

How AIOps Helps IT Become a Better Business Partner

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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



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

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

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.”

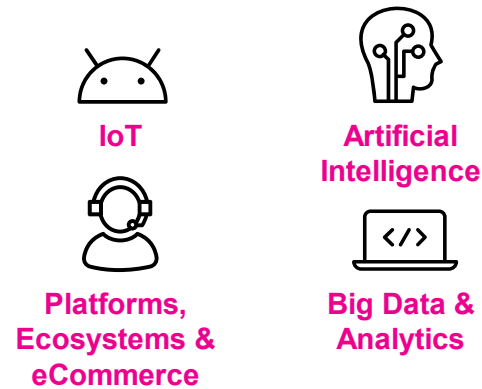
Gartner, Inc.



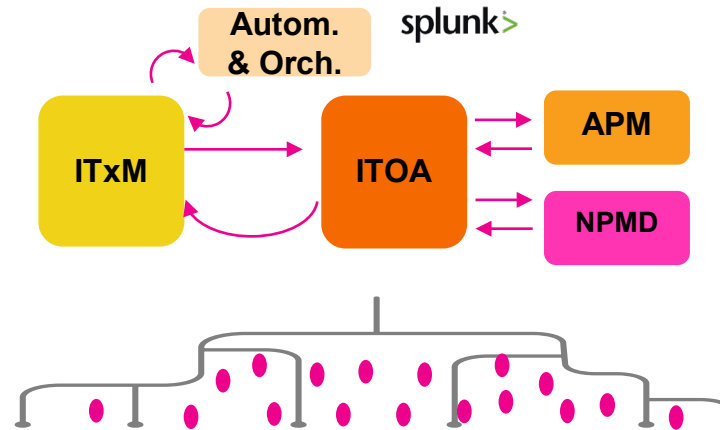
AIOps Components

AIOps Components

DIGITAL ENABLERS:



AIOps Ecosystem



TARGET OUTCOMES:

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

Legacy Foundational IT Technologies

CHALLENGES:

- Complex technology ecosystems and **siloed architectures** challenge issue diagnostics and RCA
- Limited integrations and **legacy operating models** increase MTI 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

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

AIOps Capabilities

Common challenges lead to a collection of **prescribed, experience** solutions
– The How

accenture

Value Driven Outcomes that reduce cost while also enhancing productivity
– The Why

INTELLIGENT DATA LIFECYCLE MANAGEMENT	INTELLIGENT INFRASTRUCTURE MANAGEMENT	IT OPS OBSERVABILITY AND ITSM	DEVSECOPS ANALYTICS
Correlate insights across the entire IT ecosystem	Triage across IT services and drive end-to-end automation	Infuse intelligence into the sensing and detection of issues	Aggregate across the technology and process lifecycle
Enhance trust in IT	Improve operational efficiency	Modernize archaic approaches	Optimize delivery dynamically

splunk

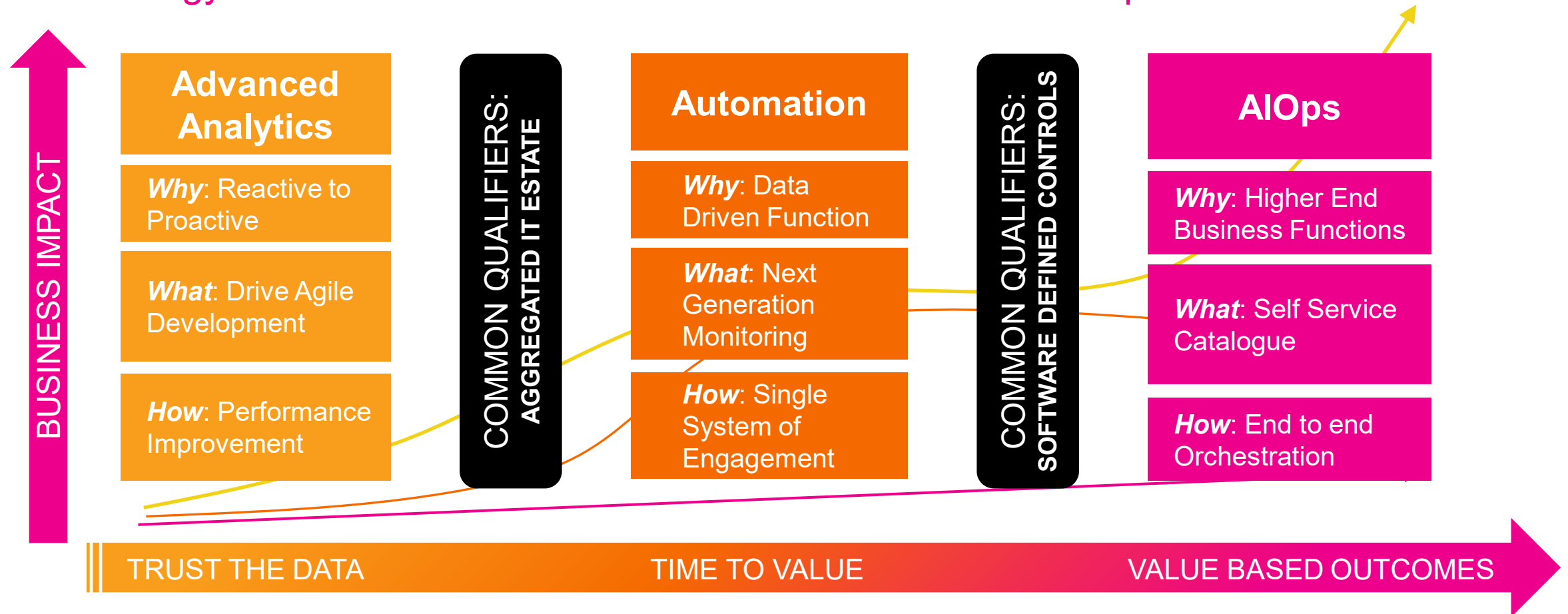
Leveraging a single **IT ops analytics layer** to enable end to end and service-based intelligence
– The What

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

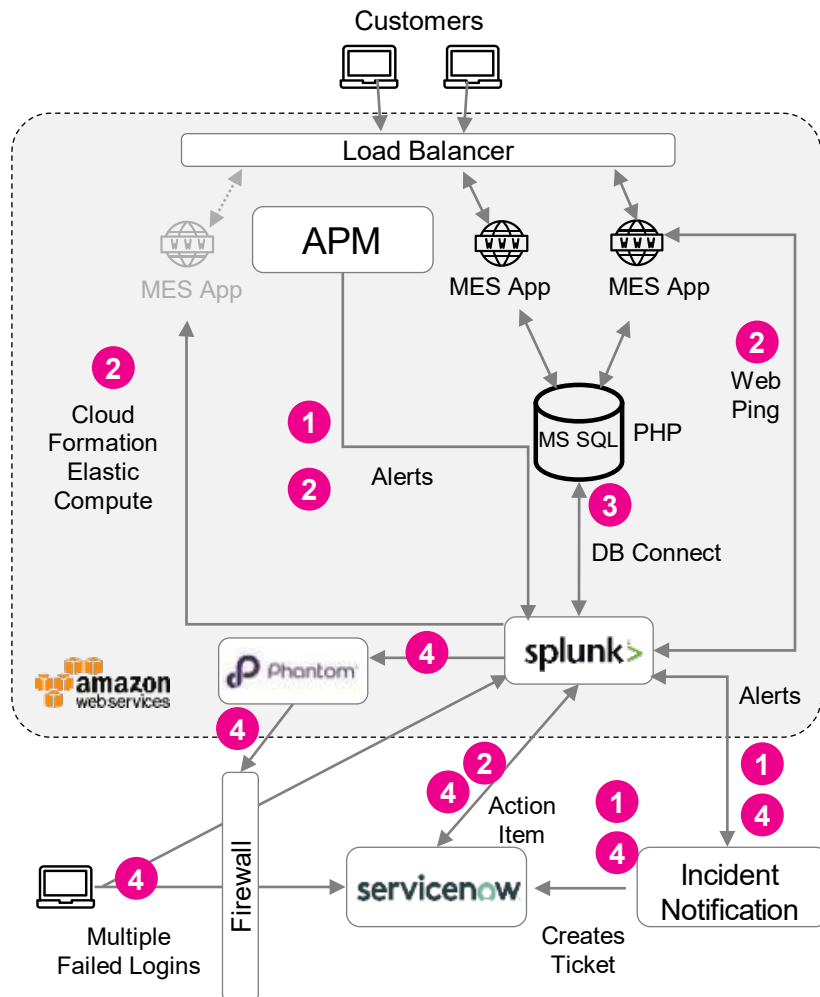
The Transformation Journey

Technology-led business innovation must reach a value driven impact



Case Study: Federal Client

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



Outage

1

Performance Degradation

2

Mission Analytics

3

Security

4

APM



Incident Notification



- APM monitoring triggers a critical alert for a MES system
- Sends alert to Splunk to correlate
- Splunk sends alert to Incident Notification System to notify the tech support team
- Incident Notification System creates ticket in ServiceNow

APM



- 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
- Splunk Triggers a Cloud Formation script to spin up another web server on the MES system



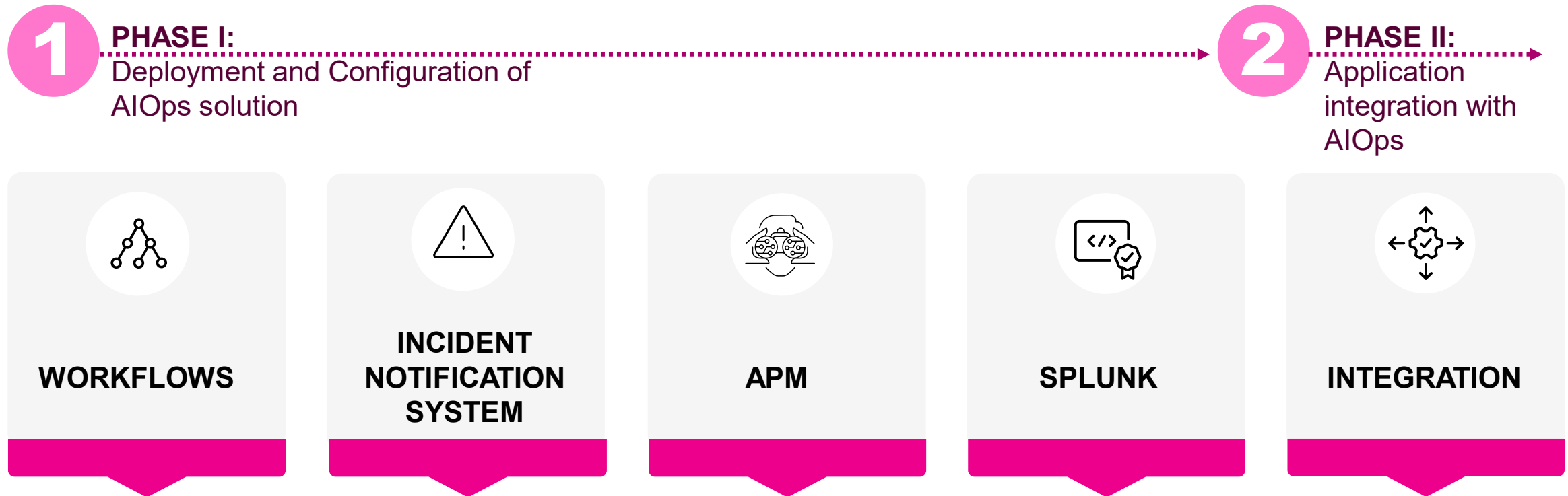
- Splunk uses DB Connect to gather data from the MS SQL database
 - Incident/problem/change analysis Dashboards
 - User analysis Dashboards

splunk> → Phantom

- Splunk has detected multiple failed logins using admin users itself (monitoring internal logs) OR from ServiceNow
- Splunk Sends an alert to Phantom and opens a ticket in ServiceNow
- Phantom executes the incident playbook including blocking of IP addresses, account deactivation, event enrichment and ticket updates

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

Workplan Steps



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



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