The Renaissance is Here!

Splunk’s Powerful Innovations for Your IT Management Approach

Mike Makar | Manager, World Bank Group
Stuart Ainsworth | IT Markets Specialist, Splunk

September 2017 | Washington, DC
Speakers

Mike Makar
Manager
World Bank Group
mmakar@worldbankgroup.com

Stuart Ainsworth
IT Markets Specialist
Splunk>
@StuAinswor
Your Renaissance Guides

Mike Makar
Manager
World Bank Group
mmakar@worldbankgroup.com

Stuart Ainsworth
IT Markets Specialist
Splunk>
@StuAinswor
During the course of this presentation, we may make forward-looking statements regarding future events or the expected performance of the company. We caution you that such statements reflect our current expectations and estimates based on factors currently known to us and that actual events or results could differ materially. For important factors that may cause actual results to differ from those contained in our forward-looking statements, please review our filings with the SEC.

The forward-looking statements made in this presentation are being made as of the time and date of its live presentation. If reviewed after its live presentation, this presentation may not contain current or accurate information. We do not assume any obligation to update any forward looking statements we may make. In addition, any information about our roadmap outlines our general product direction and is subject to change at any time without notice. It is for informational purposes only and shall not be incorporated into any contract or other commitment. Splunk undertakes no obligation either to develop the features or functionality described or to include any such feature or functionality in a future release.

Splunk, Splunk>, Listen to Your Data, The Engine for Machine Data, Splunk Cloud, Splunk Light and SPL are trademarks and registered trademarks of Splunk Inc. in the United States and other countries. All other brand names, product names, or trademarks belong to their respective owners. © 2017 Splunk Inc. All rights reserved.
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!
IT Management Renaissance Attitude

**Great consumer experience**
*Expected Results*
The “Happy Meter”
Mission success

**Continuous visibility and improvement**
*Expected Results*
Collaboration
Commercial intensity

**Efficient use of people resources**
*Expected Results*
Proactive
Fast answers

**IT Management tool cost and complexity**
*Expected Results*
Simpler environment
Less administration

**Required Capabilities**
Shared visibility, metrics for consumer success

**Required Capabilities**
Data driven decisions, new intelligence fast, at a glance intelligence

**Required Capabilities**
Access to all data, Machine learning, automation

**Required Capabilities**
Multiple use platforms, integrations simplified or eliminated
Renaissance Attitude of Service Owners

Need to know NOW and QUICKLY

Show what is happening continuously and at a glance
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
Supporting Consumers
Business or Mission Services

INFRASTRUCTURE APPLICATIONS

PACKAGED APPLICATIONS

CUSTOM APPLICATIONS

VIRTUALIZATION CONTAINERS

SERVERS

STORAGE

NETWORKING

SaaS/PaaS

IaaS

- IP Phone
- Identify
- VPN

- Finance
- HR
- Email

- App Svr
- DB
- Web Svr

- VM
- VM
- VM

- APP
- APP
- APP

- APP OS
- APP OS
- APP OS

- Servers
- Storage
- Networking
Pre-Renaissance IT Management Approach

More complexity than Business Services!

- User Experience
  - Usage, Response Time, Failed Interactions
- Application Performance
  - Usage, Experience, Performance, Quality
- Business Performance
  - Corporate Data, Intake, Output, Throughput
- Server
  - Performance, Usage, Dependency
- Storage
  - Utilization, Capacity, Performance
- Network
  - Packet, Payload, Traffic, Utilization, Perf

METRICS
- Exec Visibility
- Operational Dashboards

EVENTS
- Business Service Management
- Service Level Management
- Correlation
- Event Management

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

Data Platform, Flexible Deployment

- **User Experience**
  - Usage, Response Time, Failed Interactions

- **Application Performance**
  - Usage, Experience, Performance, Quality

- **Business Performance**
  - Corporate Data, Intake, Output, Throughput

- **Server**
  - Performance, Usage, Dependency

- **Storage**
  - Utilization, Capacity, Performance

- **Network**
  - Packet, Payload, Traffic, Utilization, Perf

- **Monitoring**
- **App Perf Mgmt**
- **Root Cause Analysis**
- **Event Analytics**
- **Service Insight**
- **Executive Visibility**

- **SaaS**
- **Cloud**
- **On Prem**
Getting Started on the IT Management Renaissance
Adoption Path of Splunk Customers

**Plan**
Define a value-based adoption approach
Review IT Management landscape, desired capabilities, and value opportunities

**Ingest**
Capture and visualize important data sources and metrics
Prioritize data sources from critical services and high value opportunities

**Analyze**
Automate processes and transition to proactive
Apply Event Analytics and Service Context

**Visualize**
Create new insights and business mission
Focus on consumer satisfaction and continuous improvement
Splunk Center of Excellence
Enabling creativity across the entire organization

Measure Value

Enable Users — Administer Platform

Self-Service — Data Management
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
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
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
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
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
Lots of servers needed
Expensive
Inflexible dashboards
Complex integrations
Redundant capabilities
Inefficient allocation of resources
The New Enterprise Monitoring Technologies

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.

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.

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

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 on-boarding 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
Q&A
Thank You

Don't forget to rate this session in the .conf2017 mobile app