Elastic{ON} DevChina 2016

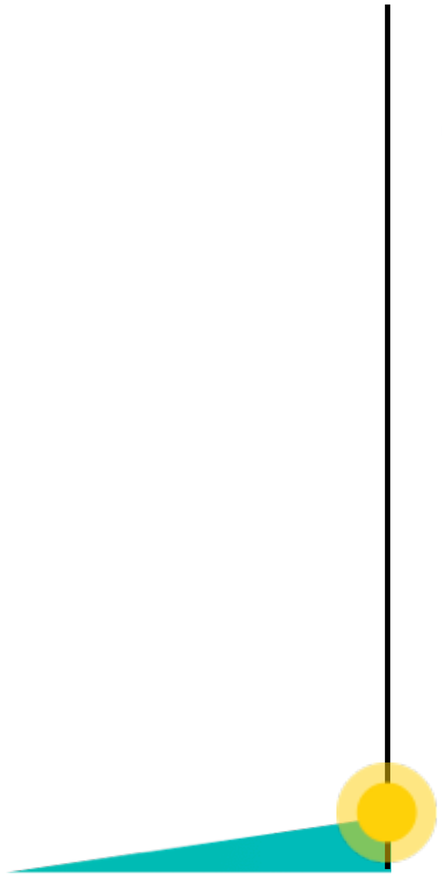
OPENING KEYNOTE

Scott Ho, Sales Director Asia, Elastic

Beijing | December 10, 2016

First version of Elasticsearch released in February

2010 2012 2013 2014 2015 2016



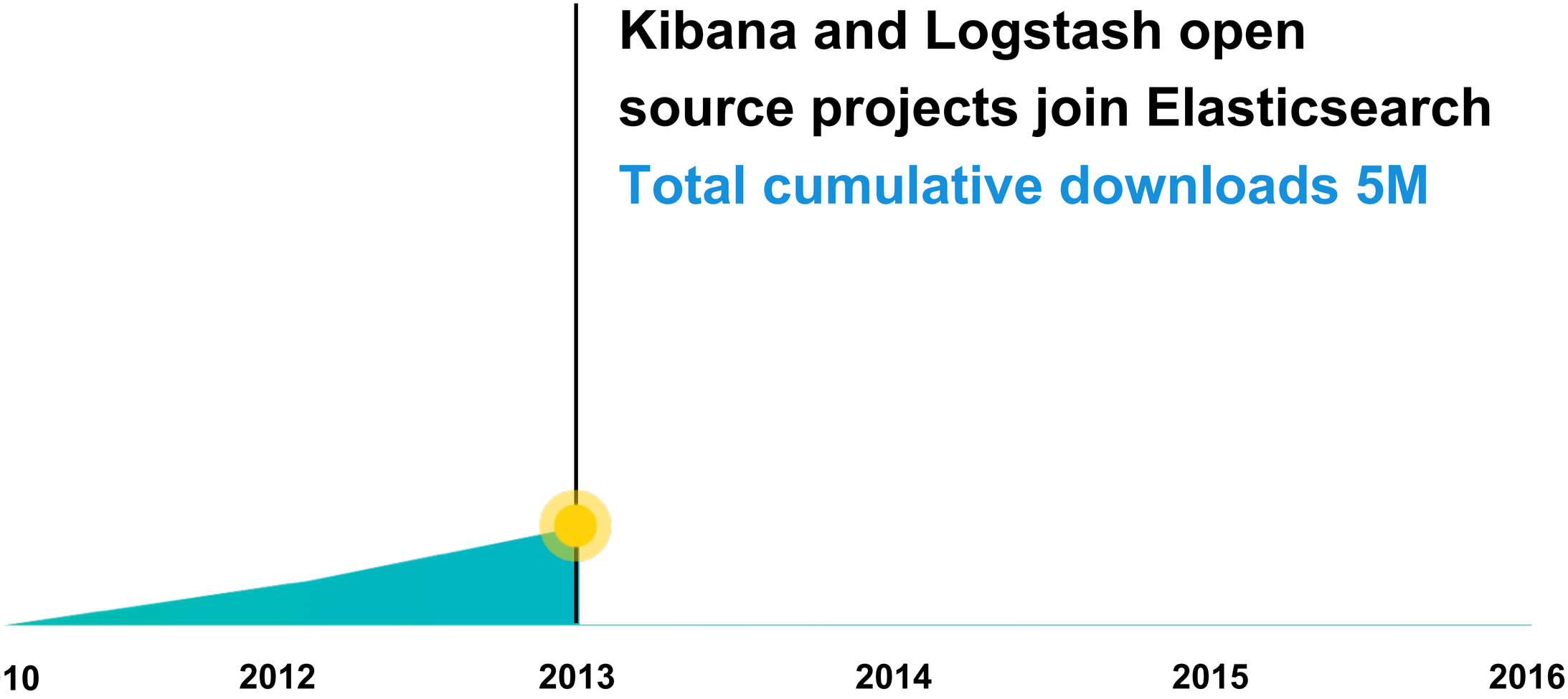
Elasticsearch founded as a company

Total cumulative downloads 2M

2010 2012 2013 2014 2015 2016

Kibana and Logstash open source projects join Elasticsearch

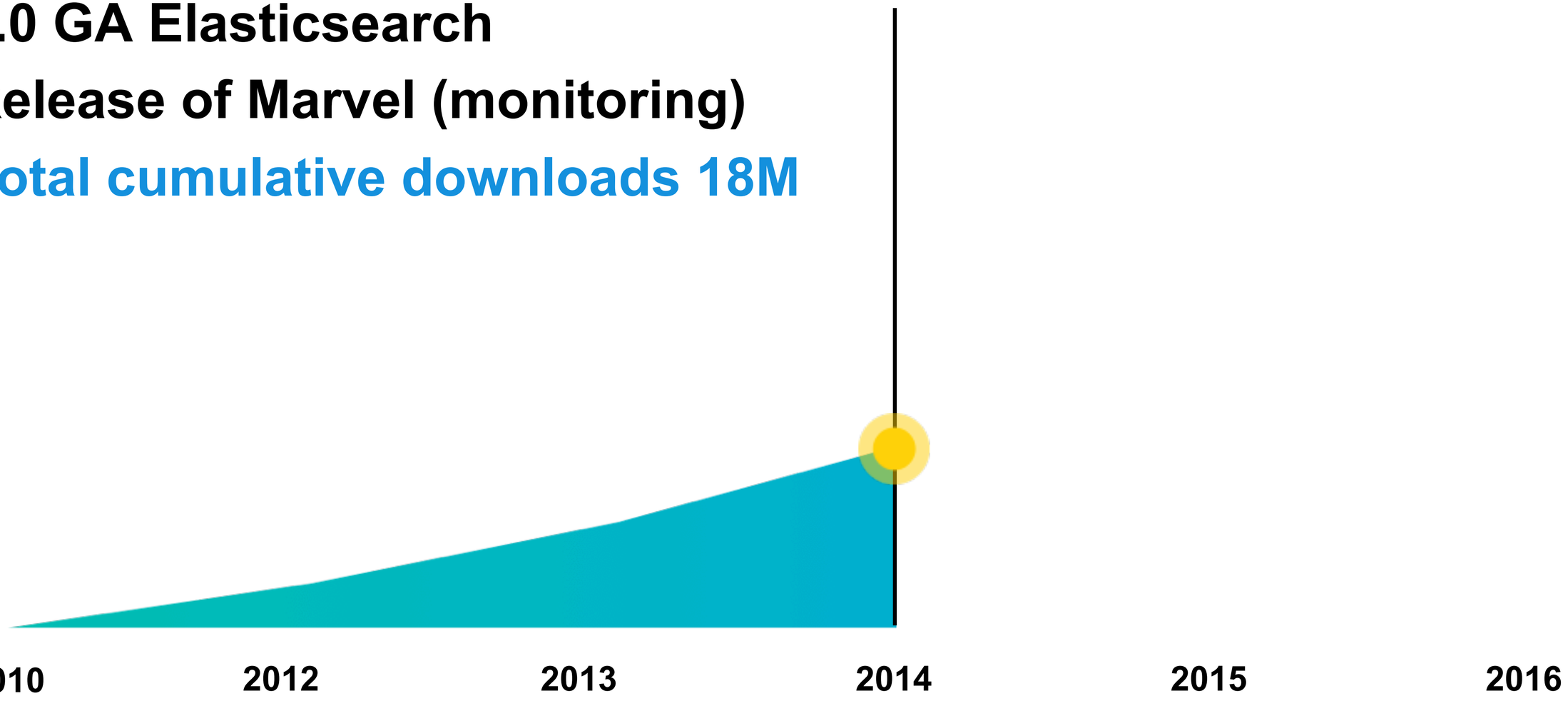
Total cumulative downloads 5M



1.0 GA Elasticsearch

Release of Marvel (monitoring)

Total cumulative downloads 18M



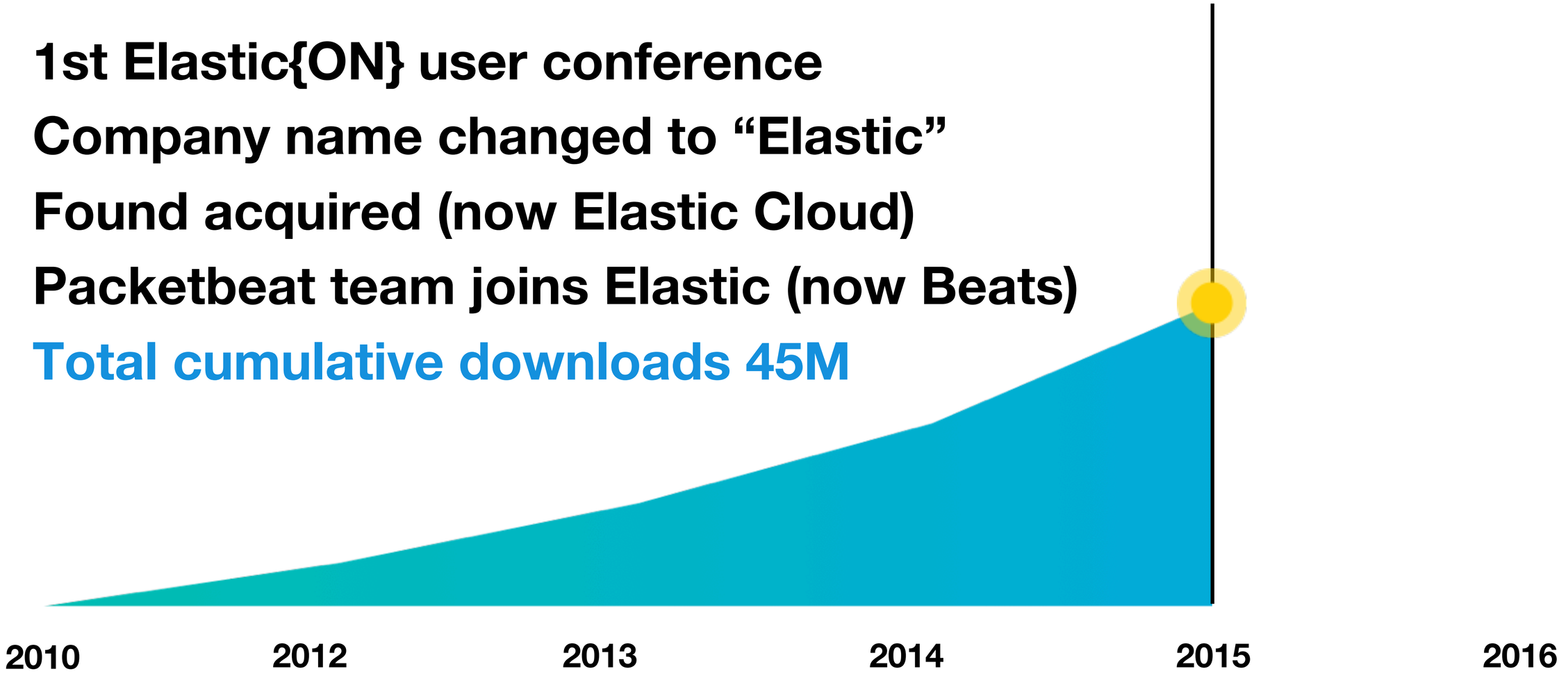
1st Elastic{ON} user conference

Company name changed to “Elastic”

Found acquired (now Elastic Cloud)

Packetbeat team joins Elastic (now Beats)

Total cumulative downloads 45M

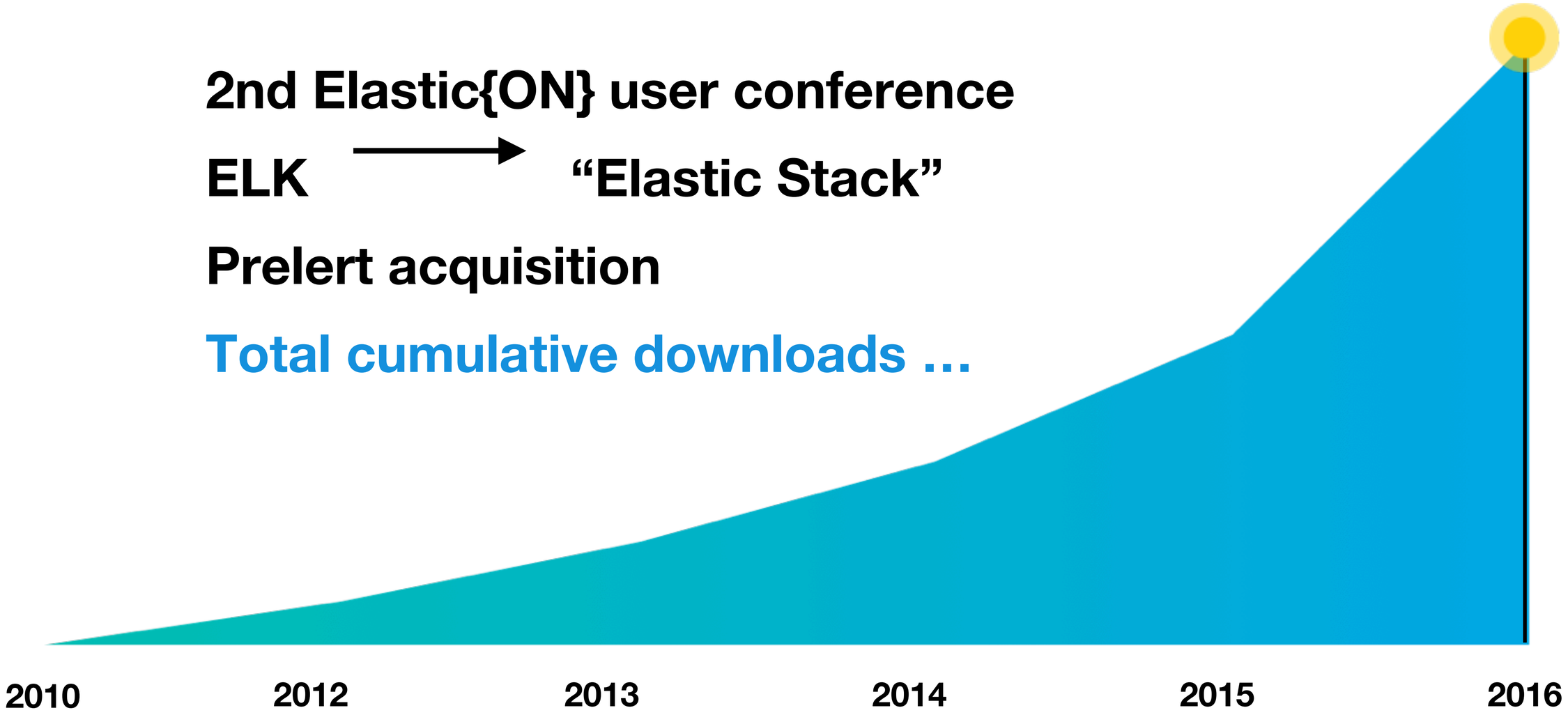


2nd Elastic{ON} user conference

ELK → “Elastic Stack”

Prelert acquisition

Total cumulative downloads …



75,000,000

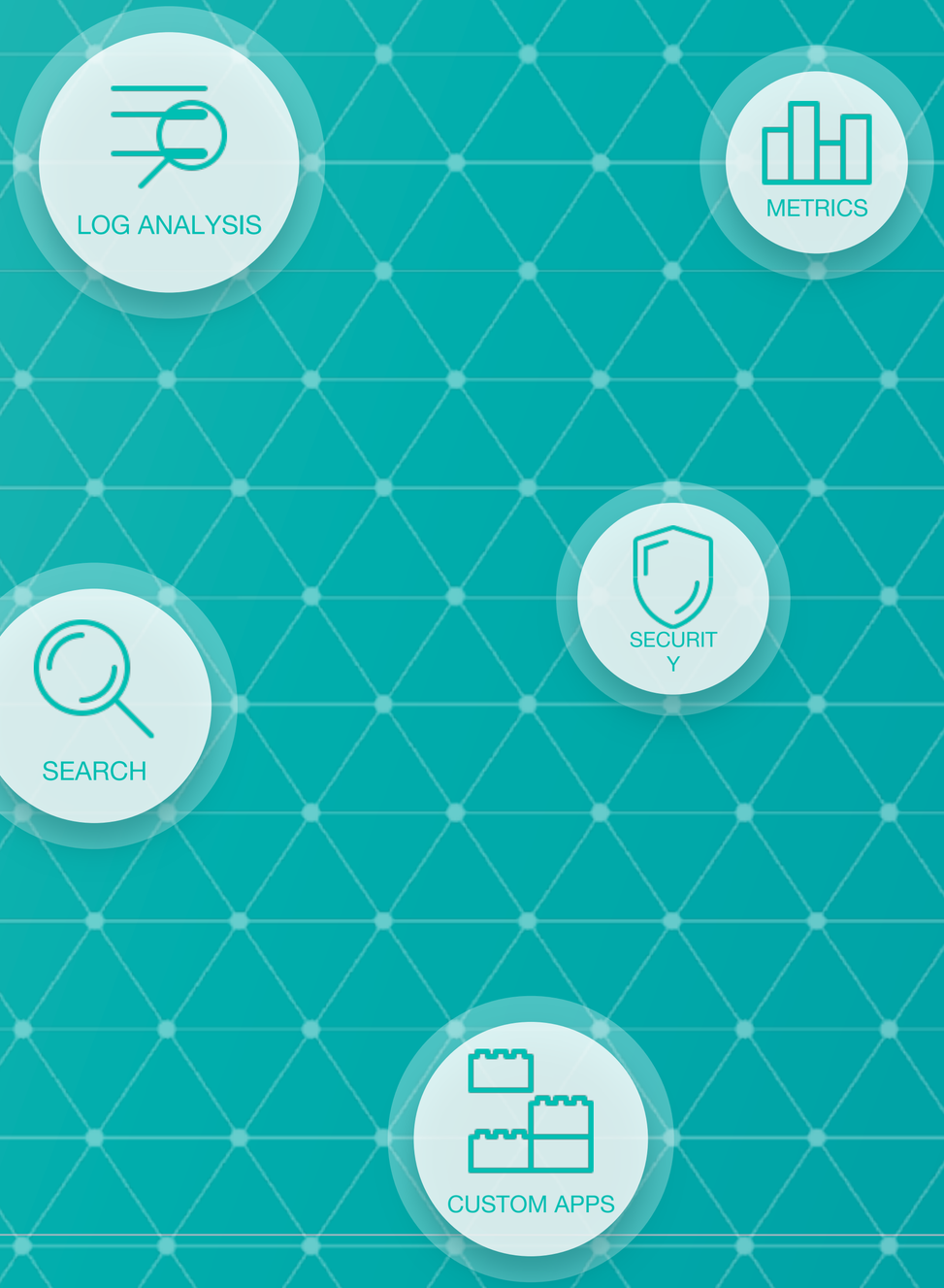
DOWNLOADS

APAC Customer Base

Over 200 Customers in Asia Pacific

The Elastic Stack: A foundation to solve many use cases

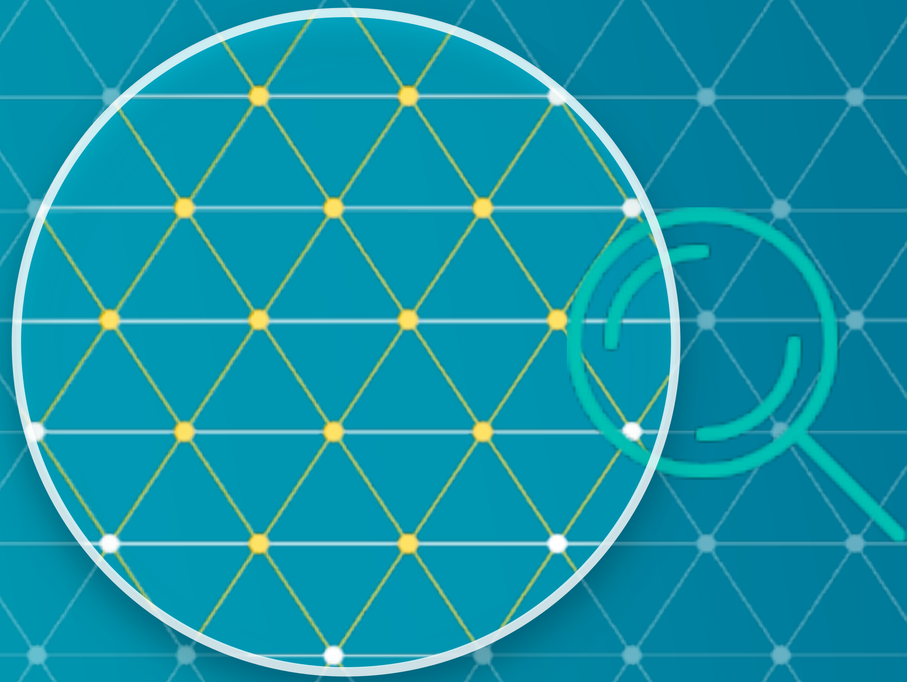
75% of our customers use our products for more than one use case



elastic

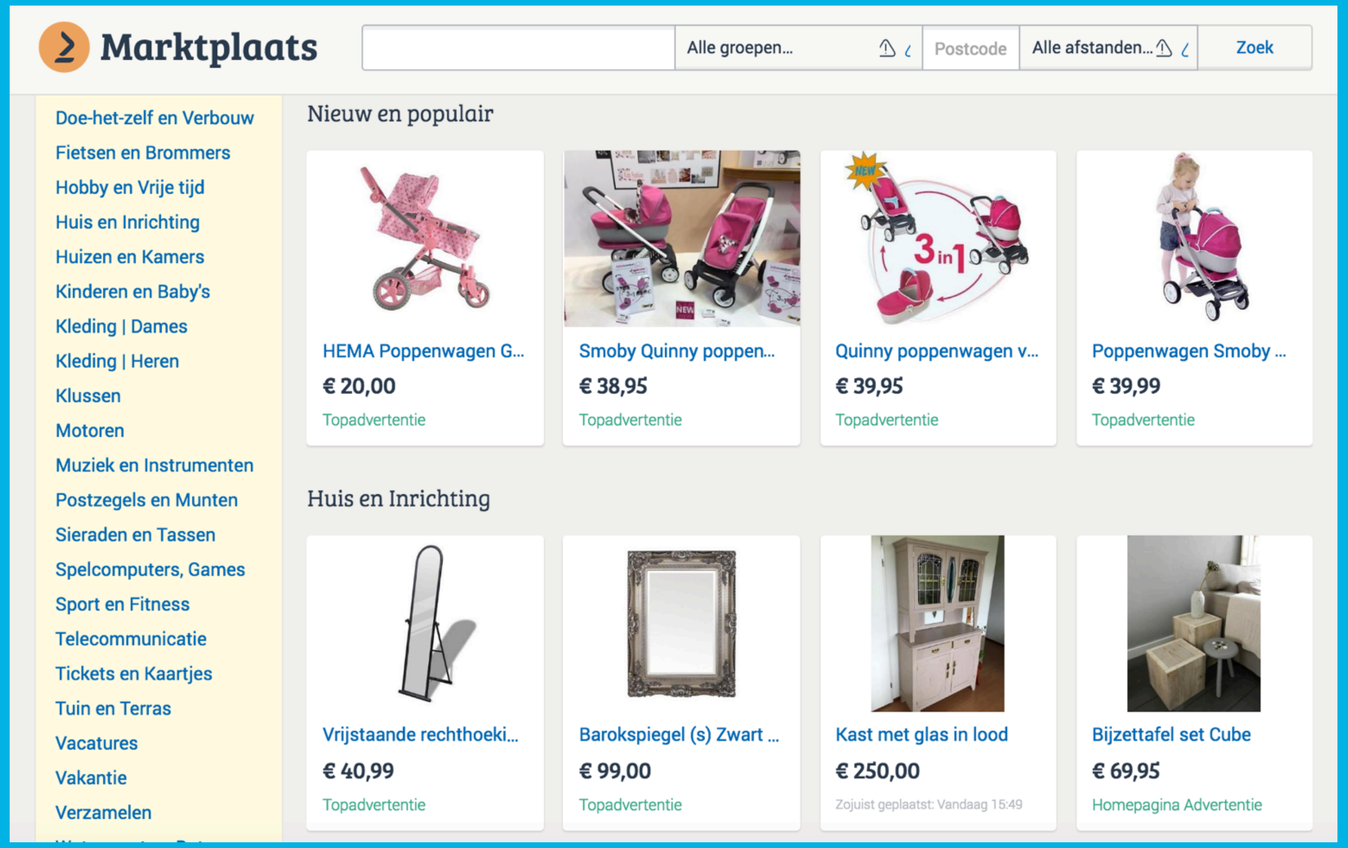
Search and analytics, it all started here

More than 60% of our customers have a search or analytics use case

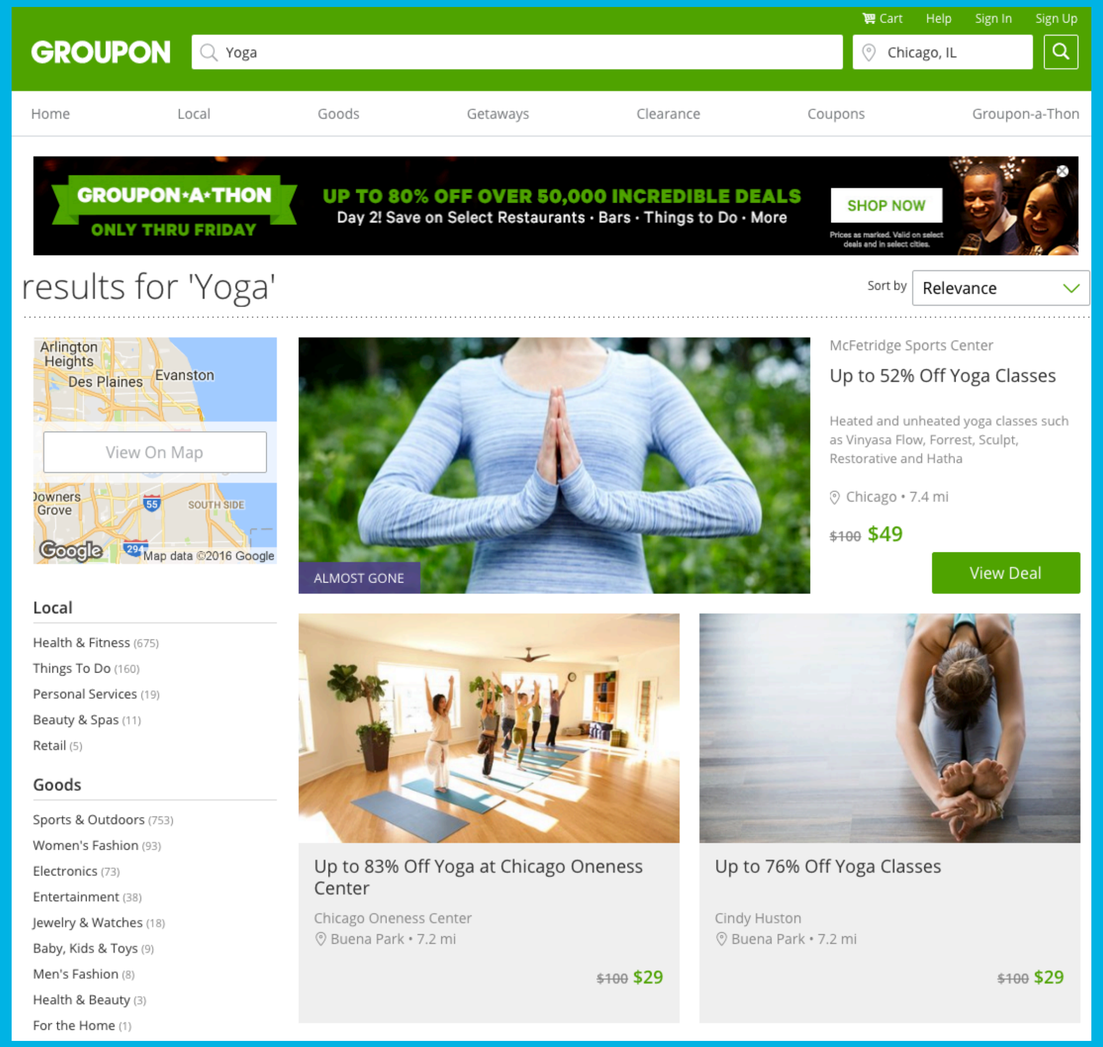


elastic

ebay


Marktplaats
Alle groepen...
Postcode
Alle afstanden...
Zoek
Doe-het-zelf en Verbouw
Fietsen en Brommers
Hobby en Vrije tijd
Huis en Inrichting
Huizen en Kamers
Kinderen en Baby's
Kleding | Dames
Kleding | Heren
Klussen
Motoren
Muziek en Instrumenten
Postzegels en Munten
Sieraden en Tassen
Spelcomputers, Games
Sport en Fitness
Telecommunicatie
Tickets en Kaartjes
Tuin en Terras
Vacatures
Vakantie
Verzamelen
Nieuw en populair
HEMA Poppenwagen G...
€ 20,00
Topadvertentie
Smoby Quinny poppen...
€ 38,95
Topadvertentie
NEW
3 in 1
Quinny poppenwagen v...
€ 39,95
Topadvertentie
Poppenwagen Smoby ...
€ 39,99
Topadvertentie
Huis en Inrichting
Vrijstaande rechthoeki...
€ 40,99
Topadvertentie
Barokspiegel (s) Zwart ...
€ 99,00
Topadvertentie
Kast met glas in lood
€ 250,00
Zojuist geplaatst: Vandaag 15:49
Bijzettafel set Cube
€ 69,95
Homepagina Advertentie

GROUPON


GROUPON
Yoga
Chicago, IL
Cart
Help
Sign In
Sign Up
Home
Local
Goods
Getaways
Clearance
Coupons
Groupon-a-Thon
GROUPON-A-THON
ONLY THRU FRIDAY
UP TO 80% OFF OVER 50,000 INCREDIBLE DEALS
Day 2! Save on Select Restaurants · Bars · Things to Do · More
SHOP NOW
results for 'Yoga'
Sort by
Relevance
View On Map
Arlington Heights
Des Plaines
Evanston
Downers Grove
SOUTH SIDE
Google
Map data ©2016 Google
ALMOST GONE
McFetridge Sports Center
Up to 52% Off Yoga Classes
Heated and unheated yoga classes such as Vinyasa Flow, Forrest, Sculpt, Restorative and Hatha
Chicago • 7.4 mi
$100 $49
View Deal
Local
Health & Fitness (675)
Things To Do (160)
Personal Services (19)
Beauty & Spas (11)
Retail (5)
Goods
Sports & Outdoors (753)
Women's Fashion (93)
Electronics (73)
Entertainment (38)
Jewelry & Watches (18)
Baby, Kids & Toys (9)
Men's Fashion (8)
Health & Beauty (3)
For the Home (1)
Up to 83% Off Yoga at Chicago Oneness Center
Chicago Oneness Center
Buena Park • 7.2 mi
$100 $29
Up to 76% Off Yoga Classes
Cindy Huston
Buena Park • 7.2 mi
$100 $29

Embedded Search

Top eCommerce Website in Thailand

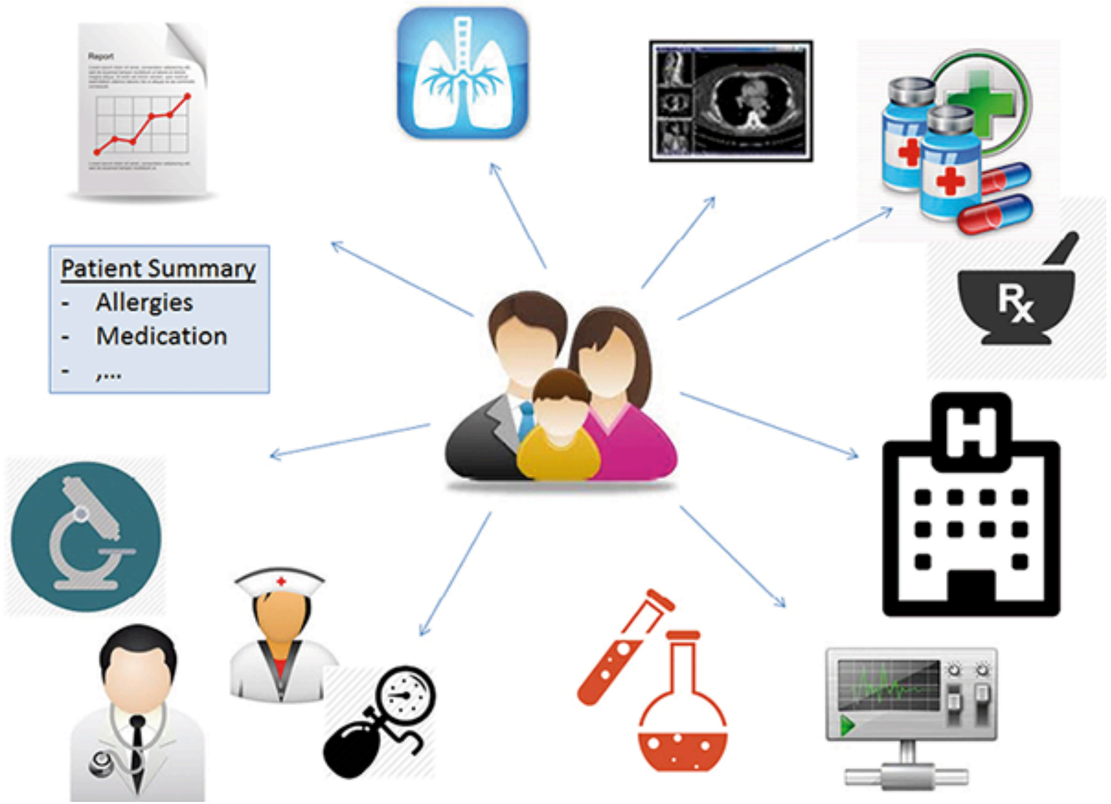
- Personalize the user's search experience to drive user adoption
- Enable real-time monetization strategies from advertising, in-app purchases, etc.
- Deliver better customer service by knowing what users are doing
- Multi-lingual text search for Thai market
- Location Awareness

6,000,000+ Hits per day,
40,000+ Classifieds per day,
40,000,000+ Queries per day,

Public Healthcare in Singapore

Better Healthcare Quality to Citizens

- Google-like search for medication, patient e-record, lab results and visitor information
- Storing 1 Billion+ medical records in Elasticsearch for the history of Singapore with ms level query response time
- Comprehensive view of patient medical history for effective diagnosis and precise treatments

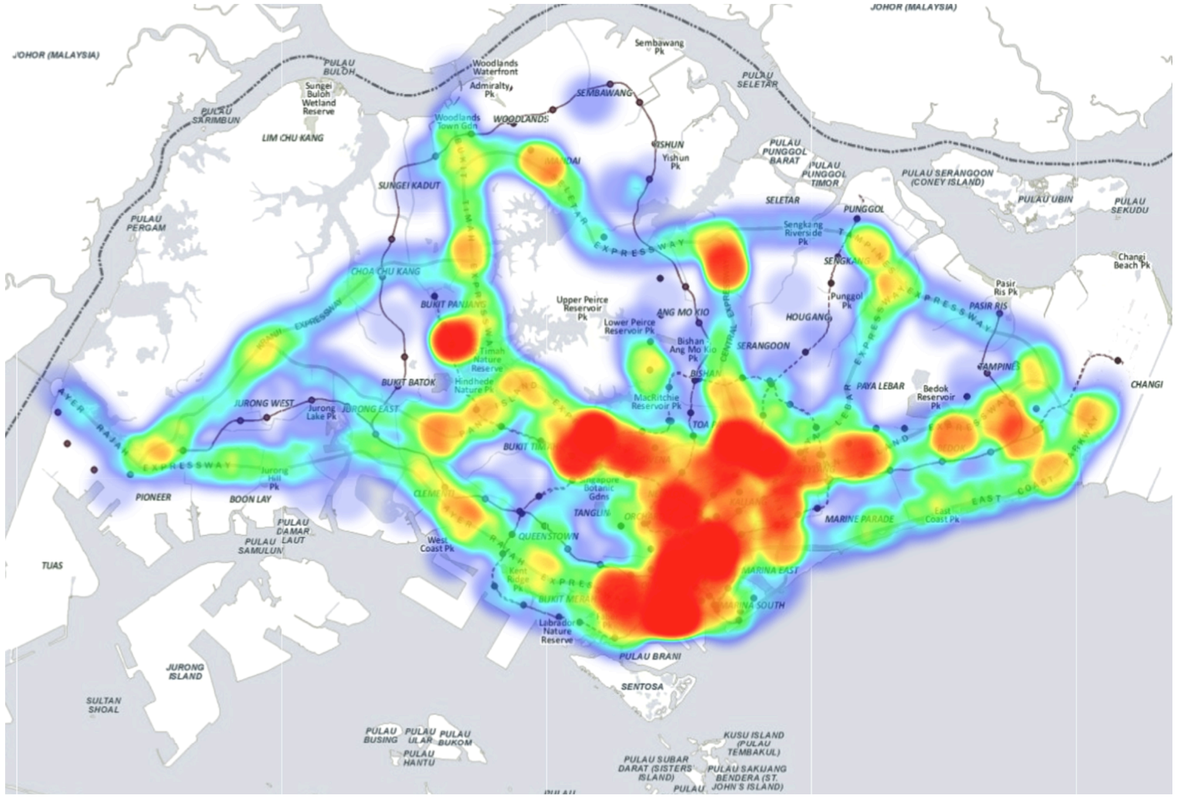


Google-like Searching for Medication, Patient e-Record, Lab Results and Visitor Information; Serving all Physicians in Singapore

Real Time Customer Insights

1 of the Top 5 Global Banks in Singapore

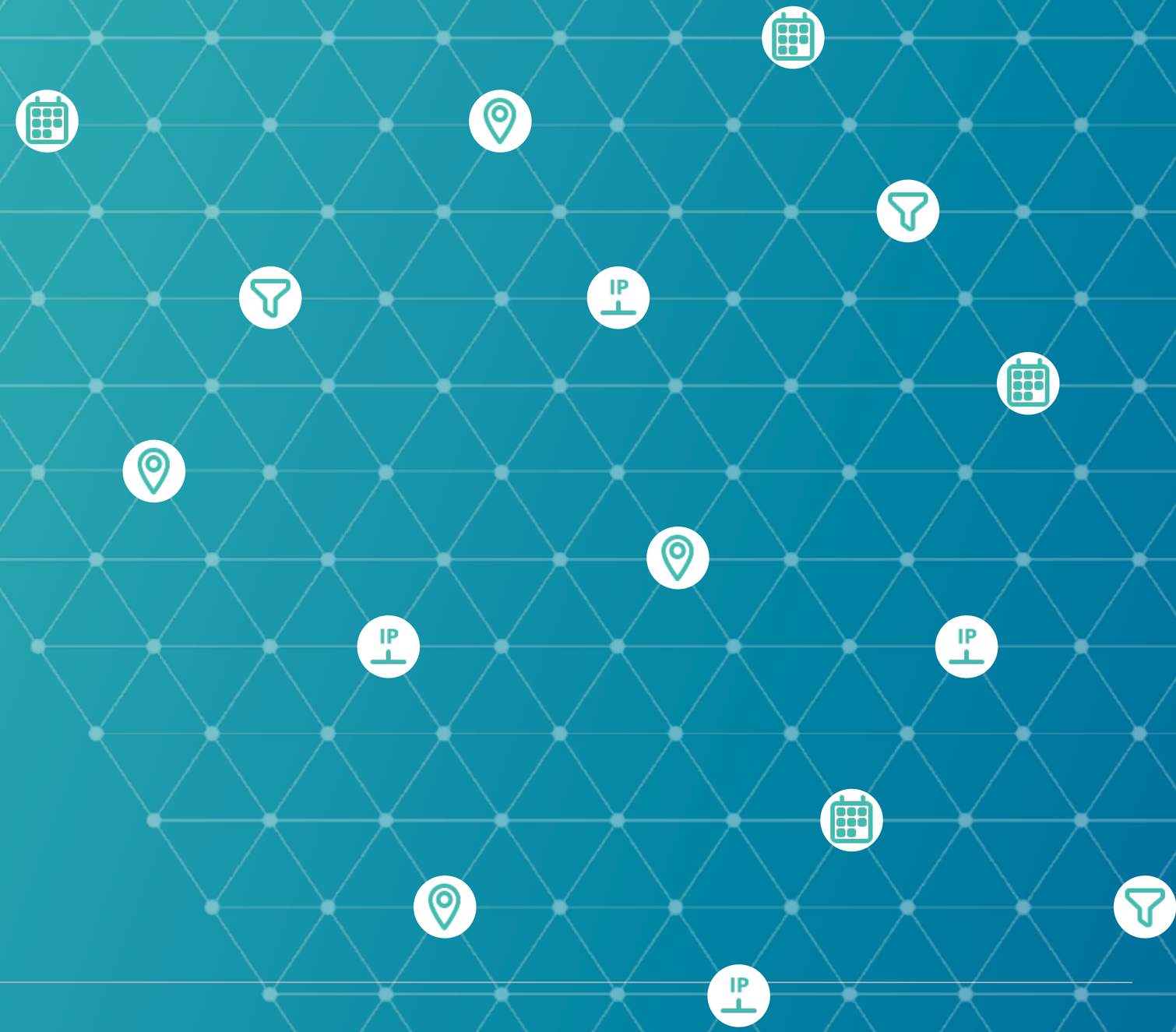
- Push real-time personalized promotion coupons to mobile devices
- Better understand customer spending behaviors to drive effective upsell / cross sell opty
- Visualize all credit card transactions on map in near real time - When & Where
- It’s all about customer experience



Customer Experience is King

Logs Logs Logs, many devices, many systems

More than 40% of our customers use our products for operational log analysis



elastic

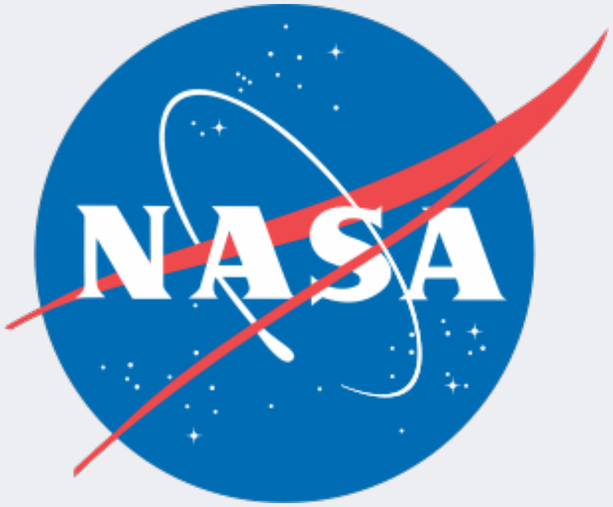
verizon

We collect more than

1.2 TB logs every day from our infrastructure, web servers, and applications.

BNP PARIBAS
CORPORATE & INSTITUTIONAL BANKING

We are on track to achieve our goal to handle more than **20 PB of data** to serve over 100 technical and business teams at scale across the globe.



Operational analytics

Flight telemetry analysis

Anomaly resolution

Internal search engine

Real Time Application Anomaly Detection

CATHAY PACIFIC

1 of the World's Best Airlines

- Customer experience is king
- Proactive to issues, even for intermittent errors
- Fast to isolate problematic areas, while ruling out healthy areas
- Near-real-time visibility of end to end environment
- Flexible, customized dashboard for different roles

Image Broker / Alamy / Argusphoto

Sniff sniff sniff, find the bad actors in your data

200% YoY growth in security use cases with our products

elastic

NETSUITE

We handle more than

3 Billion daily events

while meeting our all of our data security requirements.

We analyze piles of data:

13B AMP queries/day

600B emails/day

16B web requests/day

Enterprise search

Intranet search

Real-time log analytics

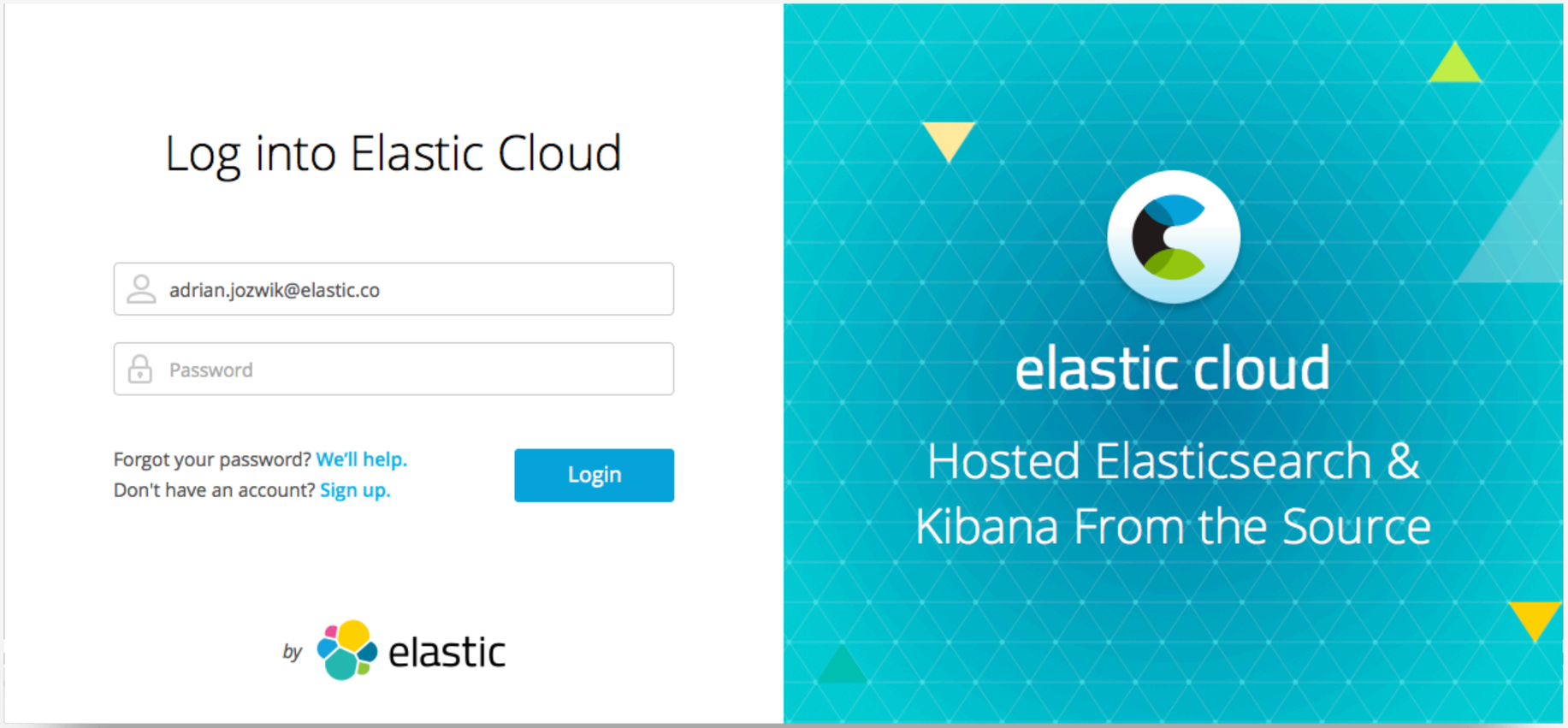
Legal contract repository

Trade tracking application

HR recruiting application

Cloud is 4real, let us host and manage the stack

250% growth in our cloud business since March 2015



GUIDESTAR shopify docker Octopart trooly

3rd Annual Elastic User Conference

March 7-9, 2017

- Pier 48
- San Francisco, CA
- 2,500 attendees

Elastic Cause Awards

- Recognizing 3 projects serving the greater good
- 2 comp tickets (conf + hotel) for the project team
- Deadline: Jan 1st

Thank you sponsors and partners