

# Why Elastic for modern, unified observability

Amid cost pressures and modernizing environments, Splunk customers have a choice to make.

## Splunk

### Slow queries

Splunk is commonly known to be slow, especially when data rehydration is required, which may impede problem investigation and resolution

### Fragmented visibility

Disparate solutions for Observability (metrics, logs, traces, profiling)

### Increasing logging costs

Customers pay high costs for all logging – compromise on data retention, creating blind spots

### Uncertain future

Splunk is going to go through massive changes after the September 2023 Cisco announcement

## Elastic

### Blazing fast search analytics

Applies AI-powered search to the entire data estate with superior speed, scale, and relevance to accelerate problem resolution without data rehydration

### Unified observability & security

A single platform for full-stack multi-signal visibility into your hybrid cloud environment

### Cost-effective access to all data

Search, analyze, and investigate *everything* without needing to rehydrate archival data tiers

### Commitment to innovation

Innovation and feature velocity that delivers solutions for evolving enterprises – gen AI, machine learning, and more

## Take the next step

Get more details on [how Elastic](#) enables organizations to find and take action on all of their data, at scale, and in real time.

