A Brief Punch History

2015

Thales Needs a Log Management Solution

Commercial log management solutions have poor performance, are not scalable or too expensive

IDEA STEP

Meet with the customer

We meet the French Soc Team. We all envision that building a solution on top of ElasticSearch and Kibana makes a lot of sense.

We present our vision wrt implementation. We get the Soc team their confidence in on our design. Let's go !

No time for sleeping

The first end-customer is identified. Not an easy one : far away (i.e. we will deploy remotely).

Time to code the first release. The first identified feature is the Punch language, we need it to start writing log parsers. We make it integrated into Storm/ Kafka pipelines.

WORKING

What about Deploying/Running/Upgrading

We are worry : no one seems fully and completely in charge of defining the automated build strategy.

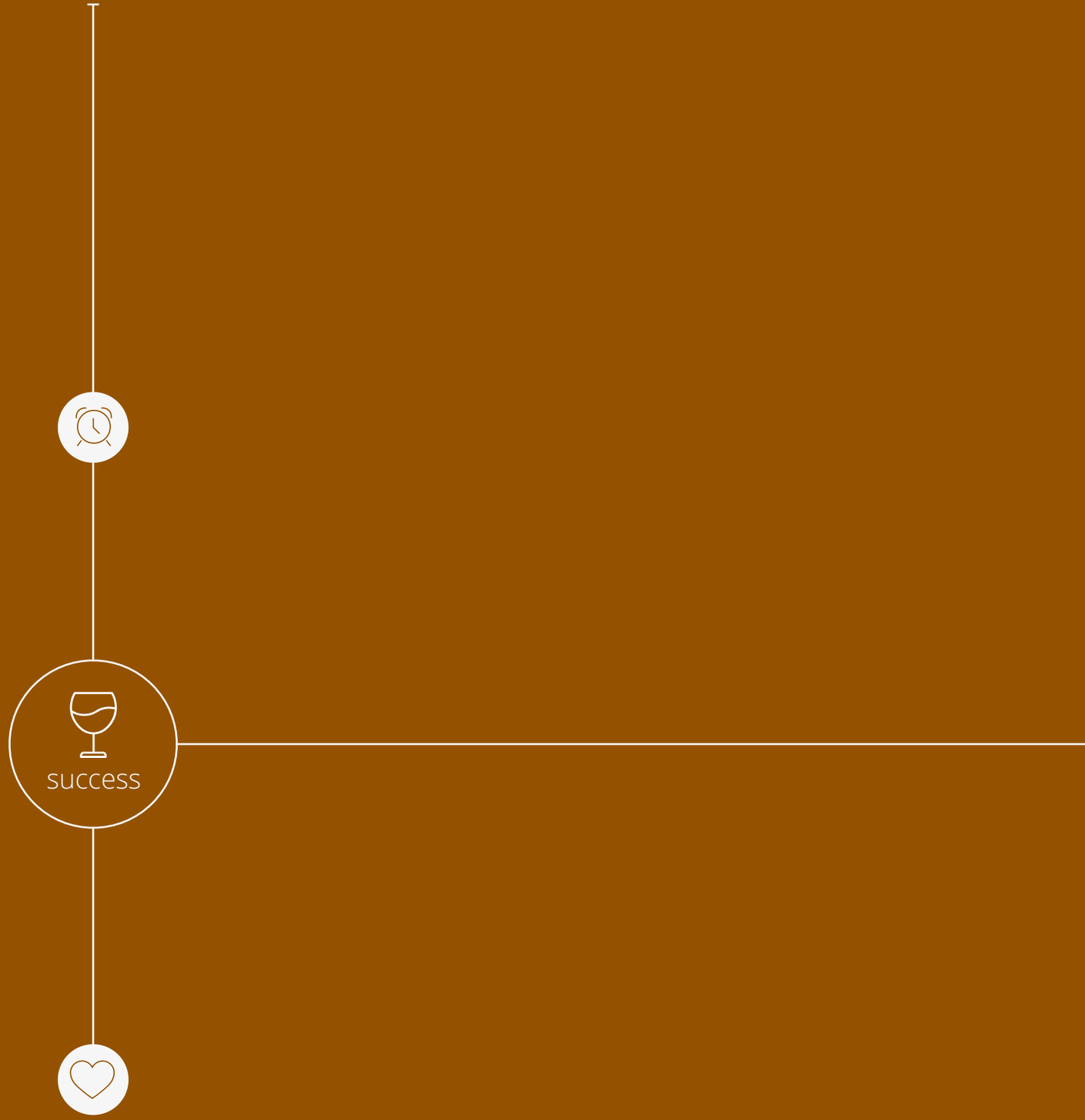
No one seems aware of the challenge to monitor a big data platform like what we are up to deliver.

It will be our problem, hence we start working on it.

We Run Short Of Time

We spend two months to design and implement the ansible-based deployer. Our ideas are simple :

everything must be defined in a configuration file
everything must be automated
everything must be monitored



It Worked !

That first customer will be our best friend ever.
They took risks, we took risks. We made it !

More customers

We deliver more platforms, bigger and bigger.

We understand that we indeed have bet on the right technologies : ElasticSearch is awesome. So are Storm and Kafka.

We learn

We get confidence, we improve our architecture,

We start designing large scale Elasticsearch clusters.

We start mastering live production update, configuring shards the right way.

2016

Different Customers

Canadian folks select our platform for a tiny supervision use case in transportation systems !

Licensing ? Export Control ? We do our best.

Welcome ElastAlert !

What about Machine Learning ?

We get in touch with data scientist friends, they join in and deliver us detection and anomaly algorithms.

Sounds nice but not easy. Not easy to design. Not easy to bring to production data.

Team Organisation

We are still a few.

We must provide support everywhere.

We start defining our professional service structure.

Communication

We cannot afford to waste a single euro.

We keep leveraging public cloud infrastructures.

We communicate on LinkedIn.

We have our website.

Our LiveDemo platform help us demonstrating the punch to many customers efficiently.

Time To Move

The plumbery works great.

Everybody can deploy a punch in one click. It is online and fully documented.

What next ?

2017

Design is very important

Our design is right.

New customers require new use cases, new architectures, new distributed data pipelines.

Our simple channel concept on top of storm, kafka, punch language and a few configuration files has never been taken short.

Consequence : we can focus on Spark and ElasticSearch. We will survive.

Spark PML and Designer

It Worked !
We can design arbitrary jobs,
run them,
and see their processing in real time !

It is *extremely well* positioned

Whatever comes
next :
We are ready

We Work With

TCS
security issues, business convergence.

GBUs
use cases, use cases, use cases.

ThalesService
software, business & marketing teams.

DigitalFactory
MVPs, data scientists

Research Labs
Theresis

Startups
Warp10, Sicara

2018

Where are we ?

What are our competitors ?
Are we still on track ?

We do have a competitor ?
Elastic X-Pack.

They are great.