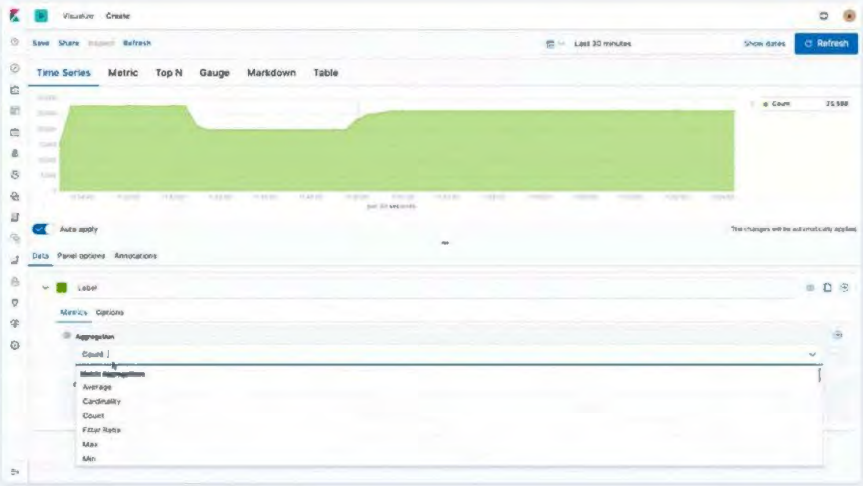
Kubernetes

Prometheus

Applications

Search across high-cardinality data, fast

Run wild with dimensions, tags, cardinality, and fields. Elastic doesn't limit or dictate how you explore your data. Instead, you can continuously and quickly explore attributes — host name, IP address, tags — at scale in any way you like, in any order you like, in the visualization you like. Plus, Beats and their modules do the collecting, parsing, and tagging for you. They can also create dashboards and machine learning jobs.

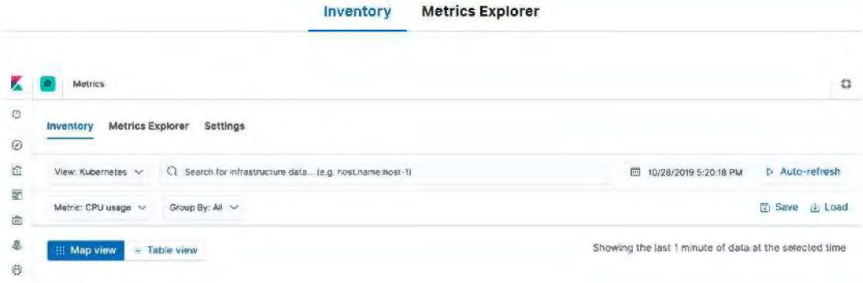


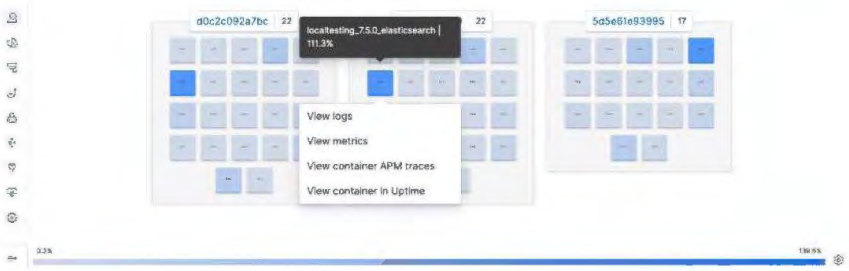
Elasticsearch for time series data

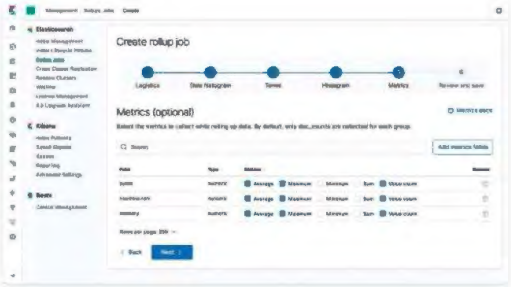
We went beyond the inverted index. We created new data types, implemented BKD trees, and added a columnar store — all of which leads to more efficiently structured data for faster searches, less memory use, and less disk use. In other words: you can access fields and values across petabyte-scale data at remarkable speeds.

Deep dive into your metrics

Get a different view of your infrastructure with perspectives aligned with your topology. Dig into current and historical performance by CPU, memory, or network traffic. Then get granular in the Metrics Explorer and create time series charts based on the aggregation of your choice. Select the fields you'd like to plot, slice and dice your data into sub-graphs, add optional filters, then enhance your visualizations in Time Series Visual Builder.







Long-term retention with rollups

Downsample your metrics without ever leaving the Elastic Stack. Powerful rollups support in Elasticsearch and Kibana enables space savings and faster queries without sacrificing accuracy.

Run machine learning jobs to spot anomalies

As data scales, it's easy to lose errant data points among the streaming averages, measurements, and totals. And it's impractical to analyze all your visualizations all the time. (Hey, we're all human here.)

The machine learning capabilities of the Elastic Stack automate anomaly detection at scale and across disparate data sources. It learns what's normal in your data to identify what isn't, and then alerts you to it.

PRICING

Keep it simple. No pricing by host.

No matter how you start or grow with Elastic, you shouldn't be constrained by how you get value from our products. Just pay for the resources you need, deploy them how you'd like, and do even more great things with Elastic.

Try it out

Grab a fresh installation and get started.

Hosted | Download

System
Apache
MongoDB
Docker
Kubernetes

1 **Set up Elastic Cloud**

Go to Elastic Cloud

- Register, if you do not already have an account. Free 14-day trial available.
- Log into the Elastic Cloud console

To create a cluster, in Elastic

- Select **Create Deployment**, and specify the **Deployment Name**

Cloud console:

- Modify the other deployment options as needed (or not, the defaults are great to get started)
- Click **Create Deployment**
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- Wait until deployment creation completes

2 **Set up Metricbeat**

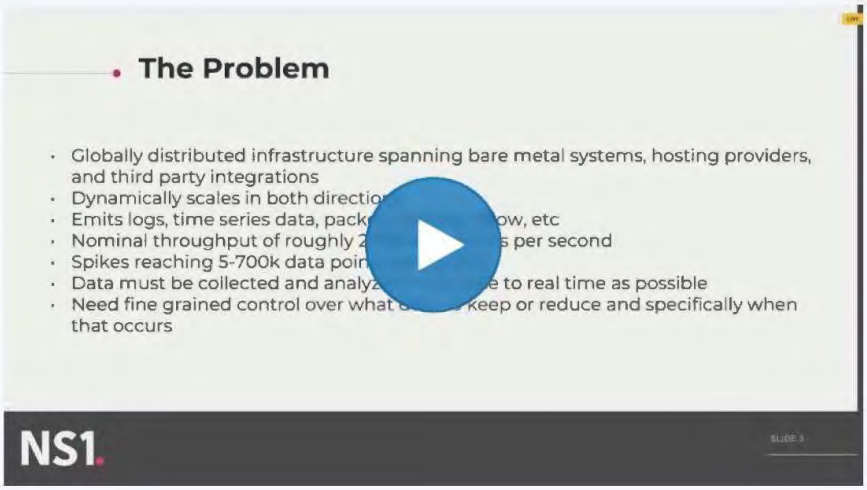
3 **Open Kibana. Play.**

What just happened?
Metricbeat created an index pattern in Kibana with defined fields, searches, visualizations, and dashboards. In a matter of minutes you can start viewing CPU and memory utilization, and process-level statistics.

Didn't work for you?
Metricbeat modules have defaults and configurations for each system they connect to. See the documentation for supported versions and configuration options.

Analyzing telemetry data in real time

Providing industry-leading web redundancy and speed means NS1's time series database needs to collect and analyze incredible amounts of telemetry data from a globally distributed infrastructure that spans across systems, providers, and third-party integrations.



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Unify your metrics with logs and traces

Have network data? Infrastructure logs? APM traces? Ingest and model all of it alongside your metrics to enrich your analyses, streamline your workflows, and simplify your architecture.

Logs

Fast and scalable logging that won't quit.

Learn more

APM

Get insight into your application performance.

Learn more

Uptime

Monitor and react to availability issues across your apps and services.

Learn more

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ELASTIC LOGS

Open source log monitoring

The Elastic Stack (sometimes known as the ELK Stack) is the most popular open source logging platform. Here's why.

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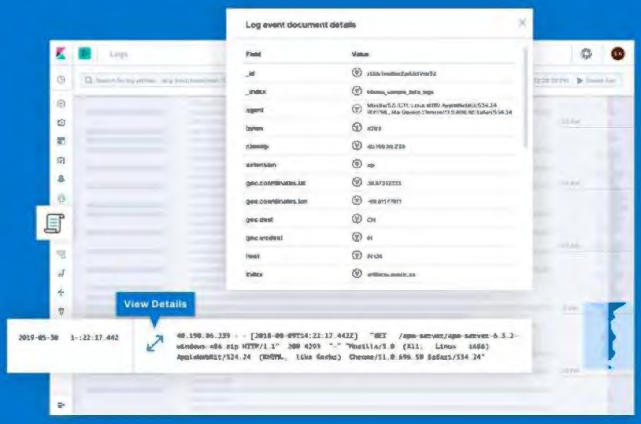

7.6 brings native Jaeger support in Elastic APM, enabling ability to ingest Jaeger-instrumented traces directly into Elasticsearch via the APM server.

Try it out free on Cloud

Get an introduction to the Elastic Stack for log and metric data. Demo included.

Watch video

Explore modular trainings about logging fundamentals, shipping and visualizing logs, and more.

View training

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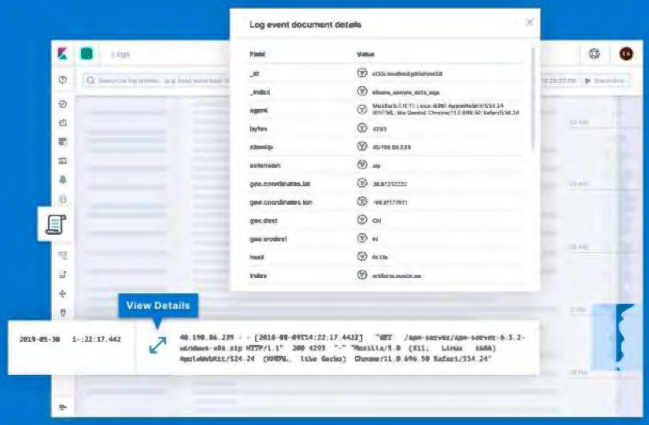

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NEW

7.6 brings log categorization to the Logs App, allowing users to see a trend view by grouping logs with similar messaging and formats.

Learn more

Get started with the logs you need

With out-of-the-box support for common data sources and default dashboards to boot, the Elastic Stack is all about the it-just-works experience. Ship logs from Kubernetes, MySQL, and more. Index your data into Elasticsearch and visualize it all in Kibana in minutes. Skip ahead to get started with Elastic Logs. (And if you don't see the module you need, build it or leverage the community. Open source for the win!)

System

Analyze a holistic view of your systems and view activity by host in just a click.

Kubernetes

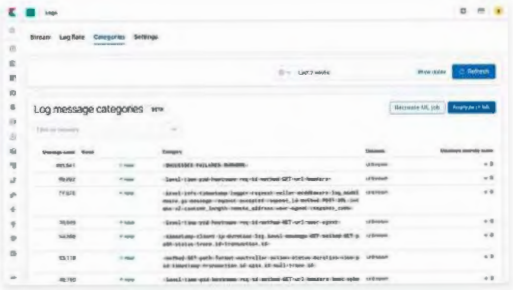
Apache

MySQL

Windows

Tail a file directly in the UI

Keep a pulse on all of the logs flowing in from your servers, virtual machines, and containers in a centralized view built for infrastructure operations. Pin structured fields like IP or event type, and explore related logs without leaving your current screen. Dive into the Logs app in Kibana for a console-like experience across all your logs — streaming in real time.



Analyze trends with categorized logs

Looking for patterns in your event data? Instead of scrolling and manually identifying similar logs, see trends instantly with the log categorization view within the UI. Analyze events that have been grouped together based on their messages and formats so you can take action quicker.

Flexible data stream processing

Preparing your logs for fast, centralized search is easy with Elastic — no matter the type or number of sources. Beats ship logs from your systems directly to Elasticsearch, so you can start analyzing them in one place right away. Use Filebeat modules with ingest node pipelines for common log types to pre-process documents before indexing.

And if you're looking for even more processing muscle, Logstash can serve as a dedicated data stream processing layer by ingesting, parsing, and transforming even your most complex data.

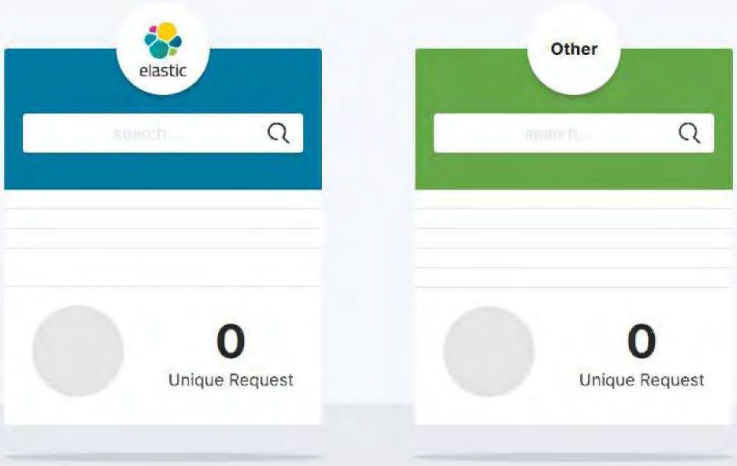
Powerful search that scales with you

The experience you have on one laptop is the same you'll have on hundreds of nodes with petabytes of data. You can skip the re-architecting headaches. And don't worry about prioritizing data types or sources (forcing you to leave valuable data on the floor). Ingest and index all that's important to you.

Uniform data modeling with the Elastic Common Schema (ECS) means you can define a common set of document fields and centrally analyze data from diverse sources.

Watch everything unfold in real time

With Elasticsearch at the heart of the Elastic Stack, you benefit from fast response times, even at scale. Ask a question and get an answer quickly. Lather. Rinse. Repeat. Don't get stuck waiting...for dashboards...to... load... .



Add machine learning to automate anomaly detection

You shouldn't have to attend to every log message or transaction — just the ones that are important or noteworthy.

Elastic's machine learning features extend the Elastic Stack to automatically model the behavior of your Elasticsearch data and alert you on issues in real time.

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Try it yourself

Grab a fresh installation, and start shipping and visualizing logs faster than you can microwave a burrito.

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Apache 2
MySQL
Docker
Kubernetes
Windows Events
Your App

1 Elastic Cloud

Go to Elastic Cloud

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2 Set up Filebeat

3 Open Kibana. Play.

What just happened?
Filebeat created an index pattern in Kibana with defined fields, searches, visualizations, and dashboards. In a matter of minutes you can start viewing audit event types, accounts, and commands.

Didn't work for you?
Filebeat module assumes default log locations, unmodified file formats, and supported versions of the products generating the logs. See the documentation for more details.

Don't just take our word for it

At telecommunications giant Sprint, sysadmins used to comb through logs, run shell scripts, and grep for what they knew. Now, they use Elastic to quickly troubleshoot performance issues, improve customer satisfaction, simplify B2B relationships, and streamline retail systems.

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Unify your logs with metrics and traces

Have uptime metrics? APM traces? Centralize it all into the Elastic Stack to enrich your analyses, lower operational costs, and simplify your architecture.

Metrics

Do the numbers: CPU, memory, and more.

Learn more

APM

Get insight into your application performance.

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Uptime

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ELASTIC MAPS

Exploration of location data

Analyze your geospatial data with Elastic Maps. Visualize multiple indices as unique layers in one view to query and correlate across all of your Elasticsearch data.

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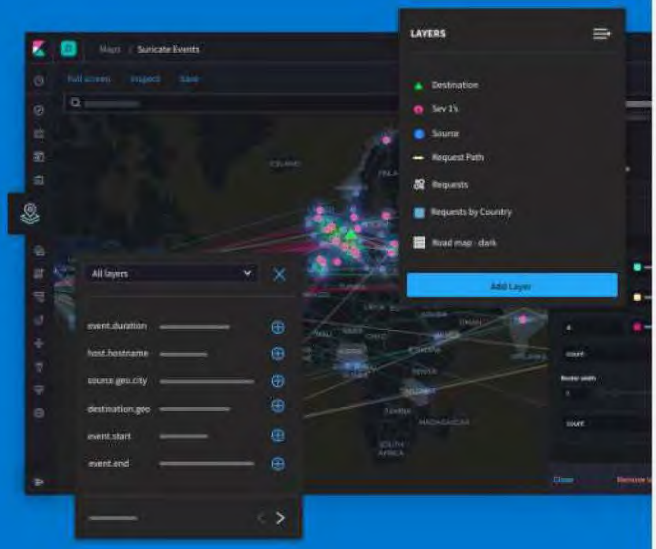


Take a tour of Elastic Maps for geospatial analysis on your Elasticsearch data.

Watch video

Spot potential security anomalies such as irregular latency with Elastic Uptime and more.

Watch video

Learn how to drive effective data insight strategies for any industry.

Watch webinar

NEW

7.6 brings categorical styling to a single layer, customizable text labels for points and shapes, and smarter color ranges.

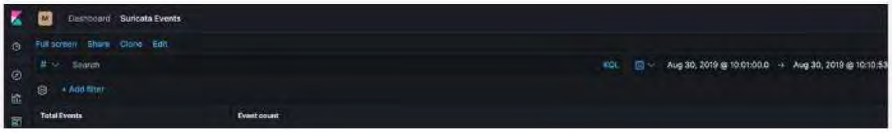
Learn more

Putting geo on the map

"Where" is a critical question for many users of the Elastic Stack. Whether you're protecting your network from attackers, investigating slow application response times in specific locations, or simply hailing a ride home, geo data — and search — play an important role. The Maps app in Kibana gives you an intuitive way to weave geospatial layers in with your temporal, structured, text, and other Elasticsearch data so you can ask (and answer) meaningful questions.

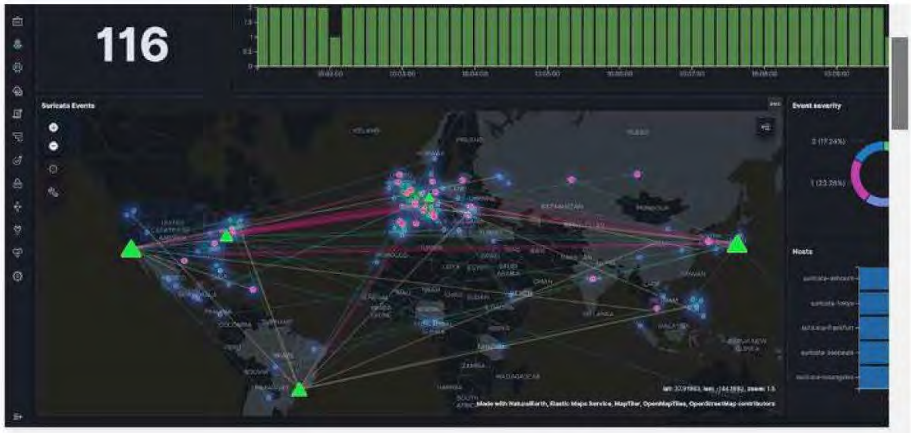
Security analytics

The Nature Conservancy monitors the security of their network across offices



and outposts (with limited connectivity) around the globe.

- **Log analytics**
- **Location monitoring**
- **Location intelligence**
- **Geospatial search**

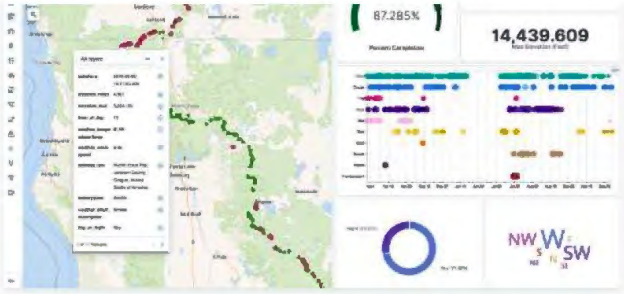


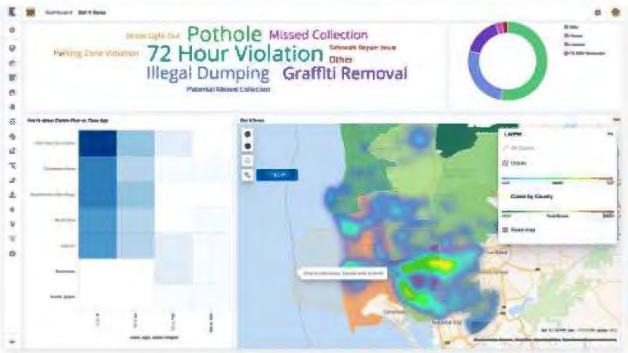
Multiple sources, one map

Drop layers from unique indices into one view using the Maps app in Kibana. And since the layers from your various indices are on the same map, you can search and filter across all of them in real time. Monitor static server locations alongside dynamic attack locations in the same view in your SOC. When you spot something interesting, zoom in and drill down on granular details like individual documents on the map.

More than just geo

Geographical data is more than latitudes and longitudes. Each pin on the map may contain metrics, a timestamp, and additional metadata. Elasticsearch is a great store for all kinds of location data — from geopoints to geoshapes like polygons, circles, lines, multi-lines, and boxes. And as a full-text search engine, a columnar store, and a metrics store for all types of numeric data, Elasticsearch also serves your analysis needs beyond just geo.





Boundless analysis, quick answers

The Elastic Stack joins speed with scale, relevance, and dynamic visualizations — bringing powerful analysis options to your geo data. Embed maps into your Kibana dashboards, and interact with your location data alongside everything else. Mix in geo queries, like sorting by distance and filtering by bounding shapes, with other numerical and text queries to analyze your data in a single dashboard.

Out-of-the-box maps

Start with the layers, vector shapes, and basemaps provided by the Elastic Maps Service. Watch your data take form on the map in real time with detailed vector shapes, then dial in on areas of interest with 18 zoom levels that go down to street level. Looking for more options? Create custom layers, use dynamic client-side styling, and more with the Elastic Maps app.

Try it yourself

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Maps

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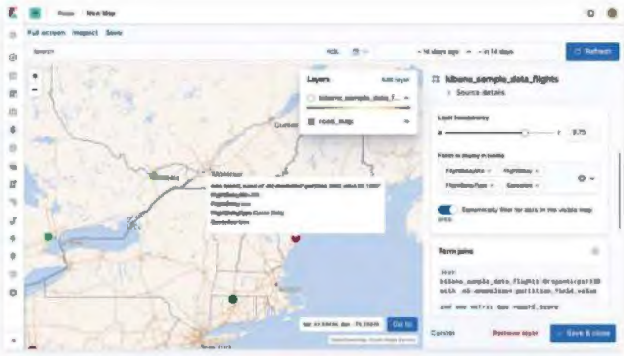
2 **Open Kibana. Play.**

What just happened?
Elasticsearch and Kibana APIs automatically ingested sample data into Elasticsearch and Kibana with defined fields, searches, visualizations, dashboards, maps and workpads.

Machine learning

Find anomalies in your geo data. Spot inconsistencies by location, dive into issues, and discover root causes.



Finding a ride with Uber

Discover how Uber uses Elastic to handle more than 1,000 queries per second, supporting multiple

Geo is just one layer of your data

Have metrics? Proxy or firewall logs? Documents with tons of text? Centralize it all into the Elastic Stack to enrich your analyses, lower operational costs, and simplify your architecture.

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Do the numbers: CPU, memory, and more.

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Fast and scalable logging that won't quit.

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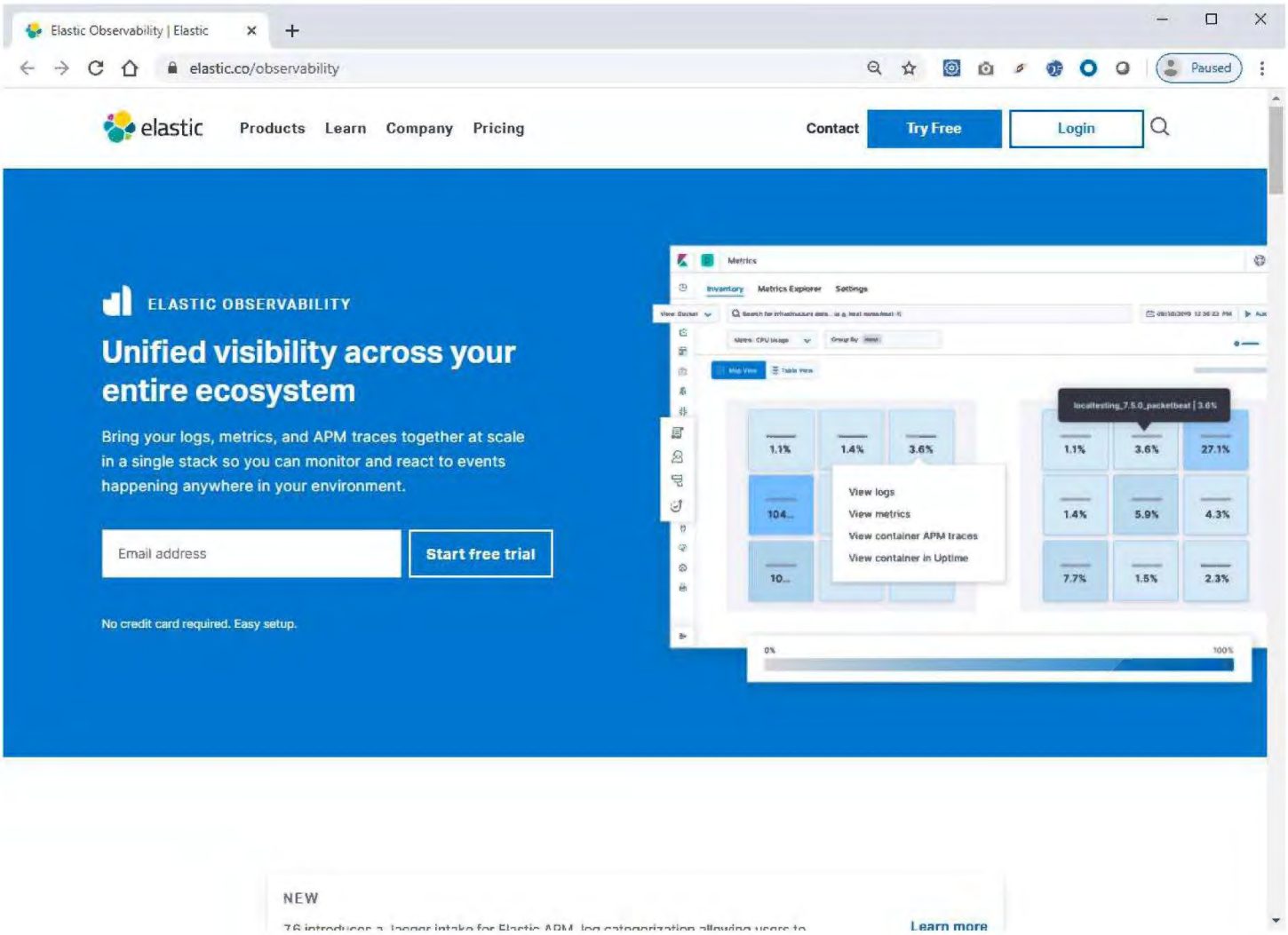
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View metrics
View container APM traces
View container in Uptime
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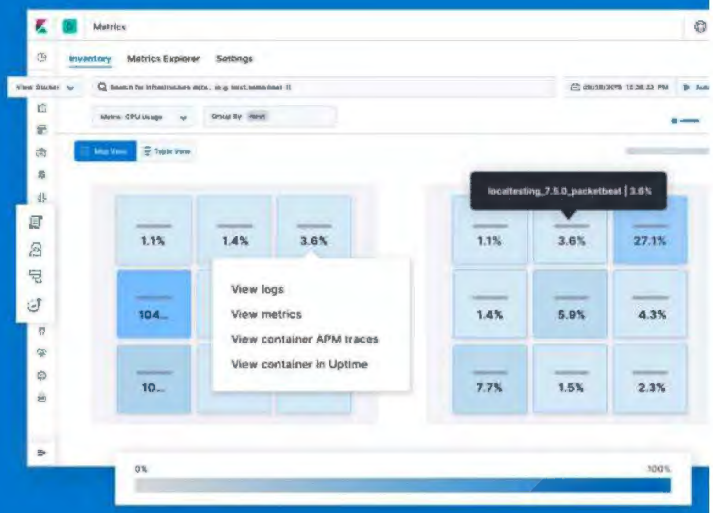


NEW

7.6 introduces a Jaeger intake for Elastic APM, log categorization allowing users to see spikes and trends in their logs, and new AWS inventory views.

Learn more

Search across your observability data

The Elastic (ELK) Stack brings fast, reliable, and relevant search to all of your operational data so you can ask the questions you want — and get the answers you need — regardless of the type of data. Learn more about observability.

Logs

The Elastic Stack (sometimes known as the ELK Stack) is the most popular open source logging platform.

Learn more

Metrics

Already using the Elastic Stack for logs? Add metrics in just a few steps and correlate metrics and logs in one place.

Learn more

APM

See exactly where your application is spending time so you can quickly fix issues and feel good about the code you push.

Learn more

Uptime

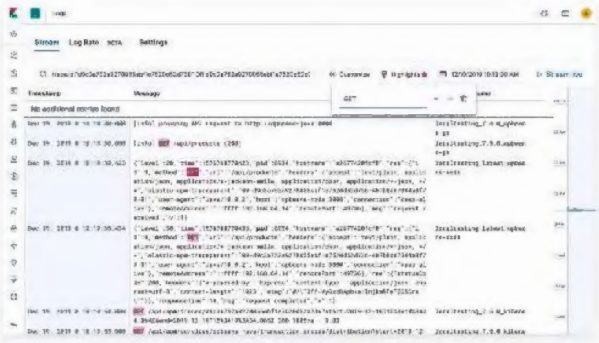
Measure SLAs and react quickly to availability issues across your apps and services before they affect users.

Learn more

SEAMLESS OBSERVABILITY INTEGRATION

See all of your data in one place

Unify your observability data in a powerful datastore so you can search and apply interactive analytics in real time. Surface outliers with machine learning and react to events happening anywhere in your environment with intuitive navigation between logs, metrics, and APM traces.



COMPREHENSIVE MONITORING & ANALYSIS

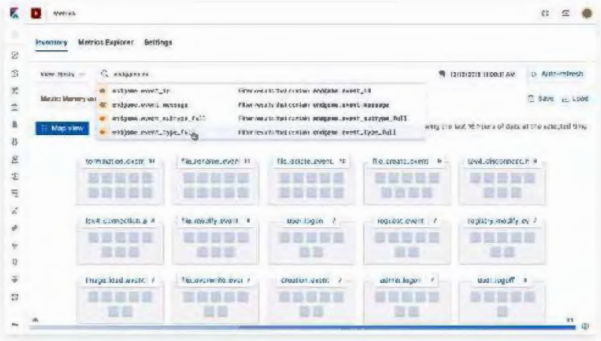
Leverage your granular data for detailed analysis

Granular data is key to identifying and addressing issues. Keep it as long as it brings you value and perform an unlimited number of high-cardinality queries to slice and dice any metric by any dimension.

DRAG-AND-DROP DATA VISUALIZATION

Bring a business analytics lens to DevOps

Add data and start visualizing in a snap. Simply drag and drop fields in Kibana Lens to create instant visualizations. Combine logs, metrics, and APM traces in a single chart — leveraging smart suggestions for the most impactful way to display your data. Drive business outcomes from operational data with no prior experience required. Learn more about Kibana Lens.



ELASTIC SECURITY

While you observe, why not protect?

Your observability data isn't single purpose. The same events you're already collecting can provide rich insights for security analytics. Instead of duplicating your data in multiple systems, remove the barrier between observability and security, and review your data from multiple perspectives on the same platform.

Pay only for the resources you use

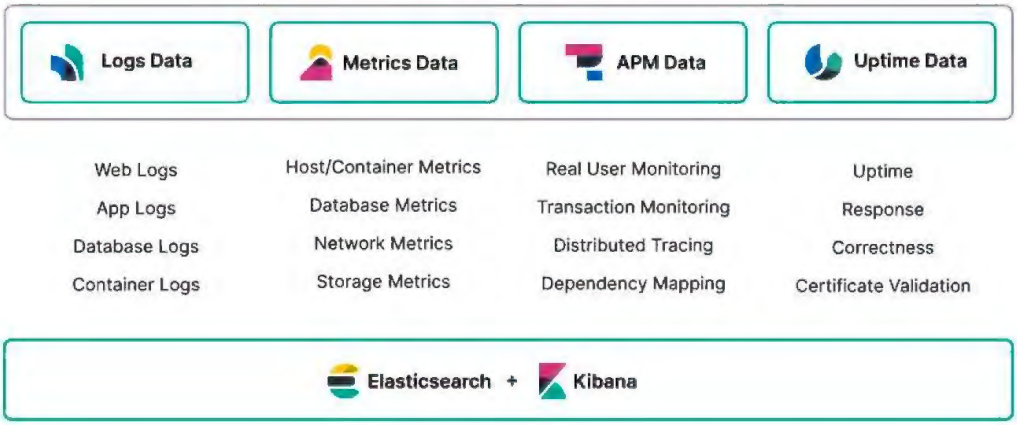
Observability works best if you have a holistic picture. Don't leave a log (or metric) behind. Cut ties with ingest- and agent-based pricing, and scale transparently. Learn more about Elastic pricing.

UNIFY YOUR DATA

Observability built on the Elastic Stack

Another data source? No problem. It's just another index in Elasticsearch. Aggregate, analyze, and act on all of your data from a single datastore.

Dev & Ops Teams



See it in action

Hear from organizations who are using Elastic Observability to power mission-critical use cases.

box

Migrating to Elastic for application and operational logging — slicing ingestion costs by half

Learn more

Sprint

Analyzing 200 dashboards to search for better retail operations insight

Learn more

citibank

Monitoring application infrastructure across a major financial institution

Learn more

Our switch to Elastic has helped reduce our per-terabyte cost by half, made life better for our developers, and provided them with observability capabilities for the microservices that they are building.

- Deepak Wadhwani, Engineering Manager for the Observability Team, Box

TRUSTED, USED, AND LOVED BY

box KeyBank csg sky DELHIVERY

Do more with Elastic

Bring the speed, scale, and relevance of Elastic to other areas of your business.

Enterprise Search

Powerful, modern search experiences for your workplace, website, or applications.

Learn more

Security

Get comprehensive prevention, collection, detection, and response for your organization.

Learn more

Try it now on Elastic Cloud

Spin up a fully loaded deployment on the cloud provider you choose. As the company behind Elasticsearch, we bring our features and support to your Elastic clusters in the cloud.

Get started

Be in the know with the latest and greatest from Elastic.

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PRODUCTS

Elastic Enterprise Search
Elastic Observability
Elastic Security
Elastic Stack
Elasticsearch
Kibana
Logstash
Beats
Elastic Site Search
Elastic App Search
Elastic Workplace Search
Elastic Logs
Elastic Metrics
Elastic APM
Elastic Uptime
Elastic SIEM
Elastic Endpoint Security
Elastic Maps
Elastic Cloud on Kubernetes
Elastic Cloud Enterprise
Elasticsearch-Hadoop

ABOUT THE ELASTIC STACK

What is Elasticsearch?
What is Kibana?
What is the ELK Stack?
What is X-Pack?
Compare AWS Elasticsearch
Elastic Stack Features
Alerting
Monitoring
Stack Security
Reporting
Machine Learning
Graph Analytics
Lens
Canvas
Elasticsearch SQL
Business Analytics
Kubernetes Monitoring
Prometheus Monitoring
ArcSight Integration
Elastic Maps Service

COMPLIANCE & SECURITY

Data Protection Compliance
Elastic for Government
US Gov't Compliance
GDPR Compliance

ELASTIC CLOUD

Elasticsearch Service
Elastic App Search Service
Elastic Site Search Service
Elasticsearch Service on GCP
Cloud Status

COMPANY

Careers/Jobs
Our Source Code
Teams
Board of Directors
Leadership
Contact
Our Story
Why Open Source
Distributed by Intention
Elastic Partner Program
Press & Announcements
Investor Relations
Elastic Store
Subscriptions
Support Portal

LEARN

Blog
Community
Customers & Use Cases
Documentation
Elastic{ON} Events
Forums
Meetups
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ELASTIC SECURITY

Security how it should be: open

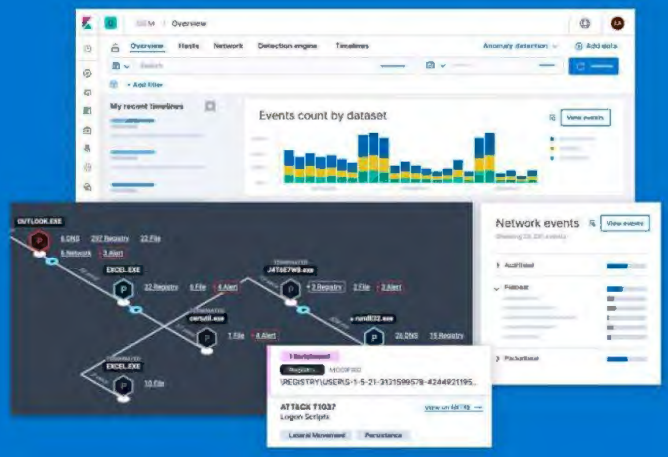
By integrating two critical components of cybersecurity — endpoint security and SIEM — Elastic Security provides prevention, collection, detection, and response capabilities for unified protection across your infrastructure. Built on the Elastic Stack and powered by the open source community, Elastic Security equips security practitioners to protect their organizations.

Try Elastic SIEM for free.

Email address

Start free trial

Register for the Elastic Endpoint Security Early Access Program.



NEW

Learn more

THE ELASTIC STACK

Meet the core products

That's Elasticsearch, Kibana, Beats, and Logstash (also known as the ELK Stack). Reliably and securely take data from any source, in any format, then search, analyze, and visualize it in real time.

No credit card required. Easy setup.

Or download and get started

7.6 brings performance improvements to Elasticsearch, end-to-end supervised machine learning capabilities to the stack, & more.

Try it out free on Cloud

Ready for Elastic Stack 7.0? Learn best practices for upgrading without downtime.

Watch video

Learn pro tips for upgrading the Elastic Stack to get value from new features in each release.

Watch video

NEW

7.6 brings up to 35x speedup when sorting on time and dates, inference on ingest to machine learning, nested field support in Kibana, and much more.

Learn more

ELASTICSEARCH + KIBANA

Combining powerful products and features

Built on an open source foundation, Elasticsearch and Kibana pave the way for diverse use cases that start with logging and span as far as your imagination takes you. Elastic features like machine learning, security, and reporting compound that value — and since they're made for Elastic, you'll only find them from us. See a full list of Elastic Stack features.

Elasticsearch

Elasticsearch is a distributed, JSON-based search and analytics engine.

Learn more

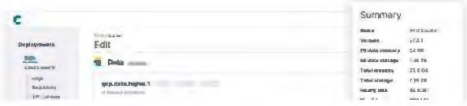
Kibana

Kibana gives shape to your data and is the extensible user interface.

Learn more

SOLVING FOR X, FAST

Elasticsearch



Whether you're looking for actions from a specific IP address, analyzing a spike in transaction requests, or hunting for a taco spot in a one-mile radius, the problems we're all trying to solve with data boil down to search. Elasticsearch lets you store, search, and analyze with ease at scale.

ENGAGING IN REAL TIME

Kibana

Start exploring your data with stunning visualizations in Kibana, from waffle charts and heatmaps to time series analysis and beyond. Use preconfigured dashboards for your diverse data sources, create live presentations to highlight KPIs, and manage your deployment in a single UI.

INGEST

Ship data from all your sources

It all starts by getting data into Elasticsearch. From shipping metrics from your apps and infrastructure with Beats to pulling data from a third-party datastore with Logstash, there are convenient ways to get all of your data in one place. Parse, enrich, anonymize, and more.

Beats

Beats is a platform for lightweight shippers that send data from edge machines.

Learn more

Logstash

Logstash is a dynamic data collection pipeline with an extensible plugin ecosystem.

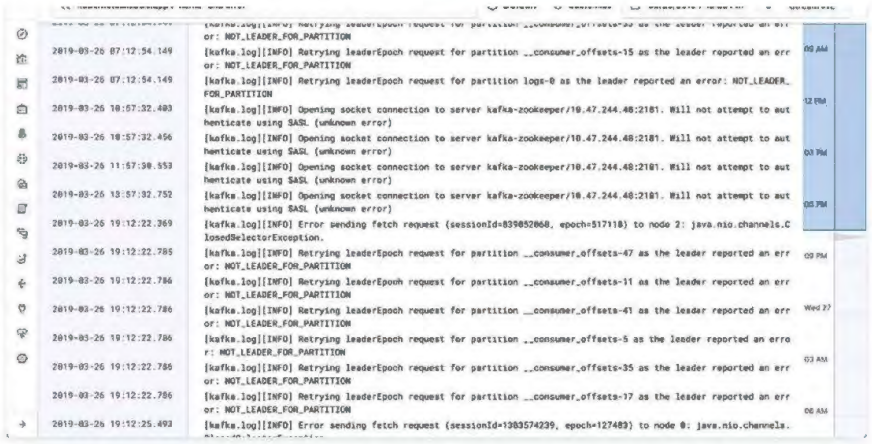
Learn more

WHAT WILL YOU DISCOVER?

Logging, metrics, and beyond

The Elastic Stack powers projects like the search for life on Mars, tracks trending hashtags on Twitter, and helps folks find their dream home by zooming and filtering on a map. The Elastic Stack welcomes all data types; we're big fans of curious minds.
And because simple things should be simple, we've also built end-to-end products that streamline your experience for a variety of use cases. See a full list of Elastic products.

Logs Metrics APM Uptime SIEM



SIEM on the Elastic Stack | Elastic

elastic.co/siem

elastic Products Learn Company Pricing Contact Try Free Login

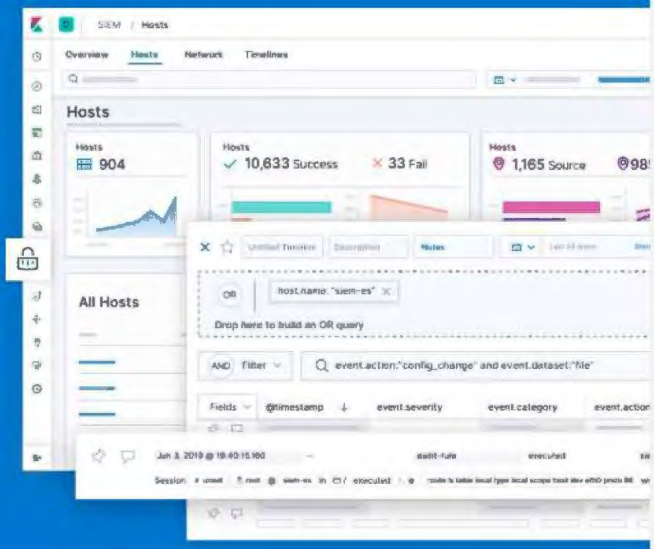
ELASTIC SIEM

Security analytics at the speed of Elasticsearch

Everything you love about the Elastic Stack — geared toward security information and event management (SIEM). Leverage the speed, scale, and relevance of Elastic SIEM to drive your security operations and threat hunting.

Email address Start free trial

Download the latest version



Learn about the Elastic Common Schema, an approach for applying a common data model.

Watch video

Apply host data from your Linux systems to detect threats with Auditbeat.

Watch webinar

Love the Elastic Stack for security analytics? Take the next step in defense with Elastic SIEM.

Watch webinar

NEW

In 7.6 you can automate detection with MITRE-aligned rules, analyze cloud and application data, and accelerate response with efficient workflows.

Learn more

SIEM, from the creators of the Elastic (ELK) Stack

Logs

Fast and scalable logging that won't quit.

Learn more

Metrics

Do the numbers: CPU, memory, and more.

Learn more

APM

Get insight into your application performance.

Learn more

Be in the know with the latest and greatest from Elastic.

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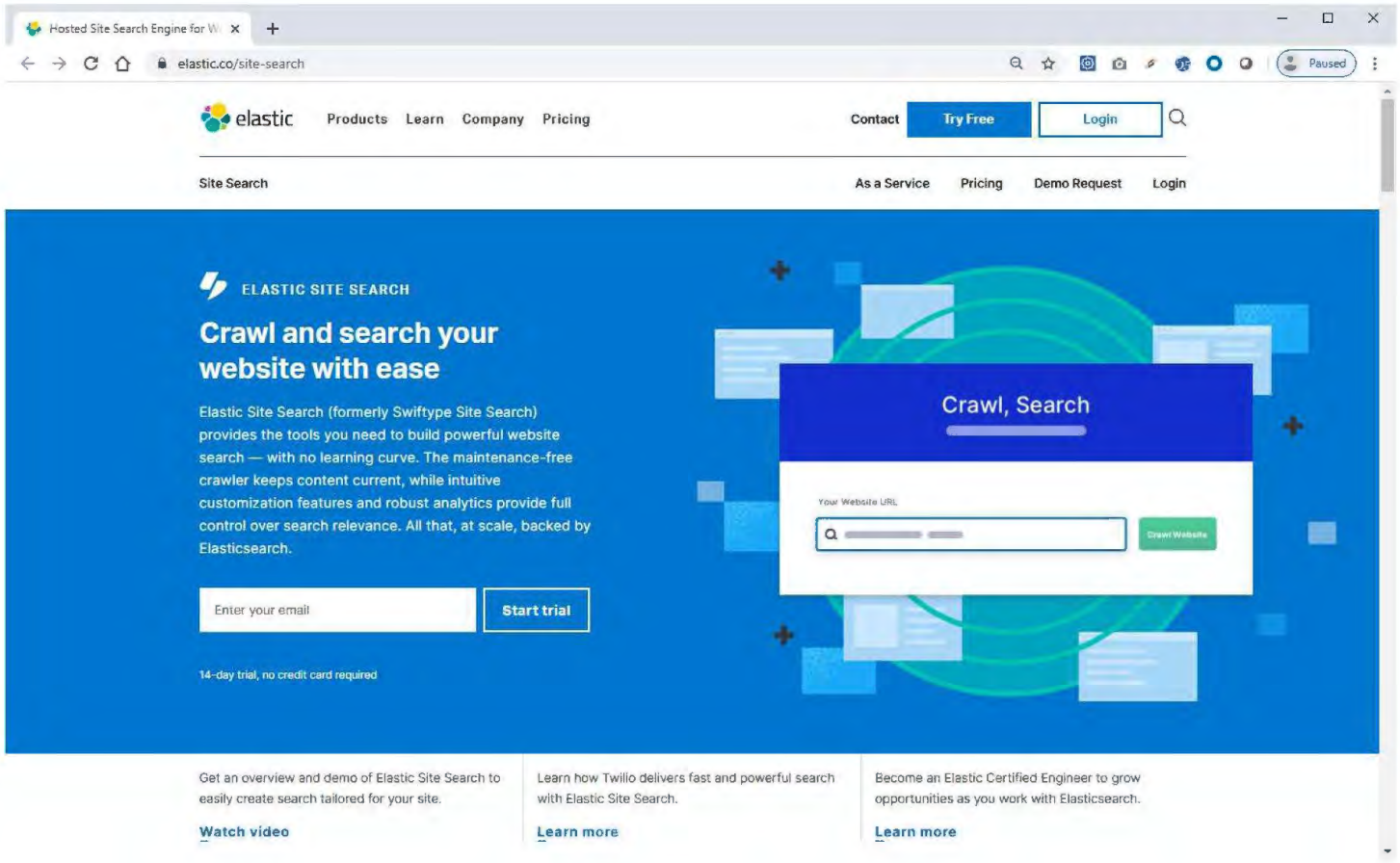

Hosted Site Search Engine for W
elastic.co/site-search
Paused
elastic
Products
Learn
Company
Pricing
Contact
Try Free
Login
Site Search
As a Service
Pricing
Demo Request
Login
ELASTIC SITE SEARCH
Crawl and search your website with ease
Elastic Site Search (formerly Swiftype Site Search) provides the tools you need to build powerful website search — with no learning curve. The maintenance-free crawler keeps content current, while intuitive customization features and robust analytics provide full control over search relevance. All that, at scale, backed by Elasticsearch.
Enter your email
Start trial
14-day trial, no credit card required
Crawl, Search
Your Website URL
Crawl Website
Get an overview and demo of Elastic Site Search to easily create search tailored for your site.
Watch video
Learn how Twilio delivers fast and powerful search with Elastic Site Search.
Learn more
Become an Elastic Certified Engineer to grow opportunities as you work with Elasticsearch.
Learn more

ELASTIC SITE SEARCH

Crawl and search your website with ease

Elastic Site Search (formerly Swiftype Site Search) provides the tools you need to build powerful website search — with no learning curve. The maintenance-free crawler keeps content current, while intuitive customization features and robust analytics provide full control over search relevance. All that, at scale, backed by Elasticsearch.

Enter your email | Start trial

14-day trial, no credit card required

Get an overview and demo of Elastic Site Search to easily create search tailored for your site.

Watch video

Learn how Twilio delivers fast and powerful search with Elastic Site Search.

Learn more

Become an Elastic Certified Engineer to grow opportunities as you work with Elasticsearch.

Learn more

READY, SET, SEARCH

Search in three easy steps

Elastic Site Search makes powerful search simple. Not "simple for senior developers" simple, but "simple for anyone" simple. Click to crawl, drag-and-drop to tune. See? Simple.

Crawl

Enter your site's address, and let the powerful Site Search crawler handle the rest.

Install

Implement a few lines of code to your site to add a search box powered by Elasticsearch.

Customize

Fine-tune your users' search experience with boosts, weights, and synonyms.

TRUSTED, USED, AND LOVED BY

SurveyMonkey twilio shopify AZUSA PACIFIC UNIVERSITY

REAL-TIME CRAWLING

Capture content changes automatically

Site Search keeps your search index fresh, updating itself regularly. Or if you want, manually

ADVANCED SEARCH ALGORITHM

Deliver better results with better technology

Powered by Elasticsearch, Site Search delivers relevant results for even the most complicated

reindex specific pages or your entire website from an intuitive dashboard.

queries by using autocorrect, bigram matching, stemming, synonyms, and more.

RESULT TUNING

Adjust relevance to boost engagement

Personalize your result sets with simple relevance tuning tools. Use a straightforward interface to easily adjust page ranking or add weights and synonyms.

APPLIED SEARCH ANALYTICS

Insight-driven improvement

Analyze search behavior in real time from built-in analytics dashboards, and then use that data to optimize your engine specific to your users' needs.

USE CASES

So what exactly can I do with the Elastic Site Search?

A helpful website is a well-trafficked website. With its curated relevance, Elastic Site Search helps your visitors and customers find exactly what they're looking for on the first try. That's a good way to make sure they keep coming back.

Knowledge base

Support

Ecommerce

Publications

Higher education

Powerful, relevant, flexible, maintenance-free

Spin up a free, 14-day trial of the Elastic Site Search Service. No credit card required.

Work Email

Enter your email

Start trial

WEBSITE SEARCH MADE BETTER

Powerful relevance, powerful customization

Elastic Site Search is backed by Elasticsearch, with relevance models optimized for real-life search. Not only can you take advantage of unrivaled relevance, you also get typo-tolerance, bigrams, stemming, and more, right out of the box.

Built-in analytics

Track and analyze search behavior and performance to determine where your search engine can be customized and improved.

Autocomplete

Suggest results as a query is typed, allowing your audience or customers to get to the right content before finishing their thoughts.

Faceted search

Add filters to help users refine search results by attributes such as date, price, author, location, or content type.

Custom result ranking

Fine-tune results through an intuitive

Weights

Adjust search relevance to promote content

Synonyms

Direct users to the right content, no matter

interface to deliver the most relevant results by default for every search.

and impact your results, helping you meet your specific goals.

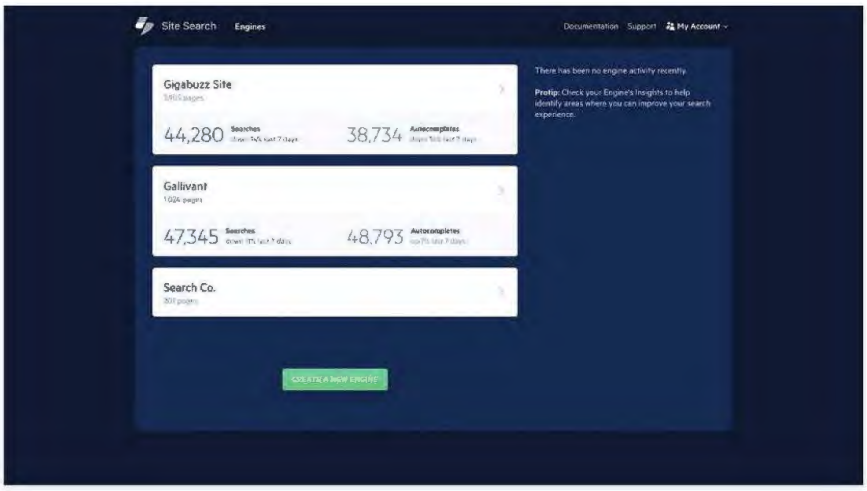
the query by creating associations between search terms.

SCALE, TUNE, REPEAT

Keep growing, keep improving

Easily create new search engines for all of your domains and subdomains, and crawl each with the click of a button. Then use powerful, in-depth search analytics to gain insight into user behavior, so you can tune to your engines for your audience.

Web sites | Analytics | Results ranking | Weights | Synonyms



Elastic Site Search Service

Starting at $79/month

Email Address

Enter your email

Start trial

- **Automatically, seamlessly scalable**
- **Always up-to-date**
- **Highly available**

Migrating from an existing search platform?

With specialized tools and expert knowledge, we can help make your move to Elastic Site Search a worry-free experience.

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Uptime Monitoring with Elastic

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ELASTIC UPTIME

Open source uptime monitoring

React to availability issues across your apps and services before they affect users.

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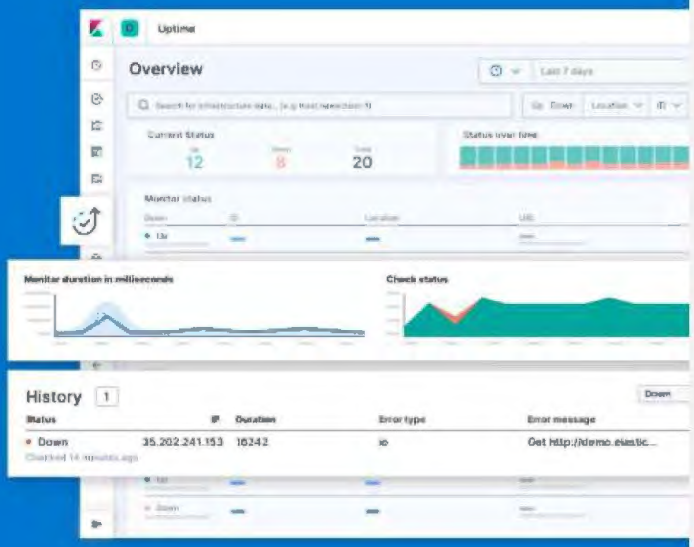

Learn how to monitor the availability of your systems and services with Elastic Uptime.

Watch video

Learn the fundamentals for working with metric data and the Elastic Stack.

View training

Spot potential security anomalies such as irregular latency with Elastic Uptime and more.

Watch video

NEW

7.6 brings a revamped details panel and a location world map view to Elastic

Learn more

Logs

Fast and scalable logging that won't quit.

Learn more

APM

Get insight into your application performance.

Learn more

Metrics

Do the numbers: CPU, memory, and more.

Learn more

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Our Source Code
Teams
Board of Directors
Leadership
Contact
Our Story
Why Open Source
Distributed by Intention
Elastic Partner Program
Press & Announcements
Investor Relations
Elastic Store
Subscriptions
Support Portal

LEARN

Blog
Community
Customers & Use Cases
Documentation
Elastic{ON} Events
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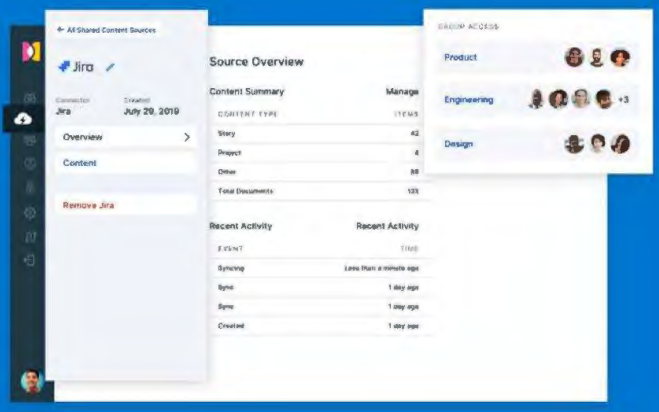
ELASTIC WORKPLACE SEARCH

Create a single source of truth

Boost your team's productivity by unifying all your content platforms — Google Drive, Salesforce, etc. — into a personalized search experience. With its ease of deployment, pre-tuned relevance, and intuitive interface, Elastic Workplace Search is the solution for your organizational search needs.

Download the beta



Get started with Elastic Workplace Search for unified search across common applications.

Watch video

Explore Elastic App Search for ecommerce sites, SaaS apps, mobile apps, and more.

Watch video

Become an Elastic Certified Engineer to grow opportunities as you work with Elasticsearch.

Learn more

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ELASTIC WORKPLACE SEARCH

Create a single source of truth

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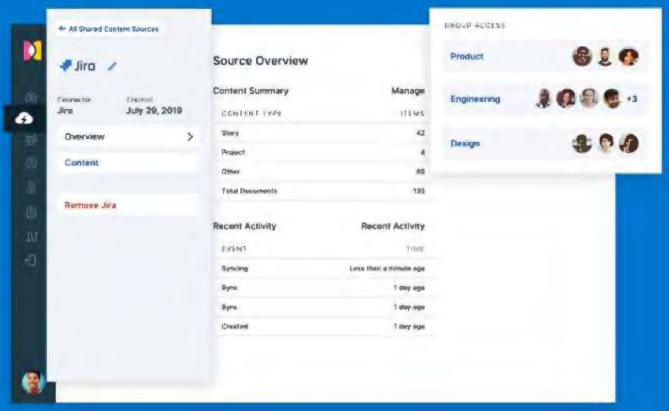

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Watch video

Explore Elastic App Search for ecommerce sites, SaaS apps, mobile apps, and more.

Watch video

Become an Elastic Certified Engineer to grow opportunities as you work with Elasticsearch.

Learn more

NEW

Elastic Workplace Search 7.6 (beta) is out with improved performance, new connectors, and support for SAML/SSO.

Learn more

EASY TO USE

Search how you want

The search tools used at work aren't known for being as user friendly as the apps that power your non-work life. Elastic Workplace Search is changing that.

STAY CONNECTED

One-stop answer shop

Connect all of your organization's data sources to Elastic Workplace Search, and never worry about where it was you saw that PDF you're looking for ... or was it a spreadsheet?

PRIVATE EYES

Need to know basis

Centralize all your organizational data, but compartmentalize access. The simple administrative UI makes it easy to keep documents restricted to the right people.

HUMAN TOUCH

Smart filtering as you type

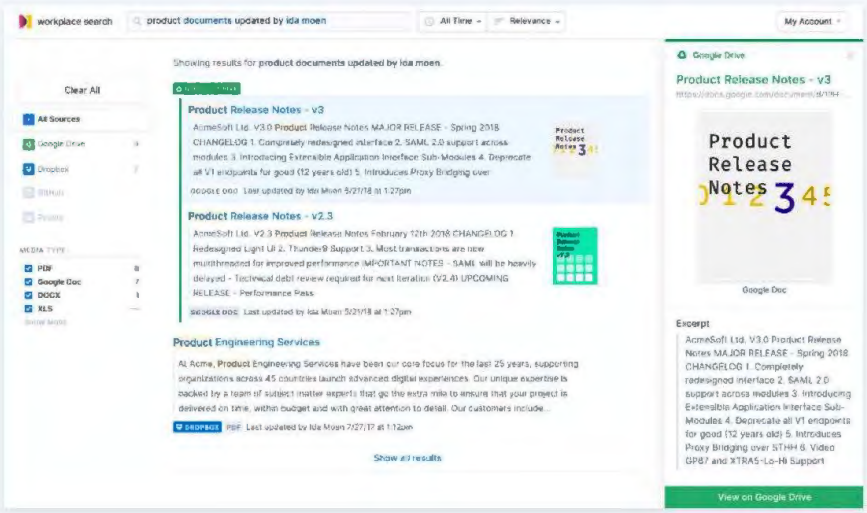
Automatic keyword detection functionality means you don't need to check boxes or flip switches to filter your results — it just happens.

PRODUCTIVITY

Now it's easier to find documents than to lose them

Elastic Workplace Search makes finding information at work not only effective, but enjoyable. With its highly polished, user-friendly search UI and out-of-the-box relevance, you can search like a human, not like a human trying to think like a search engine. And while you search, take advantage of helpful features like document previews and advanced keyword detection ("document" = .pdf,

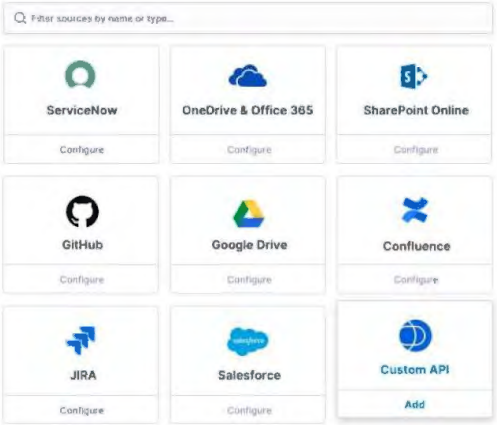
.doc, .xls,...). With search this helpful, it's like everyone in the office finally got their own personal assistant.

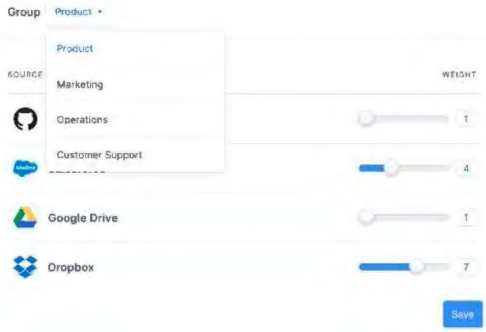


ALL THE DATA

Connect all your sources, in the cloud and on-prem

Connect all of your common cloud sources to a single search engine, right out of the box. Or create a custom connection — on-prem or in the cloud — with the Custom Source API. Yup, it's that simple to unify all the data that took years to fling across the far corners of your infrastructure.





TUNED FOCUS

Content prioritization at the team level

Different teams have different needs. With Elastic Workplace Search, you can go beyond global relevance tuning by curating results on a per-team basis. Whether Github and Google Drive for your engineering and support teams, or Salesforce and Dropbox for your marketing and sales teams, you can fine-tune results to ensure that every team in your company has the search engine that they need to be successful.

ACCESS CONTROL

Privacy as a priority

Security is a priority for any company, and that extends to their search solutions. Elastic Workplace Search offers administrative options to help ensure that the right documents are only accessible to the right users. And if your organization leverages single sign-on (SSO), manage and provide access to Elastic Workplace Search using SAML. You're welcome, InfoSec.

FUTURE-PROOF

Exceptional relevance at any scale

Elastic Workplace Search is powered by Elasticsearch, so you don't have to sacrifice real-time speed for volume. As you connect more data sources and fine-tune your results, your deployment scales out with you. Users need their results quickly, no matter how many documents they're searching through.

SIMPLE ROLLOUT

Get started quickly, no expertise necessary

Implementing Elastic Workplace Search doesn't require a large team of developers or a free weekend to take servers down. Get up and running in minutes without making any changes to your existing infrastructure. Just spin up a deployment, ingest data from your different data sources, and get searching.

Search with an intuitively simple UI

Take the Elastic Workplace Search beta for a spin, and see what it can do for your company.

Download the beta

USE CASES

Relevant to any company, flexible enough for any team

Elastic Workplace Search can be easily tuned specifically for all of the groups within your business, so teams can spend less time finding and more time doing.

R&D | **Engineering** | **Marketing** | **Sales** | **Support**

SIMPLIFY

Searching at work shouldn't be work

How much of your workday is spent searching for information you've either already seen or know exists somewhere? Now imagine what you could do if you got all of that time back. Elastic Workplace Search can help you take back your time.

Intuitive interface

Learning curves are overrated. Get started

Advanced keyword detection

Automatically filter results based on keywords

Highly tuned relevance

The pre-tuned engine is optimized for

quickly, without having to learn any new tricks.

detected in your search queries.

relevant search right from the start, no tinkering necessary.

Team player

Tune your result sets on a per-team basis with just a few clicks, and make everyone's life easier all at once.

Highly scalable

As you connect more data sources and fine-tune your result sets, your deployment scales out with you.

Powered by Elasticsearch

Search with the speed, scale, and relevance you'd expect from the top open source search engine.

Or build it yourself with the Elastic Stack

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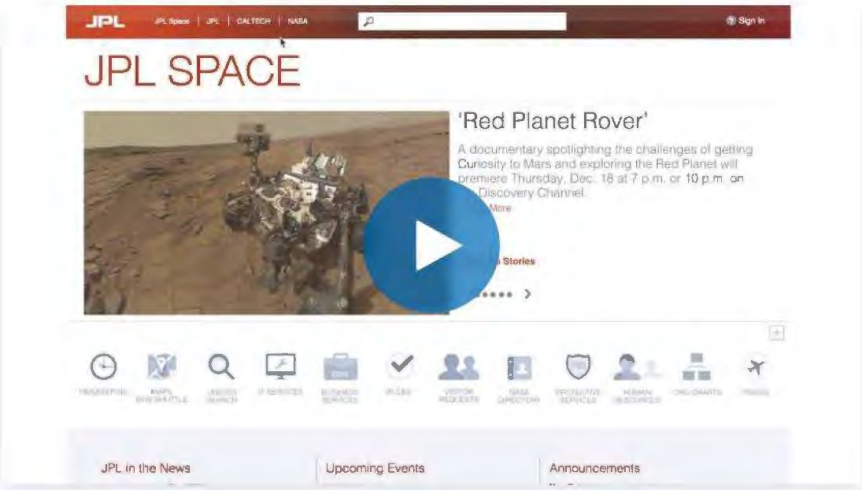

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EXHIBIT B

Jul 1, 2015, 11:00am EST

Elastic Rolls Out Elasticsearch-As-A-Service

Ben Kepes Former Contributor
Tech
I cover how technology helps business compete.

This article is more than 2 years old.

Elastic is the commercial entity behind the Elasticsearch and Apache Lucen open source projects. As such, its mission is to wrap commercial service around already hugely successful open source offerings. Elastic packages up a number of discrete technologies - Elasticsearch, Logstash, and Kibana - to power a number of applications. The open source stack itself has achieved more than 25 million downloads.

Elastic the company is backed by Benchmark, Index Ventures, and NEA wit headquarters in Amsterdam and Mountain View, California. As a well-funded entity, with the demands of investors to manage, all eyes were on Elastic and what its approach towards commercial offerings would be.

Today we have some answers - the company is rolling out two hosted

standard edition with the addition of 24x7 support, direct access to the Elastic team and Elastic's premium support services. Elastic will also soon include access to, and pre-integration with, its enterprise commercial plugins: Shield, Watcher, and Marvel.

Today In: Tech

These offerings are enabled by the acquisition that Elastic made earlier this year of Found. Found was a commercial entity that had built a hosted and fully-managed Elasticsearch offering. Since the acquisition, Found has seen 40% growth in customers and now boasts of 650 customers including Docker, Gild, and NY Public Library.

"The past four months have been exhilarating as our Found, Elasticsearch and Kibana teams have optimized the integration of our products so we can offer Found at a groundbreaking price, as well as make certain services free such as automatic backups and Kibana," said Shay Banon, Elastic Founder and CTO. "On top of it, I'm extremely excited for the launch of Found Premium, which includes SLA-based support and access to our commercial plugins in the near future. Now with Found, our customers have a hosted option for our popular open source stack."

MyPOV

want a commercial license wrapped around an open source project.

Interestingly Elastic seems to have managed to avoid the usual criticisms that are leveled when the home of an open source project starts to commercialize that initiative. Cloud Foundry, OpenStack and Docker are three good examples of commercial tensions surfacing soon after an entity starts to build commercial models around an open source project - perhaps the relatively modest size of the Elasticsearch ecosystem is the reason that Elastic's journey has been seemingly smooth.

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Ben Kepes

I am a technology evangelist, an investor, a commentator and a business adviser. I am the director of Diversity Limited, a business that is a vehicle for my work in... **Read Mor**

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Elastic Joins Azure Marketplace As It Strengthens Relationship With Microsoft

Ron Miller @ron_miller / 8:00 am PST • December 10, 2015

Image Credits: Gajus / Shutterstock

built into the Azure framework.

With today's announcement, Azure customers looking to add the range of Elastic products can do so from the marketplace. This would include ElasticSearch, the Marvel monitoring tool, the Kibana data visualization tool, the Shield data protection tool and others.

Whatever components Azure customers choose to use, including them in the marketplace should simplify integration and speed up deployment of Elastic products across Azure. The marketplace provides a way to preconfigure templates and add one-click installation.

While Microsoft and Elastic may seem like strange bedfellows, Elastic founder and CTO Shay Banon says today's Microsoft is a very different company from even five years ago and that there is a greater willingness to work with open source companies like Elastic. "There is a new vibe in the air and a level of innovation I haven't seen before," he said.

Elastic is excited to be working with Microsoft because it will give the company much greater reach with Microsoft's enterprise customer base, Banon explained. It doesn't mean

Packetbeat at the end of May and introduced a new product to provide real-time network packet analytics. In June, 2014 it announced a $70 million Series C round to help fund all of that growth they were experiencing.

The company has grown from under 100 employees since that funding round to over 300 today. It claims 40 million downloads across the stack, including open source and commercial components. Instead of offering an enterprise version alongside the free open source version as with many open source company business models, Elastic sells commercial extensions including the logging, security and analytics pieces. It also has subscriptions on the ElasticSearch as a service to generate additional revenue.

Elastic has a broad view of enterprise search. It's not simply finding documents across an enterprise. It's also about finding and visualizing data in new ways to make connections and solve problems like curing cancer or tracking data in the Mars Rover. "That vision that search can be used to solve different problems seems to resonate with our community and users," Banon said.

Elastic brings order to it line with Elastic Stack

Ron Miller
@ron_miller / 8:00 am PDT • October 26, 2016

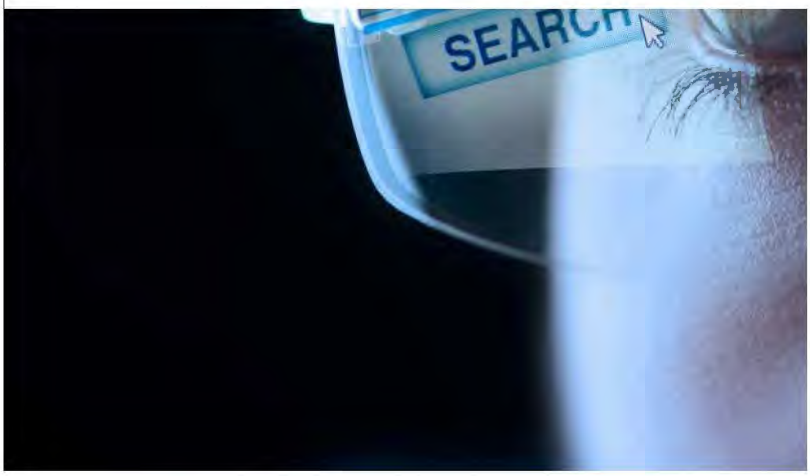

Image Credits: Tetra Images / Getty Images

For the last several years, Elastic has offered a range o tools to go with its open source search engine. Today, it those pieces together into an integrated stack.

The new product known as **Elastic** Stack includes all Elasticsearch, Kibana, Logstash and Beats. It's availabl Elastic Cloud for those who would prefer a cloud servic

Elastic has been making waves by being a different kin all, it's open source, so all of the core tools are available can buy more advanced tools if you are so inclined, wh extensions for the products. In addition, the company's cloud services for those folks who don't want to deal wit

company. It's about making sense of a staggering amou
external sources. It could be about finding anomalies fo
the data that points you to your next product idea. It's b
and much less file-driven.

Company founder and CTO Shay Banon says he starte
enterprises find stuff, but he never wanted to be a conv
company. Over the years, his company has made strat
vision, and customers have been asking for ways to ma
in a more direct way. Elastic Stack provides that for ther

The company philosophy involves using open source a
developers inside a company interested in the products
more of the Elastic products and build an application th
production environment. Others inside the organization
that could provide commercial opportunities.

"We are the same as the freemium model. We give use
download and be successful with, but we have enough
so people will pay us," he explained.

Elastic has raised $104 million since it launched in 201
companies, including Found, Packetbeat and, most rec
just last month.

Conversation

Elastic CEO Shay Banon on growing from side project to big data ubiquity

Derrick Harris Follow
Aug 25, 2017 • 2 min read

Shay Banon (front). Source: Elastic

In this episode of the ARCHITECHT Show (from Aug. 17, 2017), Elastic founder and CEO Shay Banon talks about the evolution of Elasticsearch — from an open source side project (the first iteration was a recipe-search app for his wife) to popular big data tool to the core of a company worth nearly a billion dollars. He also shares his thoughts and strategies on the growth

of Elastic, which, somewhat under the radar, has expanded to include multiple products and employ hundreds of people around the world.

In the news segment, co-hosts Derrick Harris (ARCHITECHT) and Barb Darrow (Fortune) discuss Amazon Web Services joining the Cloud Native Computing Foundation, MongoDB filing for an IPO, and Microsoft buying cloud-HPC specialist Cycle Computing.

Highlights from the interview with Banon will be posted here (eventually). Scroll to the bottom (or click here) for links to listen to the podcast pretty much everywhere else you might want to.

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Jay Kreps on the evolution of Kafka and the need for simplicity in data infrastructure

Confluent's Jay Kreps explains how Kafka came to be, why it's misunderstood, and how it's helping companies moder

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Podcast Interview Big Data Open Source Cloud Computing

Elastic acquires search Swiftype

Anthony Ha
@anthonyha / 7:00 am PST • November 9, 2017

Image Credits:

in direction for Swiftype. Hoxie described the decision a existing path while teaming up with a larger organizatio not just built great technology, but also a very, very succ

To be clear, there will be some changes at Swiftype. Fo start offering an introductory price of $79 a month. For a engineering teams will work to incorporate more feature and X-Pack into Swiftype's Enterprise Search (which all across services like Dropbox and the G Suite).

Banon, meanwhile, noted that Elastic previously acquire to allow acquired teams to run in largely self-sufficient fa your way. Go make it happen."

In this case, Banon said he's become convinced that El "end-to-end user experiences," and when it comes to si "created what I would say is the best user experience o

He added that it's nice to be "closing the circle," since E developed for site and application search, before expan logging and analytics.

The financial terms of the deal were not disclosed. Swif more than $22 million from Y Combinator, New Enterpri its customers include AT&T, Dr. Pepper and Hubspot.

Conversation

Elasticsearch 6.0: not that new, but quite improved

Elasticsearch is an open source platform that is about a lot more than just search. It entails a whole stack of solutions and is growing rapidly. Today its new version is out, and its CEO discusses the way forward.

By George Anadiotis for Big on Data | November 14, 2017 -- 17:04 GMT (09:04 PST) Topic: Big Data Analytics

Shay Banon has been called a person who has written more code than what is humanly possible (https://techcrunch.com/2017/11/09/elastic-acquires-swiftype). This has led him from working on a solution for search in his spare time to building an open source framework and a global company around that with clients such as eBay and Verizon (http://www.elastic.co/use-cases).

Elasticsearch has come a long way and Elastic is about a lot more than search. Today Elastic is announcing version 6.0 (https://www.elastic.co/blog/elastic-stack-6-0-0-released) of what is now an entire stack built around the core premise of search, and Banon as the recently appointed CEO (https://www.elastic.co/blog/the-next-chapter-shay-banon-to-succeed-steven-schuurman-as-elastic-ceo) discussed with ZDNet the past, present, and future of Elasticsearch and the trends shaping the industry.

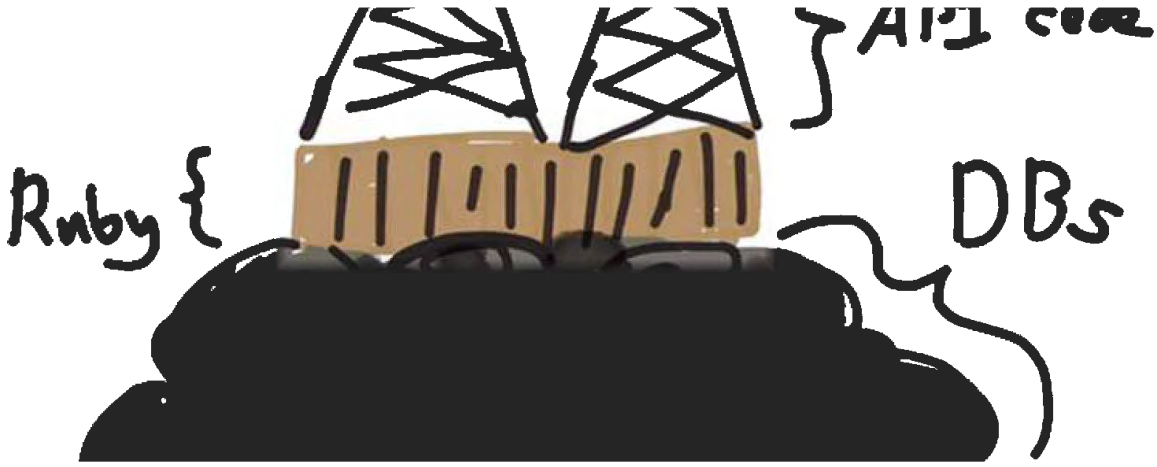
ELASTICSEARCH AS A SYSTEM OF RECORD

Our conversation did not start with the new features of version 6.0. If you are part of the Elastic community, you may already know them. If not, you may not get very impressed at first sight. This is interesting in and by itself, but we thought it would be a good idea to shed some light on what Elasticsearch can and cannot do before embarking on a detailed discussion on new features.

When Banon started working on Elasticsearch, it was all about storing JSON and having a powerful search language. That was 8 years ago, and as he notes "NoSQL was all the rage. To me Elasticsearch was something I was passionate about, so I did not want to be part of any hype cycle. That would be shifting the focus from the value Elasticsearch can bring as a very powerful search solution.

People have been asking -- can I replace my MongoDB, or my Oracle database with Elasticsearch? Can it work as a system of record? My answer has always been, if you place Elasticsearch next to any of these systems, be it Cassandra or Hadoop or whatever, it will bring value. It has this angle of how to solve challenges under a search prism that no other system has. But our goal is not to replace these systems."

This "system of record" discussion has been an ongoing one regarding Elasticsearch. In previous versions there has been work in the context of the Jepsen project that revealed conditions under which data loss in Elasticsearch may occur (https://thenewstack.io/jepsen-offers-system-wide-approach-testing-databases-scale/). Even today, Kyle Kingsbury, Jepsen's mastermind, says "I would not use this as a system of record, so you would put your data in S3 or Postgres and have a replication tool so that it reiterates the data."



Not every database is entirely reliable. In fact, most are not. Elasticsearch is not even a database in the strict sense, so it should not be used or judged as one. Image: Jepsen / Kyle Kingsbury

Banon seems to agree with that in his way. He acknowledges Kingsbury's contribution in pointing out deficiencies in Elasticsearch sharding and says they have worked with him in trying to address them, and this work has made lots of progress and is openly documented (https://www.elastic.co/guide/en/elasticsearch/resiliency/current/index.html). And if someone wants to use Elasticsearch as a core system to store financial transactions on, Banon would not advise them to do this.

In the end, Banon concedes, Elasticsearch has not been around for as long as the Oracles of the world have, and this means it's by definition less mature. Of course, as he notes, if your data on Elasticsearch gets lost or corrupted, this makes for a bad user experience, so they are working on resilience.

For Banon however resilience is not all about distributed algorithms and sharding, but also about things such as stability and memory footprint: "if you end up writing to a system that causes your runtime to pause, it's indistinguishable from a network partition. We have invested heavily in this area and there are many improvements in 6.0."

ELASTICSEARCH 6.0

One such improvement Banon highlights is based on something called sequence IDs. It's the ability to have consensus on the sequence of operations between a primary and

a replica shard. Banon says this greatly improves the ability to maintain coherency between data, and helps address a gap Elasticsearch has had historically.

Another area that Banon highlights is what he calls circuit breakers. This is about improving detection of requests that end up consuming lots of resources so they can be isolated without bringing down a cluster. He says a lot of work has gone in the ability to track and stop queries when needed, as well as working with Java off-heap memory techniques and structures. As a result, memory footprint today is much smaller than it used to be.

Many other improvements are in that category as well - things that require expert knowledge not just to implement, but also to comprehend and evaluate the impact of. Features like index sorting (https://www.elastic.co/blog/index-sorting-elasticsearch-6-0), which end up trading time in indexing documents, can significantly boost query time performance. Another feature, sparse doc values, changes the way sparsely populated fields are stored, resulting in between 30 percent and 70 percent of savings in storage space..

Index sorting is a new feature in Elasticsearch 6.0. It takes some engineering skills and a long blog post to get it, but the end result is better performance. Image: Elasticsearch

In the end, if you don't spend the time to dig into these new features, there's a good chance you may remain unimpressed by Elasticsearch 6.0. Even though Banon says they see the new version as something that has been progressively been shared with and explained to the community via a series of blog posts, he acknowledges the fact that not everyone will necessarily have the time and energy for that.

For the record, other new features in Elasticsearch 6.0 are spread out across the Elastic stack, which is comprised of Kibana, Beats and Logstash. These are Elasticsearch's solutions for visualization and dashboards, data ingestion and log storage respectively. The Elastic stack is complemented by X-Pack, a premium set of features that include things like graph visualization and anomaly detection via machine learning.

LISTENING TO USERS, CHARGING TO THE FUTURE

Elasticsearch started as a modest solution centered around making Lucene, the open source framework for indexing and search which is heavily used to this day, usable for efficient search on JSON. Discussing with Banon the progression that has led to where Elasticsearch is today, it becomes clear that what he sees as the key to Elasticsearch's success is also the reason you may remain unimpressed with the new features.

For Banon it's always been about connecting with and listening to the community. "One of the things i've learned about building a successful open source company is that you need to be a good listener", he says. "After releasing core Elasticsearch, it was clear that people wanted to have visualization and dashboards on top of that. So we brought Kibana in-house and made it part of out stack.

When I started working on Elasticsearch, i never imagined one day storing logs would be part of it. But people started doing that, and today we are the number one open source solution and in fact a system of record for this. People are happy with that, our solution works much better than Splunk for example."

Elasticsearch is open source and treasures the relationship with its community. But not everyone in is entirely happy about every aspect of it. Image: (https://www.slideshare.net/CohesiveNetworks/lessons-learned-in-deploying-the-elk-stack-elasticsearch-logstash-and-kibana)Logz.io (https://www.slideshare.net/CohesiveNetworks/lessons-learned-in-deploying-the-elk-stack-elasticsearch-logstash-and-kibana)

This has been pretty much the story of how Elasticsearch has grown, and will apparently continue to be. Banon does not believe in going away and coming back with radically new things that may be asking people to bet on them, but rather in taking progressive steps. Elasticsearch has embraced things such as the cloud, or machine learning, but is not going all-in on them either.

When discussing the move to the cloud, Banon says Elasticsearch was designed to work with AWS from the start, and this has contributed a great deal to its success. Today Elasticsearch also runs on Azure and Google cloud, with which there also is a partnership, as well as with Alibaba cloud (https://www.zdnet.com/article/elasticsearch-now-on-alibaba-cloud-eyes-china-market/). There are not many enterprise software providers that are big in China like that, and Banon sees this as validation of the strategy.

Still, he emphasizes that for them it's all about empowering users: "when we made the move to offer a managed version in the cloud 3,5 years ago, it was not to force our users, but rather to be there for them. They can run Elasticsearch on whatever cloud they want, or use our managed version, or run on premise. We don't want to leave anyone behind, and with Elastic Cloud Enterprise (http://www.elastic.co/cloud/enterprise) we run the same code our users run".

As for the move to IPaaS (https://www.zdnet.com/article/insight-platforms-as-a-service-what-they-are-and-why-they-matter/) platforms and machine learning (ML), Banon says IPaaS is very much

in accord with what they do. The progression towards analytics is happening also in Elasticsearch, with the recent acquisition of Prelert's ML technology having been incorporated in the stack. Initially this is used for anomaly detection, and Banon says it's already seeing great adoption and the next step is to add forecasting capabilities.

Other areas that Elasticsearch will target next are application performance monitoring and fraud detection, security analytics and taking visualization up a notch. This is clearly moving up the stack to domain-specific applications, which may provide a new set of challenges as Elasticsearch will have to compete against incumbents. Banon however believes in the strategy that has been paying off so far:

"Five years ago we were a small company with a relatively popular open source product, and look where we are today. The way we did it is that we embrace users and listen to them, and make sure that when they innovate on top of our platform, this will soon find its way to the platform. If we as a company behave in the same way that we have been, I have no worries."

Open Source Insider

Elasticsearch twangs out Elastic App Search beta

Adrian Bridgwater

Published: 30 November 2018 12:31

Elasticsearch is a Java-developed 'application search' engine based on the Lucene library, it is open sourced under the Apache License

It provides a distributed, multi-tenant-capable full-text search engine with an HTTP web interface and schema-free JSON documents.

Elasticsearch developers David Harsha, Marshall Scorcio, Brian McGue, Kellen Evan have come together to note that Elasticsearch has now been downloaded over 350,000,000 times.

So we know Elasticsearch then, that's for searching, logging and data storing at the infrastructure level.

Elastic App Search is also for search, and it is built on and on top of Elasticsearch.

Elasticsearch of course seldom exposed to the public Internet.

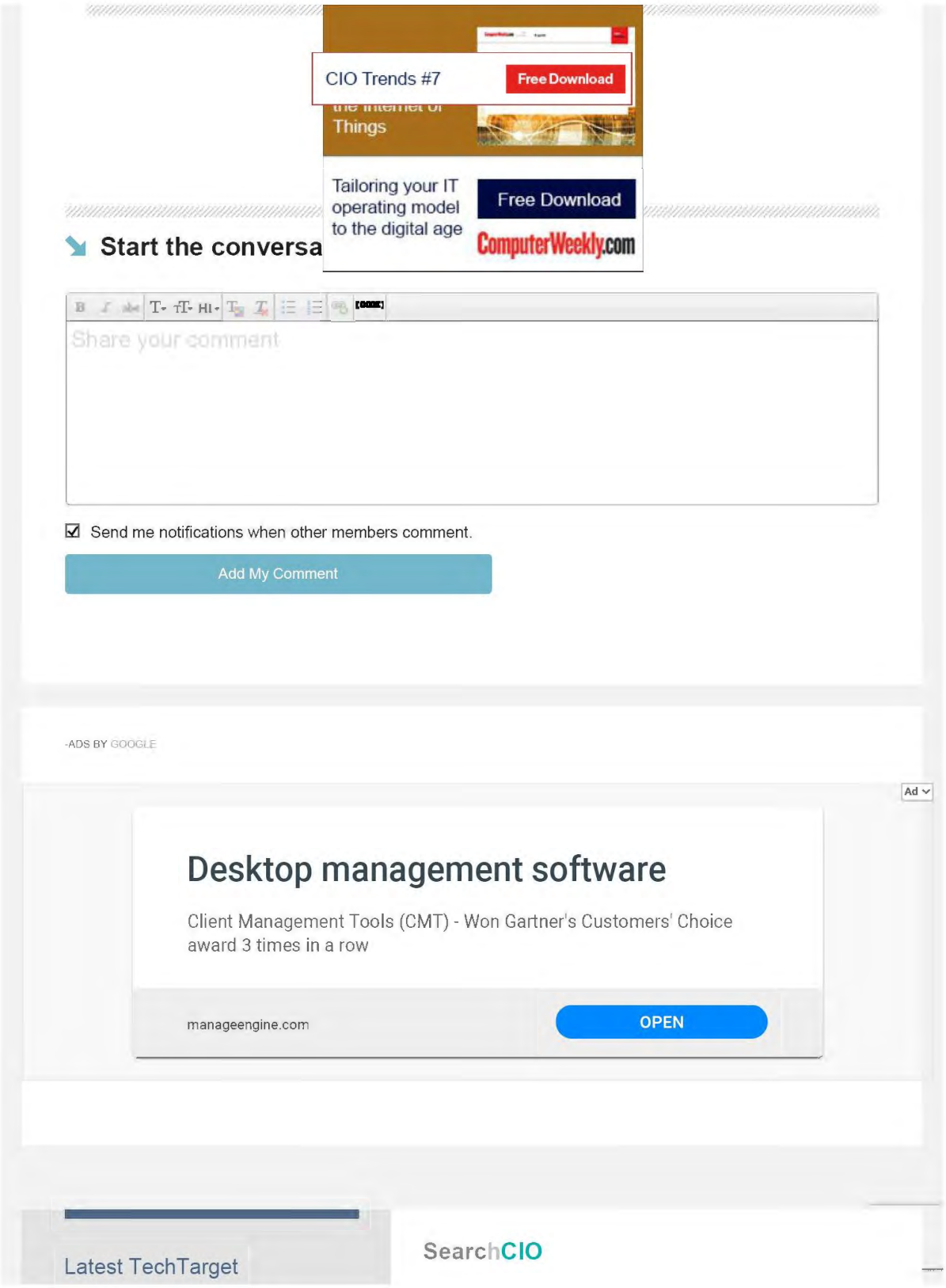
The team explains that to allow public access to Elasticsearch data, developers mights put it behind a proxy server, or wrap its APIs in existing middleware.

Programmers would then also need to ponder what to expose, keep it secure, manage authentication for… and when and where to write 'insulating logic' to allow clients to reach your data.

> "If you just want to provide search within your application — to index your data, then construct an application or product from it — you will be most interested in Elastic App Search. It is the intelligent, optimised, API wrapper in front of Elasticsearch," notes the team.

During the beta period, developers can spin Elastic App Search up on their own hardware at no charge. To do so, download App Search.

This self-managed release of Elastic App Search requires that you have Java 8 installed and Elasticsearch 6.4+ running.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Elastic tackles containers and APM in the new 6.5 release

In its latest release, the company now called Elastic is now aiming higher up the stack, treading on the turf of application performance management vendors (APM), and tackling the realities of container-based deployment.

By Tony Baer (dbInsight) for Big on Data | November 14, 2018 -- 17:28 GMT (09:28 PST) | Topic: Big Data Analytics

The company now known as Elastic (https://www.elastic.co/) is releasing today the 6.5 version of its stack that facilitates monitoring log data at the container level and escalates rivalry with APM vendors. The new features further differentiate the company's product stack from the pure open source implementations offered by many third parties.

For enterprises, container abstraction for log monitoring for the moment will be a checkbox feature, in that most adoption of containers is under hood -- they are the basic for native application and data services offered by cloud platform providers. But on the horizon, we expect enterprise development teams will start getting the hands dirty as they build their own cloud-native architectures either inside the firewall or as part of their use of cloud infrastructure-as-a-service.

The 6.5 release allows system admins and DevOps practitioners to introspect log-based metrics in any host, pod, or container for cloud-native deployment. And while we're talking cloud-native deployment, the 6.5 release adds new capabilities for monitoring serverless environments like AWS Lambda with the initial release of Functionbeat (https://www.elastic.co/guide/en/beats/functionbeat/current/functionbeat-overview.html). It collects data

from sources like Amazon CloudWatch (https://aws.amazon.com/cloudwatch/) logs and Simple Queue Service (https://aws.amazon.com/sqs/).

As Elastic adds capabilities for supporting the new forms of deployments, largely cloud-native, involving containers and serverless infrastructure, another theme of the new release is going higher up the stack and ramping up competition with, as opposed to complementing, APM vendors. The new release of Elastic APM (https://www.elastic.co/solutions/apm) allows users to correlate data on application performance with infrastructure logs, server metrics, and security events to identify bottlenecks.

In itself, this capability overlaps those of APM vendors. APM vendors have built their IP over the years understanding how to abstract low level log readings from the standpoint of application processes making their way through IT infrastructure. A major difference form Elastic is that the APM crowd built their expertise in the walled gardens of data center deployments. By contrast, Elastic was not necessarily engineered for the cloud, but its scale-out, big data architecture made it a natural for the cloud.

The competition between Elastic and NewRelic (http://newrelic.com/), AppDynamics (https://www.appdynamics.com/), and Dynatrace (http://dynatrace.com/) and the rest of the APM crowd is over the question of who becomes the trusted source for pinpointing bottlenecks. Is it the APM tool that collates Elastic results or vice versa? The new release makes that more of an open question.

Other enhancements are more incremental. Kibana (https://www.elastic.co/products/kibana) adds some new visualization features aimed at streamlining collaboration. The Canvas visualization feature now allows live data presentations that are more interactive. Cross-cluster replication scales Elasticsearch indexes, as they can now become available on multiple clusters. As with database replication, this feature is useful, both for faster local searching and for high-availability scenarios. What's now needed is an automated failover capability that would leverage the new replication support.

In all, these enhancements are yet another step for the recently IPO'd company that takes more steps getting beyond its search index and open source Splunk

(https://splunk.com) alternative roots. As my Big on Data bro George Anadiotis (https://twitter.com/linked_do?lang=en) wrote almost exactly a year ago (https://www.zdnet.com/article/elasticsearch-6-0-not-that-new-but-quite-improved/), the company is now "about a lot more than search." The 6.5 release takes Elastic more in the direction of an APM solution that is also becoming container-aware.

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By Tony Baer (dbInsight) for Big on Data | November 14, 2018 -- 17:28 GMT (09:28 PST) | Topic: Big Data Analytics

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NEWS

Elastic Stack 7.3 adds new features to expand data analysis

Elastic Stack, in a new update, adds data frames capabilities to enable new forms of analysis, as well as integrating more data sources that can be searched and analyzed.

By **Sean Michael Kerner** Published: 08 Aug 2019

Elastic Inc. expanded its eponymous Elastic Stack with a new release that adds enhanced capabilities to the platform for data analytics and management.

The Elastic Stack integrates multiple elements and was originally known as the ELK stack, which is an acronym for the origin core components, Elasticsearch, Logstash and Kibana. Elasticsearch provides search and analytics capabilities, Logstash helps to inject and collect data, while Kibana provides the visualization elements.

Among the key new additions in Elastic Stack 7.3, unveiled July 31, is a capability known as Data Frames, which provide a different way to manage data in terms of entities such as hosts, which in turn can lead to different types of analysis.

An Elastic Stack user interested in the Data Frames feature is Steve Caruso, director of information technology for the Will County Sheriff's Office in Illinois.

"We are utilizing the Elastic Stack and the Elastic Cloud to create a crime analysis system," Caruso said. "Once the system is ready, we are hoping to enroll all of the local law enforcement agencies within Will

County to utilize the system and share data. This collaboration would help facilitate a broader and more detailed view of crime as a whole."

Caruso said his office will look at the new Data Frames features as he sees some value.

"For some time we have desired the ability to pivot our data within Elastic," Caruso said. "I can see multiple potential benefits."

One such benefit that Caruso sees is the ability to pivot across mastername data sources seeking a single name.

"If our investigations unit has a lead and wants to track them across all of the data sources we ingest for masternames, we could do that," he said.

Caruso said that with the Data Frames approach, his office can see which agencies might have had the most contacts, or areas a suspect frequents. He added that another potential benefit would be to track specific types of crimes over the days of the week to seek out trends that could be used for staffing.

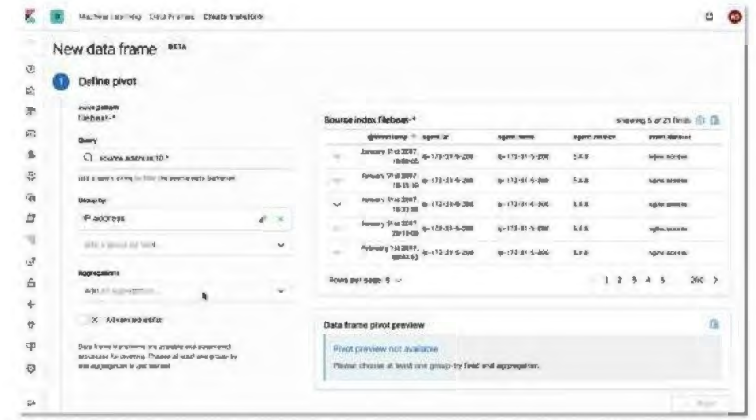
For some time we have desired the ability to pivot our data within Elastic. I can see multiple potential benefits.

Steve Caruso
Director of information technology for the Will County Sheriff's Office in Illinois

"What data frames allow you to do is transform event-based data into entity-centric data," said Steve Kearns, vice president of product management, at the open source data search and analytics vendor. "In some cases, you want to transform data so instead of an index of event-based data, you want an index of entities and host and a set of properties about those hosts."

Another key new feature in the Elastic Stack 7.3 update is the integration of machine learning capabilities into Kibana that provide enhanced analytics capabilities.

Kearns explained that the way a Kibana visualization works is the user chooses what they want to search and then the system creates a visualization from the time series data. Including machine learning now enables a user to benefit from advanced analytics to identify different trends from the data. The machine learning can be used for any number of different use cases, including enabling an unsupervised anomaly detection capability from logs.



New Data Frames in Elastic Stack 7.3

Maps in Elastic Stack 7.3

Another key addition in the Elastic Stack 7.3 update is the general availability of the Maps feature. The Maps feature can also be used to help visualize network usage and infrastructure.

"It's a rich way of visualizing and exploring geospatial data," Kearns said. "We realized that users want to be able to display multiple layers of data and want to be able to overlay multiple different views and be able to bring in different kinds of queries."

New data sources

Kearns noted that Elastic Stack 7.3 provides more data sources as well. Among the data sources now supported are Oracle database, Amazon RDS and CockroachDB alongside improved integration with Amazon Kinesis data streams. For application performance monitoring, Elastic Stack 7.3 now gains support for Microsoft's .net framework and its data libraries.

"One of the things that we've been doing to make usage easier over the years has been producing what you can really think of as pre-canned data sources," he said. "We've continued to expand the set of data sources that we support and this release really has quite a few."

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Tuesday, 27 August 2019 14:26

Enterprise search, SIEM to unstructured data in focus at Elastic sold-out event

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Elastic, the search and data analysis company behind the Elastic Stack, held a sold-out event at the Grand Ballroom of Sydney's Hyatt Regency last week. Speakers from the company presented on topics such as Enterprise Search, SIEM and capturing unstructured data.

Michael Lorant, Principal Systems Engineer from Nine Publishing shared his experience using the ElasticStack to help the company's Fairfax mastheads capture application logs & metrics, gain greater insights into traffic, & visualise infrastructure health, all within a modern DevOps framework.

Ashim Joshi, Head of Innovation at InfoTrack, shared insights on how the Sydney-based integrated search and professional services company built a data-lake and architected an accessible data-mart with the Elasticsearch Service.

Partners and customers of Elastic were recognised throughout the event, with the Elastic Cause awards presented to Pathfinder Labs and Girl Script, and the Elastic Cluster Awards for innovation going to Melbourne-based virtual reality company Zero Latency VR and Sumitomo Mitsui DS Asset Management of Japan.

The "You know, for Search!" awards for technological innovation in the APJ region saw The Warehouse Group and Infotrack Australia take out the honours.

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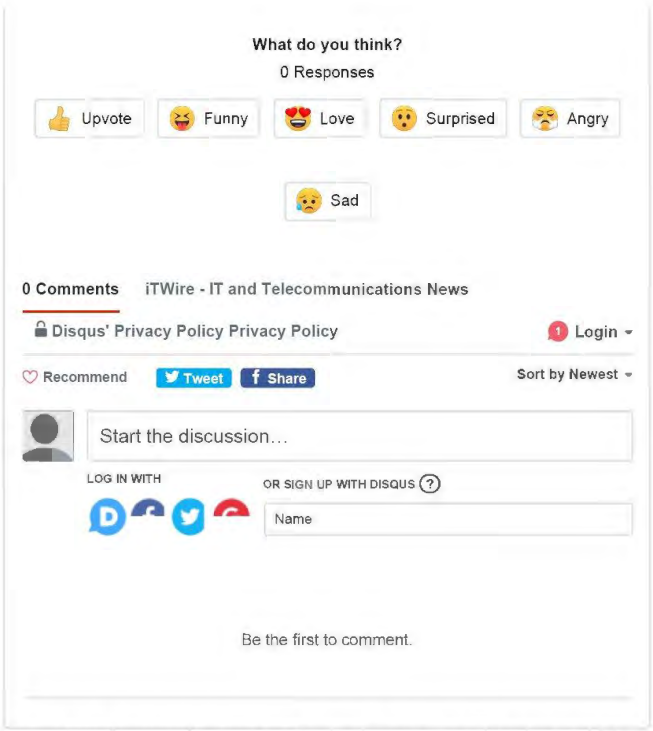

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Elastic's Core Search Technology Powers Multiple Growth Levers

Robert DeFrancesco Contributor ©
Enterprise Tech
I write about enterprise tech and cybersecurity

Recently trading around $83, Elastic shares are down 20% from the all-time high of $104.10 reached .

[+]

Search technology is at the heart of **Elastic** (ESTC). The company's search engine enables users to explore and analyze vast amounts of both structured and unstructured data, with the goal to quickly solve business problems.

address numerous use cases, Elastic Stack drove the company's fiscal 2019 (ended April) revenue growth of 70%.

Elasticsearch is the search component within Elastic Stack. In the April quarter, the company shipped its next-generation cluster coordination layer which makes Elasticsearch easier to scale and further hardens its resiliency in case of a major failure. Cross-cluster replication lets users work across multiple cloud providers and hybrid strategies. The recent advancements open up Elasticsearch to more mission-critical data sets, expanding the addressable use cases.

Today In: Enterprise & Cloud

After a significant speed boost, Elasticsearch now returns prioritized results to users much more quickly. That higher level of performance is especially helpful for e-commerce sites and app search customers, says the company. The latest release of Elastic Enterprise Search, a self-managed product, gives users the ability to explore content across common SaaS-based data sources (including Google Drive, GitHub, Salesforce and Dropbox) from a single search box.

The Kibana user interface of Elastic Stack provides the data visualization component for all of the data stored in Elasticsearch. Kibana provides interactive data views and dashboards. Beats is a family of lightweight data shippers used to send data between edge machines and Elasticsearch or Logstash, a central data transformation engine that can receive and pull dat from multiple sources—including network devices, API endpoints and publi cloud services.

India, delivers one million packages daily during peak periods. Each packag can generate more than 50 data points related to size, geolocation and statu with the information captured from the field every 20 seconds. Delhivery ca use Elastic Maps to visibly streamline its operations and resolve delivery issues with ease.

Elastic is becoming more competitive in the crowded application performance monitoring (APM) segment of the observability market. Elastic's APM product has matured enough that it's only missing some min features. The company sees the observability market trending toward a convergence of logging, metrics, uptime monitoring and APM. Elastic's go-to-market message emphasizes that the company provides all four of those offerings across a unified pricing model and user interface.

Security is a promising growth area for Elastic. The company's new SIEM product provides security analytics. Elastic SIEM doesn't need to be installe or configured, so there's no need to be a security expert to get value from it. An interactive drag-and-drop experience lets users deconstruct and document a timeline of events related to a security incident. Machine learning features automatically detect and alert on threats originating from unusual events.

Elastic in June announced it would pay $234 million to buy Endgame, a security vendor focused on endpoint prevention, detection and response. Elastic was attracted to Endgame because endpoints are a key source of security data. Elastic CEO Shay Banon thinks the endpoint and SIEM markets can converge over time. With Endgame added to the Elastic Stack, users will gain access to a whole new level of security analytics to help provide better attack protection.

estimate. On a constant-currency basis, revenue was up 62%. Subscription revenue of $82.4 million rose nearly 60%, matching the growth rate from th previous quarter. Revenue performance obligations (RPO) of $363 million advanced 59%.

The company in FQ1 added 700+ new accounts. There were 35 new customers with annual contract value (ACV) over $100,000, bringing the total to 475+. The company's total customer count is greater than 8,800. Th net expansion rate remained above the 130% level for the eleventh quarter i a row.

For FY'20 (ending April), Elastic's latest revenue guidance range of $406 million to $412 million (up from the initial outlook of $397 million to $403 million) represents growth of 51% at the midpoint. It looks like the business has the momentum to support top-line upside throughout the year, so there should be more positive revisions.

Elastic shares have had a good run. The company went public in October 2018 at $36, with an opening trade at $70. In late July, the stock reached a new post-IPO high of $104.10.

With the shares now trading back in the low $80s, Elastic's enterprise value is 14.7 times the FY'20 guidance midpoint of $409 million. The latest consensus revenue estimate stands at $410.3 million, while the Street-high estimate is $414.8 million.

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SECURITY

Elastic turns $234M Endgame deal into new endpoint protection product

BY MARIA DEUTSCHER (HTTPS://SILICONANGLE.COM/AUTHOR/CHI22/)

Elastic N.V. today introduced Elastic Endpoint Security, its latest cybersecurity product, which provides protection against hackers for enterprises' backend infrastructure and employee devices.

The software is based on technology that the company obtained through its acquisition of Endgame Inc. (https://siliconangle.com/2019/06/25/elastic-expands-cybersecurity-push-new-version/) in June. Elastic paid $234 million for the startup, which counted the U.S. Air Force among its customers and had raised over $100 million in funding. Its backers included major Silicon Valley investors such as Kleiner Perkins Caufield & Byers.

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Elastic Endpoint Security is a software agent that companies can install on a device much like an antivirus to scan for threats. It detects malware, phishing attempts and so-called fileless attacks that the hijack existing, legitimate programs on a machine to carry out malicious activity. The agent can operate autonomously without sending data to the cloud for analysis, which allows it to spot intrusions even when there's no internet connection.

Elastic Endpoint Security's other function is to serve as a data collection tool for a company's network protection team. It gathers detailed information about suspicious activity that administrators can use to investigate breaches and plan appropriate countermeasures.

That information is beamed up to Elastic's Elastic SIEM (https://siliconangle.com/2019/06/25/elastic-expands-cybersecurity-push-new-version/) product, another recently launched security tool from the company. It's a kind of virtual command room for tracking down breaches that enables administrators to look at security data from multiple sources. An analyst could, for example, correlate malware alerts from Elastic Endpoint Security with user and network activity logs.

"Elastic Endpoint Security has dramatically dropped our mean time to remediate from seven days to 30 minutes over legacy antivirus," Andrew Stokes, the information security officer at Texas A&M University, was quoted by Elastic as saying.

For a company whose core competency isn't security, Elastic has built up quite an arsenal of network protection features. The publicly traded firm is best known for its Elasticsearch search engine, which helps enterprises make their internal databases easier to navigate. Elastic first launched a push to add security-specific features two years ago, after seeing that network protection teams were using its software to help make sense of the data generated by their threat detection tools.

"Endpoint prevention, detection, and response (EPP + EDR) is a natural expansion to Elastic's security and agent efforts," Chief Executive Officer Shay Banon explained (https://www.elastic.co/blog/endgame-joins-forces-with-elastic) when the company announced its purchase of Endgame back in July. "We believe that the ability to both bring another layer of data, as well as expanded threat hunting to the endpoint directly, is a unique value proposition of the combined products."

Photo: Elastic

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