



The Renaissance is Here!

Splunk's Powerful Innovations for Your IT Management Approach

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Key Takeaways

- ▶ The IT Management Renaissance is here!
- ▶ Splunk's data platform is a powerful IT Management innovation
- ▶ Adoption paths for success and fast value
- ▶ How to pronounce Renaissance



The IT Management Renaissance

Applying powerful innovations to IT Management

Renaissance (*ren-uh-sahns*)

French for “rebirth”

- ▶ Period of growing commerce
- ▶ Powerful new innovations
- ▶ A new vigor and attitude



The Information Technology Renaissance is here today!

130.60.4 - - [07/Jan 18:10:57:123] "GET /category.screen?category_id=GIFTS&JSESSIONID=5D15LAF4FF10ADFF10 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=F1-5W-03"
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Operational Status

BUSINESS

Sales



Shipping



Support

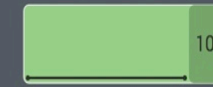


APPLICATIONS



Customer Facing

- Web Store
- Mobile App



Corporate

- Email
- Intranet



Engineering

- Release Status
- Bugs

OVERSIGHT



SLAs

- Time to Respond
- Time to Resolve



Compliance

- AD Edits
- Regulatory



Incidents

- P1
- New



Security

- Malware
- Firewall Events



INFRASTRUCTURE



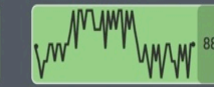
Compute

- Servers
- Storage



Network

- WAN
- LAN



Identity Services

- Active Directory
- PKI



Data Centers

- US1
- US2



Cloud

- US East
- US West

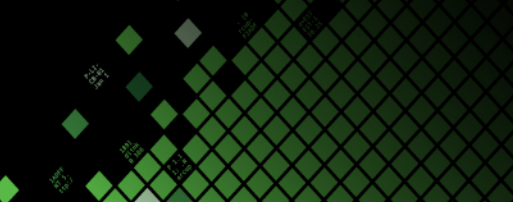
Renaissance Attitude of Service Owners

Need to know NOW and QUICKLY

Show what is happening continuously and at a glance

11:00am - 11:30am

11:00am - 11:30am



Renaissance Attitude of IT Operations

Got data? Bring it on and we will instantly make sense of it!

3 clicks to root cause regardless of data variety, velocity, volume

1 icon = 1000s of data

The screenshot shows the Splunk Notable Events dashboard. At the top, there are navigation tabs: Service Analyzer, Notable Events Review, Glass Tables, Deep Dives, Multi KPI Alerts, Search, Configure, and Product Tour. The main area displays a list of 83 groups of events, sorted by time. Each event entry includes an icon, a number, an alert title, owner, severity, status, and description. A detailed view of an alert is shown on the right, including an overview, grouped events, comments, and activity. Below the activity is a severity legend and a table of events.

Severity	Title	_time
Normal	NewRelic Health Status: Search API	2017-08-11 07:35:07.030
Medium	NewRelic Health Status: Search API	2017-08-11 07:35:06.990
Critical	NewRelic Health Status: Search API	2017-08-11 07:35:06.990
Critical	NewRelic Health Status: Search API	2017-08-11 07:35:06.950
Critical	NewRelic Health Status: Search API	2017-08-11 07:35:06.950
Critical	NewRelic Health Status: Search API	2017-08-11 07:35:06.930
Critical	NewRelic Health Status: Search API	2017-08-11 07:35:06.920
Critical	NewRelic Health Status: Search API	2017-08-11 07:35:06.890
Medium	NewRelic Health Status: Search API	2017-08-11 07:30:09.490
Medium	NewRelic Health Status: Search API	2017-08-11 07:30:09.490

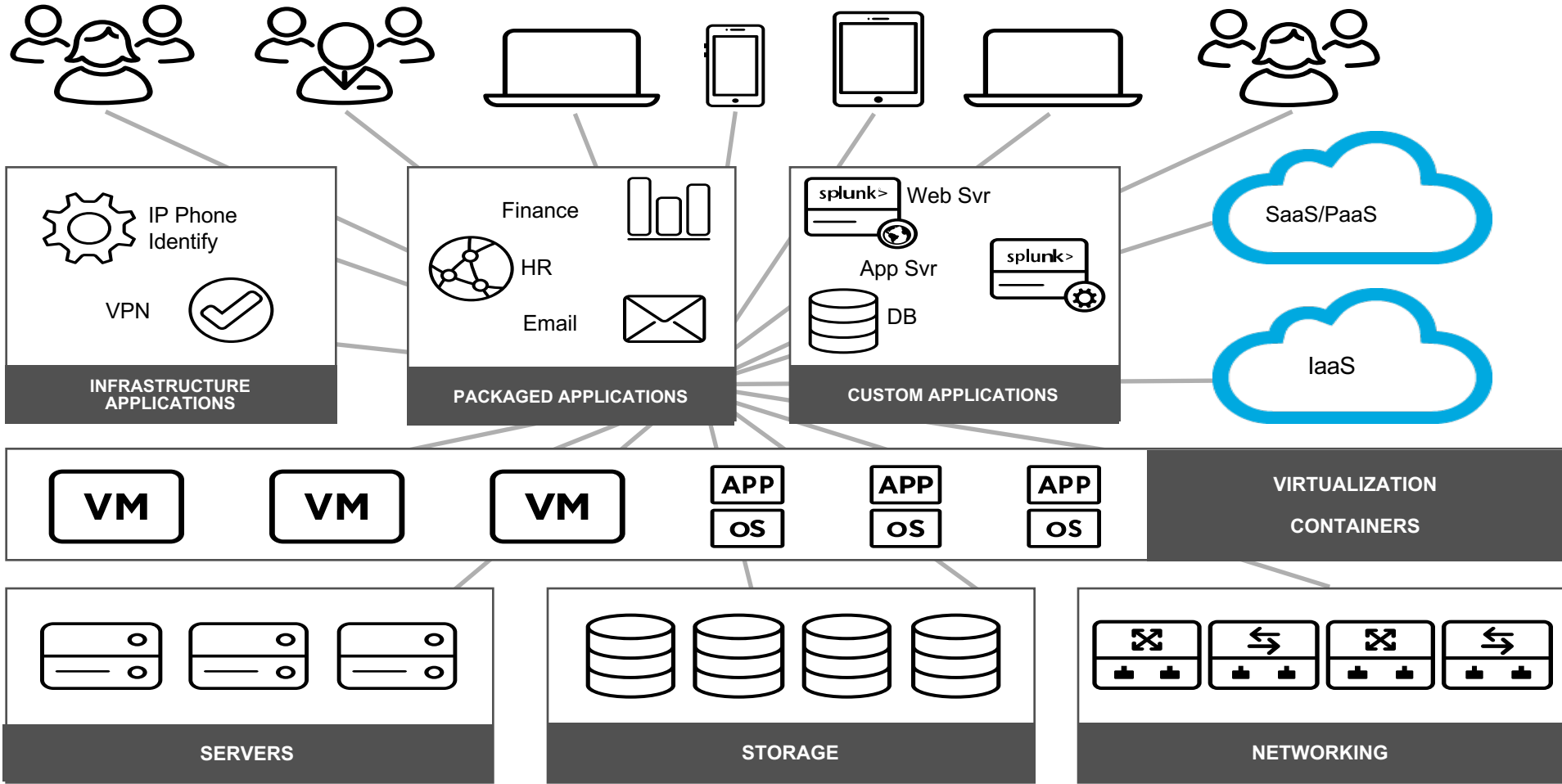
The screenshot shows the Splunk Database Service Deep Dive dashboard. On the left, there is a dependency tree diagram showing the relationship between various services like Substorage State, Web Store Service, Mobile App Sales, and Database Service. On the right, there is a table of KPIs in the Database Service, including Database Service Errors, Storage Free Space %, Database Service Response Time, ServiceHealthScore, Database Service Requests, Memory Free %, and CPU Utilization %.

KPI	Value
Database Service Errors	20
Storage Free Space %	0%
Database Service Response Time	2765.58 ms
ServiceHealthScore	30.33
Database Service Requests	111
Memory Free %	95.52%
CPU Utilization %	4.34%

The screenshot shows the Splunk DB Deep Dive dashboard. It features a time-series chart showing various service health metrics over time, including ServiceHealthScore, DB Service Response Time, DB Service Query Count, DB Errors, DB Hosts CPU Load Percent, DB Hosts Memory Used Pa., DB Hosts IO Latency, and DB Hosts Used Disk Space. The chart includes a legend, a primary time range selector, and a view port in minutes.

Supporting Consumers

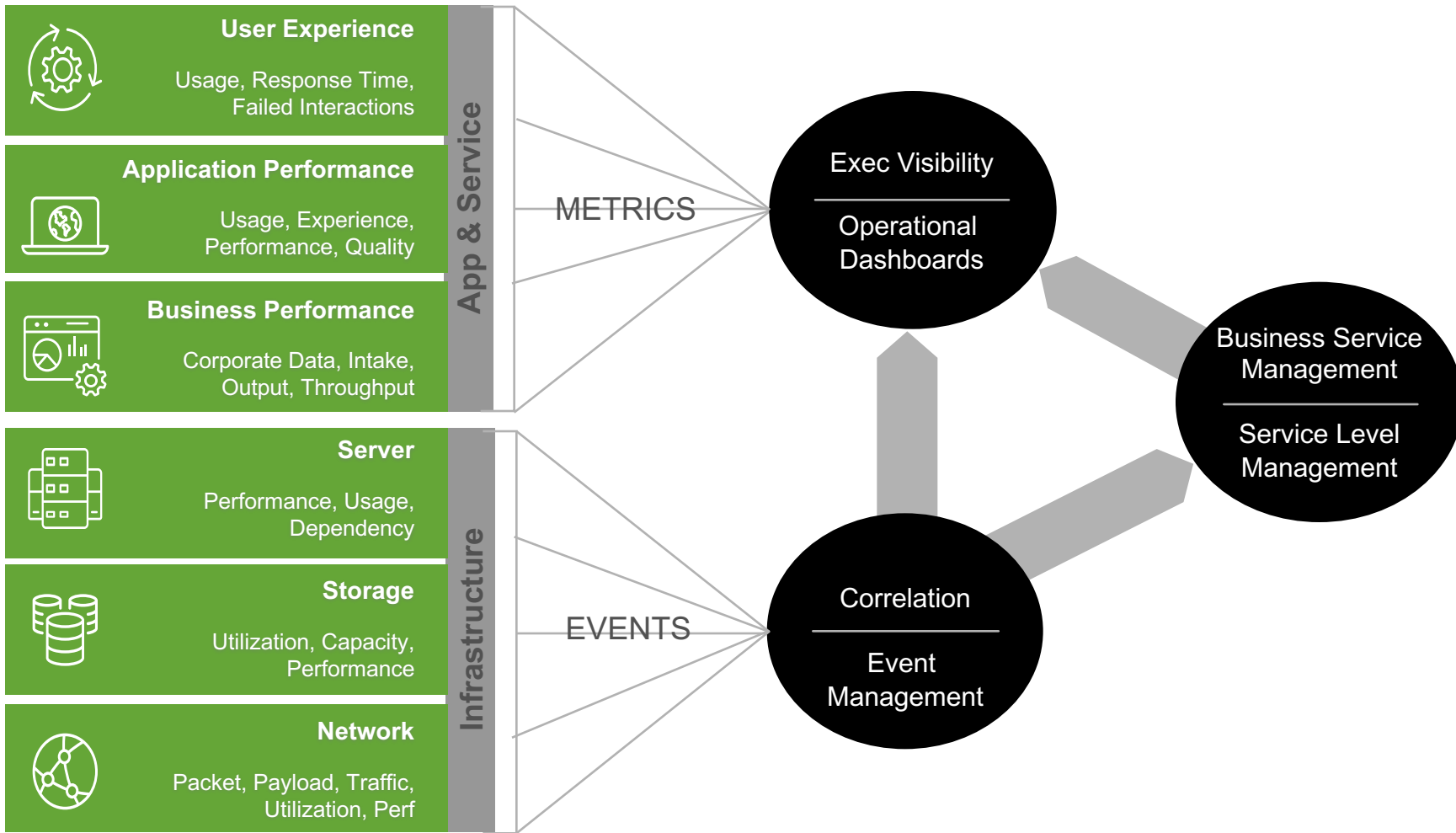
Business or Mission Services



130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&JSESSIONID=SD1SLAFF10ADFF10 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=FI-SW-03"
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD35L7FF6ADFF9 HTTP 1.1" 404 3322 "http://buttercup-shopping.com/cart.do?action=purchase&itemId=EST-26&product_id=KQ-CW-01"
317.27.160.0 - - [07/Jan 18:10:56:156] "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD55L9FF1ADFF3 HTTP 1.1" 200 1318 "http://buttercup-shopping.com/cart.do?action=changequantity&itemId=EST-18&product_id=AV-CB-01&JSESSIONID=SD55L9FF1ADFF3"
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Pre-Renaissance IT Management Approach

More complexity than Business Services!

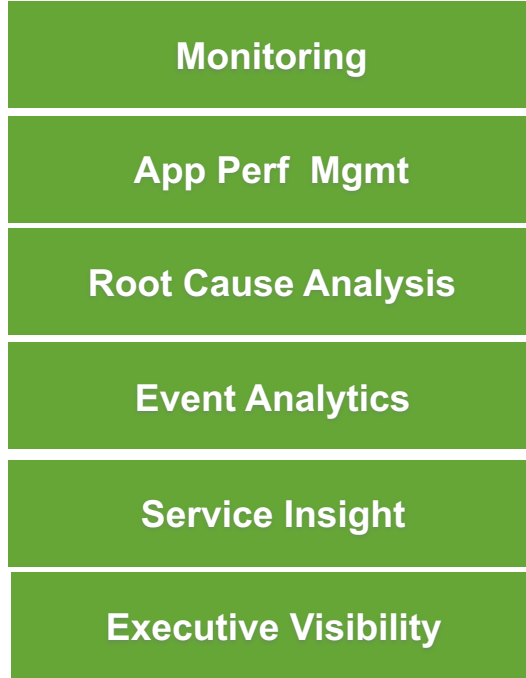
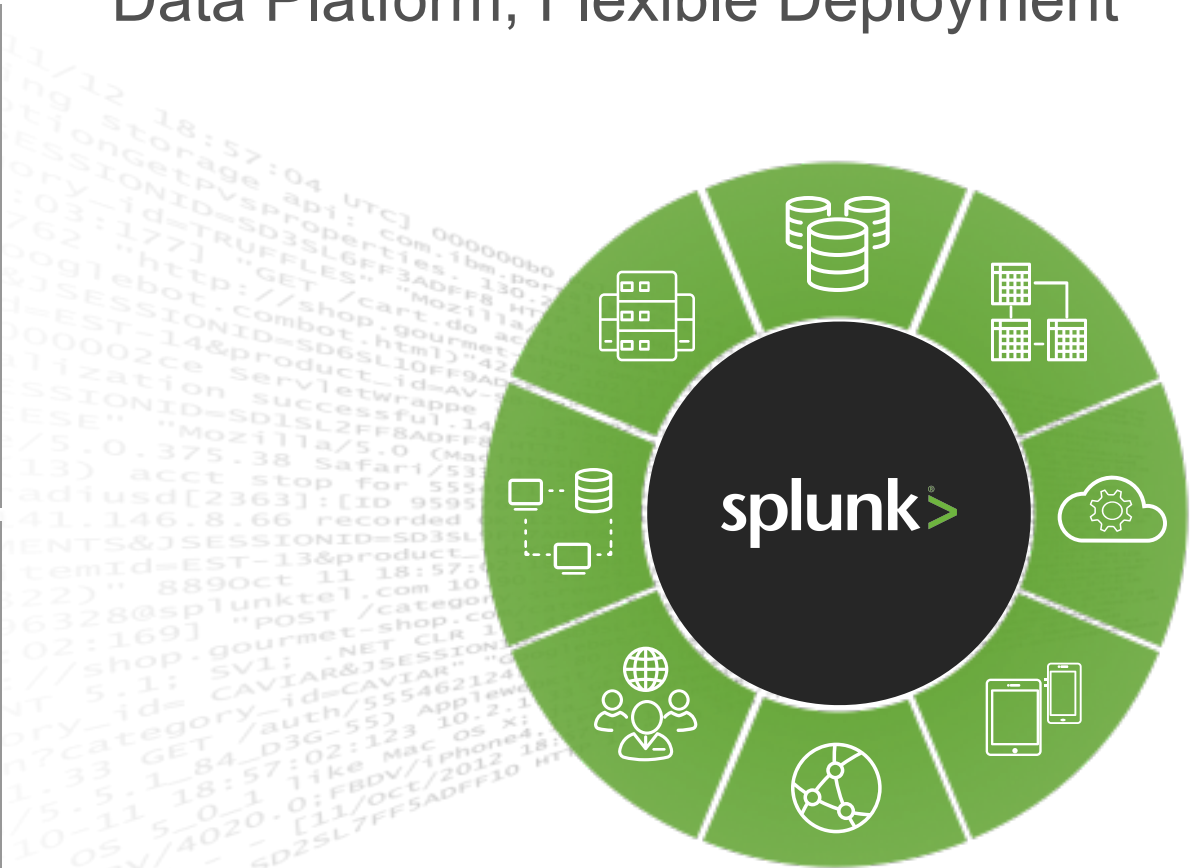
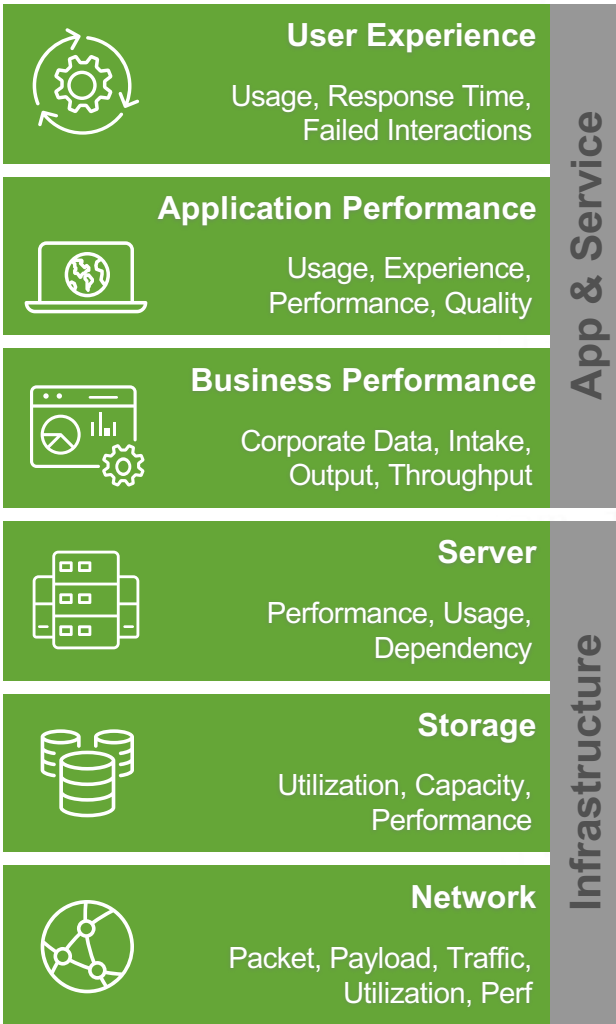


12-25 tools
10-15 integrations
5-8 admin FTEs
30+ on prem servers

130.60.4 - - [07/Jan 18:10:57:123] "GET /category.screen?category_id=GIFTS&JSESSIONID=5D15L9FF1ADFF3 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=FI-SW-03" Moz/1.12.0
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10.0.0.1 - - [07/Jan 18:10:56:156] "GET /oldlink?item_id=EST-26&JSESSIONID=5D55L9FF1ADFF3 HTTP 1.1" 468 125.17 14 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-18&product_id=AV-CB-01&JSESSIONID=5D55L7FF6ADFF3 HTTP 1.1" 200 3865 "http://buttercup-shopping.com/cart.do?action=purchase&itemId=EST-26&product_id=K9-CW-01" Mozilla/5.0 (Windows NT 6.0; rv:1.9.0.8) Gecko/20100101 Firefox/3.6.8

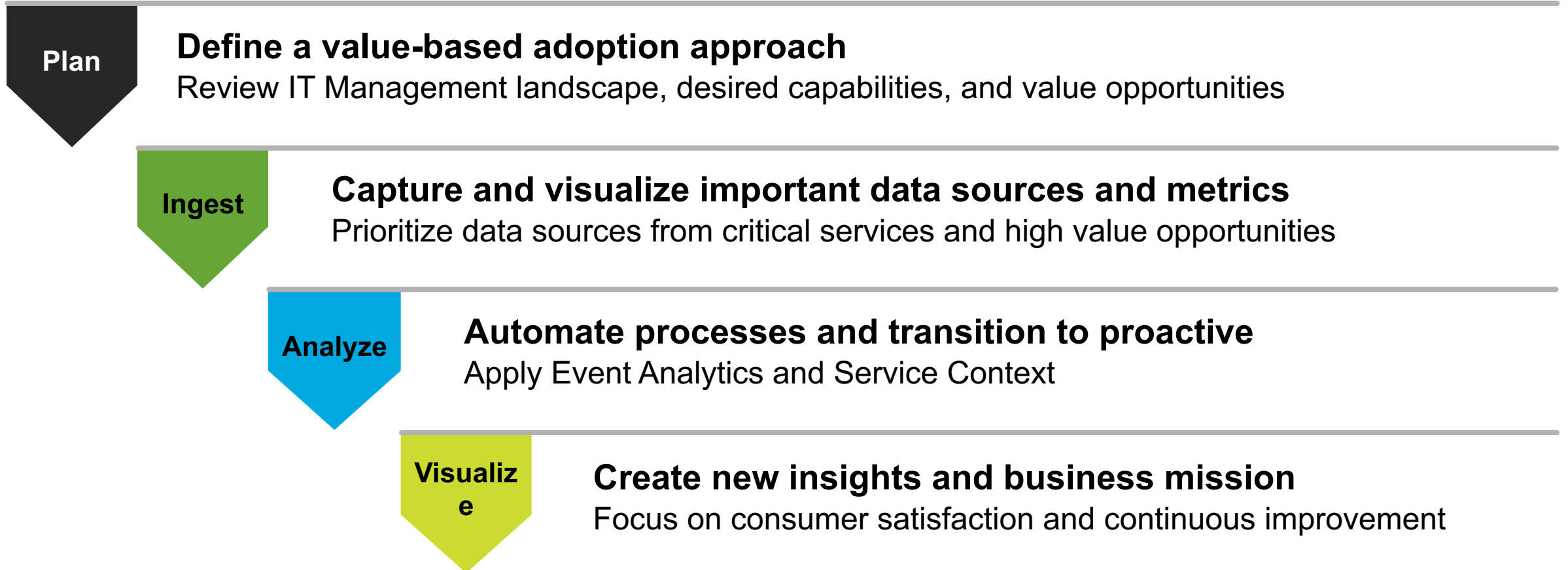
Renaissance IT Management Approach

Data Platform, Flexible Deployment



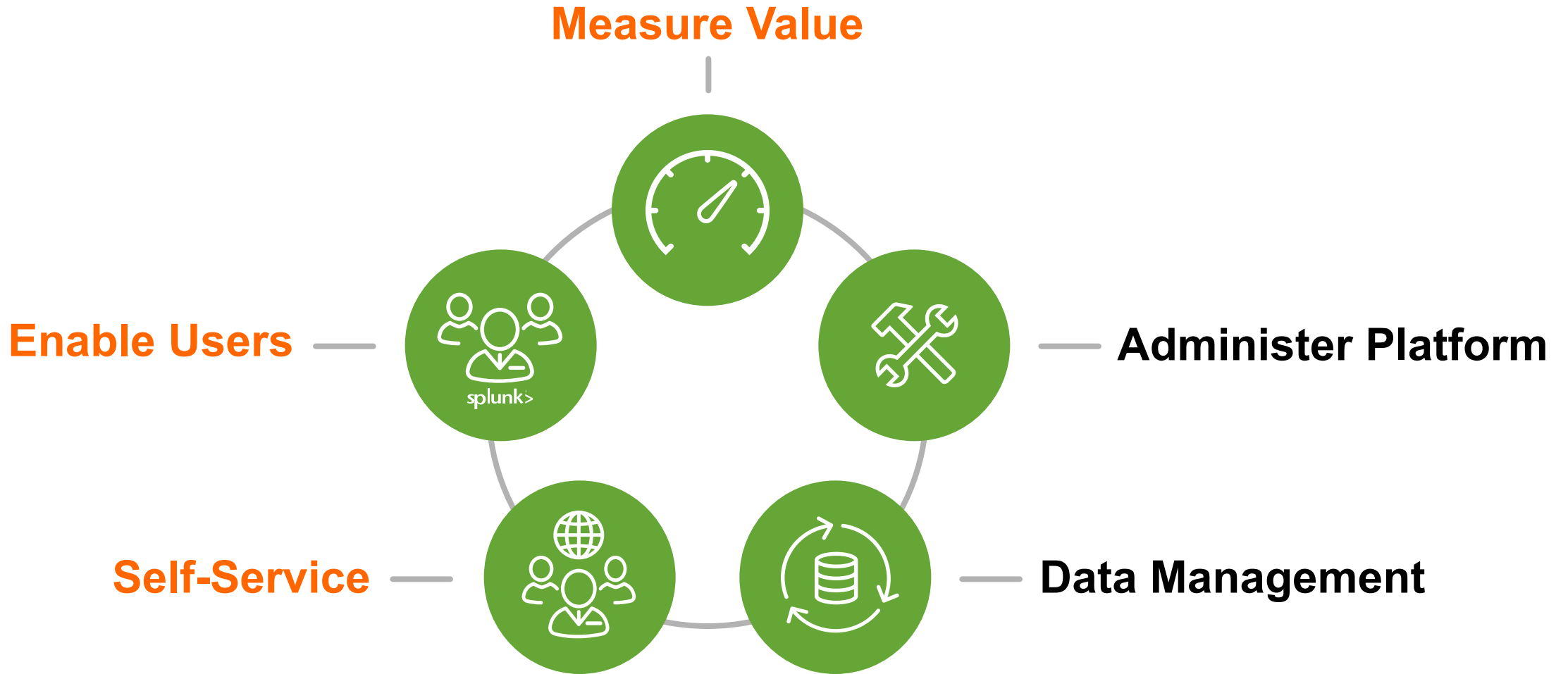
Getting Started on the IT Management Renaissance

Adoption Path of Splunk Customers



Splunk Center of Excellence

Enabling creativity across the entire organization



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130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&JSESSIONID=5D15LAF10ADFF10 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=FI-SW-03" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_2) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/44.0.2403.130 Safari/537.36"
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10.55.187 - - [07/Jan 18:10:55:187] "GET /category.screen?category_id=FLOWERS&JSESSIONID=5D55L9FF1ADFF3 HTTP 1.1" 200 3865 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-1" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_2) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/44.0.2403.130 Safari/537.36"
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World Bank Group's New IT Management

IT Management Renaissance Journey with Splunk

World Bank Group

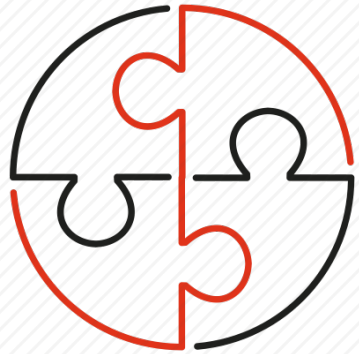
5 Development institutions, 189 member countries, 1 mission:
End extreme poverty and increase prosperity worldwide



WORLD BANK GROUP



WHY we did the Renaissance



Consolidation
of disparate
technologies and
resources
fulfilling same
needs



Simplification
of complex IT
issues via
unified view of
critical IT &
Business
Services



Modernization
of operations to
detect issues
24x7 across
continents, data
centers, cloud
and mobile



Proactive client-
oriented
approach to
respond to
issues before
clients are
impacted

130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&JSESSIONID=5D15L9FF10ADF10 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=FI-SW-01" "Mozilla/5.0 (Windows NT 5.1; SV1; .NET CLR 1.1.4322)" 468 125.17 14.0

Consumer Satisfaction and Visibility the Old Way

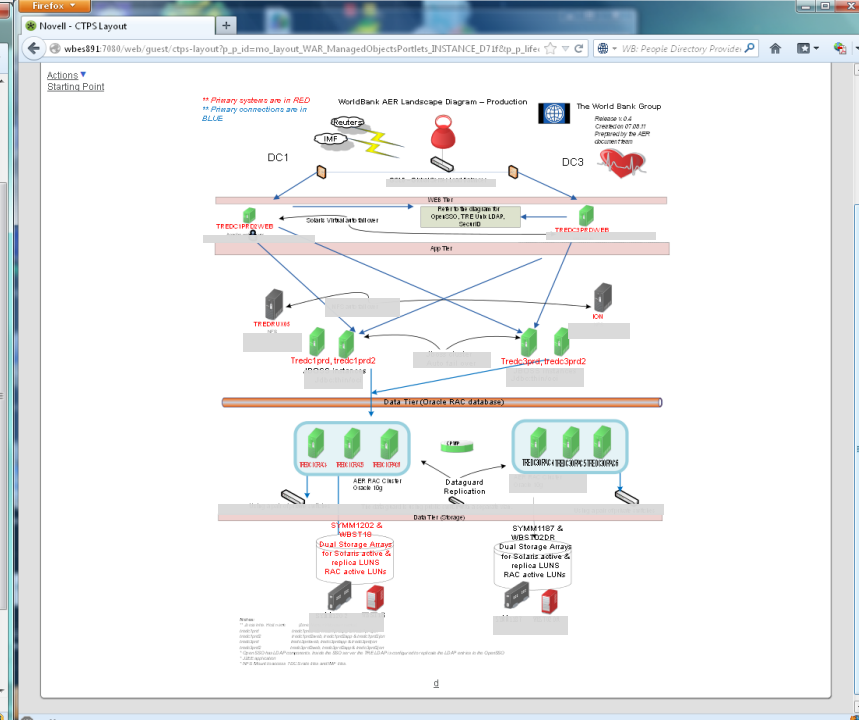
Unimportant / false alerts generated (noise)

Unfocused dashboards

Limited drill-down capabilities to identify root cause

No metrics measuring consumer satisfaction

The screenshot shows a 'Novell - Demo Dashboard - Domino SLA' interface. It features a 'Layout' section with a flowchart of Domino Servers, NOTES-APPS, NOTES-INFR, NOTES-MAIL, and NOTES-CO. A 'SLA Status' section displays availability for Domino Servers with a table showing 100% availability across various time periods. An 'Alarms' section shows a total of 861 alarms, with a table listing severity levels (OK, Major, Minor, Information) and their corresponding dates and times.



The screenshot shows a 'Business Service Management - My BSM' interface. It features a 'Watch List' with a 'Demo Clarity' card. The main section is a 'Hierarchy' table showing the status of various business applications. The table has columns for Name, Status, System, Unassigned Events, Unresolved Events, and System Availability. The applications listed include BusinessApplications, Demo_Clarity, CA Business Intelligence, Demo_Clarity_WebServers, and tomcat_web_server.

The screenshot shows an 'Event Browser' interface. It displays a table of events with columns for Sev, Prio, C, N, I, A, U, D, Sta..., Time Received, and Title. The events include 'Metric 'utilization' changed status from 'error' to 'good' and 'BSMC_TEST:2:52PM'. Below the table, there is an 'Event Details' section for 'BSMC_TEST:2:52PM' showing fields for ID, Severity, Lifecycle State, Priority, Assigned Group, and Assigned User.

Consumer Experience and Visibility the New Way

Critical metrics displayed as meaningful information via consumer-friendly dashboards

Real-time in nature

Allow continuous visibility into client-impact and enable improved decision-making

Easy to customize for client use cases



Time Range - Visit Counts
 Today v

[Hide Filters](#)

Main Index Trend

3.25 ↓ **-23.11%**

Compared to 90 day average

Average Response Time Trend

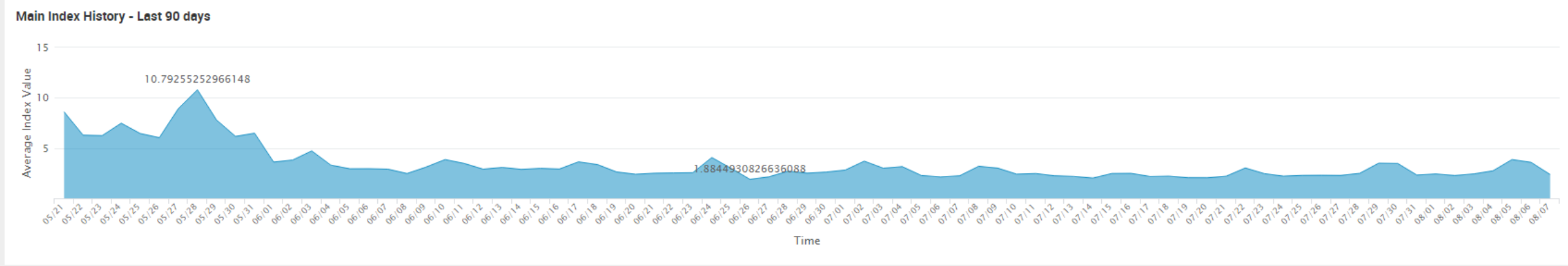
2.75 ↑ **10.89%**

Compared to 90 day average

90th Percentile Trend

5.90 ↑ **31.11%**

Compared to 90 day average



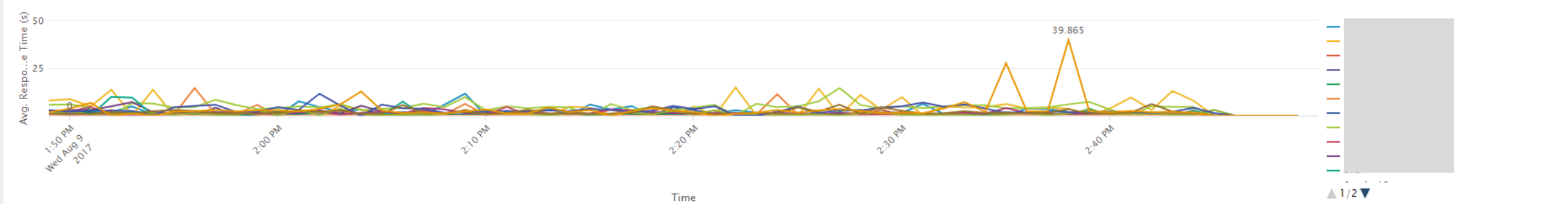
AFR Unique Visits	EAP Unique Visits	ECA Unique Visits	ECR Unique Visits	HUB Unique Visits	LCR Unique Visits	MNA Unique Visits	SAR Unique Visits
494	477	308	346	3,154	159	173	541

AFR Index Trend	EAP Index Trend	ECA Index Trend	ECR Index Trend	HUB Index Trend	LCR Index Trend	MNA Index Trend	SAR Index Trend
3.04 ↓ -17.65% Compared to 90 day average	2.70 ↓ -28.77% Compared to 90 day average	2.24 ↓ -31.95% Compared to 90 day average	4.25 ↓ -10.82% Compared to 90 day average	2.33 ↓ -23.71% Compared to 90 day average	2.37 ↓ -10.04% Compared to 90 day average	2.62 ↓ -15.18% Compared to 90 day average	3.49 ↓ -30.79% Compared to 90 day average



Time Range: Last 60 minutes | Applications: All x | Hide Filters

Average Response Time History



Application Statistics - Total

Application	Min. Response Time (s)	Avg. Response Time (s)	Max Response Time (s)	90th % Response Time (s)	Unique Visits	Total Visits
	0.52	3.04	21.63	7.07	59	74
	0.00	6.67	27.35	13.24	10	75
	3.22	3.22	3.22	3.22	1	1
	0.00	1.11	15.14	2.65	4	129
	0.14	1.32	43.21	2.03	172	627
	0.02	0.92	32.76	2.57	120	665
	0.65	2.29	13.27	3.40	8	111
	0.13	1.23	17.29	2.00	46	129
	0.02	0.76	4.38	2.21	10	104
	0.70	2.97	15.05	6.22	56	239
	0.16	1.86	47.00	2.90	185	586
	2.70	5.44	56.66	7.70	38	131
	0.00	1.97	5.72	4.66	3	32
	0.01	1.49	53.84	3.00	179	1,000
	0.02	3.18	186.35	5.00	34	342
	0.01	1.89	50.42	2.69	8	79
	0.03	0.79	11.05	1.50	135	1,593
	0.02	0.48	3.83	1.20	7	313

Top 10 Worst Avg. Response Times by Country Office

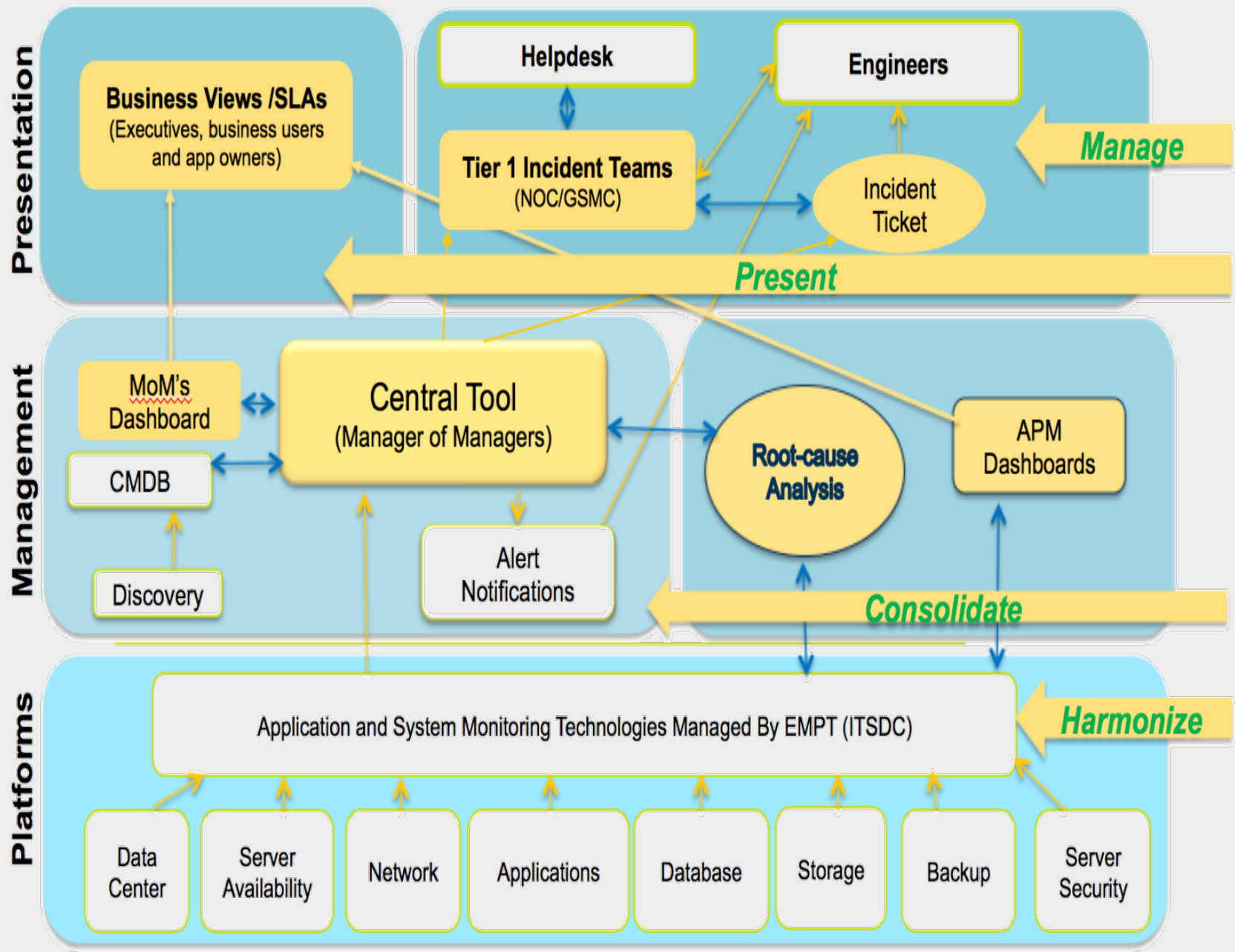
Country Office	Average Response Time (s)	90th % Response Time (s)	Unique Visits	Total Visits
Ndjamena, Chad	11.51	11.51	1	1
Paris, France	6.55	17.08	23	79
Mumbai, India	5.23	7.67	30	107
Monrovia, Liberia	5.09	8.06	1	2
Abuja, Nigeria	5.06	16.21	2	7
Istanbul, Turkey	4.16	4.30	1	2
Nouakchott, Mauritania	3.66	5.07	2	3
La Paz, Bolivia	3.31	6.35	4	22
Unknown, Unknown	3.18	6.42	53	369
Accra, Ghana	3.13	9.22	3	19

Top 10 Best Avg. Response Times by Country Office

Country Office	Average Response Time (s)	90th % Response Time (s)	Unique Visits	Total Visits
Lusaka, Zambia	0.68	1.82	1	9
Tegucigalpa, Honduras	0.71	1.50	1	19
Manila, Philippines	0.86	1.66	1	7
Washington, United States	1.16	2.30	730	5035
Mexico City, Mexico	1.18	2.37	8	77
Bogota, Colombia	1.23	1.76	2	31
Port-au-Prince, Haiti	1.29	3.54	1	9
Dakar, Senegal	1.54	4.65	7	29
Dar-es-Salaam, Tanzania	1.59	2.22	1	2
Kingston, Jamaica	1.59	5.07	1	7

How Process Used to Work

- Siloed approach
- Monitor up/down of servers
- Too long to identify the problem
- Slow recovery time
- Reactive in nature
- Lots of phone calls / war rooms



Monitoring Process the New Way

Visibility into the end-to-end service health

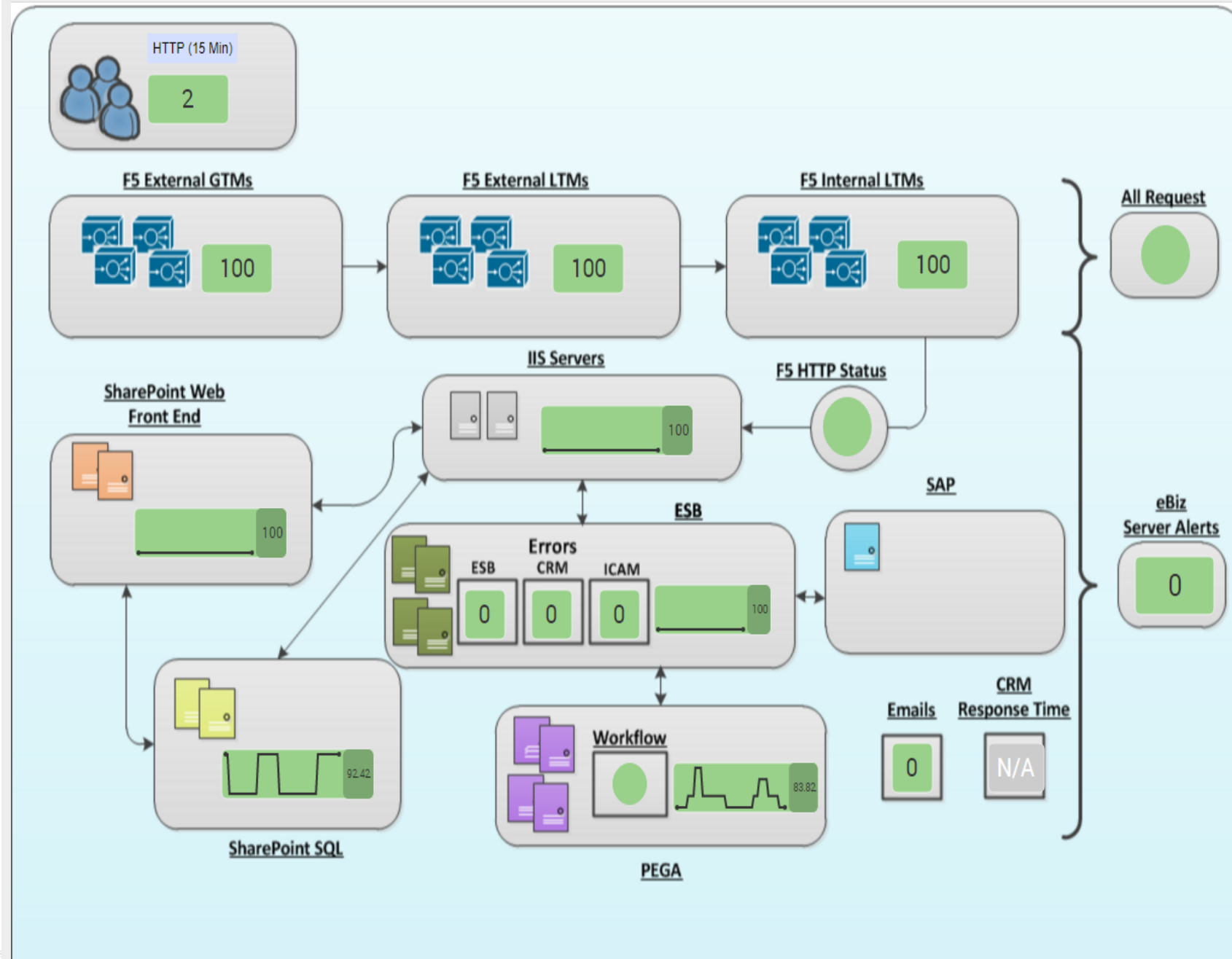
Improved root cause analysis capability

Proactively detect issues and minimize impact

Self-service capability

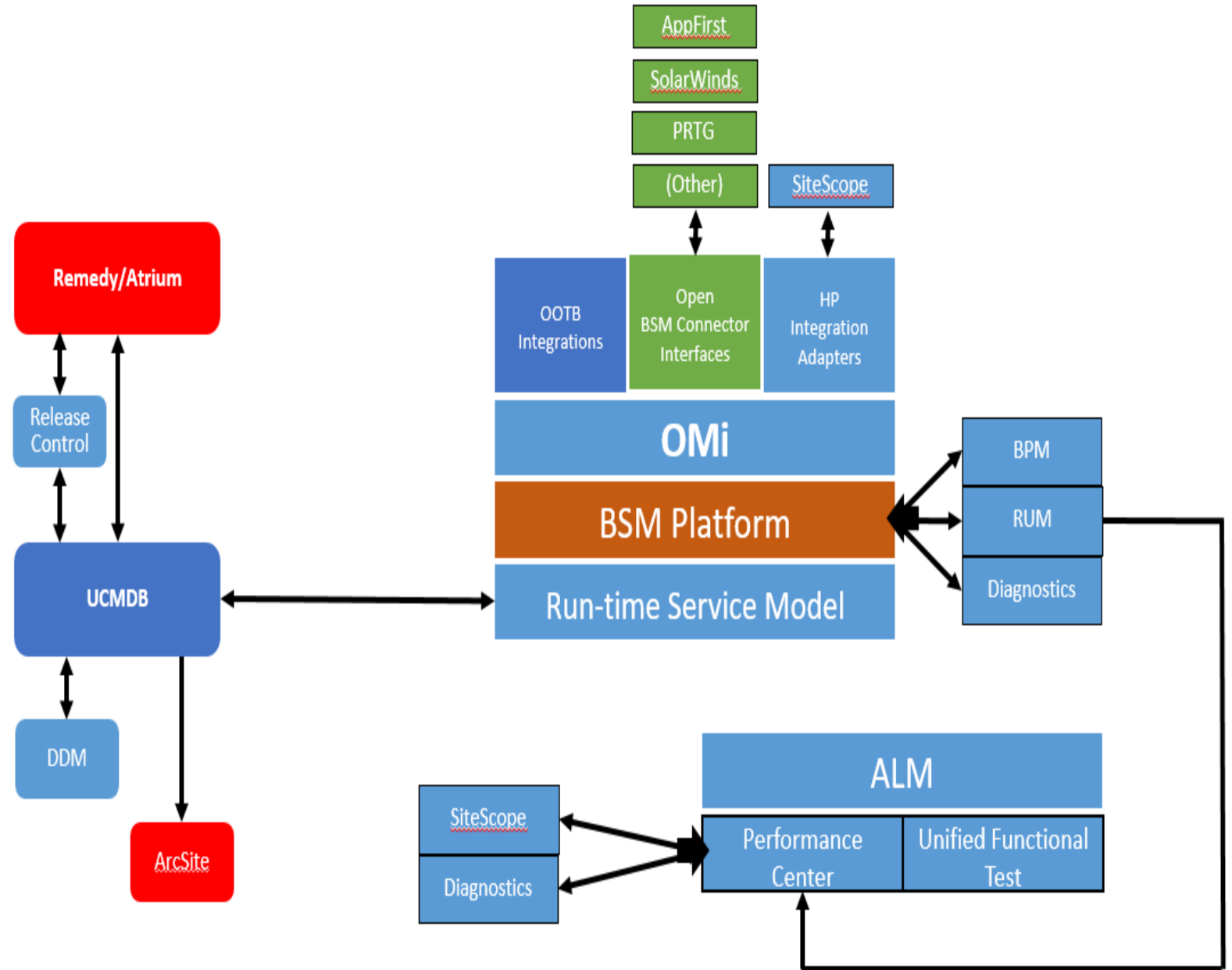
Gets everyone on the same page

Based on meaningful metrics



IT Management Tool Landscape the Old way

Lots of servers needed
Expensive
Inflexible dashboards
Complex integrations
Redundant capabilities
Inefficient allocation of resources



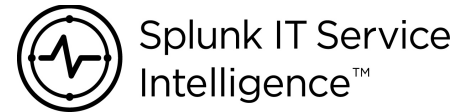
The New Enterprise Monitoring Technologies

splunk>enterprise

Splunk Enterprise (Splunk) enables searching, analysis, and visualization of data collected from websites, applications and other IT infrastructure; it indexes data and parses it into individual events that can be viewed, searched, and visualized as reports and dashboards.



AppDynamics provides application-level performance monitoring metrics, including availability, user experience, and deep diagnostics capabilities to isolate problems and quickly identify the root cause.



- ▶ **Splunk IT Service Intelligence (ITSI)** provides a holistic, simplified view of IT systems through Glass Tables (dashboards) that visually map IT services to Key Performance Indicators (KPIs) to easily detect patterns and pinpoint what matters most for a specific application or system. It also provides interactive features to drill-down and view more details about specific events.



PagerDuty is an alert aggregation and dispatching service for IT system administrators and IT support teams. It aggregates alerts from different monitoring tools, provides an overall view of all monitoring alerts, and issues notifications to on-call IT personnel when issues occur.

Renaissance Advice

Things we learned to be successful with Splunk

Prioritize Leadership Needs

- Identify the current gaps/priorities for leadership
- Buy-in and support from leadership
- Defining useful KPIs and metrics for leadership, ops teams and service owners

Streamline Processes

- Develop and standardize on an onboarding process that simplifies the approach
- Automated and self-service training material

Eliminate Bottlenecks

- Train your user base to be self sufficient
- Make sure you have a large enough team to support Splunk infrastructure, and development
- Size your Splunk infrastructure correctly

Adoption Path & What's Next

Monitor 100% of the WBG's IT landscape.

Develop Key Performance Indicators (KPIs) for most critical WBG applications.

Deliver ITSI custom Dashboards for teams across WBG.

Expand Monitoring service to emerging WBG needs and maximize tool potential.

Big Data and Data Analytics for WBG business mission.



We're here to help

Ask your Splunk Renaissance Guides for

- Data Source Assessment
- Value Assessment
- Glass Table Exercise
- Tools Simplification Assessment

Enterprise Adoption Analysis

- Splunk FULLY in use ● Splunk PARTIALLY in use Primary use of Splunk currently in place for Security, Compliance and End-User Support functions
- + Splunk NOT IN USE however >20% data is ALREADY INDEXED The server and storage teams can start to benefit from Splunk using existing data while additional data is indexed to complete their data requirements
- Splunk NOT IN USE but can deliver value with NEW data All other groups require additional data to start benefiting from Splunk

Groups	Required Data (GB/day)	% of Data Indexed	Prioctive Monitoring	Level 1 Trigger
Server Admin	1,321 GB/day	27%	+	+
Storage Admin	1,088 GB/day	27%	+	+
Network Admin	61 GB/day	0%	○	○
Outabase Admin	3,771 GB/day	18%	○	○
Application Support	899 GB/day	0%	○	○
End-User Support	58 GB/day	28%	○	○
Security Engineers	1,958 GB/day	18%	○	○
Fixed Team	610 GB/day	0%	○	○
Yesters and Developers	3,771 GB/day	18%	○	○

splunk > Interactive Value Assessment Total Yearly Value \$7.11M

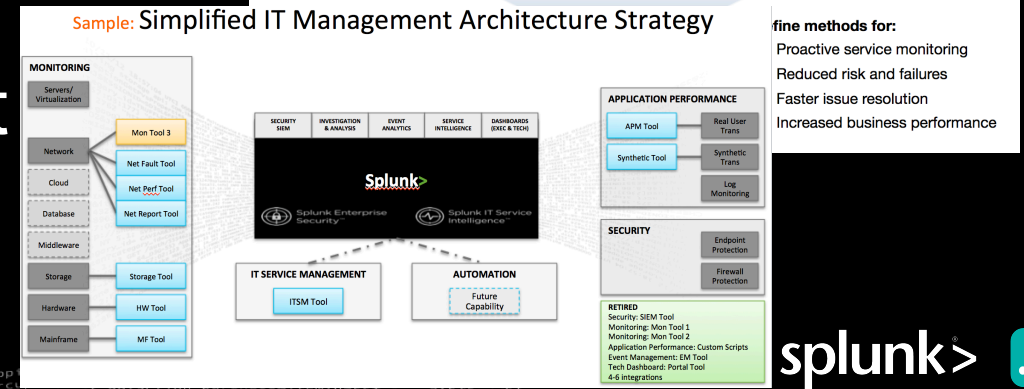
STEP 2 - INSTRUCTIONS
Expand each section (by clicking on the + icon), review each section and make the necessary adjustments to refine each benefit calculation by updating the yellow cells. Determine if additional benefits are required by expanding sections that have not been quantified. To help you complete this exercise or customize new benefits, request a meeting or a conference call with a Splunk Business Value Consultant.

LEGEND
Yellow = Your Data Input
Green = Splunk Provided

Category	Hours Saved	Value
IT Operations Management	5,887 hours saved	\$ 1,001,022
Application Delivery	23,040 hours saved	\$ 1,800,000
Security & Compliance	17,108 hours saved	\$ 2,806,438
Total	46,035 hours saved	\$ 5,607,460

Glass Table Exercise

Harness the creativity and domain knowledge of your organization to **unlock the value of data** and **solve an important Business Service problem** through a **joint service intelligence workshop** with key stakeholders



```

130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&JSESSIONID=SD5L9FF1ADFF3 HTTP 1.1" 200 2423 "http://buttercup-shopping.com/cart/buy"
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD5L9FF1ADFF3 HTTP 1.1" 200 1316 "http://buttercup-shopping.com/cart/buy"
317.27.160.0 - - [07/Jan 18:10:56:156] "GET /oldlink?item_id=EST-26&JSESSIONID=SD5L9FF1ADFF3 HTTP 1.1" 200 1316 "http://buttercup-shopping.com/cart/buy"
130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&JSESSIONID=SD5L9FF1ADFF3 HTTP 1.1" 200 2423 "http://buttercup-shopping.com/cart/buy"
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Q&A

Thank You

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