

Forward-Looking Statements



This presentation may contain forward-looking statements regarding future events, plans or the expected financial performance of our company, including our expectations regarding our products, technology, strategy, customers, markets, acquisitions and investments. These statements reflect management's current expectations, estimates and assumptions based on the information currently available to us. These forward-looking statements are not guarantees of future performance and involve significant risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from results, performance or achievements expressed or implied by the forward-looking statements contained in this presentation.

For additional information about factors that could cause actual results to differ materially from those described in the forward-looking statements made in this presentation, please refer to our periodic reports and other filings with the SEC, including the risk factors identified in our most recent quarterly reports on Form 10-Q and annual reports on Form 10-K, copies of which may be obtained by visiting the Splunk Investor Relations website at www.investors.splunk.com or the SEC's website at www.sec.gov. The forward-looking statements made in this presentation are made as of the time and date of this presentation. If reviewed after the initial presentation, even if made available by us, on our website or otherwise, it may not contain current or accurate information. We disclaim any obligation to update or revise any forward-looking statement based on new information, future events or otherwise, except as required by applicable law.

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. We undertake no obligation either to develop the features or functionalities described, in beta or in preview (used interchangeably), or to include any such feature or functionality in a future release.

Splunk, Splunk> and Turn Data Into Doing 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. © 2022 Splunk Inc. All rights reserved.

AIOps Use Cases With Splunk. No Bullsh... Just IT!

OBS1299C

Jenna Eagle

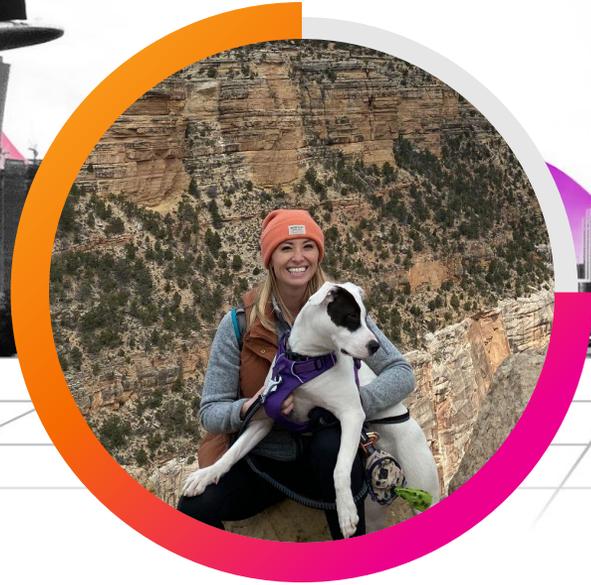
IT & Observability Strategist | Splunk

Jeff Wiedemann

IT & Observability Strategist | Splunk



splunk> .conf22



Jenna Eagle

IT & Observability Strategist
Splunk



Jeff Wiedemann

IT & Observability Strategist
Splunk

Agenda

- 1) What is AIOps anyway?
 - In our own words... no fluff.
- 2) Splunk IT & Observability Portfolio
 - A little AIOps for everyone!
- 3) Real-life AIOps Use Cases
 - Understandable and actionable.



According to “Leading Industry Analysts” AIOps is...





AI Ops is...

A *murky and confusing* subject, often bloated with intangible or inactionable *buzz words*.

Our Definition of AIOps is...

Our Definition of AIOps is...

Any *novel*

Intelligence

within the platform, allowing people to *operate significantly more effectively*

Our Definition of AIOps is Intelligent...

Visualizations



Presenting complex information simply for maximum insights in minimal time

Detection & Alerting



Produce trusted alerts while minimizing alert volume and false positives

Automation



Reduce wasted time by automating common tasks



Observability Portfolio

Splunk's Platform Portfolio for IT & Observability

A little AIOps for EVERYONE!

splunk >

.conf22

Splunk IT & Observability Portfolio

Splunk's IT & Observability Platform

Metrics

Traces

Logs

On-premises

Hybrid Cloud

Multicloud

Splunk IT & Observability Portfolio

Infrastructure Monitoring

Splunk's IT & Observability Platform

Metrics

Traces

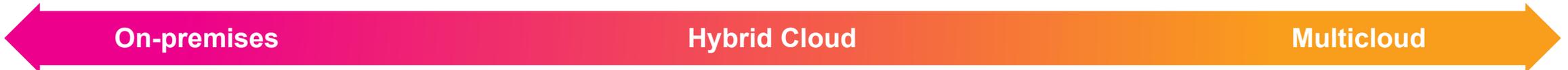
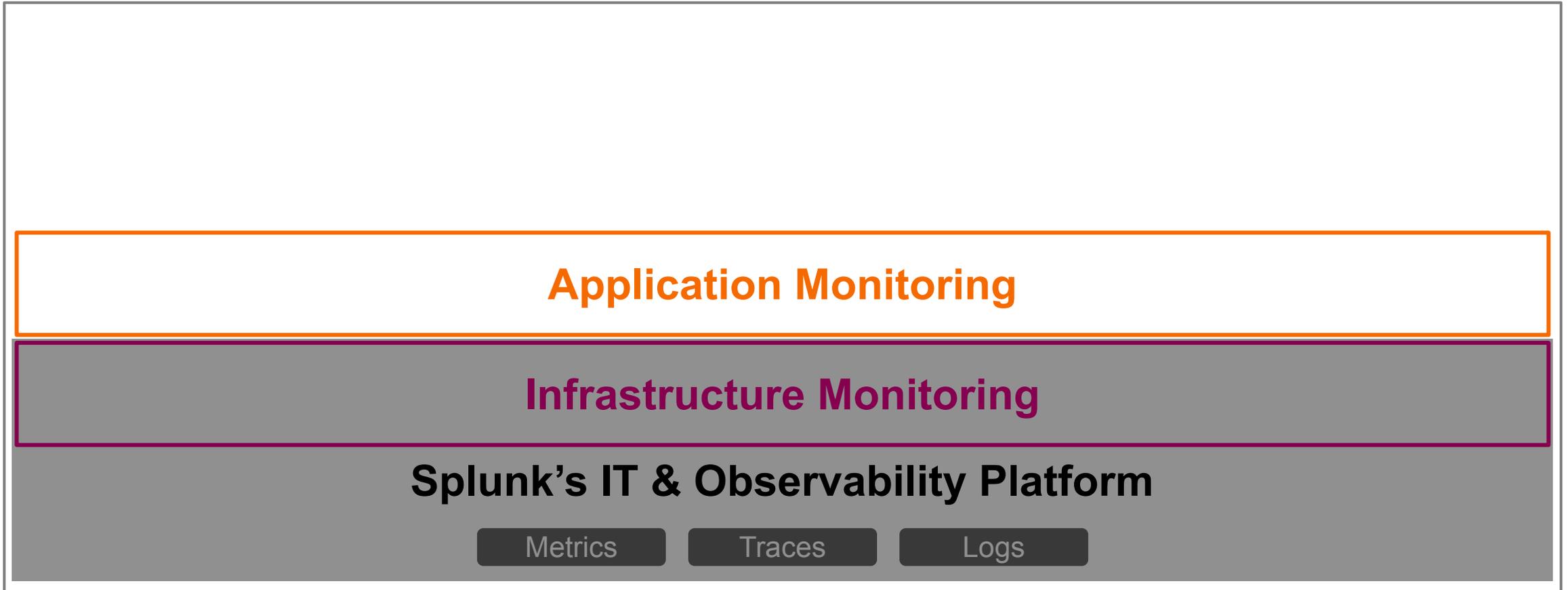
Logs

On-premises

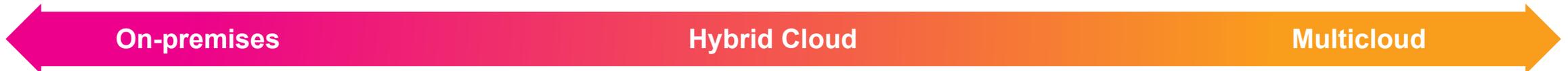
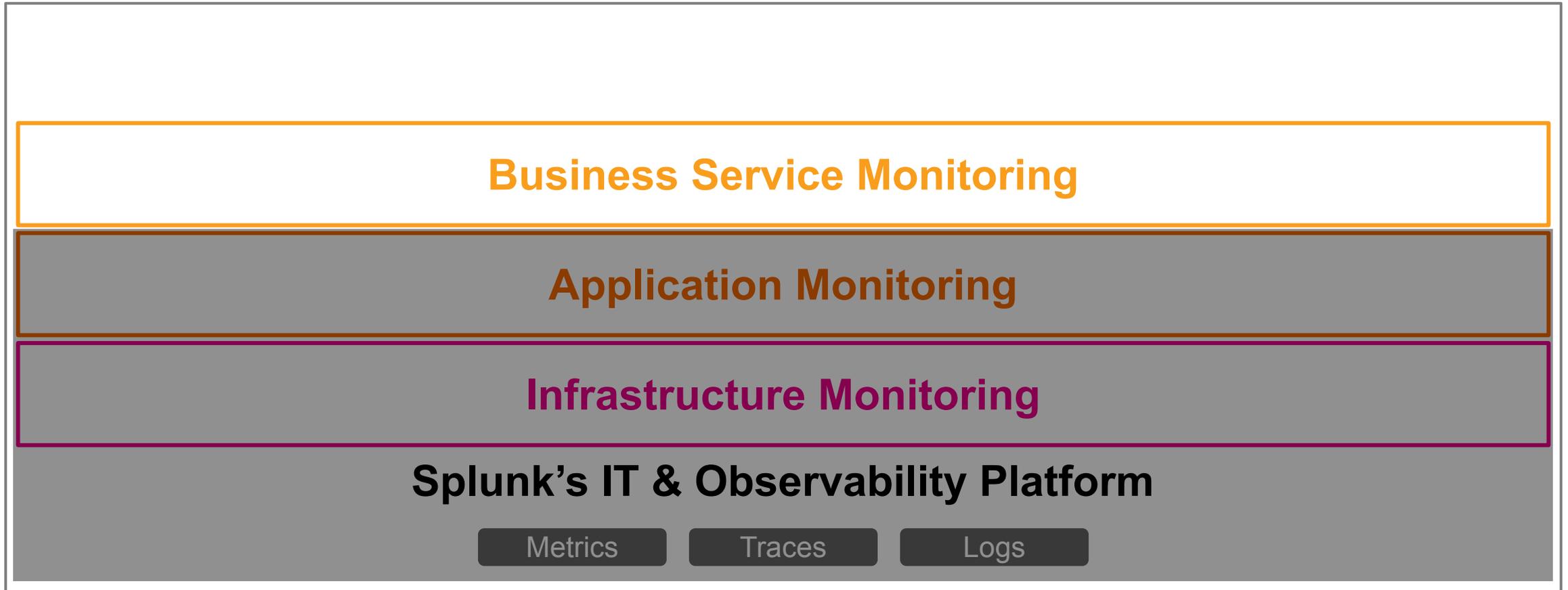
Hybrid Cloud

Multicloud

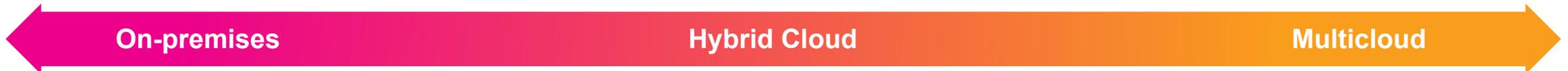
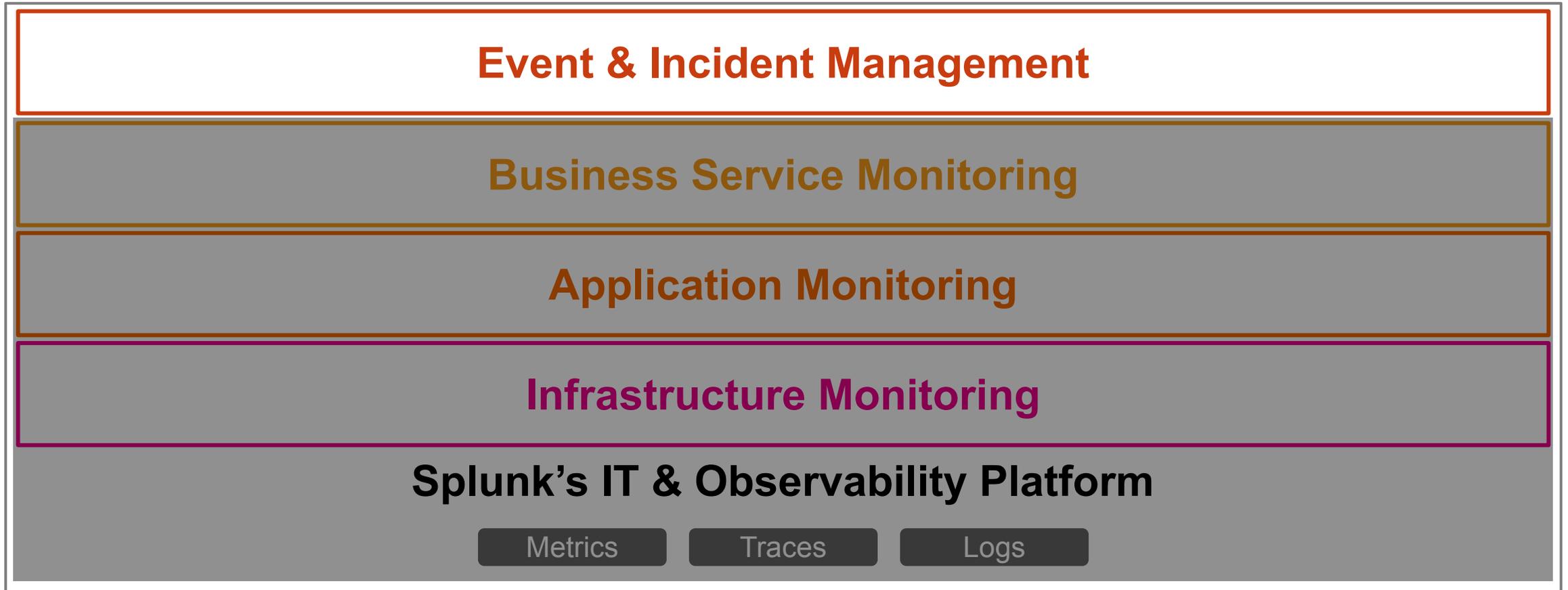
Splunk IT & Observability Portfolio



Splunk IT & Observability Portfolio



Splunk IT & Observability Portfolio



Splunk IT & Observability Portfolio

Event & Incident Management

Business Service Monitoring

Application Monitoring

Infrastructure Monitoring

Splunk's IT & Observability Platform

Metrics

Traces

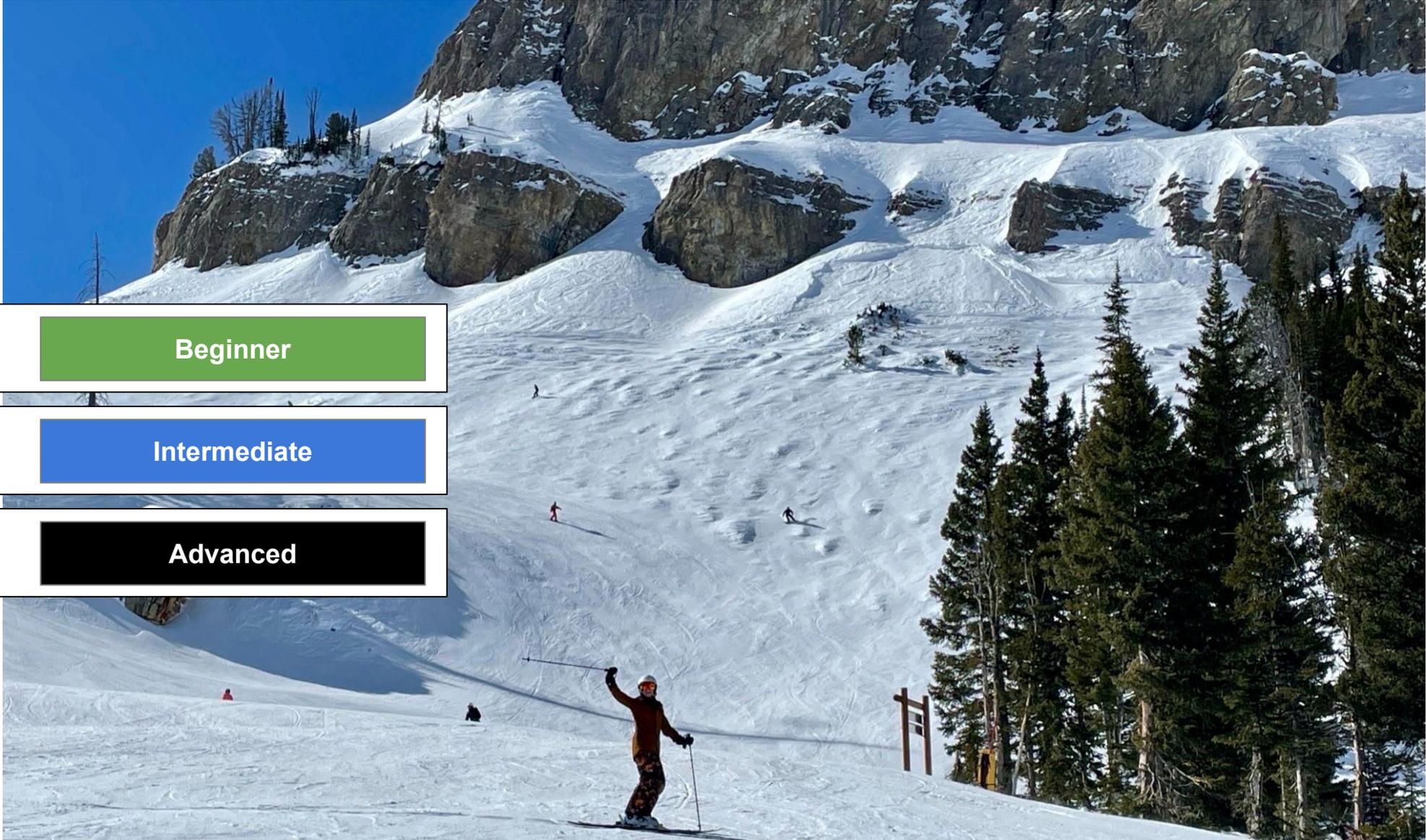
Logs



On-premises

Hybrid Cloud

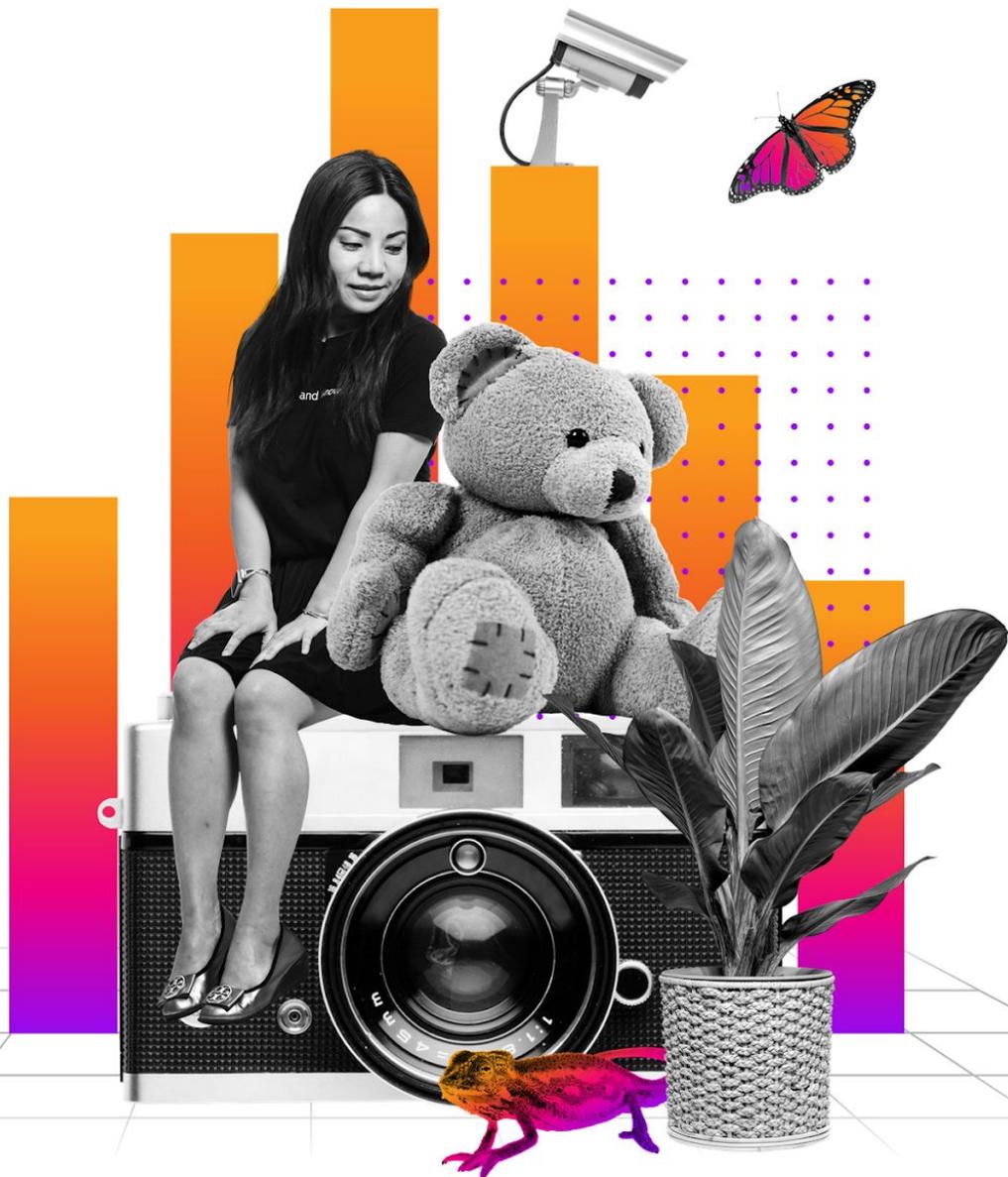
Multicloud



 Beginner

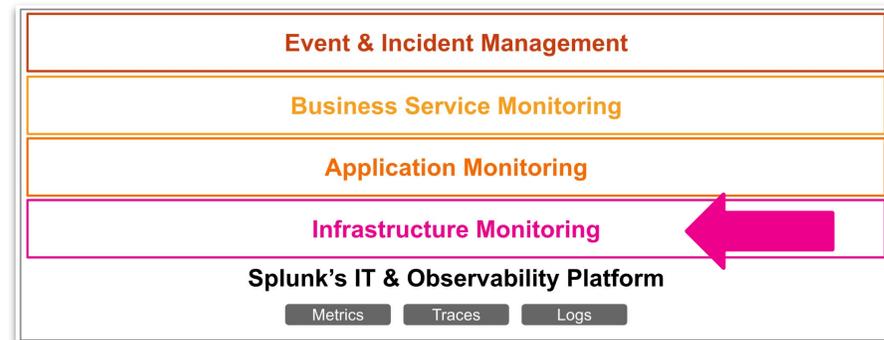
 Intermediate

 Advanced



AIOps Use Cases

For Infrastructure Monitoring

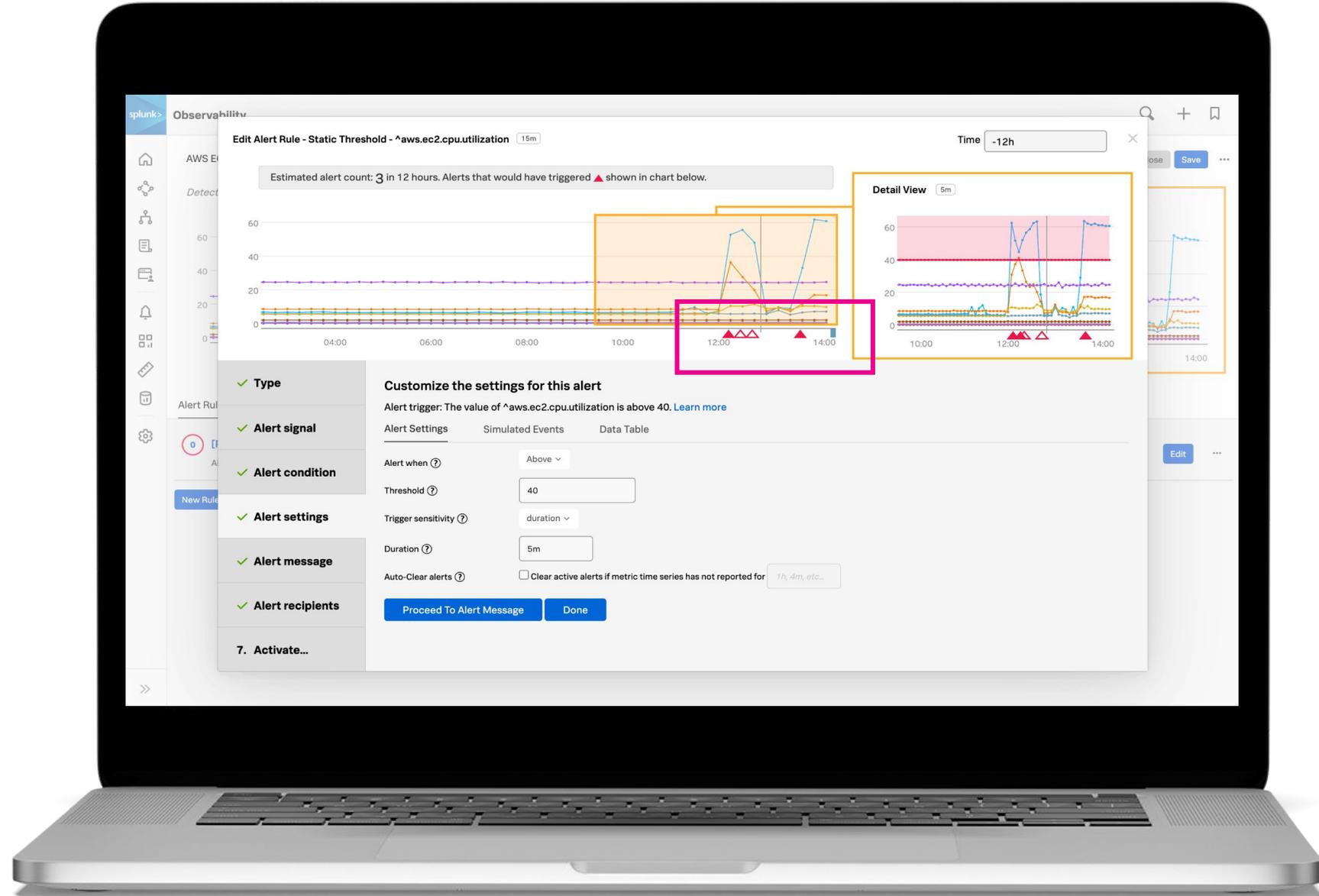




Beginner

Interactive Alert Preview

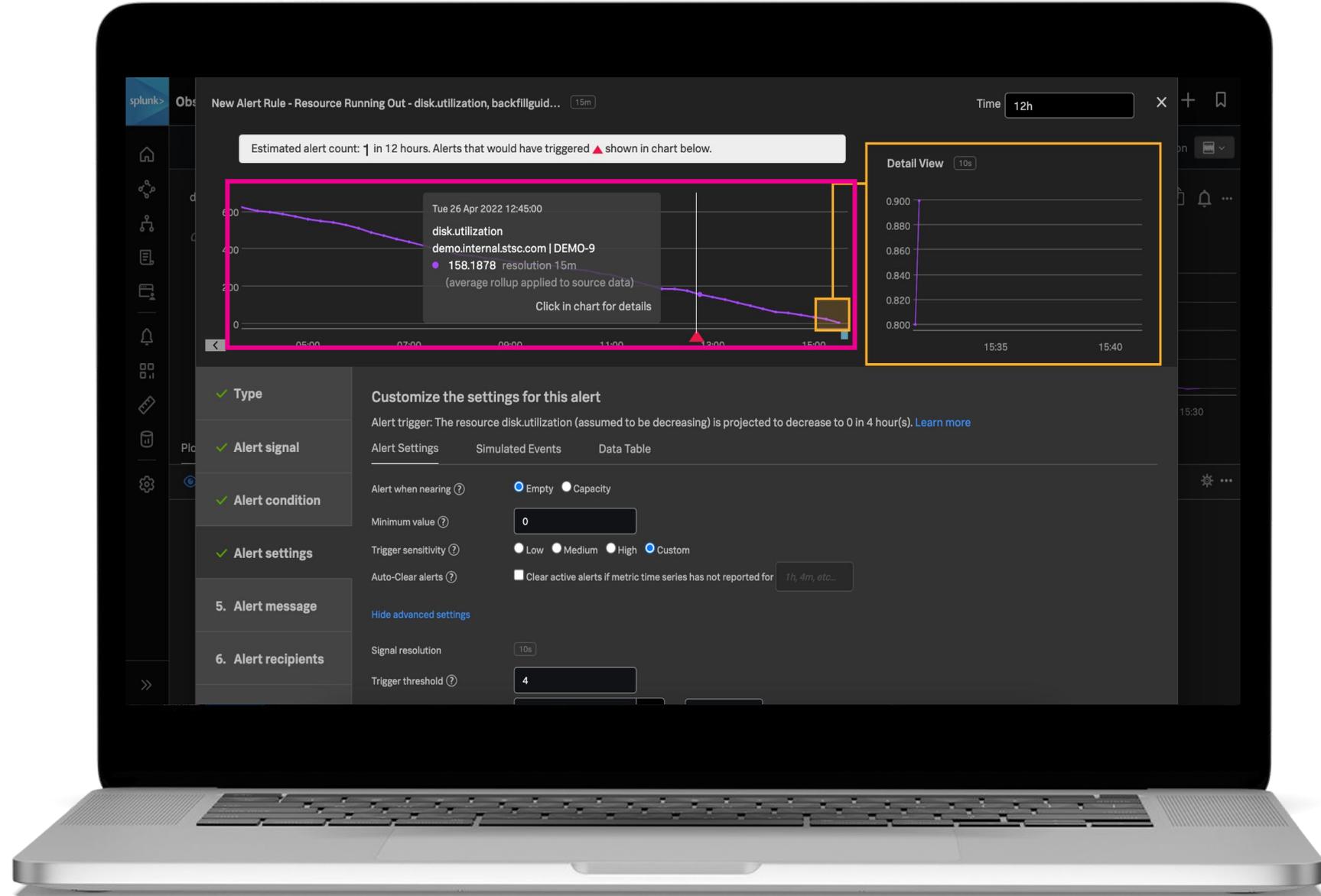
Real-time validation of alert configurations based on historical data



Intermediate

Capacity Nearing Exhaustion

Alert when the capacity of a resource is predicted to trend to complete exhaustion at a future point in time



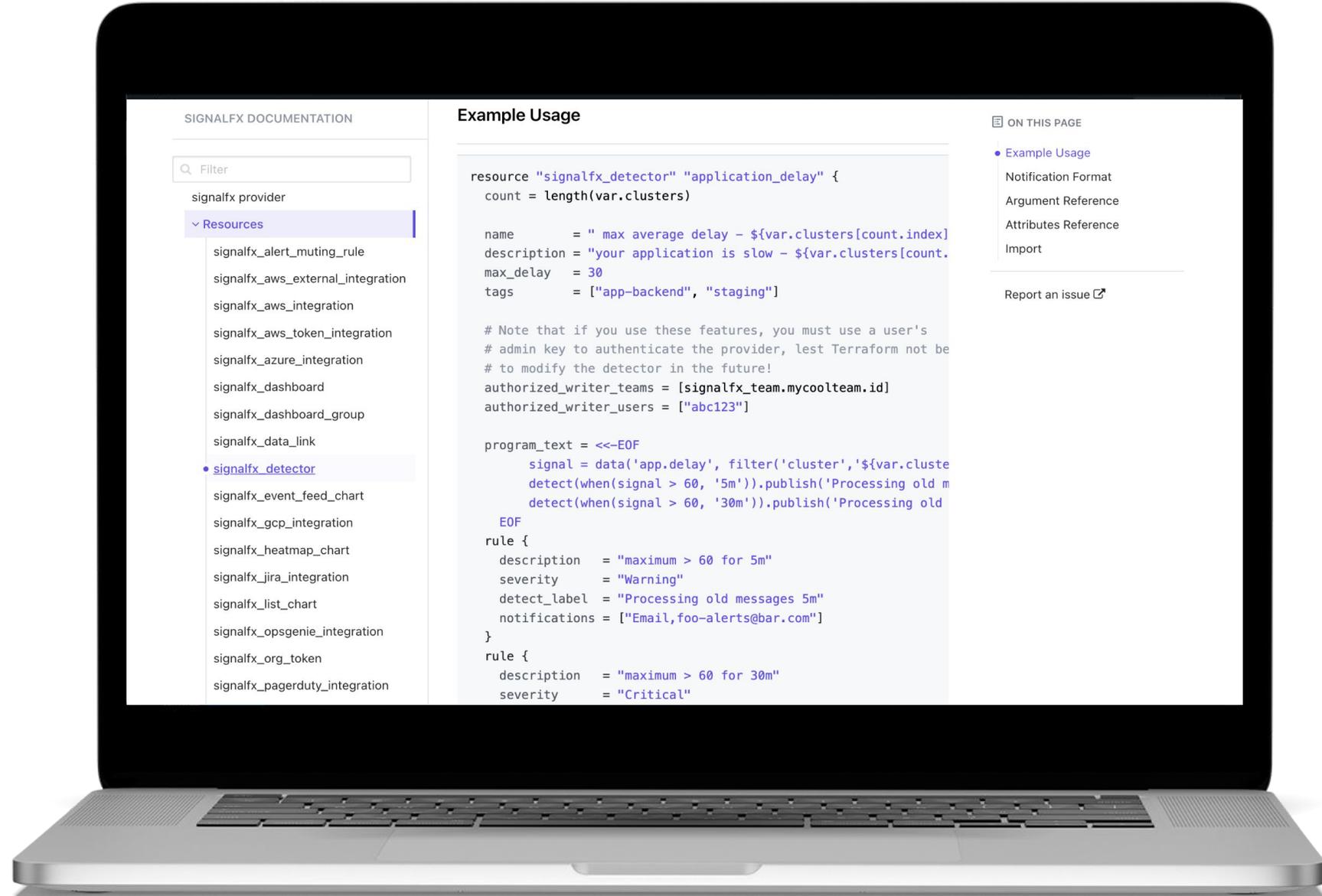


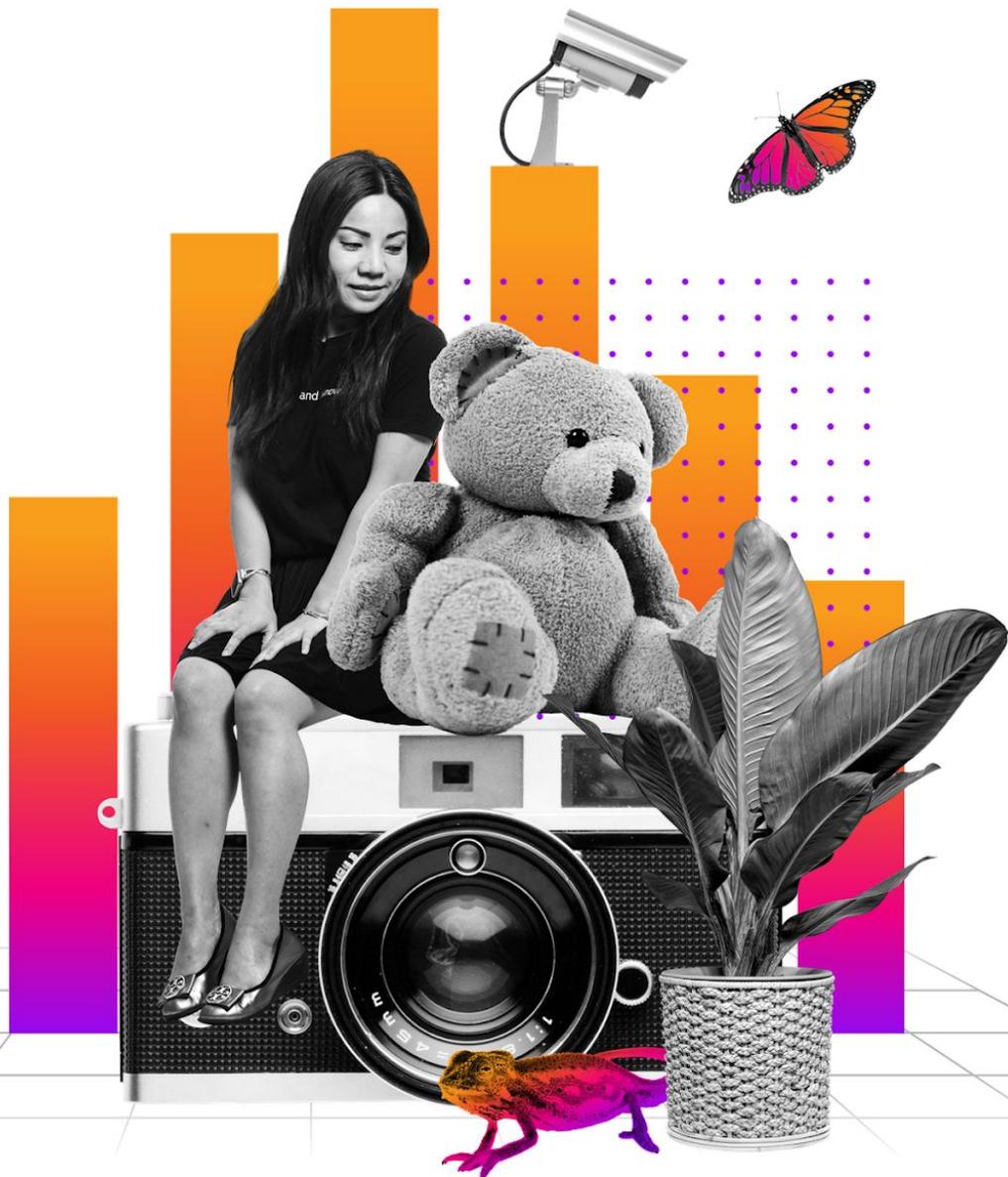
Advanced

Observability as Code

With Terraform

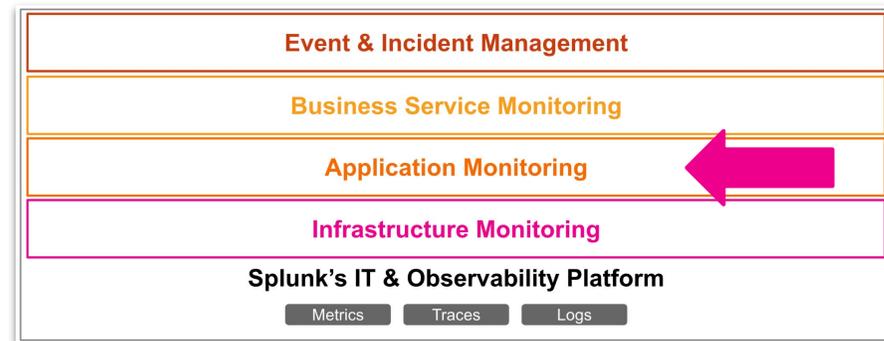
Automate monitoring
configuration within the CI/CD
pipeline and “shift-left”
observability responsibilities
into the development process





AIOps Use Cases

For Application Monitoring

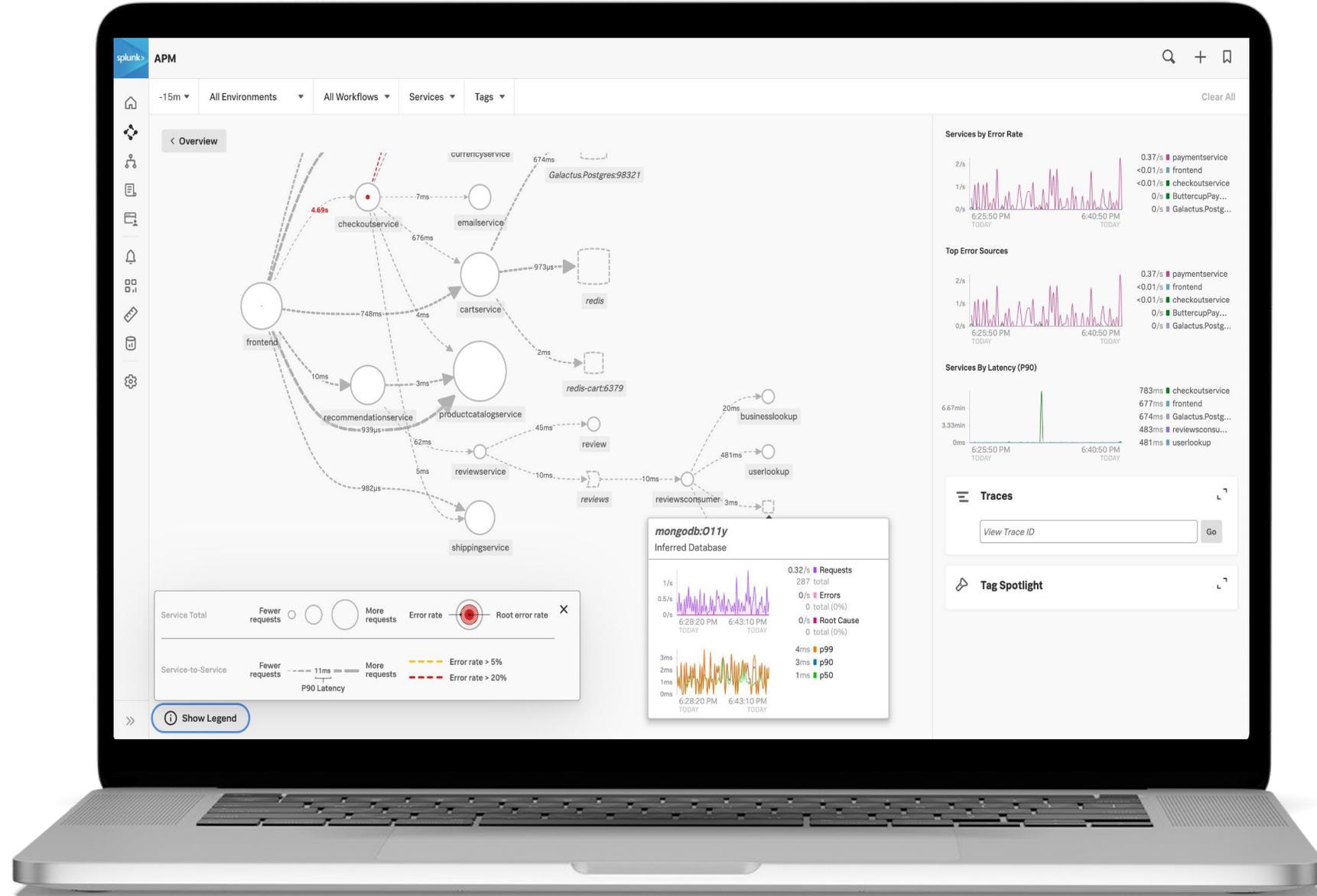




Beginner

Automated Service Mapping

Automatically infer services that are not explicitly instrumented

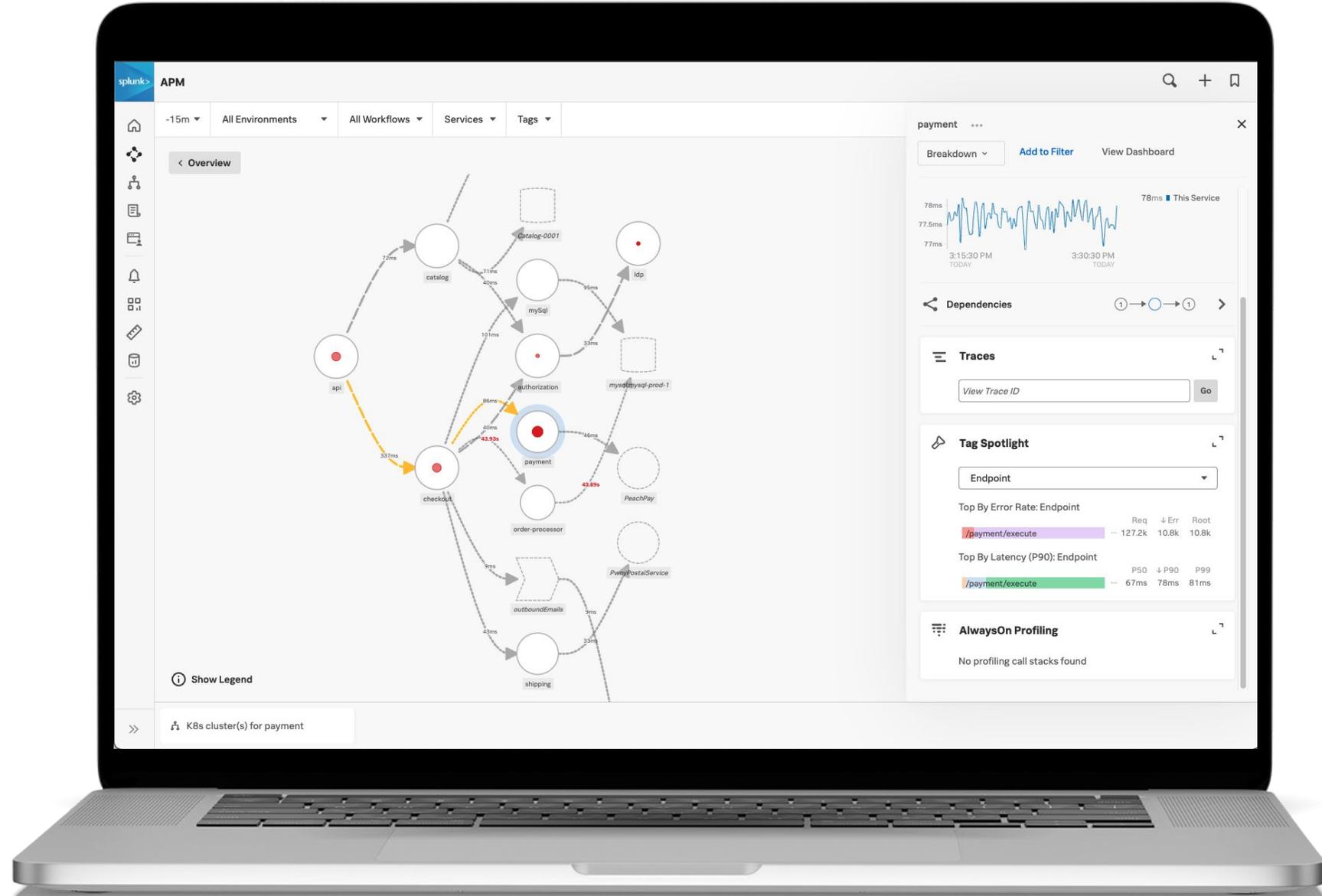




Beginner

Suggested Root Cause Path

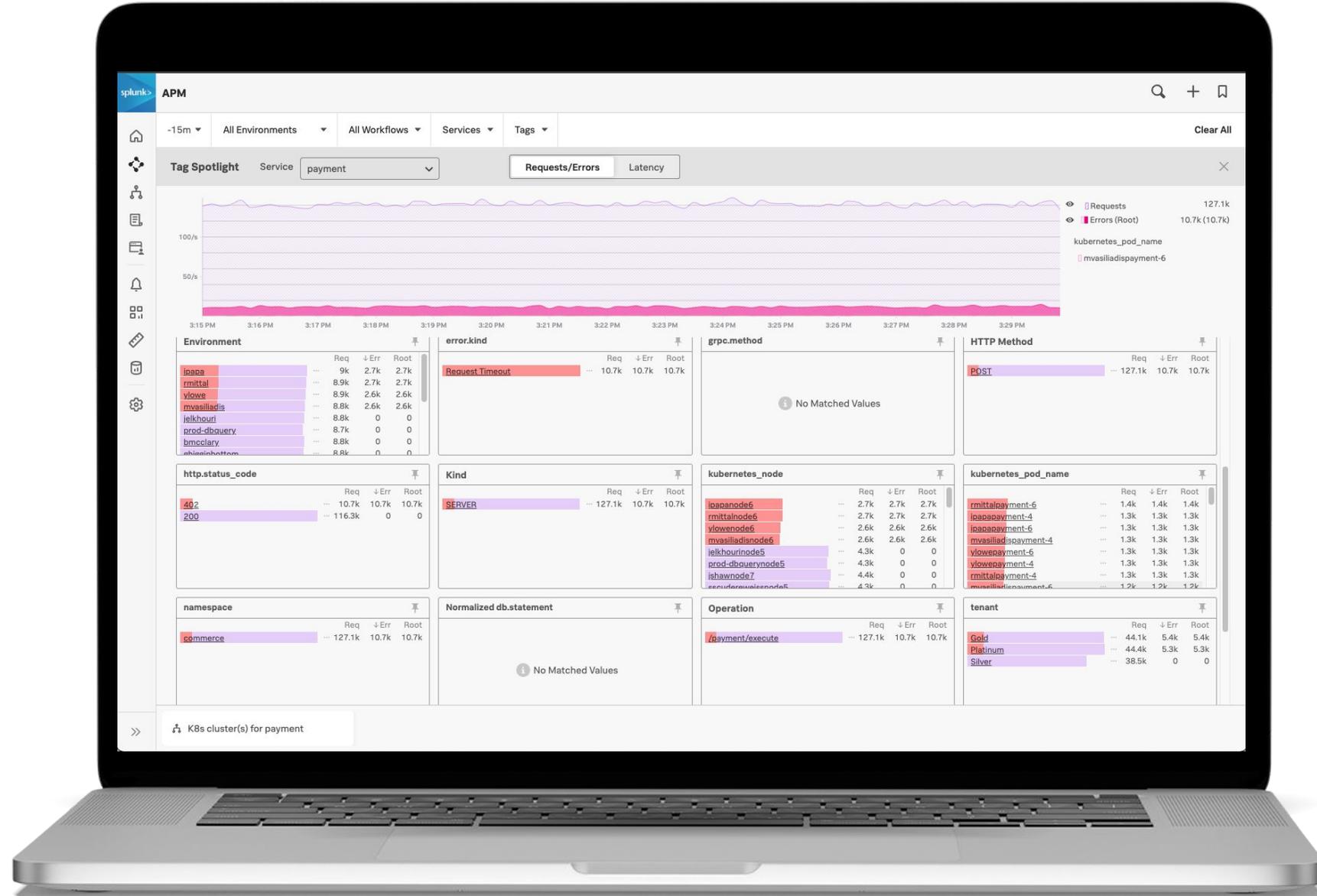
Automatically identify and surface which node in a distributed trace is the "root cause" of the errors seen



Intermediate

Tag Spotlight

Understand blast radius and severity of incident with smart visualizations in Tag Spotlight

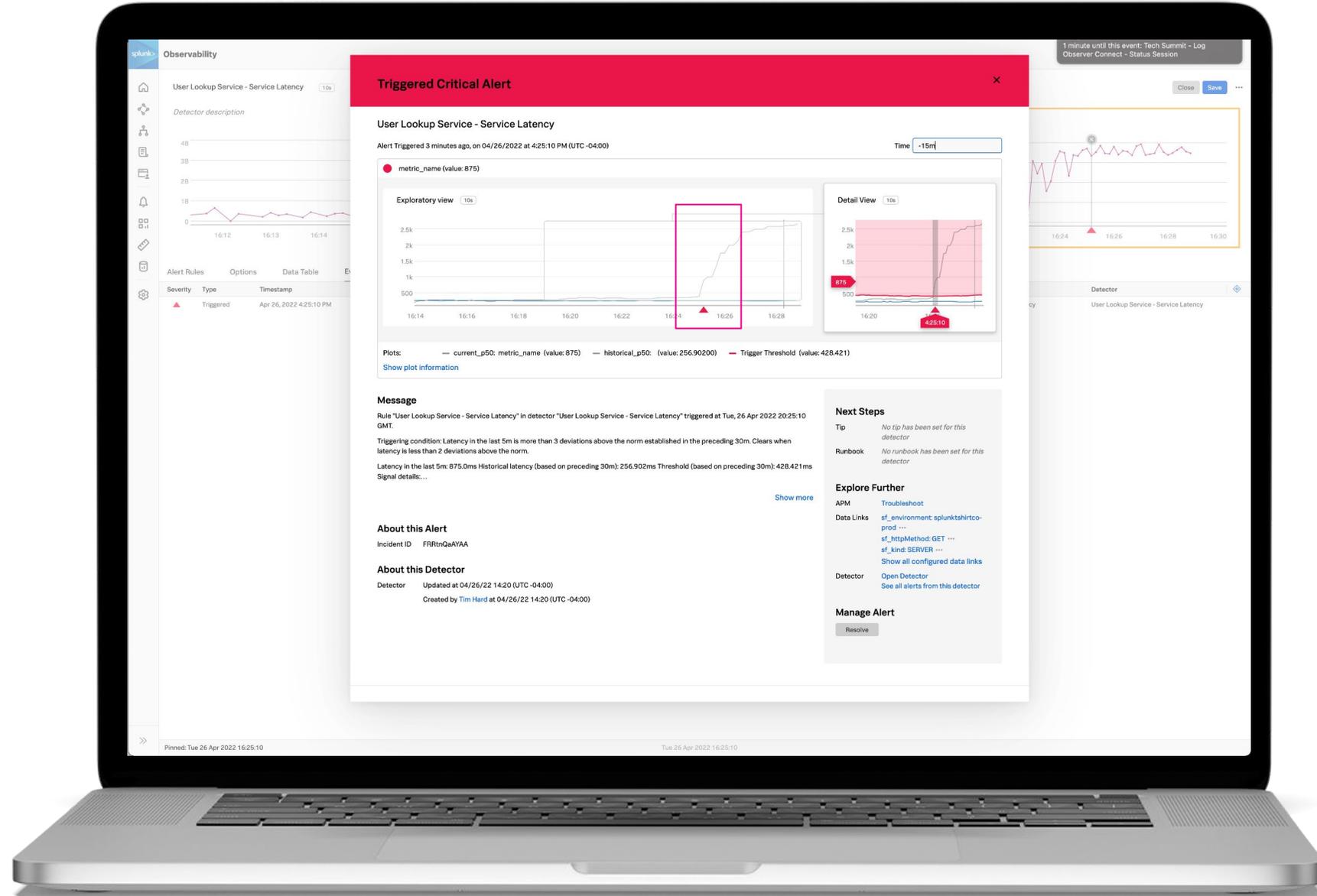


Intermediate

Auto-Baseline Alerting

for APM Service Metrics

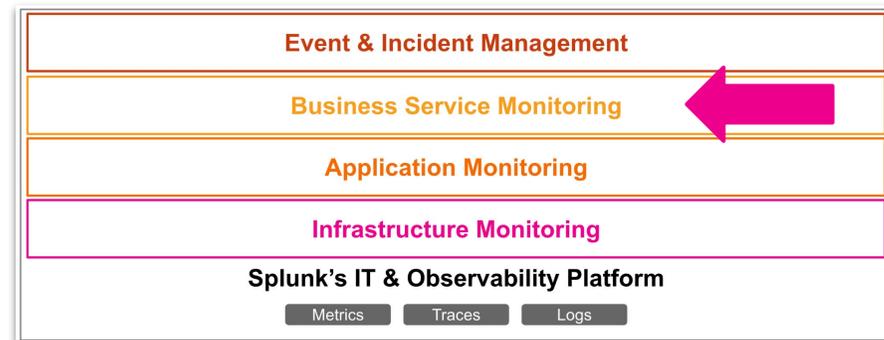
Alert when there are sudden spikes or historical anomalies in APM metrics





AIOps Use Cases

For Business Service Monitoring

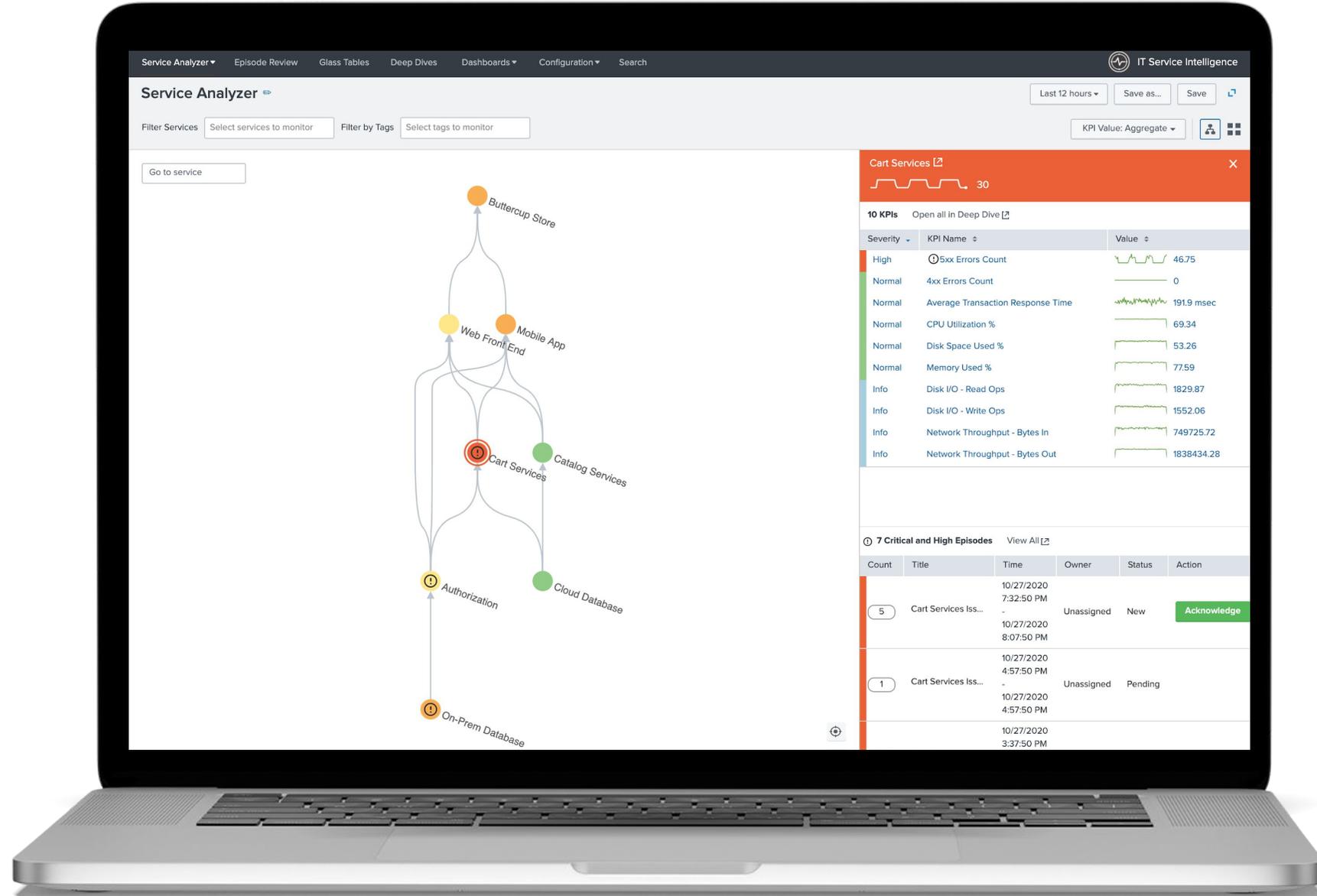




Beginner

Topological Service Mapping

Automatically identify and highlight possible root cause event within an ITSI Episode

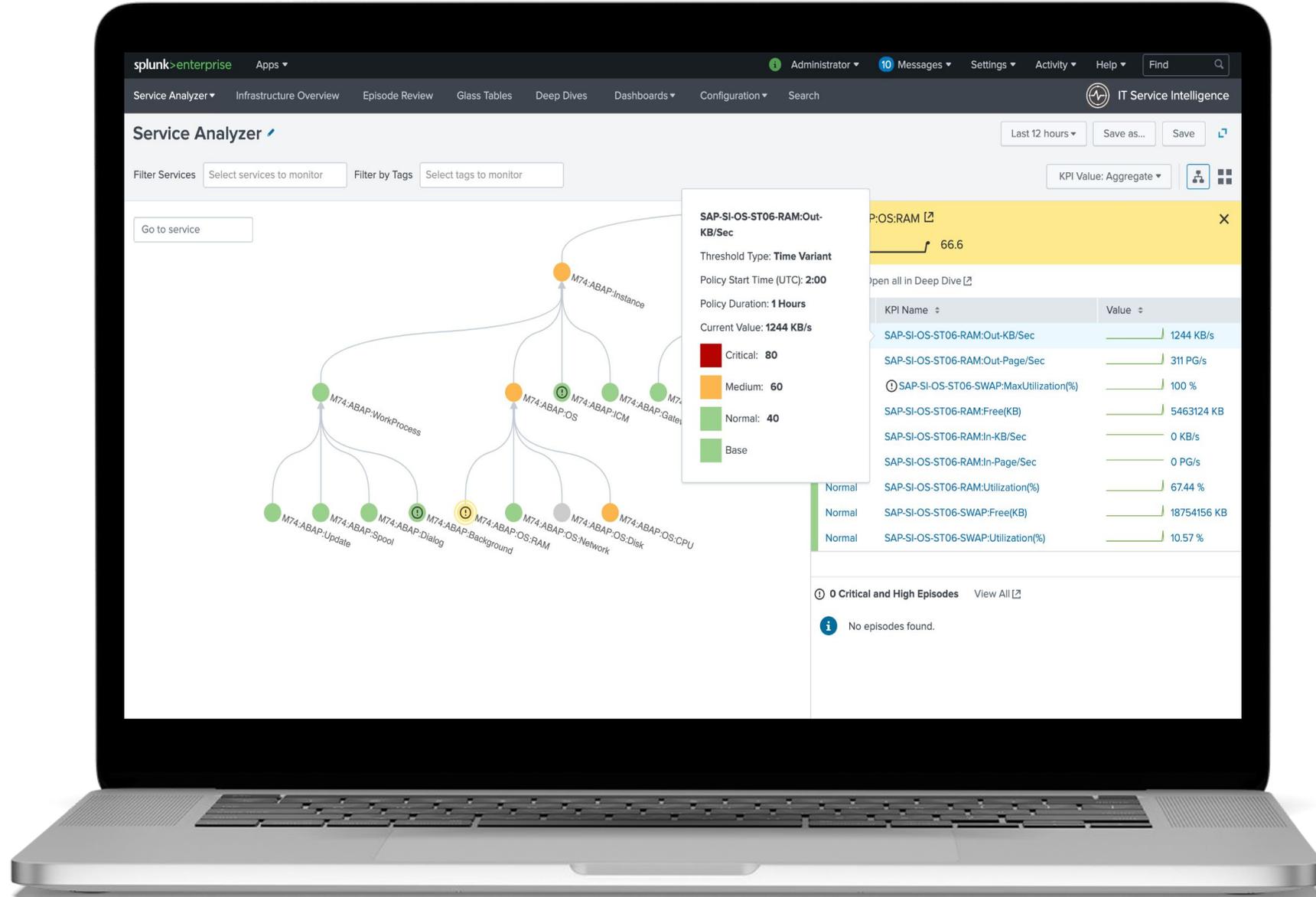




Beginner

Early Warning Alerting

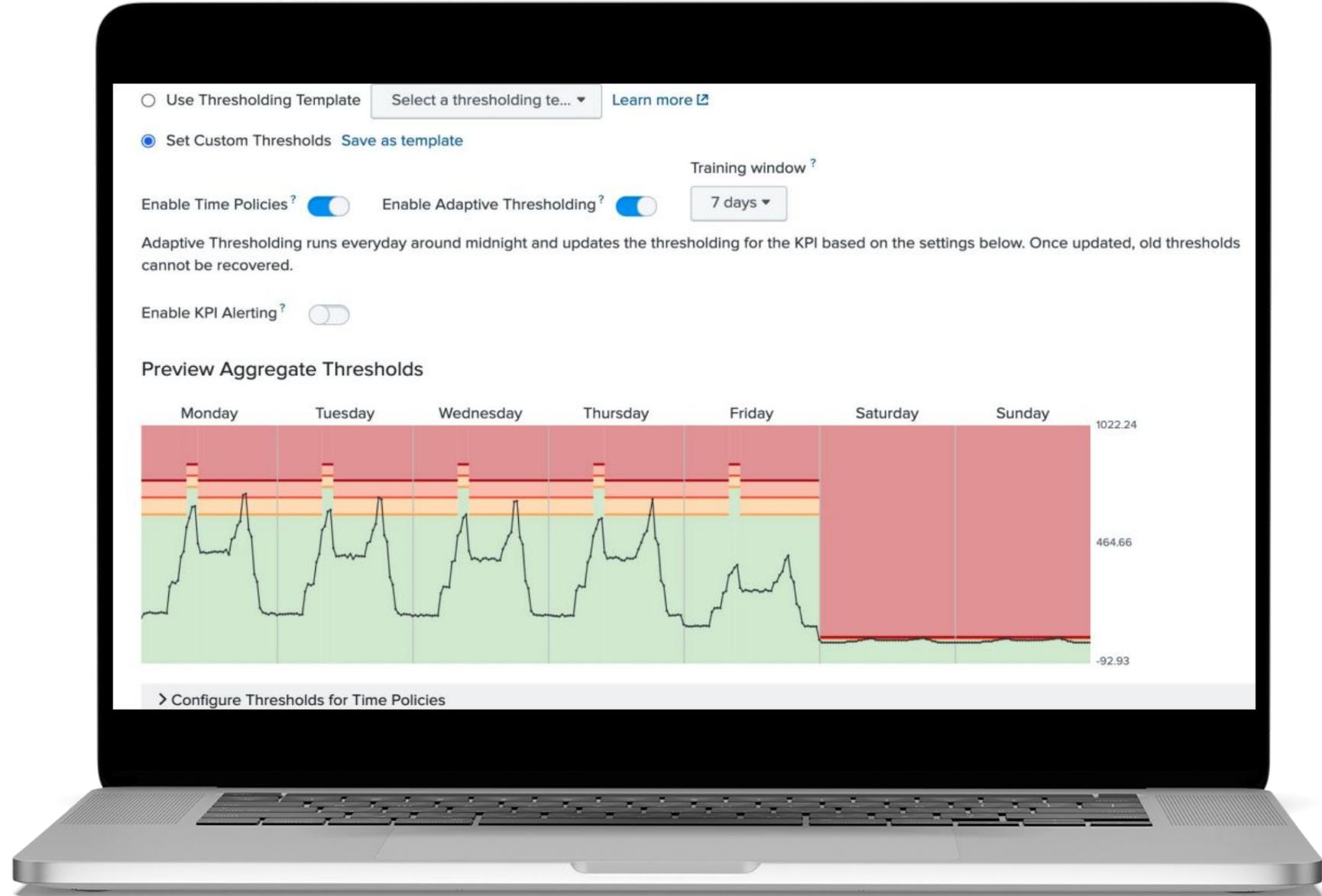
Alert on a spectrum of health (low, medium, high, critical)





Auto-Baseline Alerting

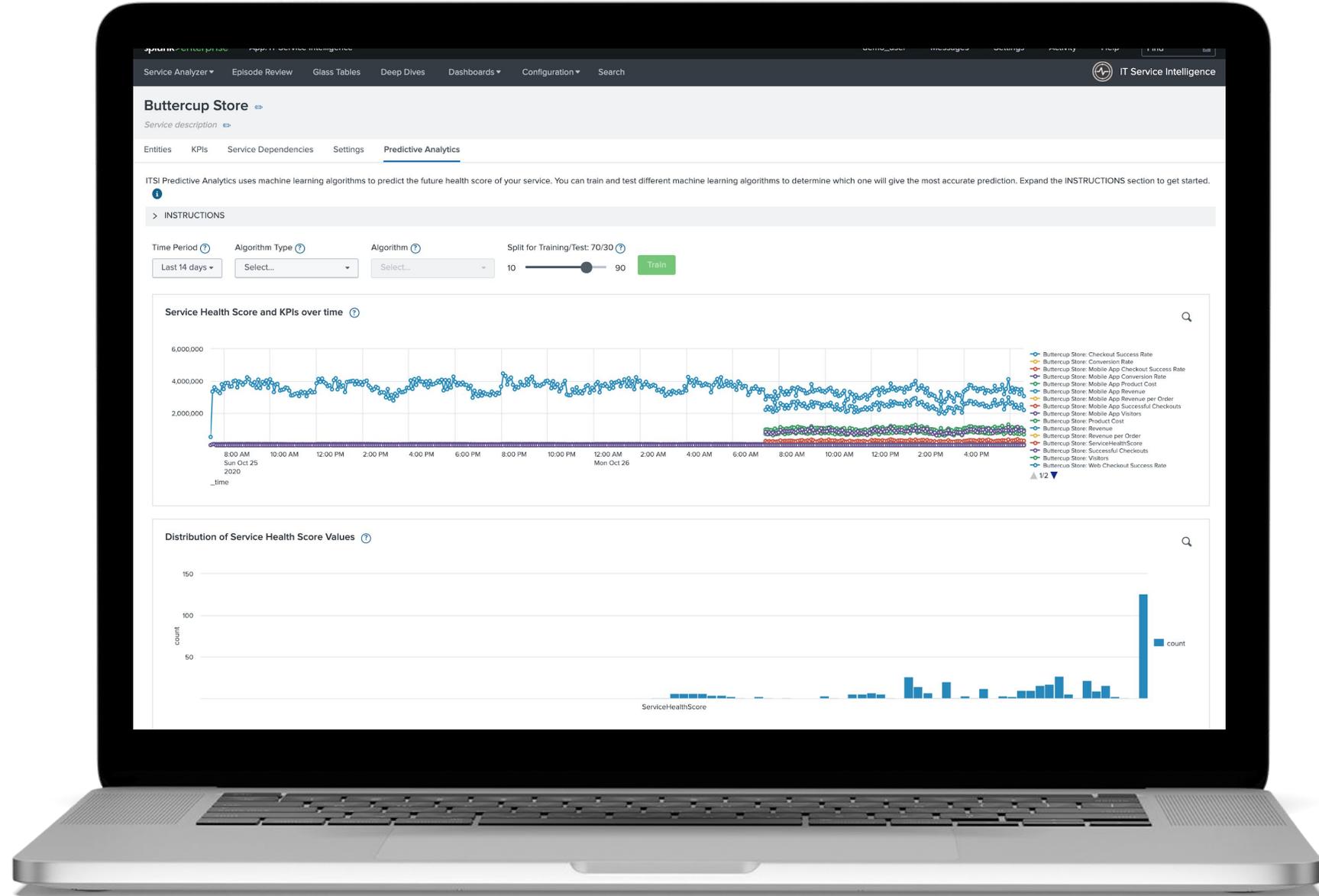
Alert when a KPIs behavior deviates from its historical behavior





Predictive Alerting

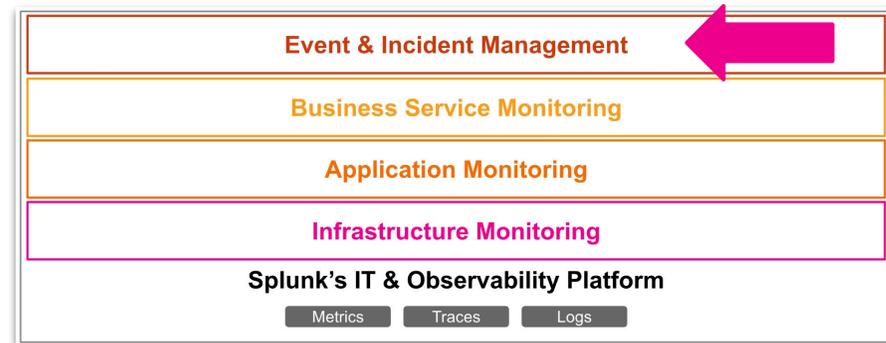
Alert on potential future incidents based on ML models trained from past incidents





AIOps Use Cases

For Event & Incident Management

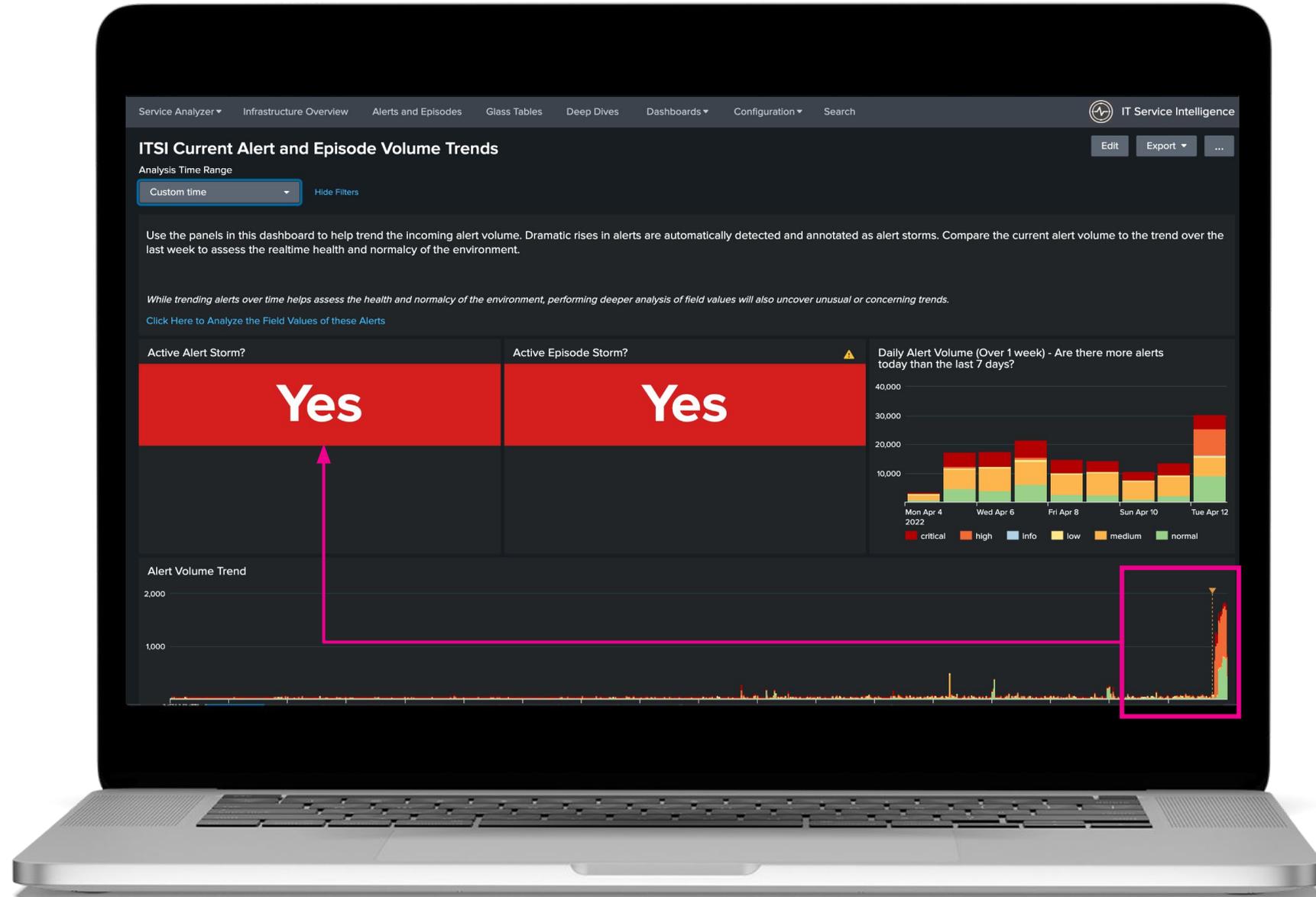




Beginner

Alert Storm Detection

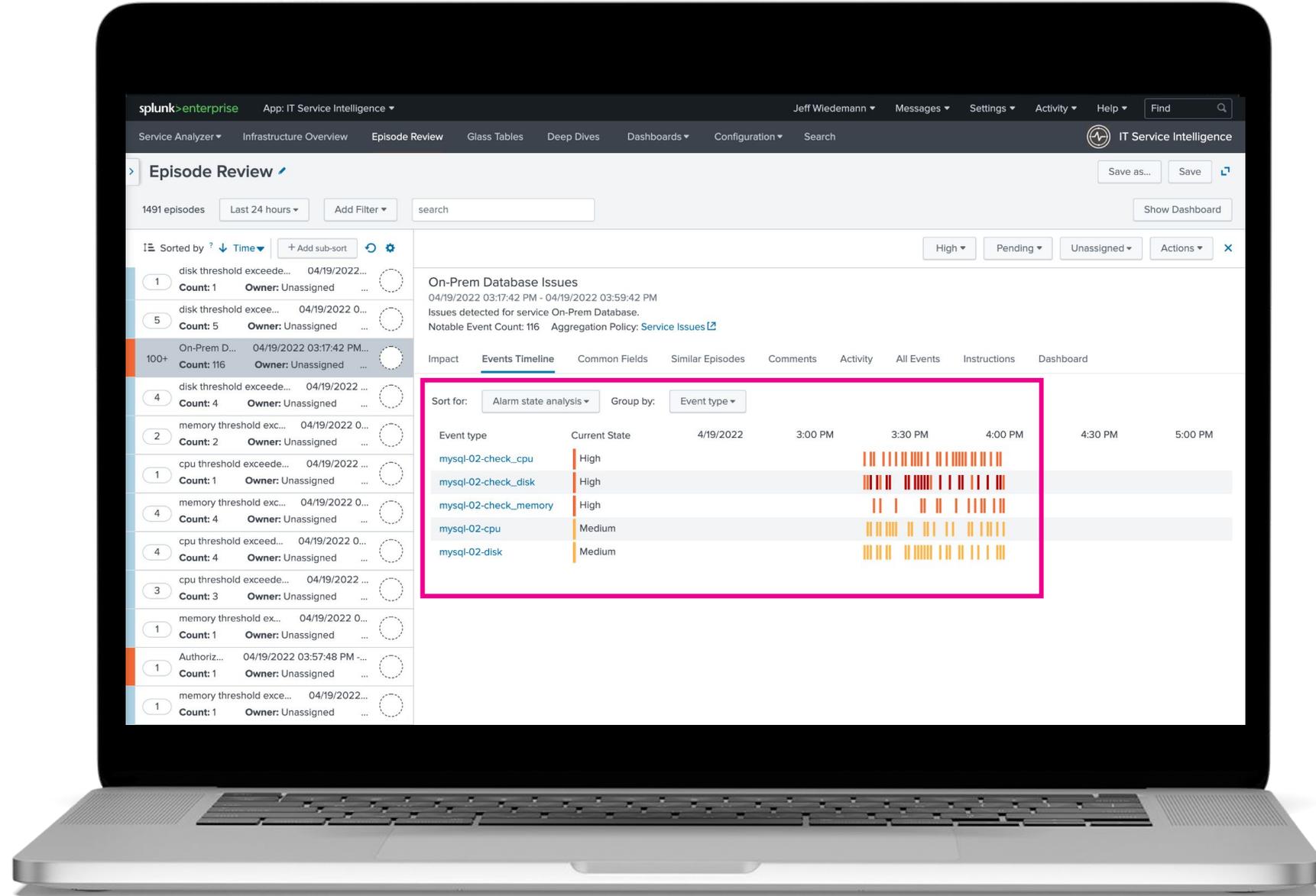
Use machine learning to automatically detect and alerts on active alert and episode storms by comparing current alert volumes against historical norms



Intermediate

Event Clustering & Correlation

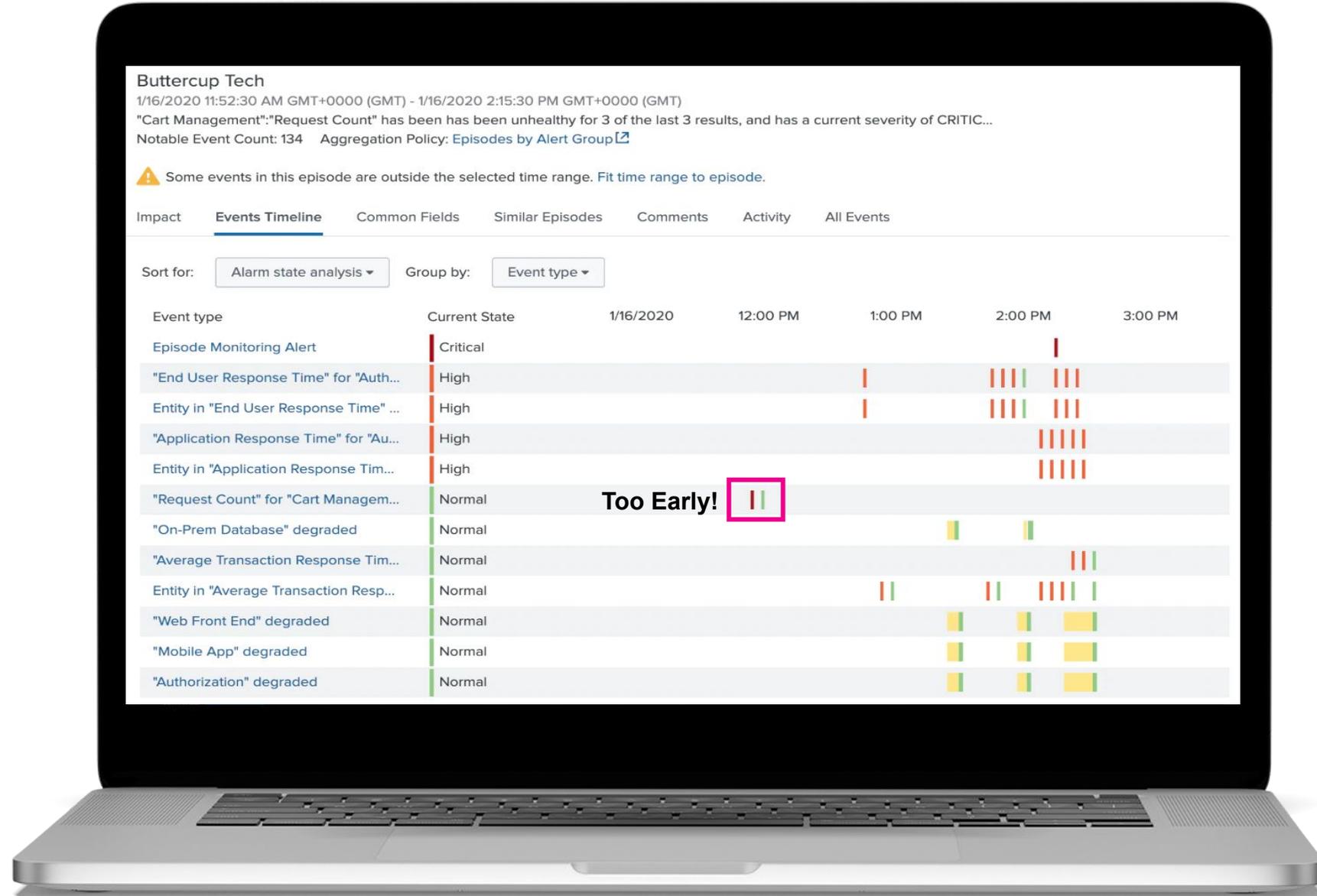
Group together related alerts using various algorithms to reduce noise and visually correlate related and causal alerts during triage





Intelligent Alerting & Auto-clearing

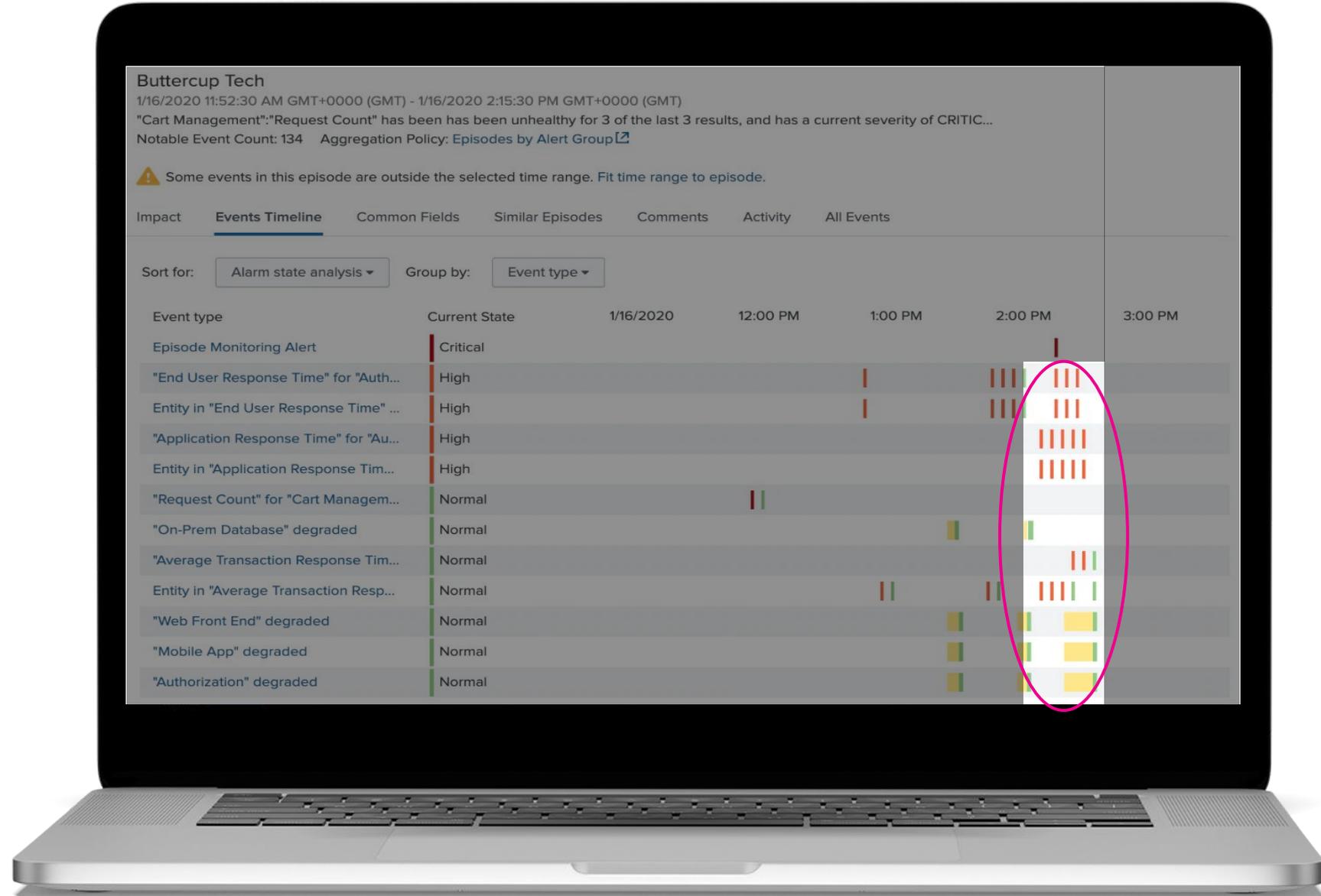
Proactively alert only after incidents begin to exhibit risky or concerning behaviors





Intelligent Alerting & Auto-clearing

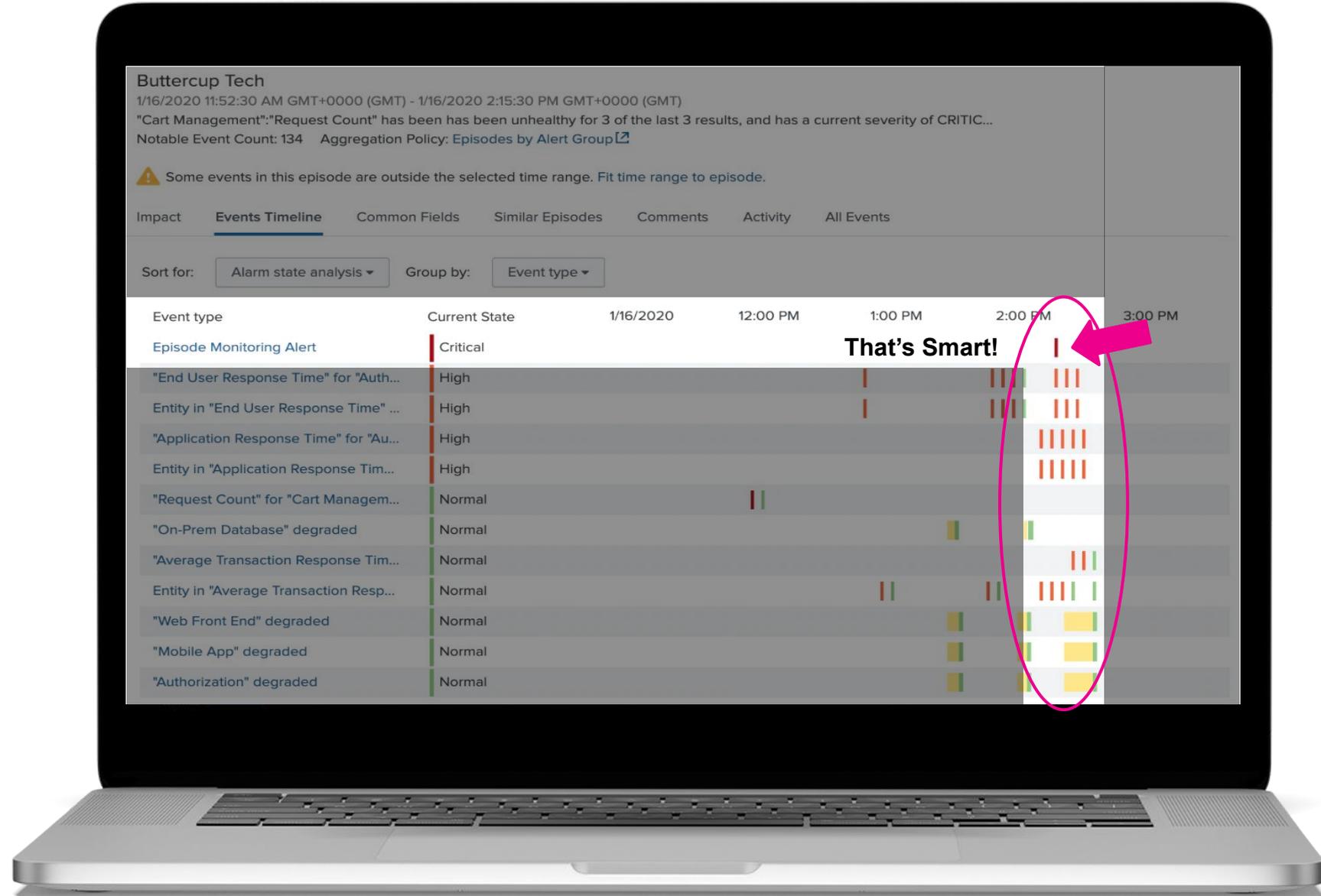
Proactively alert only after incidents begin to exhibit risky or concerning behaviors





Intelligent Alerting & Auto-clearing

Proactively alert only after incidents begin to exhibit risky or concerning behaviors



That was... a lot!



New Blog Series



splunk> **.conf22**



Workshop Glossy



splunk> **.conf22**



Thursday Session

splunk> **.conf22**



BOSS of Ops & O11y



splunk> **.conf22**



Thank You

