Moving From Data To Wisdom

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Mark Runals

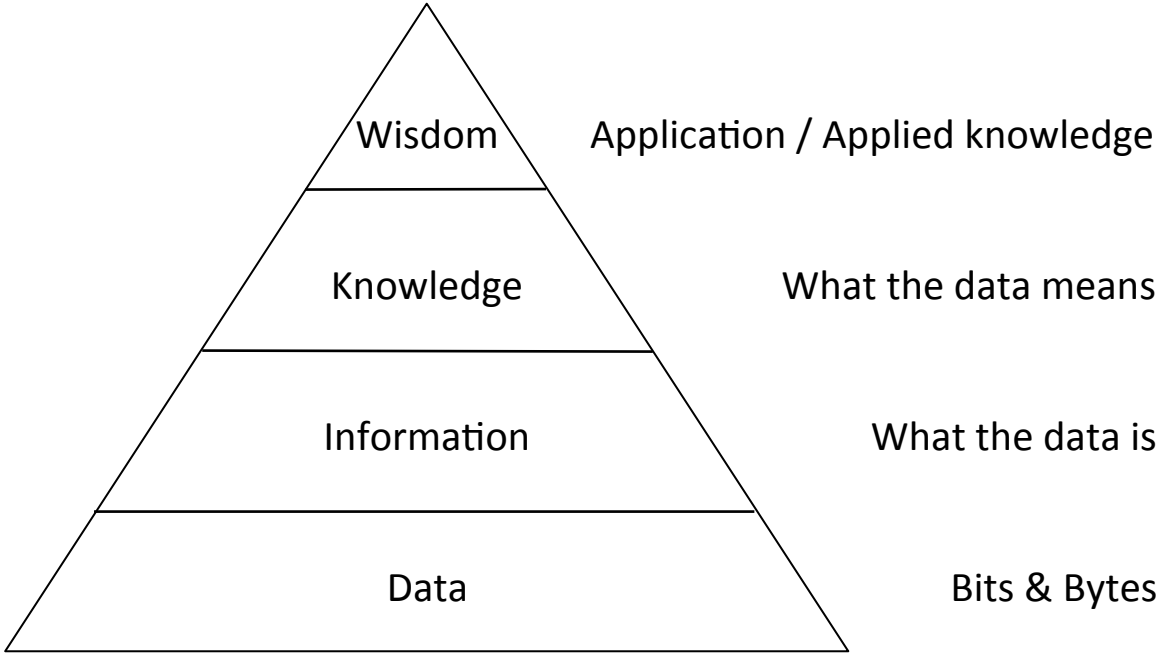
- 4 yr Splunk User
- ArcSight admin for 3 yrs
- Worked in InfoSec for 10+ yrs
- 2015 SplunkTrust Member

➢ Getting data into Splunk isn't the end game!

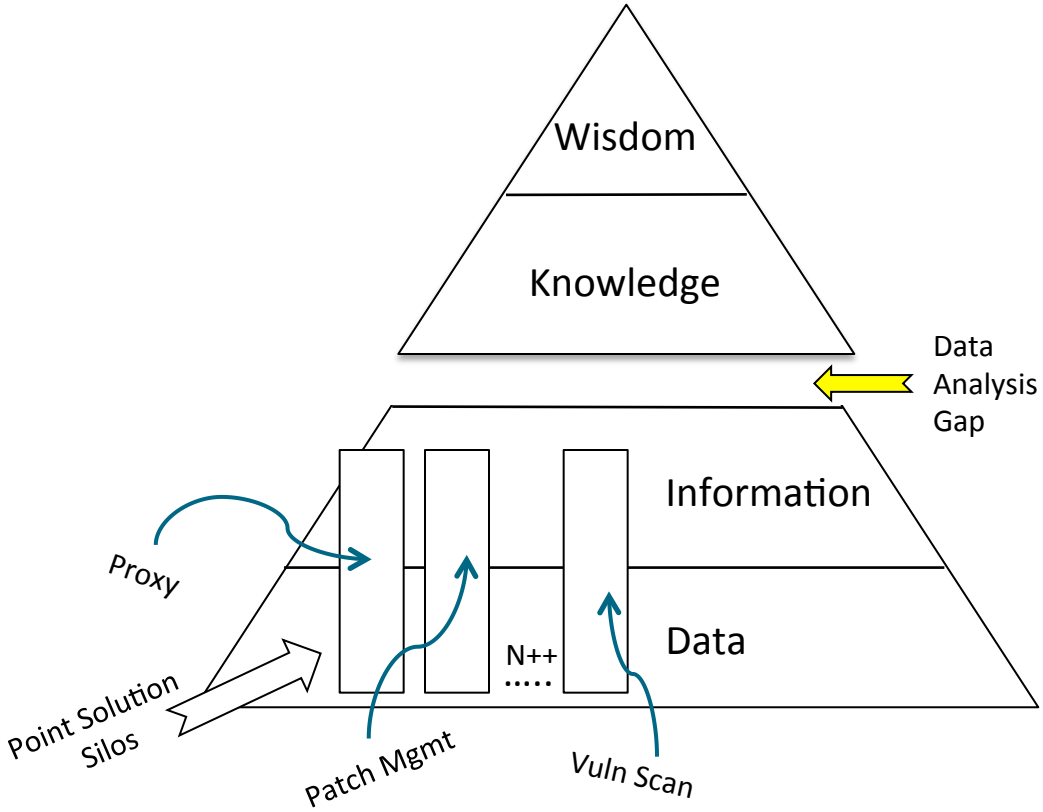
Outcomes

- Paradigm to rethink data/analysis
- Common framework for Admins & ‘Management’
- Deeper appreciation for what Splunk is

DIKW Pyramid



Typical Business



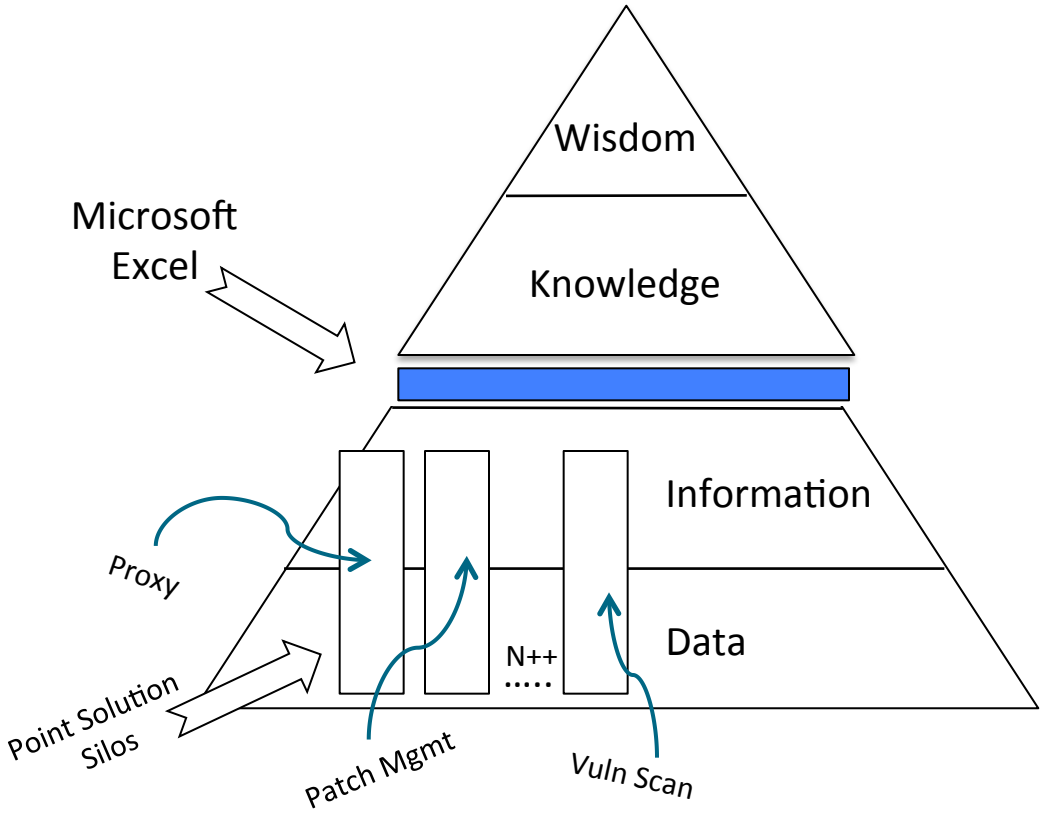
Management

Conceptual Views
Lines of Business
Service Health

System Admins

System Centric Views
Component Health
Discreet SMEs

Typical Business



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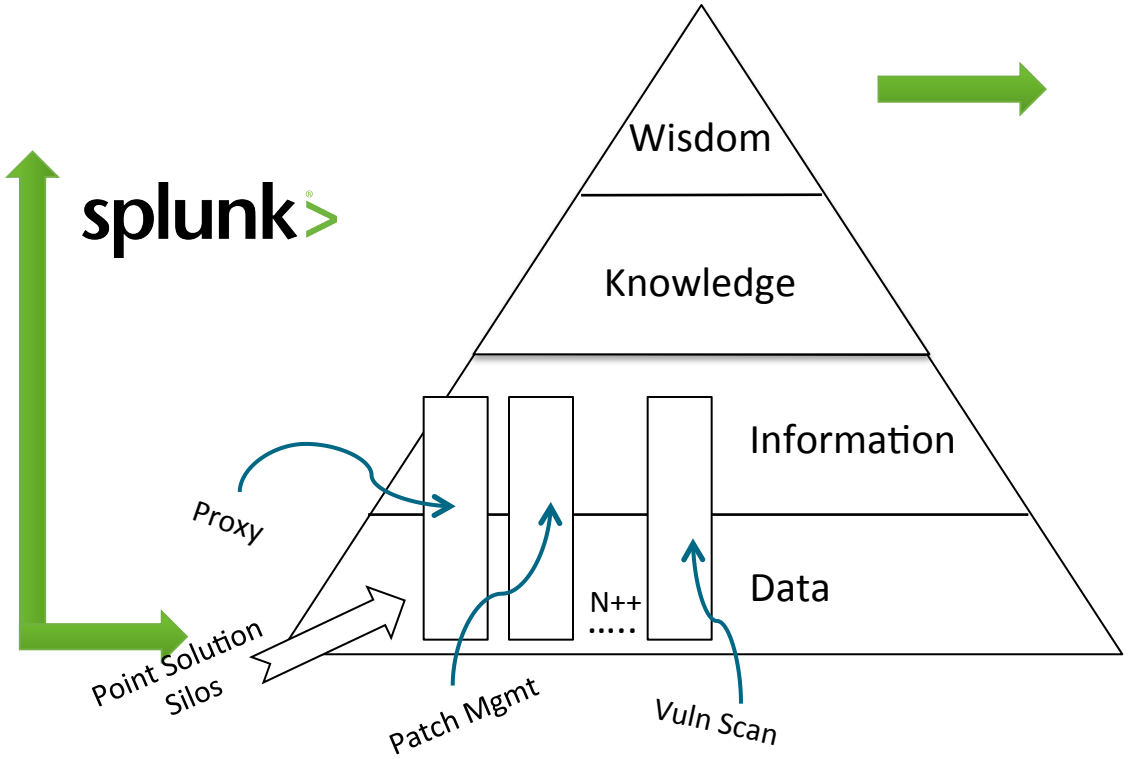
What Splunk Brings

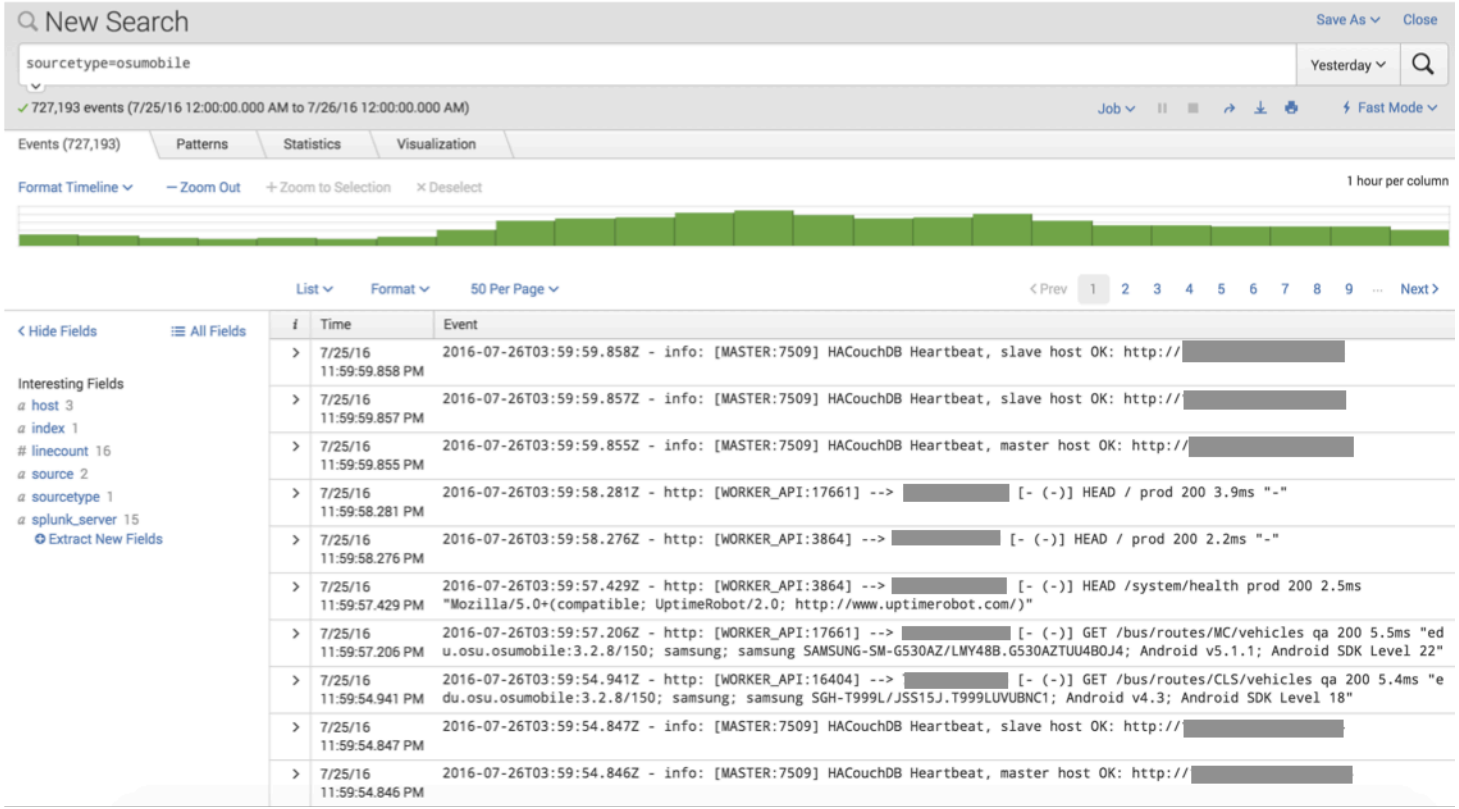


Business insight from operationally enriched data

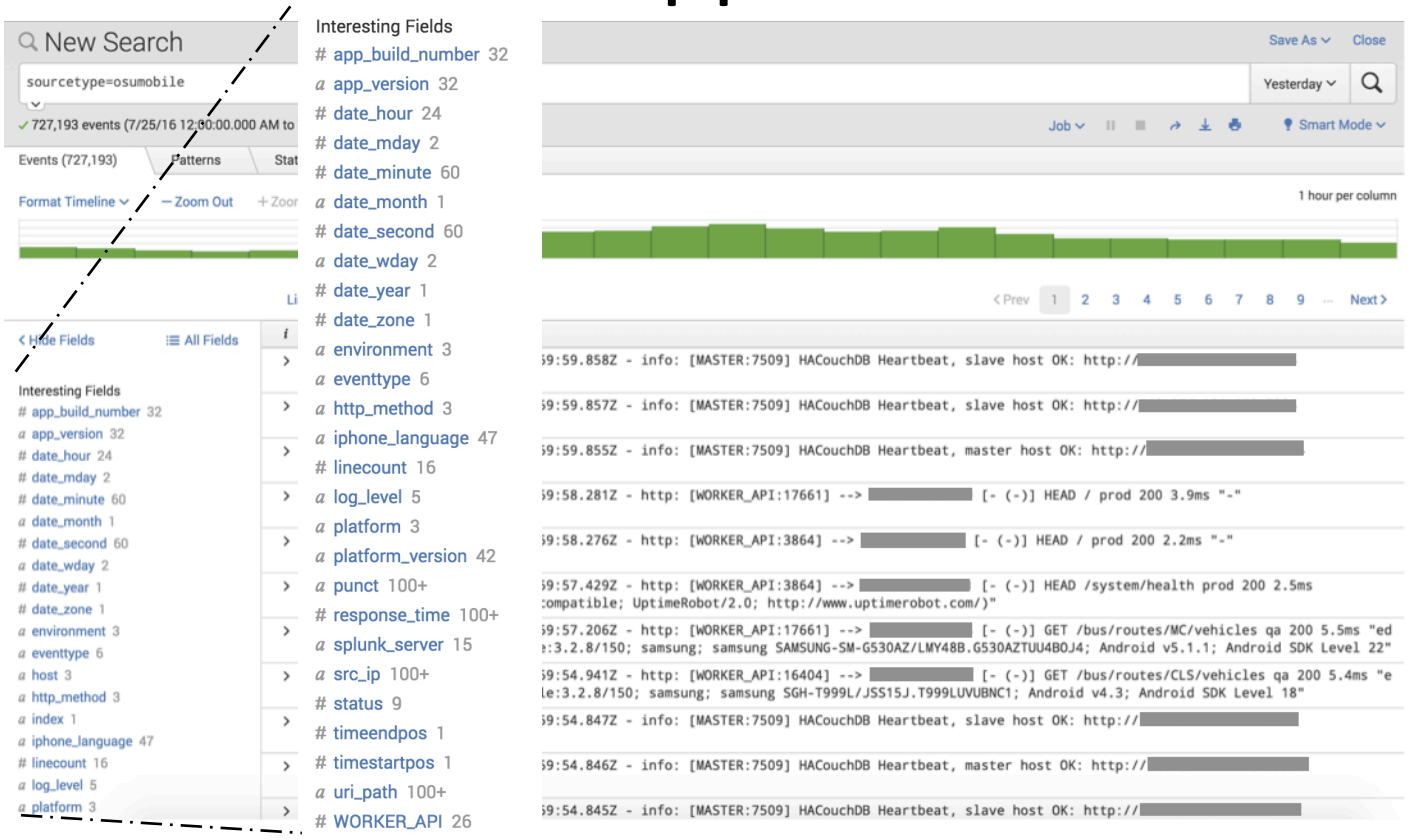
- Enrich data with business context
- Powerful analytic platform
- Correlate data across silos
- Dynamic query

Splunk Maturity Model

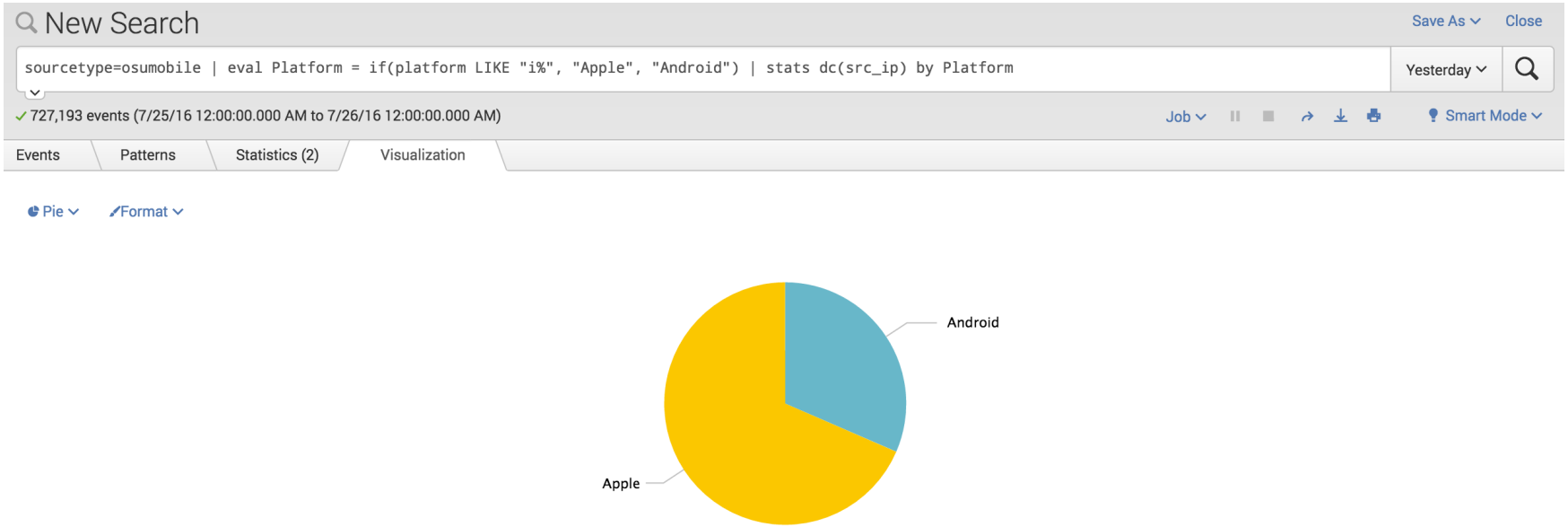
OSU Mobile App - Data



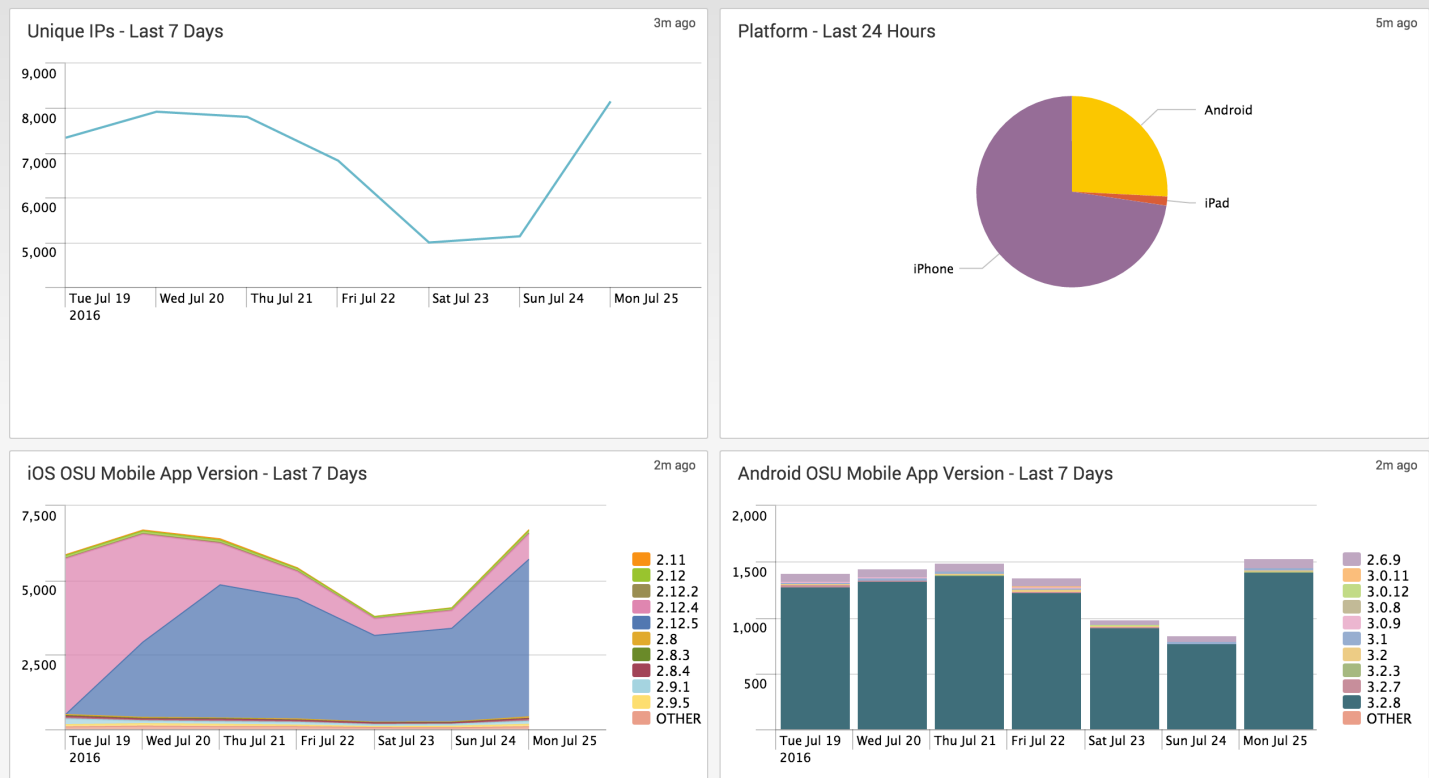
OSU Mobile App - Information



OSU Mobile App - Knowledge

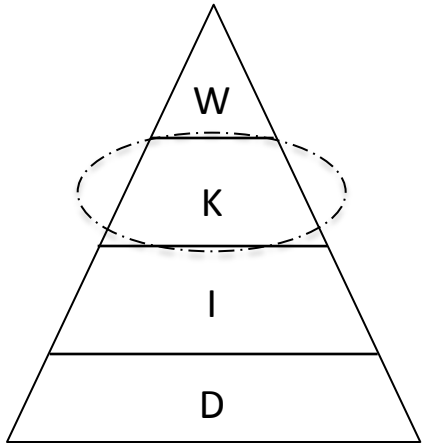


OSU Mobile App - Wisdom



Other Thoughts

- Leverage the Splunk Common Information Model (CIM)
  Common ‘language’ across data types
- Use Knowledge Objects to bridge systems to services
  lookups, tags, eventtypes
- Make alerts more actionable – not just What happened
  Incorporate recipient’s ‘next’ question (ie where, who)

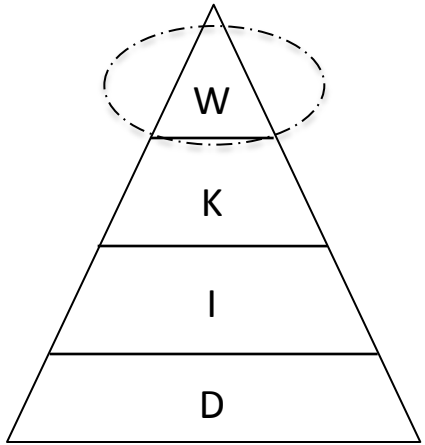


Final Thoughts

- Understand the difference between Measurements and Metrics
  Metric = combination of 2 or more measurements

- Administer Splunk with end state in mind
  - What are your use cases?
  - What pain points are you trying to address?

- Help bridge the Information and Knowledge analytic gap
  - ➢ Key step in leveraging Splunk toward ‘Wisdom’ ends



THANK YOU

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