

# What's Hidden in Your Data Lake?

Chances are, you're already collecting and storing log data for basic use cases like observability. But what other insights might be hidden in that data that could make an impact on your business? Go beyond observability with these 4 use cases for log analytics at scale that will put you on the map as a Data Legend.

## 1) START HERE: OBSERVABILITY



You're likely already capturing short-term log data and storing it in your cloud object storage environment for observability purposes. But what if you stopped throwing longer term log data away? What more could you do?

## 2) THREAT HUNTING AND SECOPS

207 days

Average time to detect a security threat in 2021

280 days

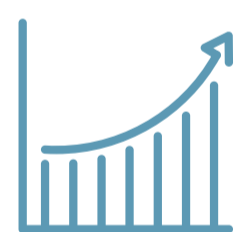
Average time to contain a security threat in 2021



The most successful threat hunters store longer term log data for large-scale log data aggregation and analytics that help to identify trends sooner and prevent attacks.

## 3) CLOUDOPS

Centralizing log analytics across complex cloud environments can lead to faster issue resolution while also:



Improving CloudOps stability



Increasing CloudOps agility



Providing better oversight across automated processes



Understanding utilization of virtualized hardware resources

## 4) APPLICATION TROUBLESHOOTING AND DEVOPS EFFICIENCY

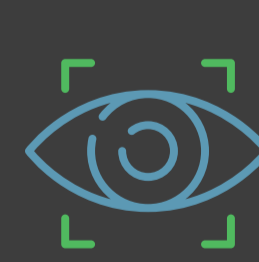
Complement your APM software with centralized log management at scale to unlock:



Faster, deeper troubleshooting and debugging



Root cause analysis and forensic investigations



Real user monitoring driving smarter product and customer support decisions

ALREADY DOING THESE THINGS?



**CONGRATS—YOU'VE BUILT A LEGENDARY DATA STACK!**  
We'd love to hear about your journey on the Data Legends podcast—contact [dalegends@chaossearch.com](mailto:dalegends@chaossearch.com).

WANT TO LEARN MORE?



**READ THE EBOOK:**  
Beyond Observability—  
The Hidden Value of Log Analytics.