

# Splunk for IT Operations

Predict and prevent outages with AIOps

## Challenges in IT Ops

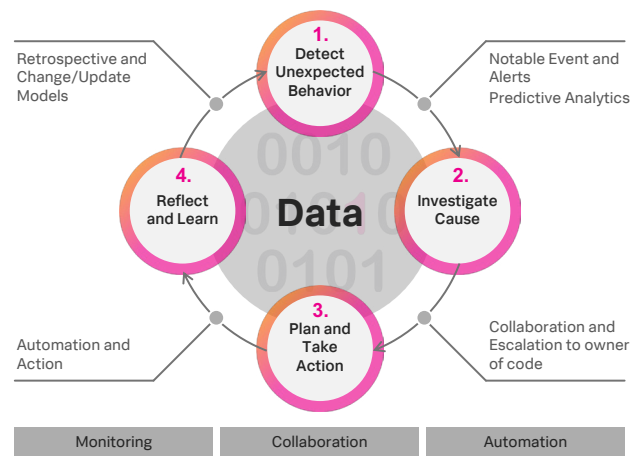
Today's IT environments are more complex than ever. The demands of digital transformation leave IT Operations teams in a tough spot. Too many tools can lead to siloed views. Too many alerts can be impossible for humans to process. Without understanding which alerts actually impact the business, teams are unable to detect and resolve issues with the agility needed to meet the demands of modern business.

Traditional monitoring tools can't handle the ever-growing volumes of data coming in from multiple sources. This places IT Ops in a reactive state, constantly putting out fires and compromising system uptime.

### Splunk Guides IT Ops on a Complete Data Journey

- **Speed up investigations** — use metrics and logs to pinpoint root causes and spot trends
- **Streamline monitoring** — get visibility into services, apps, physical, virtual and cloud infrastructures
- **Analyze system health** — use Service Insights and Event Analytics to focus on what's important, not just what's noisy
- **Act and increase productivity** — experience the benefits of smart collaboration, orchestration and automation

### Splunk-powered IT Workflow

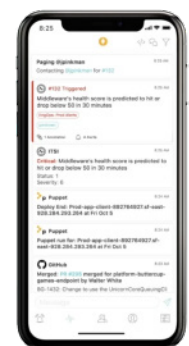
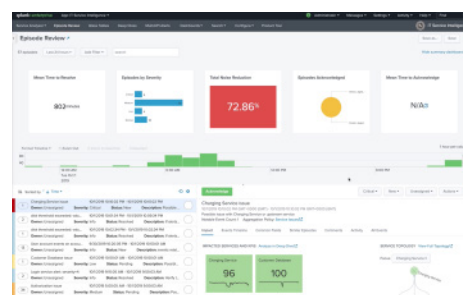


## Splunk Modernizes IT

To combat these challenges, IT Ops teams need the right tools in place. The future of IT Ops rely on AIOps — Artificial Intelligence for IT Operations. AIOps uses big data analytics, machine learning and artificial intelligence to deliver increased accuracy and speed to IT operations. Splunk's AIOps platform ingests massive datasets from disparate sources and employs advanced analytics to automate operations and improve data analysis.

Splunk offers predictive analytics and unified monitoring for applications, services and infrastructure. Aggregate any kind of data for a complete view of your technology stack. Deliver the business-critical insights and predictions necessary to stay ahead of service degradations, resource constraints and system outages. Minimize noise and complexity through automated event management and simplified workflow orchestration.

Get a high-level view of service health and performance while also being able to drill down deep into investigations



## Splunk's Portfolio for AIOps

### Investigate IT Problems



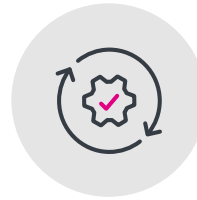
Splunk Enterprise

### Monitor, Analyze and Predict



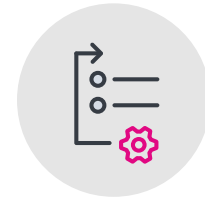
Splunk IT Service Intelligence

### Intelligent On-call and Incident Response



Splunk VictorOps

### IT Automation and Workflow Orchestration



Splunk Phantom

## Splunk Capabilities

One powerful suite, unmatched capabilities

### Infrastructure Monitoring

Monitor uptime, performance and response time with a unified view of your infrastructure. By having a complete view across the entire IT stack, you can accelerate outage investigations and reduce mean-time-to-resolution (MTTR) by quickly identifying and resolving problems.

### Event Analytics

Proactively resolve service issues by using machine learning to cluster, filter, and isolate event noise by up to 95%. Waste less time sifting through false positives and prioritize alerts in terms of impact.

### Service Insights

Understand how multiple tiers of the service stack interact with each other and impact service degradation. Prevent outages 30-40 minutes in advance based on predictive service health scores. See across silos to understand high-level health and

performance, while also diving deep into investigations to find the root cause of an incident faster.

### Incident Response

Improve on-call experiences by delivering alerts to the right people at the right time. Drive agility and responsiveness by restoring mission-critical infrastructure and applications to a trusted and reliable state quickly.

### IT Automation and Workflow Orchestration

When problems or issues are routine, playbooks can help teams detect incident patterns and predict future outages. Investigations, responses, and workflows can all be automated — allowing teams to take action in seconds, not hours or days.

**“With Splunk’s AIOps Platform, we have been able to reduce the number of incidents at our auctions by 90%. We have proactive infrastructure monitoring to ensure a consistent level of customer service.”**

– Ken Gavranovic, VP of Technology, Cox Automotive

## Splunk Benefits

**45%** reduction  
in high-priority  
incidents and outages

Predict imminent outages  
**30-45 minutes** in  
advance

**90%** reduction  
in incident  
investigation time

**95%** reduction  
in event noise

splunk > partner+

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