



Monitor Your Business Transactions

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Presenters



Stéphane Lapie

Presales Engineer – 2 Years @Splunk
Specialized in App Delivery, IT Ops and Cloud
Went from Dev, to Ops to Presales
(was a Splunk Customer)



Romain Testu

Presales Engineer – 1 Year @Splunk
Specialized in Business Analytics and Middleware
Former SOA Architect

Machine Data Is A Critical Source Of Insight...

“By 2017, over **50% of analytics implementations** will make use of **event data streams** generated from instrumented machines, applications and/or individuals.”

Gartner[®]

Agenda

- Some Reminders
- SOA Architecture And Splunk Value
- Demo
- Key Takeaways

Some Reminders



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Run The Business In Real-time

Security Operations Center - SOC

Network Operations Center - NOC

Business Operations Center - BOC

Descriptive
(BI Tools, Data Lakes)

On the fly

Predictive
(Models)



Data From the Past

T - a few days



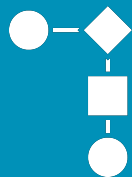
Real-time Data

T + a few days



Statistical Forecast

Customer Use Cases For Business Analytics



BUSINESS
PROCESS
ANALYTICS



CUSTOMER
EXPERIENCE
ANALYTICS



PRODUCT
ANALYTICS



DIGITAL
MARKETING

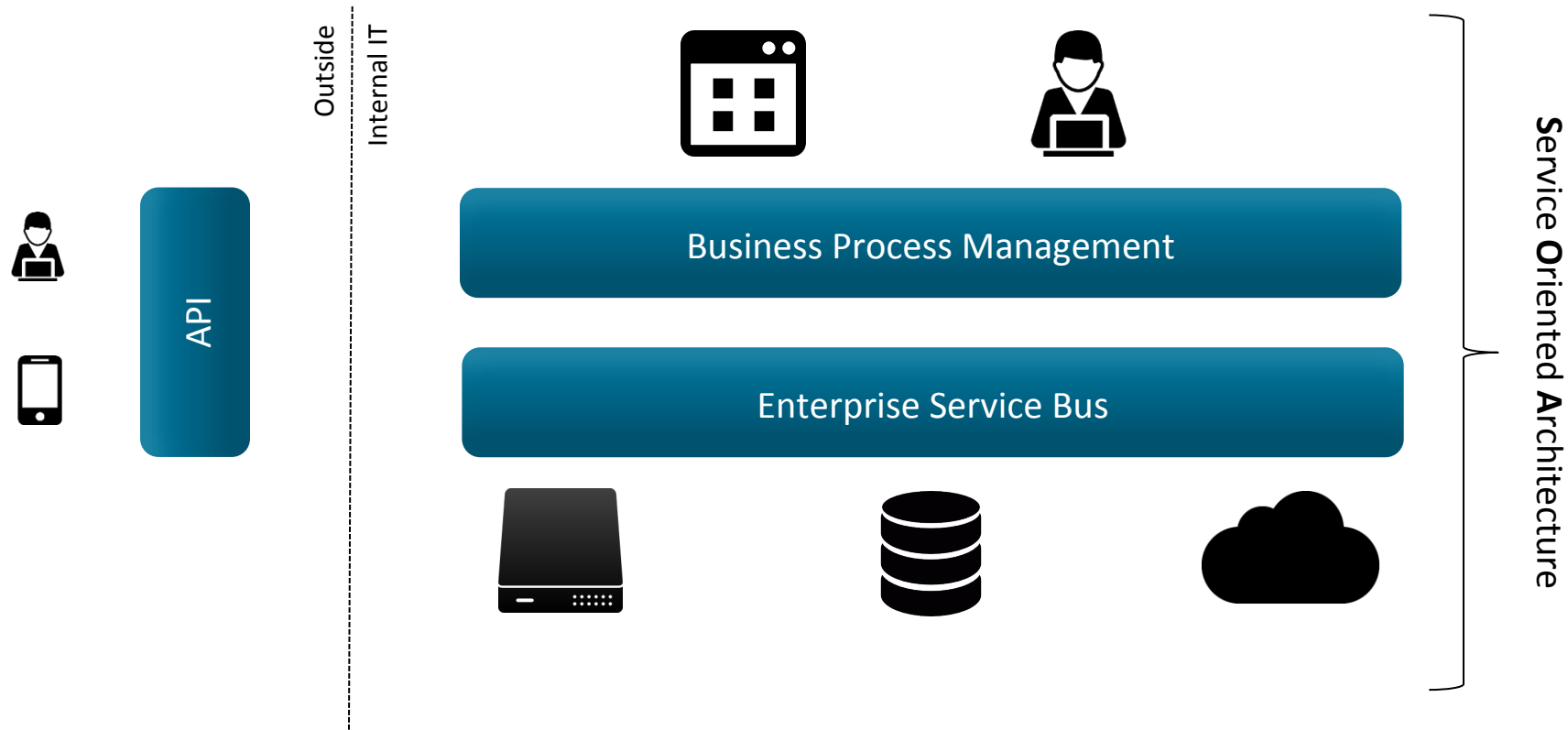
SOA Architecture & Splunk



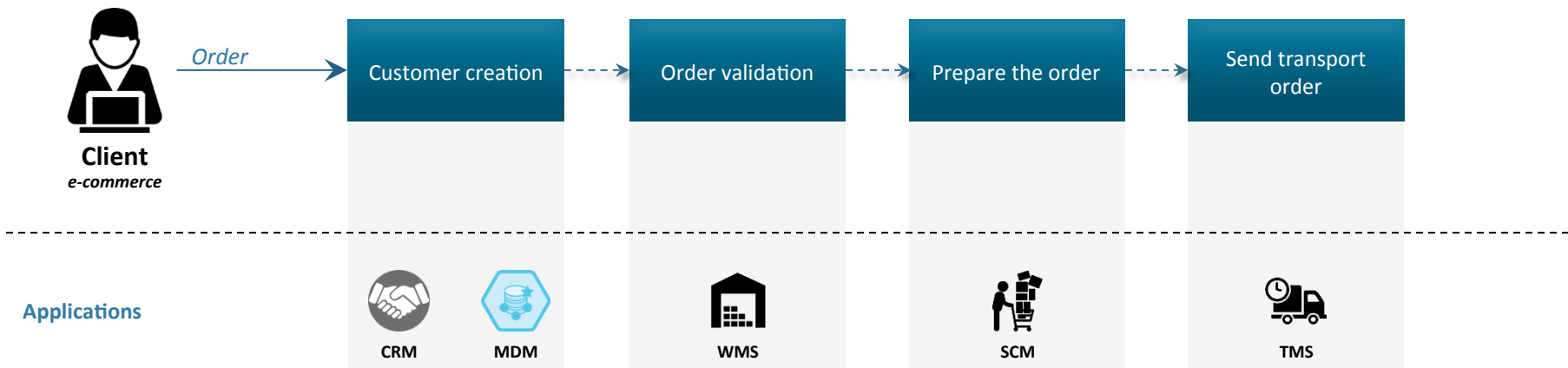
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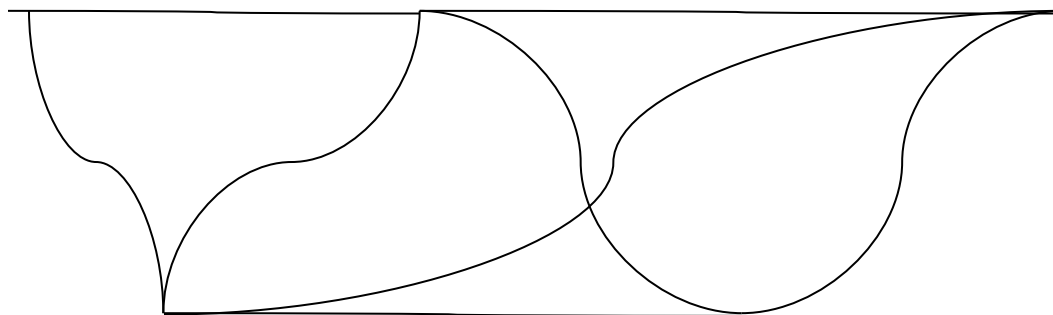
Service Oriented Architecture



Sample Business Process



Classical integration
Point to point



Enterprise Service Bus

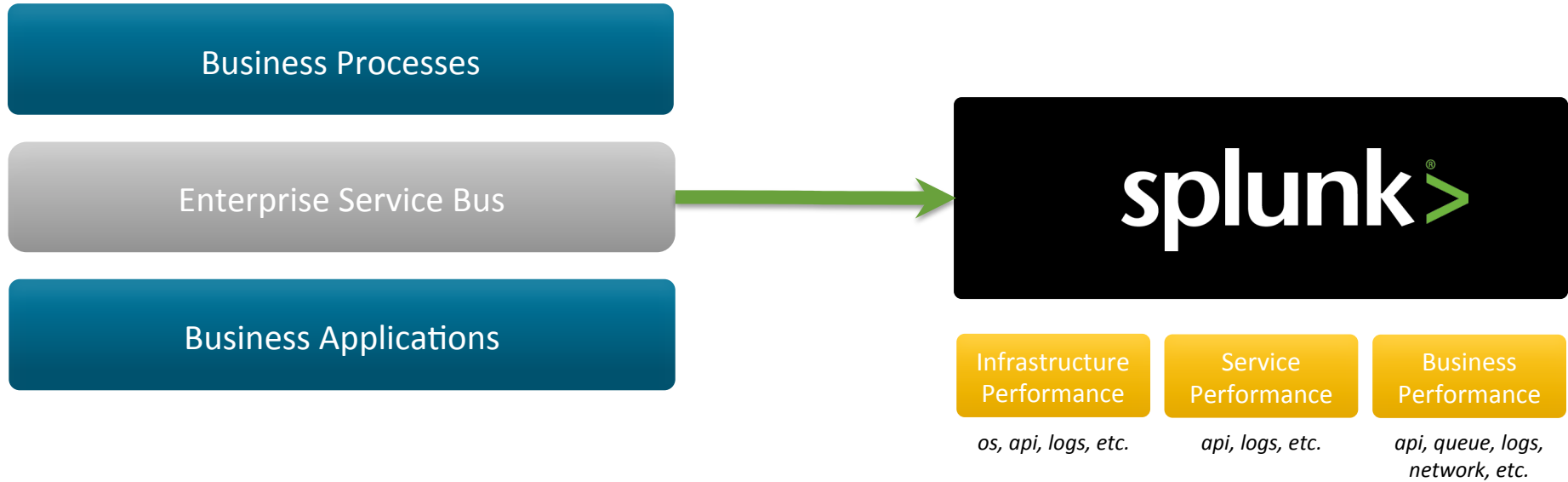


- Concentrate application exchanges (real time) : virtualization, routing, loose coupling, etc.
- **Critical**

Middleware Monitoring

- Application exchanges are critical, a loss of service will directly impact the business
- Three monitoring levels :
- Good news, all those monitoring levels can be addressed by Splunk ;)

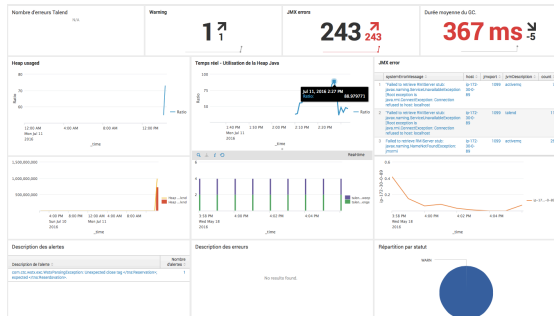
ESB & Splunk



ESB & Splunk

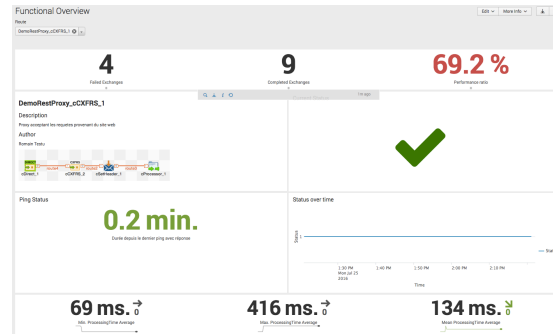
Infrastructure Performance

os, api, logs, etc.



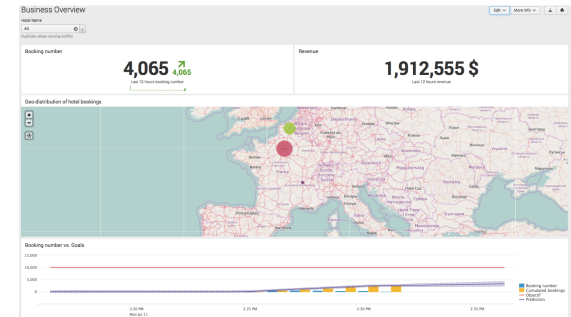
Service Performance

api, logs, etc.



Business Performance

api, queue, logs, network, etc.

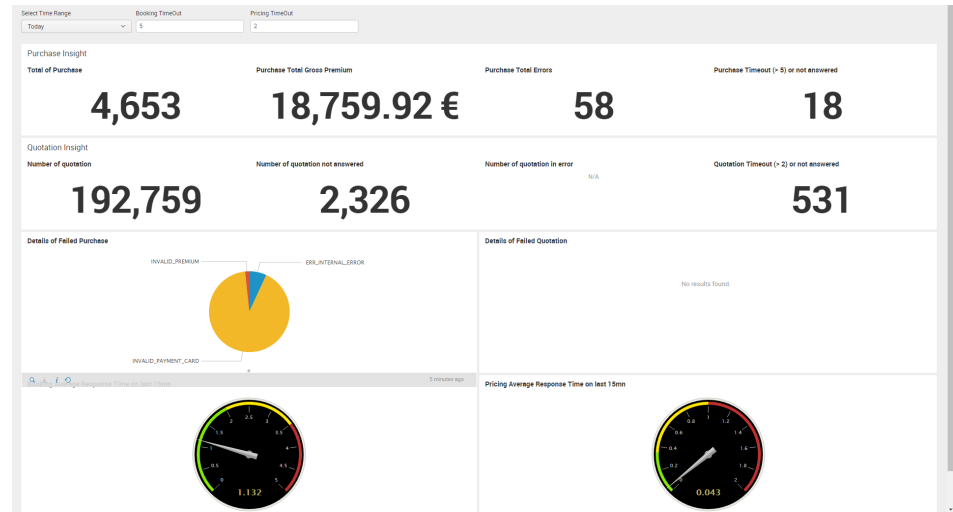


European Insurer

“In a few days we managed to monitor all our Camel Business Transactions. Thanks to Splunk we now have a real time visibility on the Business coming from our partners and are able to monitor our SLAs.”

Mathieu

E-commerce Architect



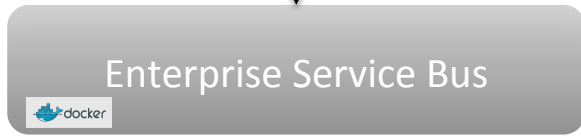
- Analyze transactions coming from partners
- Measure SLAs, Errors and Revenue
- A/B Testing campaign analysis (TBD)

Demo



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Architecture



Data Collection



Log file



Stream

Enterprise Service Bus



API



Queues

Log files payload, container errors, etc.

Stream All exchanges including payload

API Deployed routes, route execution statistics, etc.

Scenario

- Website connection : <http://splunk4esb.com>
 - Please make some availability requests and reservations
- BAM through ESB traffic (Stream)
- Analyze availability requests per hotel vs hotel availability, hotel bookings per region, etc.
 - Link Business to IT
 - Measure Marketing campaign efficiency

Key Takeaways

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Key Takeaways

We are a Data Fabric

One source,
many use cases

Report as you will

Be creative

Questions?



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THANK YOU

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