How AIOps Helps IT Become a Better Business Partner

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Accenture

Joe Beal, Oliviero Figus
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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 functionalities described or to include any such feature or functionality in a future release.
Joseph Beal

Managing Director – DHS | Accenture Federal
The Changing Role of IT in the Digital Enterprise

IT has assumed a stronger role to lead the enterprise through digital disruption

- Trusted | High Performing | Reliable
- Innovative | Value Driven | Efficient

Innovator
Broker
Orchestrator
Consultant
Predictor
Analytic
Integrator
Inventor
Communicator
Ecosystem Navigator
Organization Insights

**Trusted**
- Do what you say…
- **Value Levers:** Retention, Turnover
- Use next-gen platform capability to unite stakeholders and provide visibility to action

**Reliable**
- Perform consistently…
- **Value Levers:** Availability, Accessibility
- Link processes and assets to eliminate manual process and provide a platform for automation

**Efficient**
- Speed to Value…
- **Value Levers:** Rate of Return, CI
- Design to how people work, not how IT systems are architected
- Design to a “connected services” strategy

**Value Driven**
- Satisfy the Demand…
- **Value Levers:** Demand, Satisfaction
- Incorporate cross-IT workstreams that target acceleration of business processes

**High Performing**
- Exceed Expectations…
- **Value Levers:** Speed to Market, Effectiveness
- Employ nimble, flexible processes
- Implement agile processes in parallel to, not in lieu of, traditional methods

**Innovative**
- Sustained Value…
- **Value Levers:** Growth beyond Demand, Adjacent Outcomes
- Partner closely with vendors and partners to drive innovation and performance
- Continuously iterate the IT, service and vendor road maps
AIOps Improves Reliability & Restores Customer Trust in Business Services

By leveraging existing point solutions with proven platforms, a suite of end-to-end capabilities can be achieved increasing the reliability, trust & adoption of services that will grow revenue.

**OUTCOME:** By leveraging the existing assets into scalable, E2E automated services the net benefit is 25 to 30% improvement to business service performance while realizing efficiency gains & expanded consumption.

- **Improve Digital IP Access:** 25% Reduction in Queue Volume
- **Automated Root Cause:** 40% Increase in Automation of Tasks
- **Streamlined Traceability:** 15% to 30% Increased Service Reliability
- **Standardize Processes:** 70% to 80% Increased Standardization

splunk> + servicenow + APM
AIOPS: the Essentials
Successful IT Ops modernization programs result in AI being fundamentally integrated into the fabric of a company’s core operations

**APPLIED INTELLIGENCE**
Integrated Automation, Smart Analytics, and Artificial Intelligence can help transform operations

**DATA-DRIVEN BACKBONE**
Real-time analysis of data across ecosystems is the backbone for breakthrough insights

**AGILE OPERATIONS**
New flexible operating models must effectively integrate and make efficient use of improved intelligence

**INNOVATIVE TALENT**
Organizations need entrepreneurial talent who understand digital technologies, and functional priorities

**SMART PARTNER ECOSYSTEM**
The ecosystem brings complimentary skill sets and new technologies to drive innovation

“By 2022, 40% of all large enterprises will combine big data and machine learning functionality to support and partially replace monitoring, service desk and automation processes and tasks, up from 5% today.”
Gartner, Inc.
AIOps Components

Target Outcomes:
- Reduce MTTD/MTTR/MTTP
- Reduce IT Ops OpEx
- Increase Resource Productivity

Challenges:
- Complex technology ecosystems and siloed architectures challenge issue diagnostics and RCA
- Limited integrations and legacy operating models increase MTTI and MTTR
- Lack of standard support model resulting in inconsistent user experience
- Lack of automation and predictive operations result in higher operational costs
- Workforce trained on legacy technology inhibits pace of innovation

Digital Enablers:
- IoT Platforms, Ecosystems & eCommerce
- Artificial Intelligence
- Big Data & Analytics
- ITxM
- ITOM
- APM
- NPMD
- Autom. & Orch.

Legacy Foundational IT Technologies

AIOps Ecosystem

AIOps Components
**Splunk as a Core Backbone**

A well executed AIOps strategy is a foundational entry point for IT Transformation and can align the How, What & Why needed to make End-to-End outcomes a reality.

**IT TRANSFORMATION**

<table>
<thead>
<tr>
<th>AIOps Capabilities</th>
<th>INTelligent Data Lifecycle Management</th>
<th>INTelligent Infrastructure Management</th>
<th>IT Ops Observability and ITSM</th>
<th>DEvSecOps Analytics</th>
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<tbody>
<tr>
<td>Common challenges lead to a collection of prescribed, experience solutions – <strong>The How</strong></td>
<td>Correlate insights across the entire IT ecosystem</td>
<td>Triage across IT services and drive end-to-end automation</td>
<td>Infuse intelligence into the sensing and detection of issues</td>
<td>Aggregate across the technology and process lifecycle</td>
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<td>Value Driven Outcomes that reduce cost while also enhancing productivity – <strong>The Why</strong></td>
<td>Enhance trust in IT</td>
<td>Improve operational efficiency</td>
<td>Modernize archaic approaches</td>
<td>Optimize delivery dynamically</td>
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- **Analytics** combined with automation provide the foundation for the **impactful cultural transformation**
- **Machine Learning** can enable the combined system(s) to generate the **trend analysis** to move from reactive to proactive activities

Leveraging a single **IT ops analytics layer** to enable end to end and service-based intelligence – **The What**
The Transformation Journey
Technology-led business innovation must reach a value driven impact

**Advanced Analytics**
*Why:* Reactive to Proactive
*What:* Drive Agile Development
*How:* Performance Improvement

**Automation**
*Why:* Data Driven Function
*What:* Next Generation Monitoring
*How:* Single System of Engagement

**AIOps**
*Why:* Higher End Business Functions
*What:* Self Service Catalogue
*How:* End to end Orchestration

**COMMON QUALIFIERS:**
- Aggregated IT Estate
- Software Defined Controls

**BUSINESS IMPACT**
- Trust the Data
- Time to Value
- Value Based Outcomes

**COMMON QUALIFIERS:**
- Reactive to Proactive
- Drive Agile Development
- Performance Improvement
- Data Driven Function
- Next Generation Monitoring
- Single System of Engagement
- Higher End Business Functions
- Self Service Catalogue
- End to end Orchestration
Configuring the AIOps Ecosystem

Success comes from orchestrating an end-to-end use case approach that combines analytics and workflow automation built on a data backbone of next-gen tools.

It’s not about the tools, it’s about the configuration

### Use Case Eg.

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<td><strong>Outage</strong></td>
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<td><strong>Performance Degradation</strong></td>
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<tr>
<td><strong>Mission Analytics</strong></td>
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<tr>
<td><strong>Security</strong></td>
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#### Outage
1. APM monitoring triggers a critical alert for a MES system
   - Send alert to Splunk to correlate
   - Splunk sends alert to Incident Notification System to notify the tech support team

#### Performance Degradation
2. APM identifies a performance degradation OR Splunk detects high traffic on an MES system:
   - Monitoring number of logins in a time range
   - Number of active users
   - High CPU / Memory
   - Abnormally high purchases

#### Mission Analytics
3. Splunk uses DB Connect to gather data from the MS SQL database
   - Incident/problem/change analysis Dashboards
   - User analysis Dashboards

#### Security
4. Splunk has detected multiple failed logins using admin users itself (monitoring internal logs) OR from ServiceNow
   - Splunk sends alerts to Incident Notification System to create a ticket in ServiceNow
   - Phantom executes the incident playbook including blocking of IP addresses, account deactivation, event enrichment and ticket updates
Workplan Steps

1. **PHASE I:**
   - Deployment and Configuration of AIOps solution
   - **WORKFLOWS**

2. **PHASE II:**
   - Application integration with AIOps
   - **INCIDENT NOTIFICATION SYSTEM**
   - **APM**
   - **SPLUNK**
   - **INTEGRATION**
Key Takeaways and Lessons Learned

1. Figuring out the role of each platform
2. Consolidating the Alerting strategy
3. Being creative with the data
4. Measure both success and failure
5. What is Intelligence?
6. Getting to MTTP
Thank You

Please provide feedback via the SESSION SURVEY