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An Introduction to Splunk IT Service Intelligence (ITSI)

Brief introduction to ITSI's goals, use cases and a demo

Alok Bhide | Director of Product Management, ITSI

September 26, 2017 | Washington, DC

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About Me

Director of Product Management

Alok Bhide

- 6+ years at Splunk
- Product Owner of several solutions, apps and add-ons, focused on IT Ops
- Part of the IT Markets Group
- With ITSI From the start 4 years ago

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Rethink and Improve How IT Operates

Using Artificial Intelligence for IT Operations

Traditional IT

- Structured data
- Brittle tools and integrations
- Obsession with “faults” and “traps”
- Focus on components parts
- Search oriented

Data Driven IT

- Structured and unstructured data
- Robust data integrations
- Real-time insights from big data
- Focus on the whole service
- Machine learning-driven analytics

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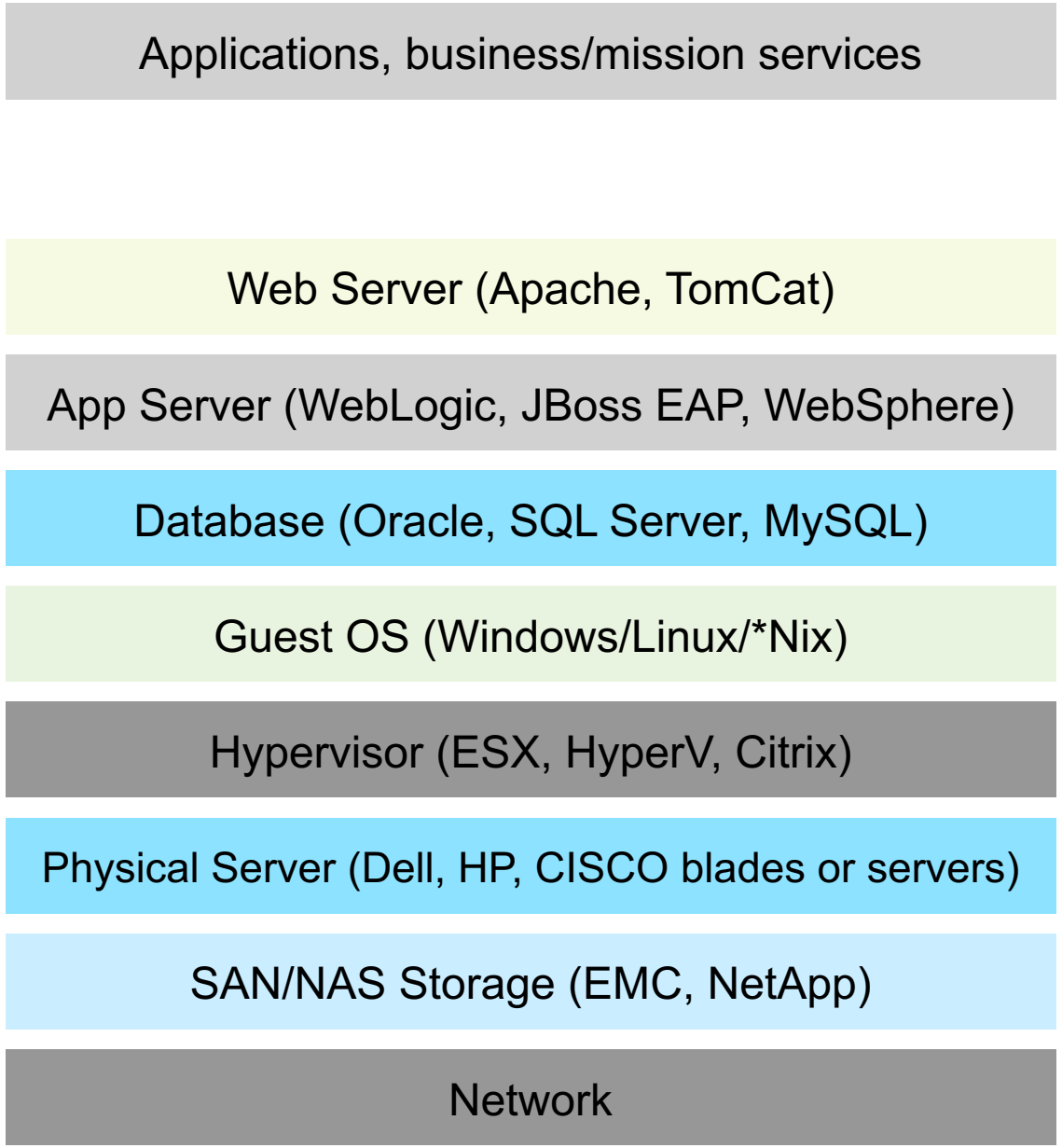
How IT Operates Today: IT Stack POV



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What is Needed: Service/App POV

Service/App	Claims	Status
Web Server	(1,2,3,4,5,6,7,8,9,10…N)	100%
App Server	(1,2,3,4,5,6,7,8,9,10…N)	100%
Database	(1,2,3,4,5,6,7,8,9,10…100)	98%
Guest OS	(1,2,3,4,5,6,7,8,9,10…N)	100%
VM/Hypervisor	(1,2,3,4,5,6,7,8,9,10…N)	95%
Physical Server	(1,2,3,4,5,6,7,8,9,10…N)	100%
SAN/NAS Storage	(1,2,3,4,5,6,7,8,9,10…N)	100%
Network		100%

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Database	(1,2,3,4,5,6,7,8,9,10…100)	98%
Guest OS	(1,2,3,4,5,6,7,8,9,10…N)	100%
VM/Hypervisor	(1,2,3,4,5,6,7,8,9,10…N)	95%
Physical Server	(1,2,3,4,5,6,7,8,9,10…N)	100%
SAN/NAS Storage	(1,2,3,4,5,6,7,8,9,10…N)	100%
Network		100%

Outage!

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You Need an Approach That…

Provides easy and seamless access to all data of any type and volume

1 Delivers **service context** to prioritize investigation

2 Understands **time-based behavior** based on historical patterns

3 **Helps you find what's broken quickly** with human-scale actionable alerts

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Splunk IT Service Intelligence™

Artificial Intelligence for IT Operations

Powered by machine learning and analytics for real-time service insights, simplified operations and root-cause isolation

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Splunk ITSI Multiple Use Case, One Solution

Service Insights

- Dynamic Service Maps
- Search based KPIs
- ML for thresholding and anomalies
- Cross environment views
- Deep dive service diagnostics
- Cross KPI alerting

Event Analytics

- Service context on events
- ML clustering of events for less noise
- Flexible aggregation policies
- Conditional actions
- Management capabilities

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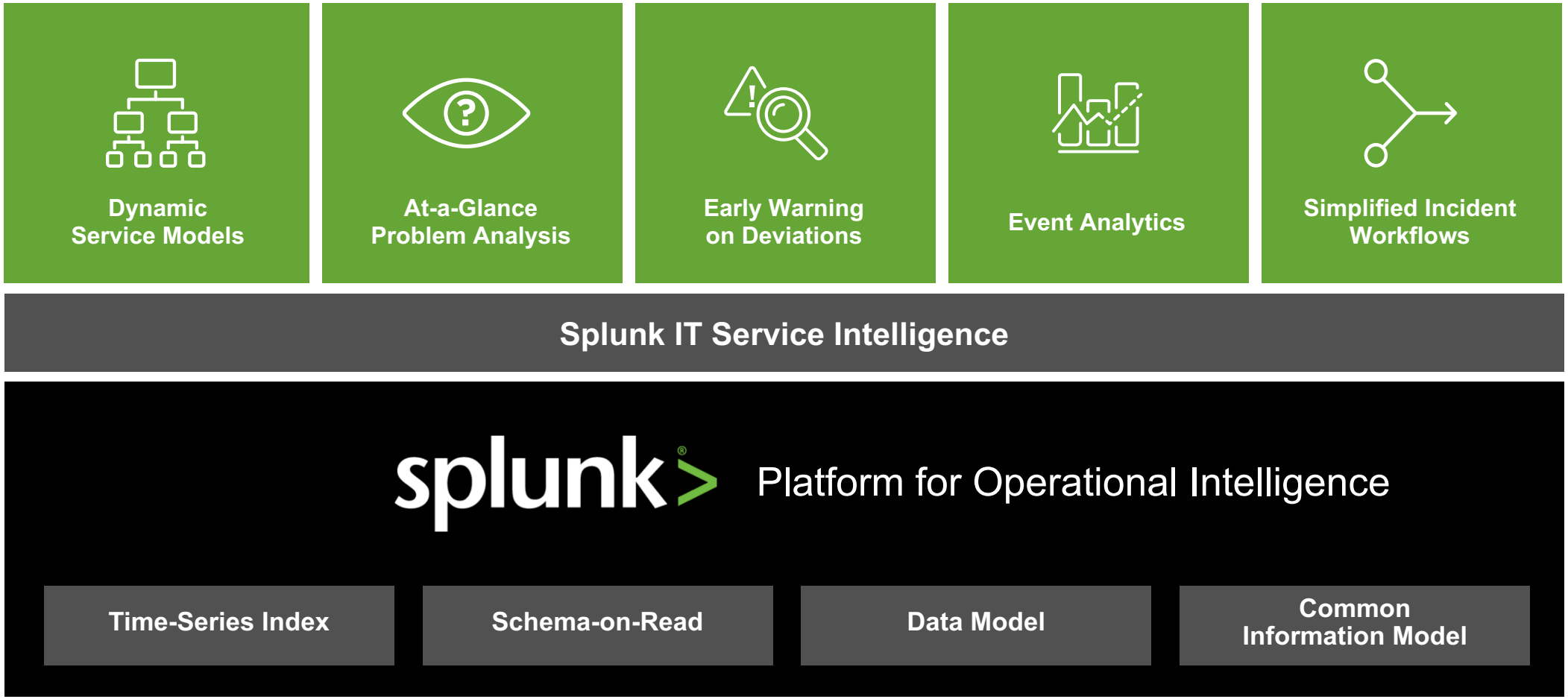
Splunk IT Service Intelligence

Data-driven service monitoring and analytics



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Splunk ITSI Demo

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Splunk IT Service Intelligence

Strategic, Business-Centric View of IT

Accelerated Value for IT

Data-Centric Approach to Service Mapping

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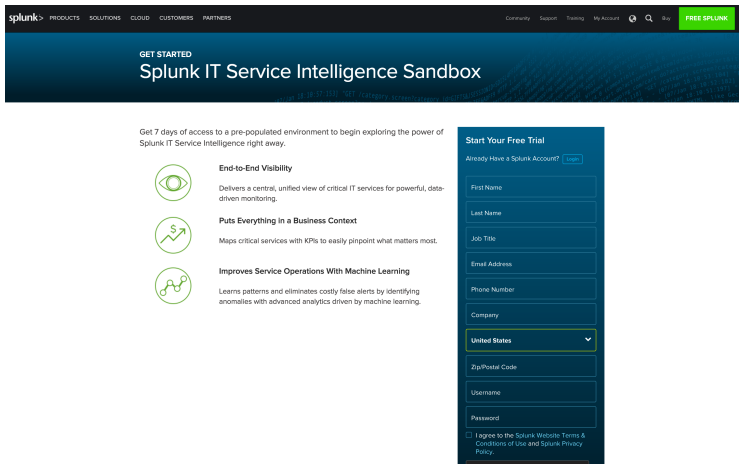
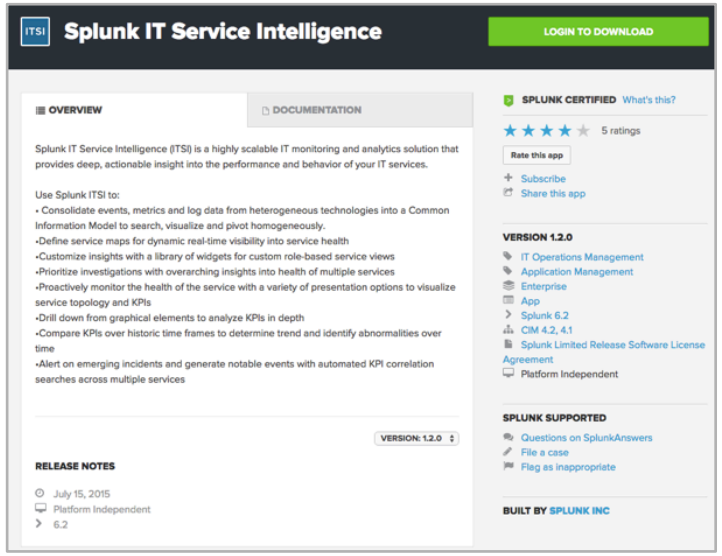
How Do You Get Splunk ITSI?

Online Sandbox



7 days of access to a free, personal environment in the cloud, with prepopulated data

Value Assurance



Engage in a proof-of-concept to index your data and experience Splunk ITSI

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Splunk-Sponsored Guided Workshop

What is it?

- 1-day on-site workshop
- Tightly linked with value
- Collaborative approach
- Build your own Splunk ITSI Glass Table

Define methods for:

- Proactive service monitoring
- Reduced risk and failures
- Faster issue resolution
- Increased business performance

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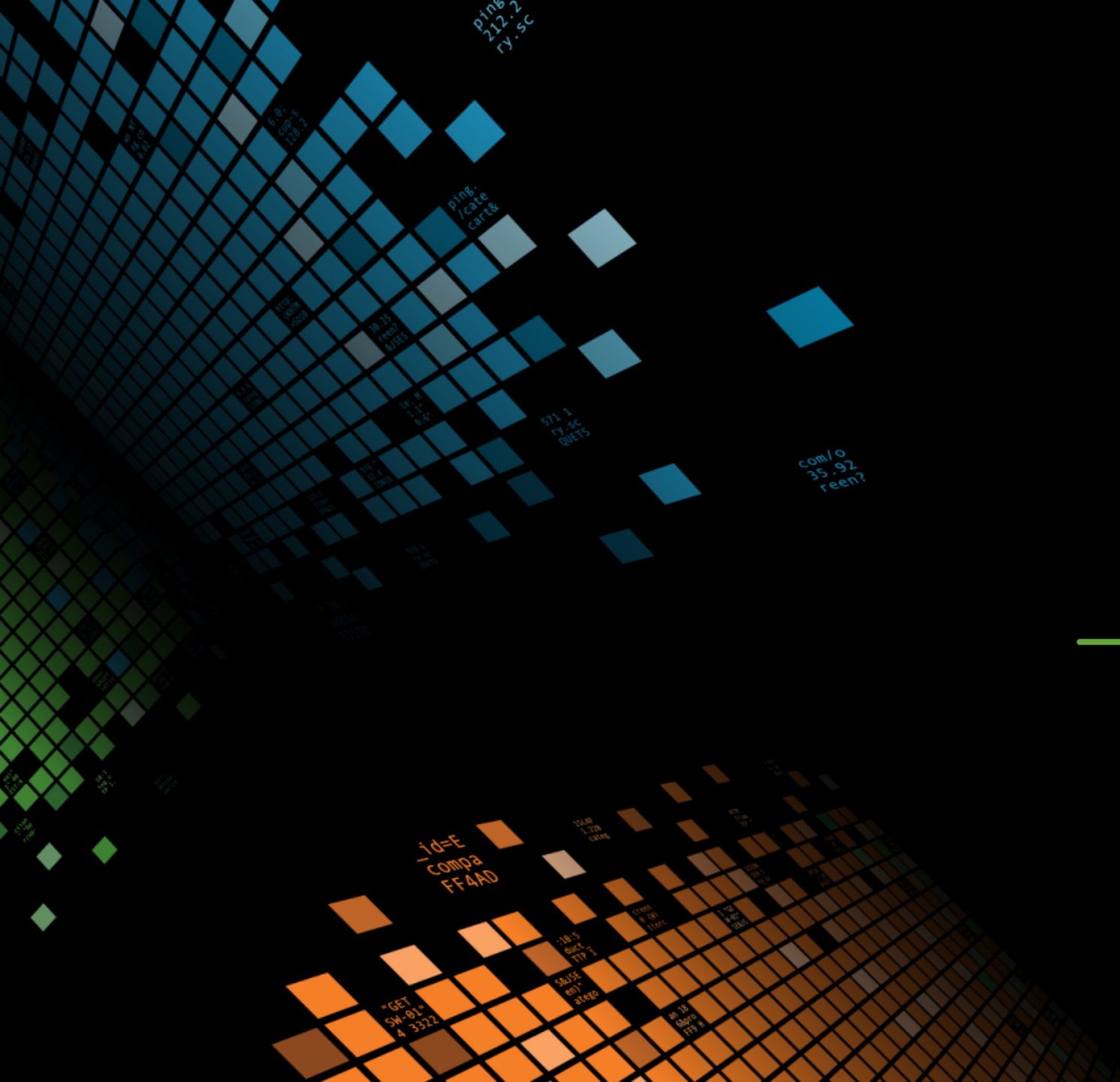

Q&A

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Want to Learn More About ITSI at .conf2017?

Tuesday September 26th, 2017

- **Ready, Set, Go! Learn From Others - The First 30 Day Experiences of ITSI Customers:** Tuesday, September 26th, 201712:05 PM- 12:50 PM Room Salon C
- **Splunk ITSI Overview:** Tuesday, September 26th, 2017 1:10 PM-1:55 PM Room 147 AB
- **PWC: End-to-End Customer Experience:** Tuesday, September 26th, 2017 2:15 PM-3:00 PM Room 143ABC
- **RSI: Operational Intelligence: How to go From Engineering to Operationalizing IT Service Intelligence Where the Rubber Meets the Road:**
  Tuesday, September 26th, 2017 2:15 PM-3:00 PM Room147AB
- **Cardinal Health: Ensuring Customer Satisfaction Through End-To-End Business Process Monitoring Using Splunk ITSI:**
  Tuesday, September 26th, 20173:30 PM-4:15 PM Room143ABC
- **ITSI in the Wild - Why Micron Chose ITSI and Lessons Learned From Real World Experiences:** Tuesday, September 26th, 2017 4:35 PM- 5:20 PM Room Salon C

Wednesday September 27th, 2017

- **Event Management is Dead. Time Series Events are the Means to the End, not the End Itself. See How Event Analytics is Revolutionizing IT:**
  Wednesday, September 27th, 201711:00 AM-11:45 AM Ballroom C
- **Triggering Alerting (xMatters) and Automated Recovery Actions from ITSI:** Wednesday, September 27th, 2017 1:10 PM- 1:55 PM Room Salon C
- **Leidos - Our Journey to ITSI:** Wednesday, September 27th, 2017 2:15 PM-3:00 PM Room147AB
- **How Rabobank's Monitoring Team Got a Seat at the Business Table by Securing Sustainability on Competitive Business Services Build on Splunk's ITSI:**
  Wednesday, September 27th, 2:15-3:00pm Room 147AB
- **Here Comes the Renaissance: Digital Transformation of the IT Management Approach:** Wednesday, September 27th, 2017 3:30 PM-4:15 PM Room Salon C

Thursday September 28th, 2017

- **The ITSI 'Top 20' KPI's:** Thursday, September 28th, 2017 10:30 AM-11:15 AM Room Salon C
- **Automation of Event Correlation and Clustering with Machine Learning Algorithms – An ITSI Tool:**
  Thursday, September 28th, 2017 11:35 AM- 12:20 PM Room Salon C
- **Event Management is Dead. Time Series Events are the Means to the End, not the End Itself. See How Event Analytics is Revolutionizing IT:**
  Thursday, September 28th 11:35 AM - 12:20 PM in Ballroom B
- **IT Service Intelligence for When Your Service Spans Your Mainframe and Distributed ITSI:**
  Thursday, September 28th, 2017 1:20 PM-2:05 PM Room Salon C

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