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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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
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
# How IT Operates Today: IT Stack POV

<table>
<thead>
<tr>
<th>Applications, business/mission services</th>
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<tbody>
<tr>
<td>Web Server (Apache, TomCat)</td>
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<td>App Server (WebLogic, JBoss EAP, WebSphere)</td>
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<td>Database (Oracle, SQL Server, MySQL)</td>
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<td>Guest OS (Windows/Linux/*Nix)</td>
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<td>Hypervisor (ESX, HyperV, Citrix)</td>
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<td>Physical Server (Dell, HP, CISCO blades or servers)</td>
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<td>SAN/NAS Storage (EMC, NetApp)</td>
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<td>Network</td>
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What is Needed: Service/App POV

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<tr>
<td>Database</td>
<td>(1,2,3,4,5,6,7,8,9,10…100)</td>
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<td>Guest OS</td>
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<td>VM/Hypervisor</td>
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Outage!
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
Artificial Intelligence for IT Operations

Powered by machine learning and analytics for real-time service insights, simplified operations and root-cause isolation
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
Splunk IT Service Intelligence
Data-driven service monitoring and analytics

Dynamic Service Models
At-a-Glance Problem Analysis
Early Warning on Deviations
Event Analytics
Simplified Incident Workflows

Splunk IT Service Intelligence
Platform for Operational Intelligence

Time-Series Index
Schema-on-Read
Data Model
Common Information Model
Splunk IT Service Intelligence

- Strategic, Business-Centric View of IT
- Accelerated Value for IT
- Data-Centric Approach to Service Mapping
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
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
Don't forget to rate this session in the .conf2017 mobile app
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, 2017 12:05 PM- 12:50 PM Room Salon C
- Splunk ITSI Overview: Tuesday, September 26th, 2017 1:10 PM- 1:55 PM Room 147AB
- 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, 2017 3:30 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
- 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, 2017 11:00 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, 2017 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
- The ITSI ‘Top 20’ KPI's: Thursday, September 28th, 2017 10:30 AM-11:15 AM 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