



# Business Value Delivery

For Enterprise Splunk Customers

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# Agenda



- 1** Who are we?
- 2** Value Based Delivery
- 3** Our Journey
- 4** Results
- 5** Looking Back

# UMBRiO

Reinventing the Business of IT

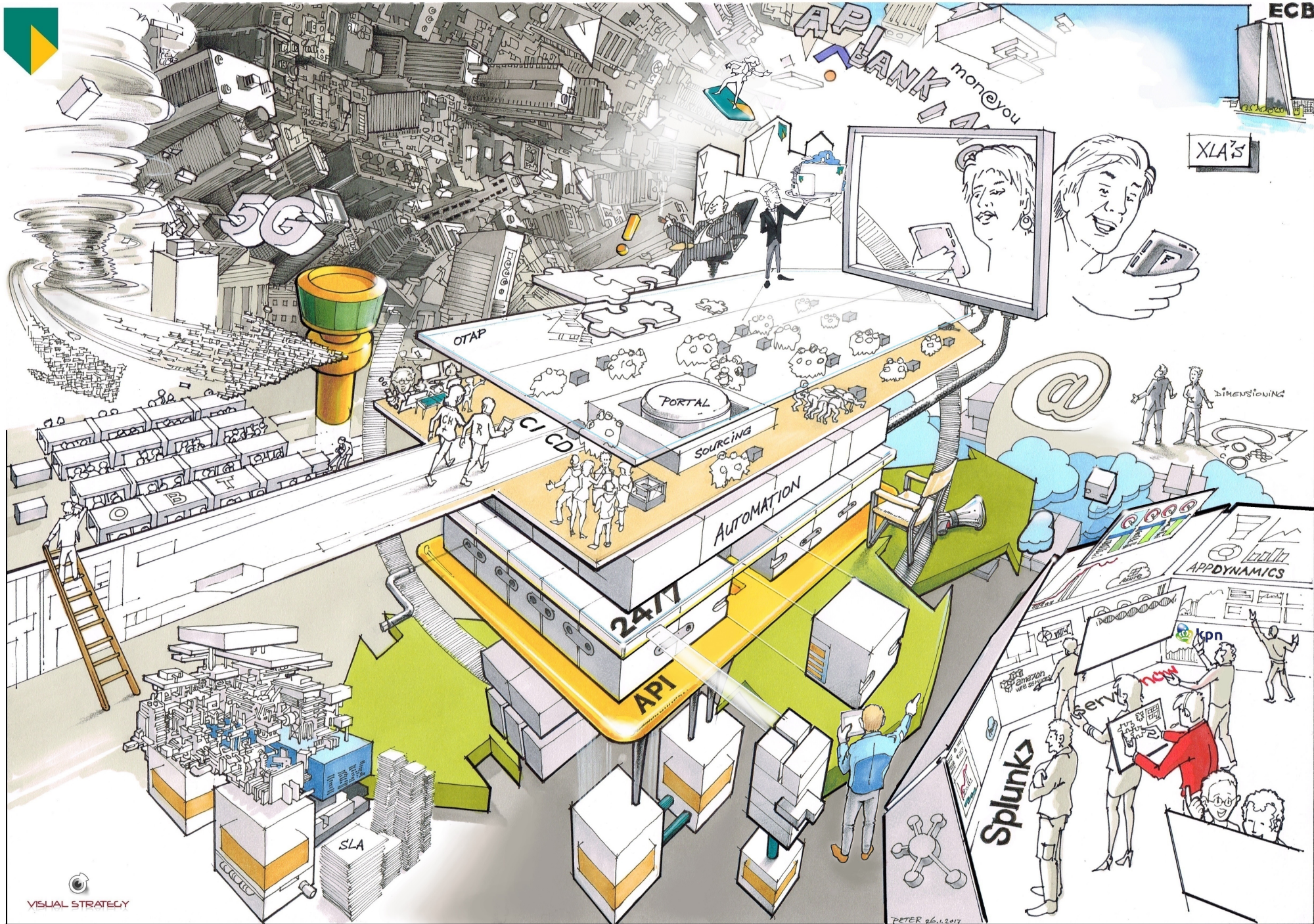
## Erik Witte

*“I believe in creating sustainable value for all stakeholders, through real partnerships, as valued part of the value chain, delivering results to real people instead of chasing an abstract accounting number.”*

- Founded in 2013
- MT are owners  
No VC, no bank!
- 60 professionals  
42/18 split (payroll/contract)
- Partnerships: Splunk, HPE /  
MicroFocus & New Relic
- Founder & CEO of UMBRiO
- 15+ years software sales experience  
(IBM/Oracle/HP)
- Multi customer – single delivery™







# Value Based Delivery

Our experience at ABN AMRO Bank





# Center of Excellence to support **ABN AMRO**

CoE evolved into a DevOps team

**Step  
1**

## **Get the Data – Store the Data...**

From a variety of sources

**Step  
2**

## **Correlate & Enrich Data**

Based on rules, dependencies or similarities to form information value

**Step  
3**

## **Formation of a DevOps Team**

Splunk knowledge and experience, data analysis, data models, data correlation, source interfacing and data extraction

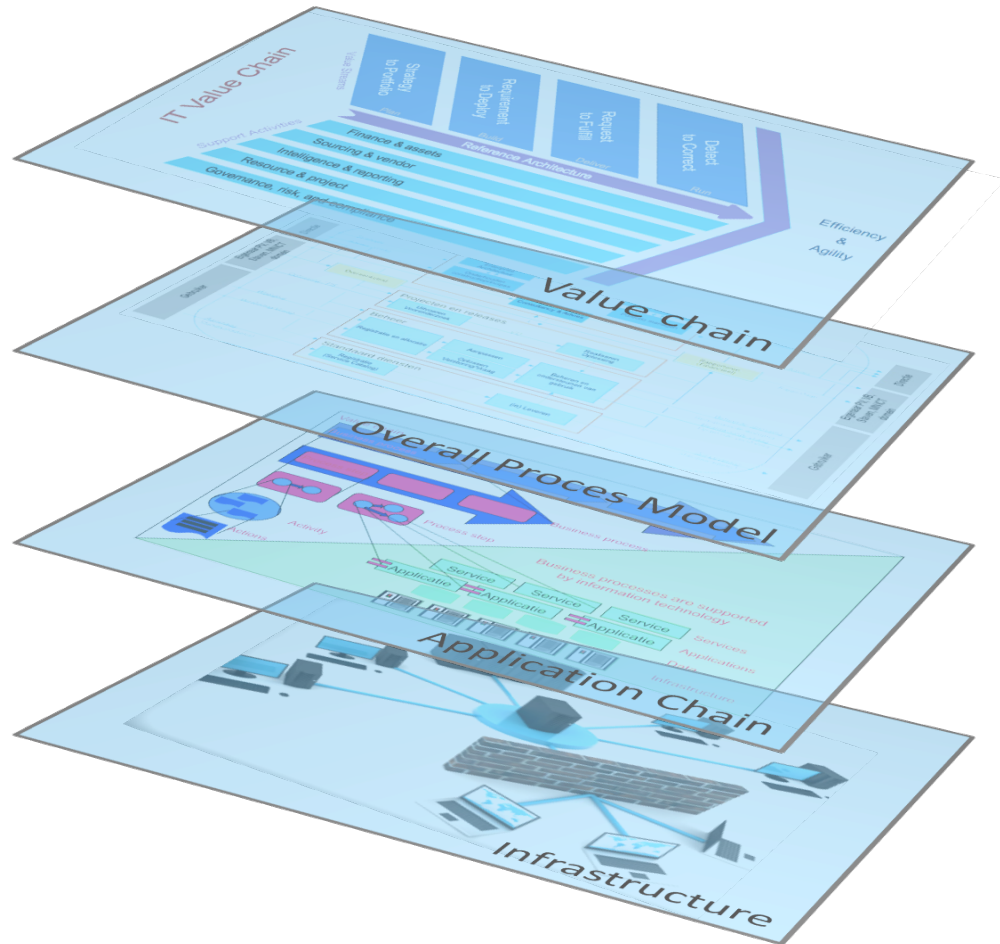
**Step  
4**

## **Instant Information**

Providing instantly actionable information

# Value Case Delivery

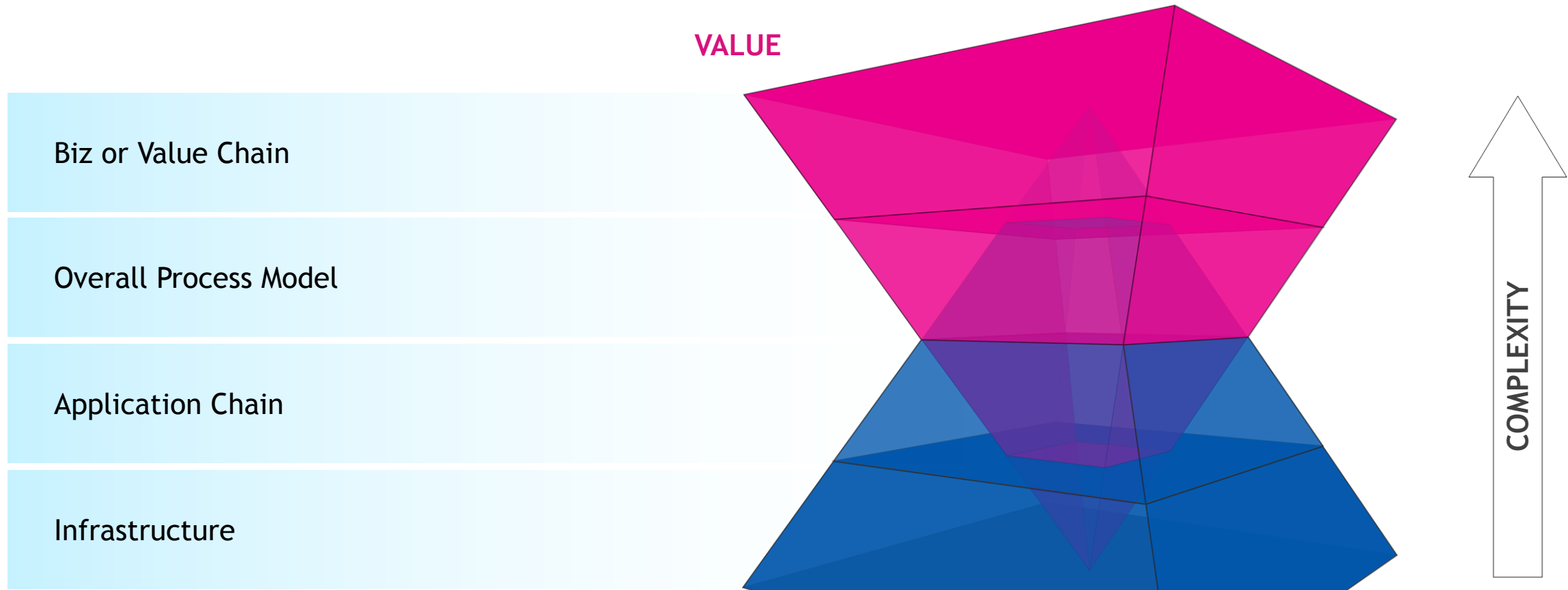
Value Cases exist on different levels of the organization



- ▶ Two types of Value Cases
- ▶ **Business** – and **Operational** Value Cases: a BVC has a top-down perspective, where an OVC takes a bottom-up approach.
- ▶ In Agile terms: an Epic relates to one Value Case. The Value Case consist of several Stories. A User Story may consist of one or more Splunk Use Cases.
- ▶ **Goal of the team is Return of Investment for all Splunk related cost through Value Case delivery.**

# Value Pyramid Paradox

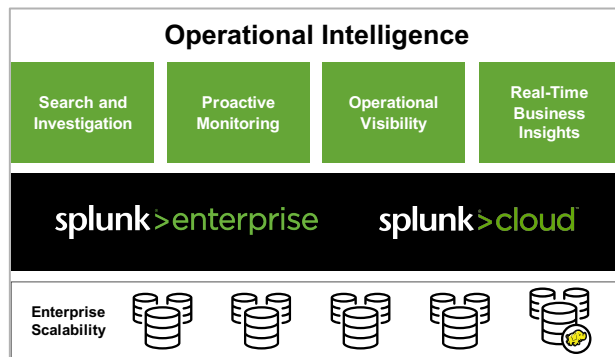
The value of data related to complexity of disclosure



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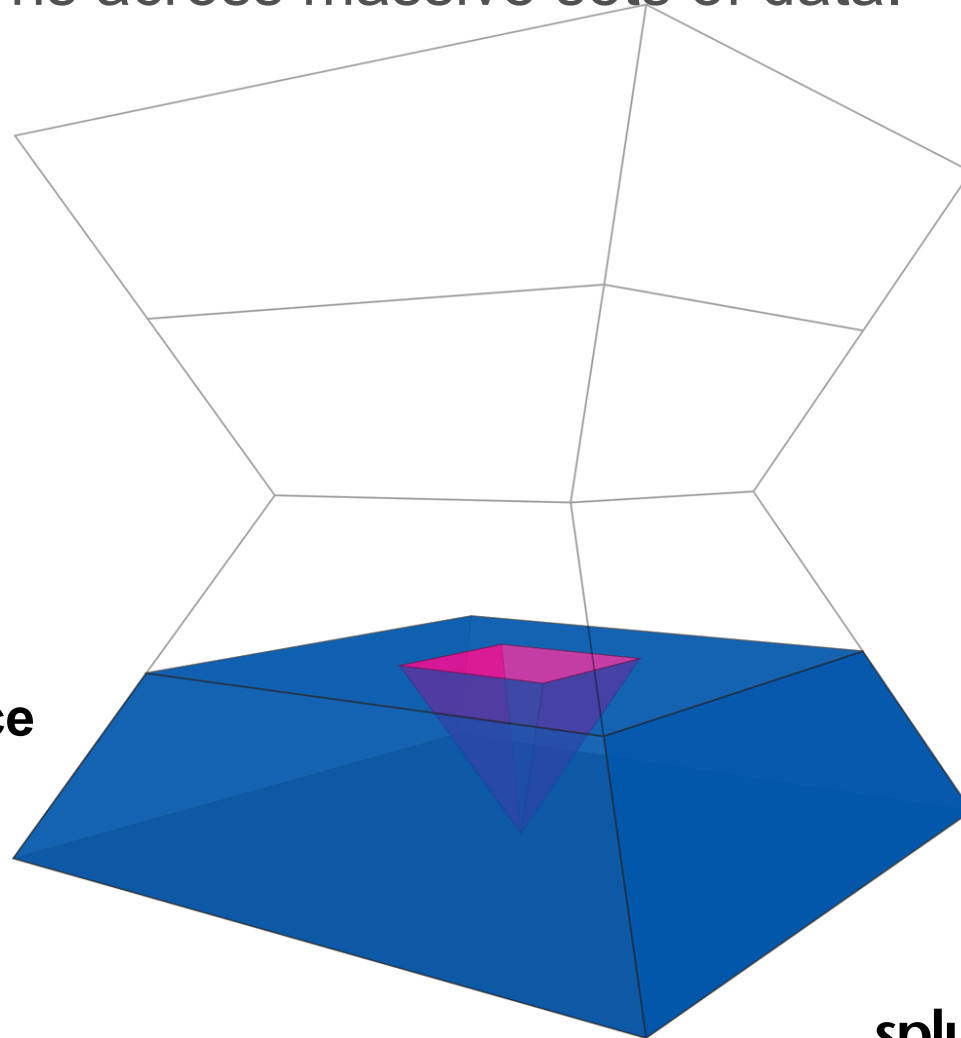
# Search + Investigation

Find and fix problems, correlate events across multiple data sources and automatically detect patterns across massive sets of data.



## Platform for Operational Intelligence

- ▶ Time Series Index
- ▶ Schema on Read
- ▶ Handle any and all data



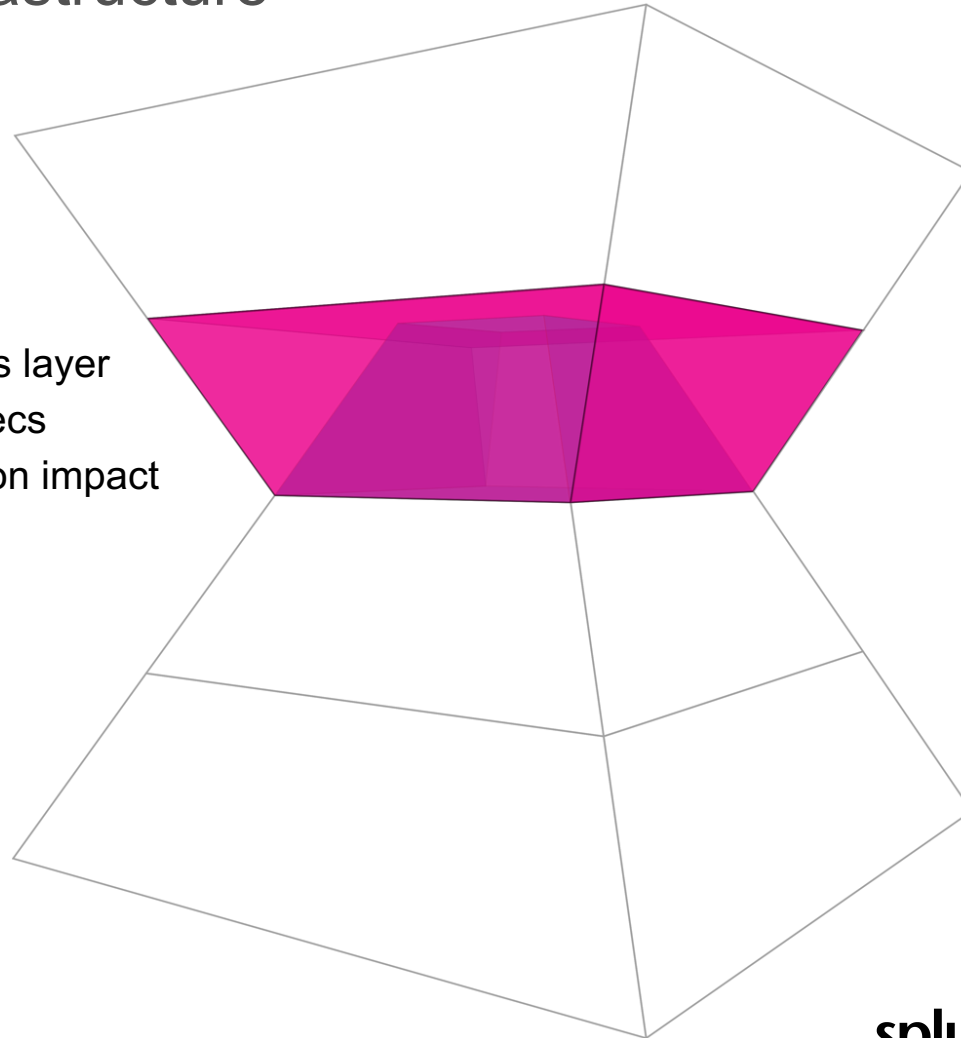


# Operational Visibility

Gain end2end visibility across your operations and break down silo's across your infrastructure

## Dynamic Service Model

- ▶ Visualize entire tech stack – bare metal through business layer
- ▶ View the entire ecosystem with customized views for execs
- ▶ Apply context to events to prioritize investigation based on impact



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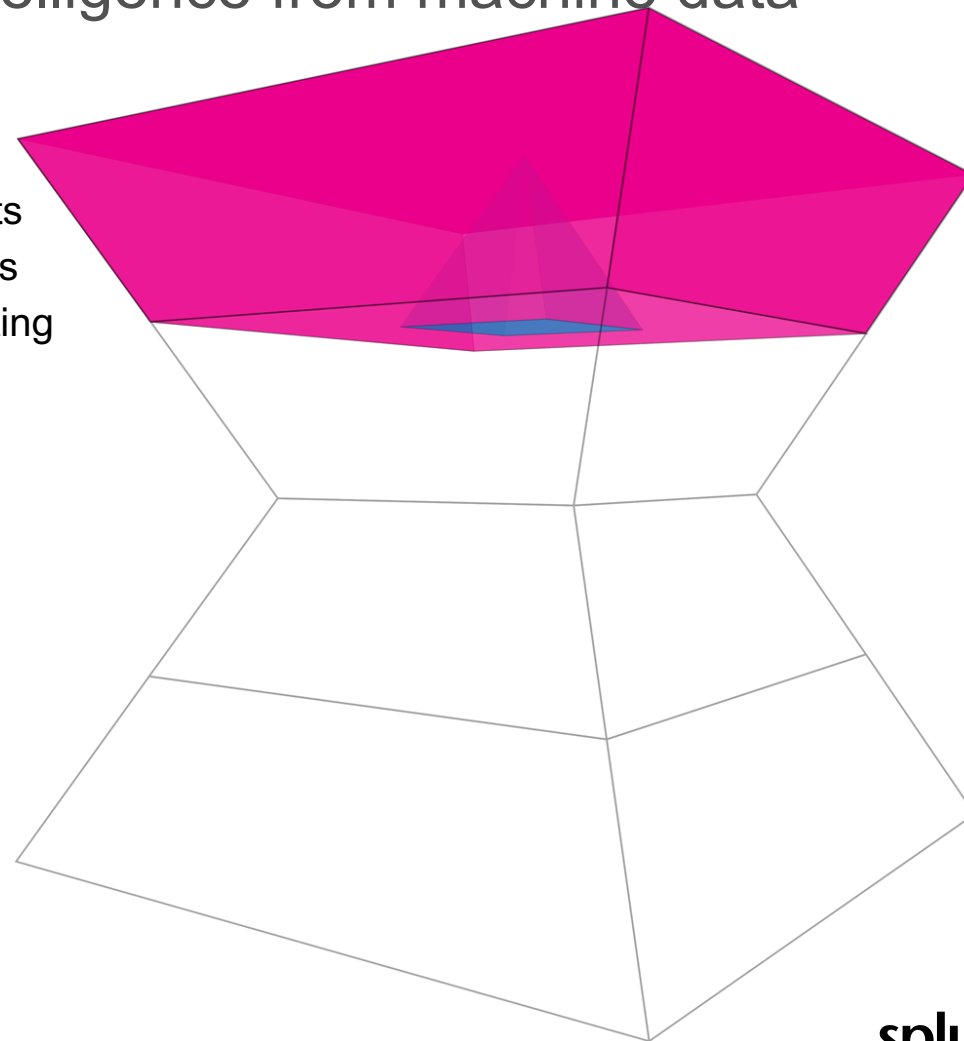
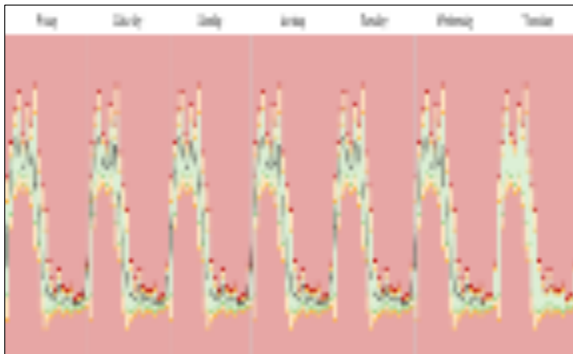
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# Business Insights

Make better informed business decisions by understanding trends, patterns and gaining operational intelligence from machine data

## Machine Learning

- ▶ Adaptive threshold automation to minimize false alerts
- ▶ Behavior anomaly alerts to proactively address issues
- ▶ Automatic correlation of data into intelligence, mitigating SME dependency



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# Our Journey

Our experience at ABN AMRO Bank





# Creating a PROFIT CENTER

Examples of serious savings

**Epic**  
**1**

## Check bills against reality

Mitigating the differences between IS bills and actual discovered IS components result in an expected saving of **5 - 10%** of the yearly IS cost.

**Epic**  
**2**

## Check use of infrastructure

All components that are not or barely and rarely used are returned. Expected savings: **3 - 5%** of the yearly IS cost.

**Epic**  
**3**

## Check usage of infrastructure components

Optimize efficiency. Performance allowing, terminating redundant components. Expected savings **3 - 5%** on the yearly cost.

**Epic**  
**4**

## Insight in applications on infrastructure

A **5%** saving is projected related to terminating applications, licenses and redundant support. Moving/regrouping potentially saves another **5%**.

# Team Base Rules



## Agile

Lean  
MVP



## Multi Disciplinary

Business Analysts  
Functional Specialists  
Platform Architects  
Splunk Admins



## Small Team

Max size 7 to 9 people  
(2 pizza rule)

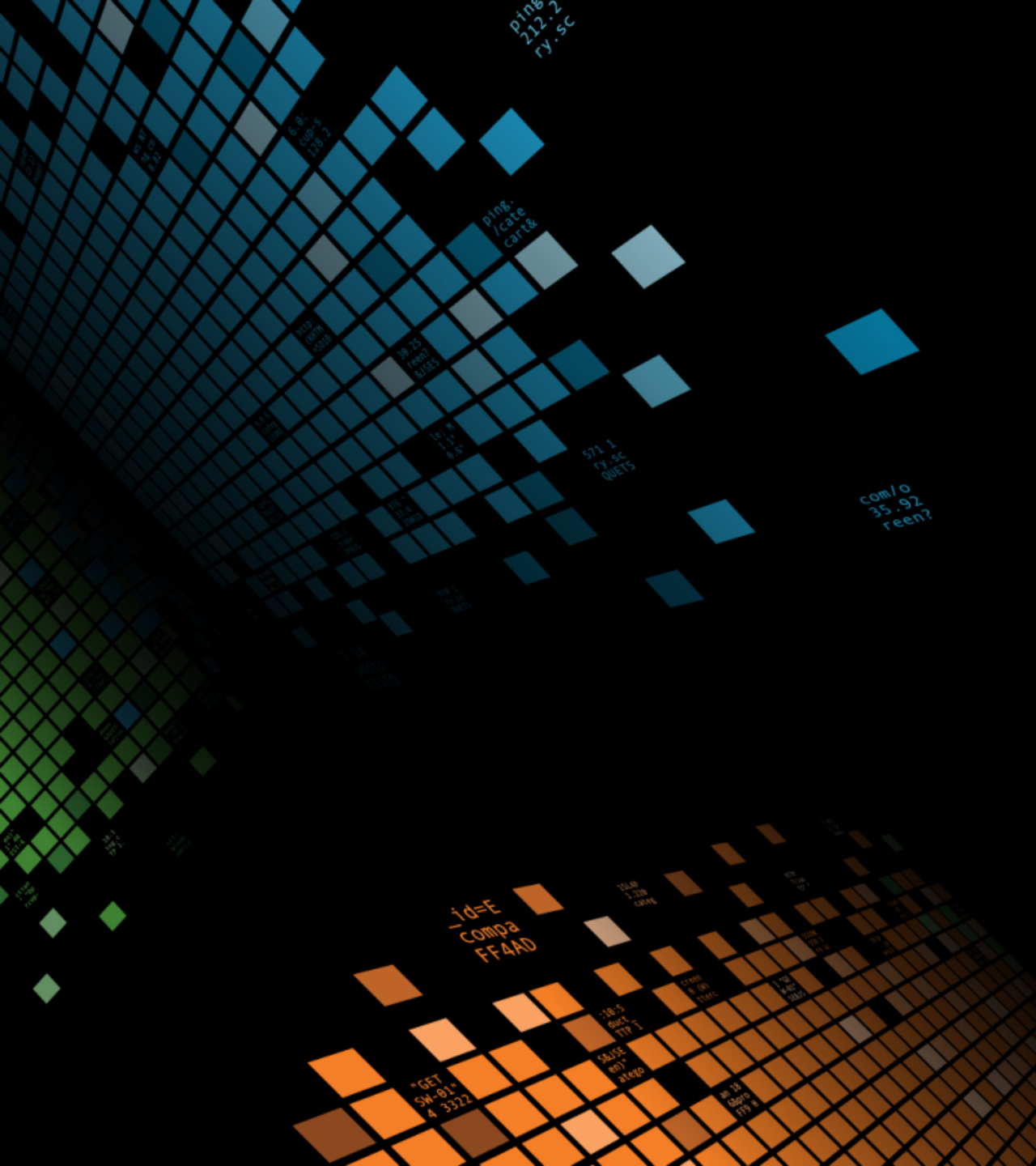


## ScrumBan

Merging  
Scrum and Kanban

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# Results

Our experience at ABN AMRO Bank





# Planning for Organizational Scale

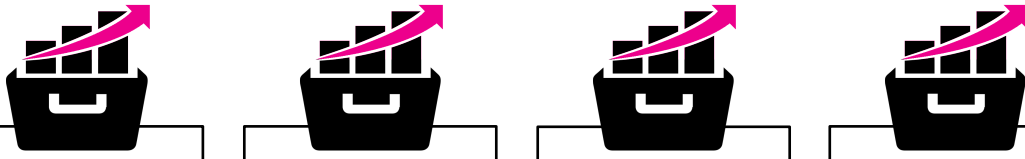
## Splunk Platform as a Service & Value Case Delivery

**BENEFITS**



**PRICE**      **SCALABLE**      **QUALITY**

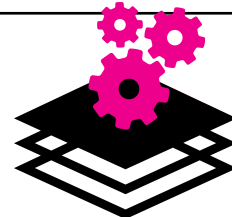
RESULTS BASED SoW's



**Standard Value Case Y**      **Standard Value Case Z**      **Custom Value Case A**      **Custom Value Case B**

**SPLaaS REFERENCE ARCHITECTURE**

|   |  |
|---|--|
| <b>FACILITATES</b>  | <b>LEVERAGES</b>   |
| <ul style="list-style-type: none"> <li>High availability</li> <li>Reuse</li> <li>Automation</li> <li>Standardization</li> </ul> | <ul style="list-style-type: none"> <li>Splunk and Market Standards</li> <li>Splunk CIM</li> <li>Naming Conventions</li> <li>UMBRIo University</li> <li>IT4IT Data Model</li> </ul> |



**S P L a a S**

**UMBRIo's generic Splunk platform management service including Splunk upgrades & 24x7 support option**

€ IS FIXED

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# ABN AMRO

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Looking Back &  
Lessons Learned

# Key Takeaways

ABN AMRO hindsight

1. Sourcing Model  
Can you do what you want to do?
2. Splunk is a SW company  
Not an SI / Consultancy firm
3. Be careful with Business Value Analysis