

Calculate the ROI of Log Analytics

Log data contains a wealth of otherwise hidden insights an organization needs to run more effectively and more securely. Over time, costs associated with managing and analyzing log data can creep up.



Determine the value of log analytics to your organization.

Let's call this X.

What use case(s) does log analytics support? How much is each of these worth? For instance:

- Are you applying log analytics to avoid security incidents?
- Do you rely on log data to maintain regulatory compliance with regulations such as GDPR?
- How much is this worth?

Calculate the total cost of ownership of your log analytics solution. **Let's call this Y.**

How much are you paying for log management and analytics:



Data Retention



Infrastructure



Administration and Maintenance

Also consider the levers you can pull to adjust TCO, for instance:

- How much log data do you need to support everyday operations?
- How many days do you need to retain logs to meet compliance or business requirements, before moving logs to cold storage?
- How much raw data will you need to ingest per day in the coming weeks / months?
- How will your storage capacity account for sudden spikes in data ingestion?
- Have you considered alternative log analytics solutions that could reduce overall TCO, such as the ChaosSearch data lake platform?

ROI of Log Analytics = X - Y