



Unlocking digital resilience through unified observability

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KDDOBS -100

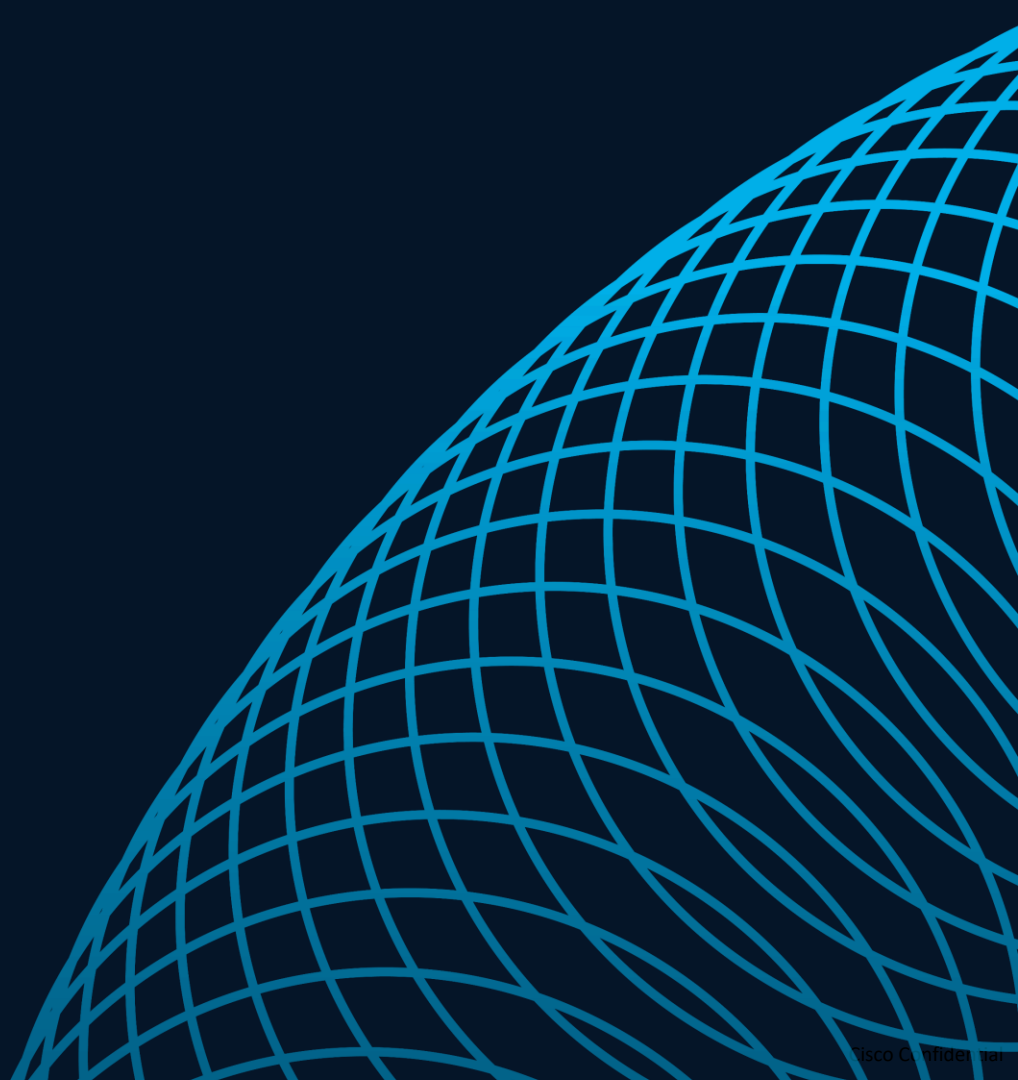
The more things change...

The evolution of the market problem

“We had built a big transactional engine, but it was hard to troubleshoot these systems when something went wrong.”

Erik Swan former
CTO and co-founder
of Splunk - 2003

\$400B



\$49M

Lost
revenue

\$22M

Regulatory
fines

\$16M

SLA
penalties

\$15M

Settlement/
legal costs

\$14M

Brand trust
campaigns

\$13M

PR/Investor
relations

\$12M

Lost
productivity

\$11M

Ransomware
payouts

\$11M

Additional
infrastructure
capacity

\$11M

Overtime
wages

\$10M

Cyber
insurance
premiums

\$9M

Recovering
from
backups

\$8M

Extortion
payouts

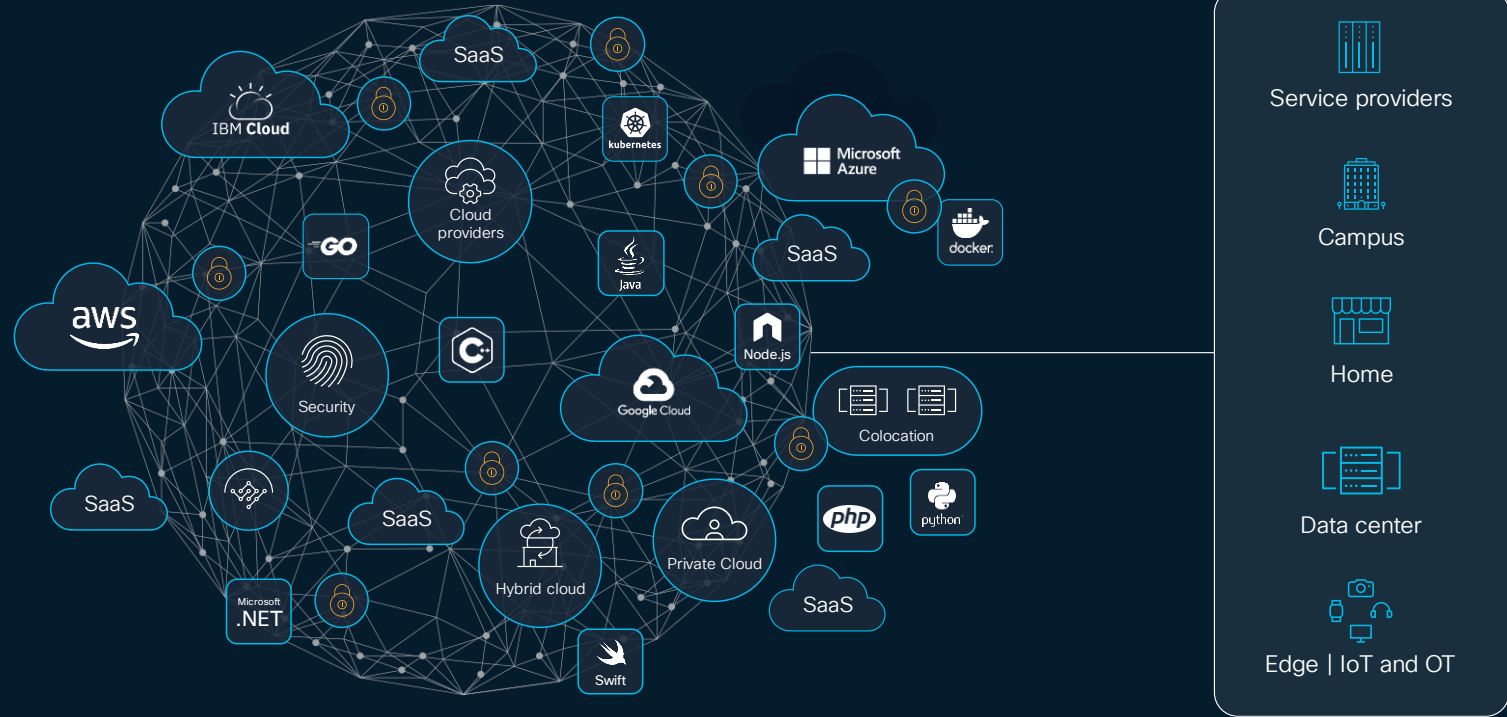


Fix problems, fast

Improve reliability

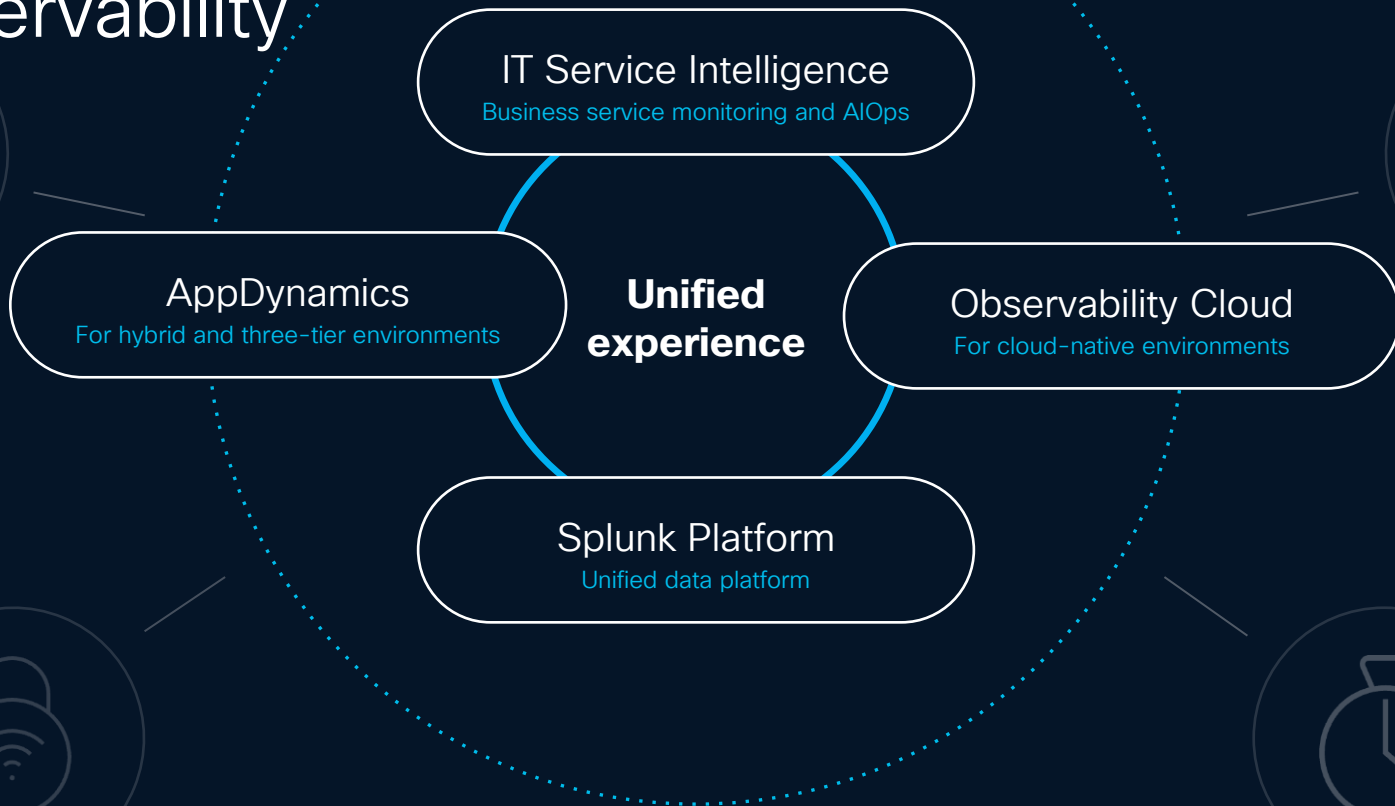
Build better customer experiences

But applications are built in a complex environment



Splunk Observability
and Operations

Splunk Observability



Splunk Observability
and Security

Splunk Observability

AppDynamics

For hybrid and three-tier environments

Observability Cloud

For cloud-native environments

Splunk Observability
and Security

Splunk Observability

AppDynamics

For hybrid and three-tier environments

Observability Cloud

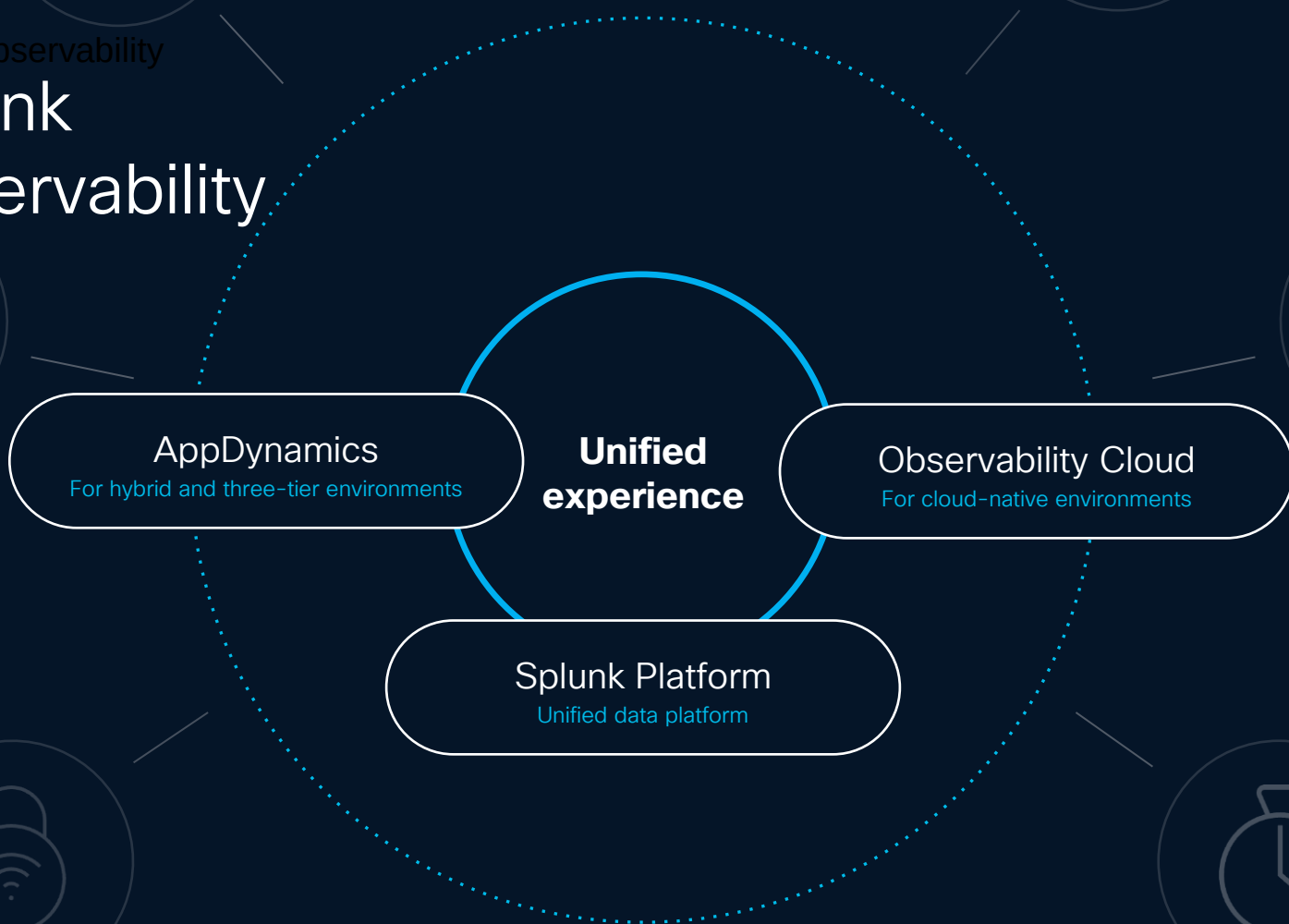
For cloud-native environments

Splunk Platform

Unified data platform

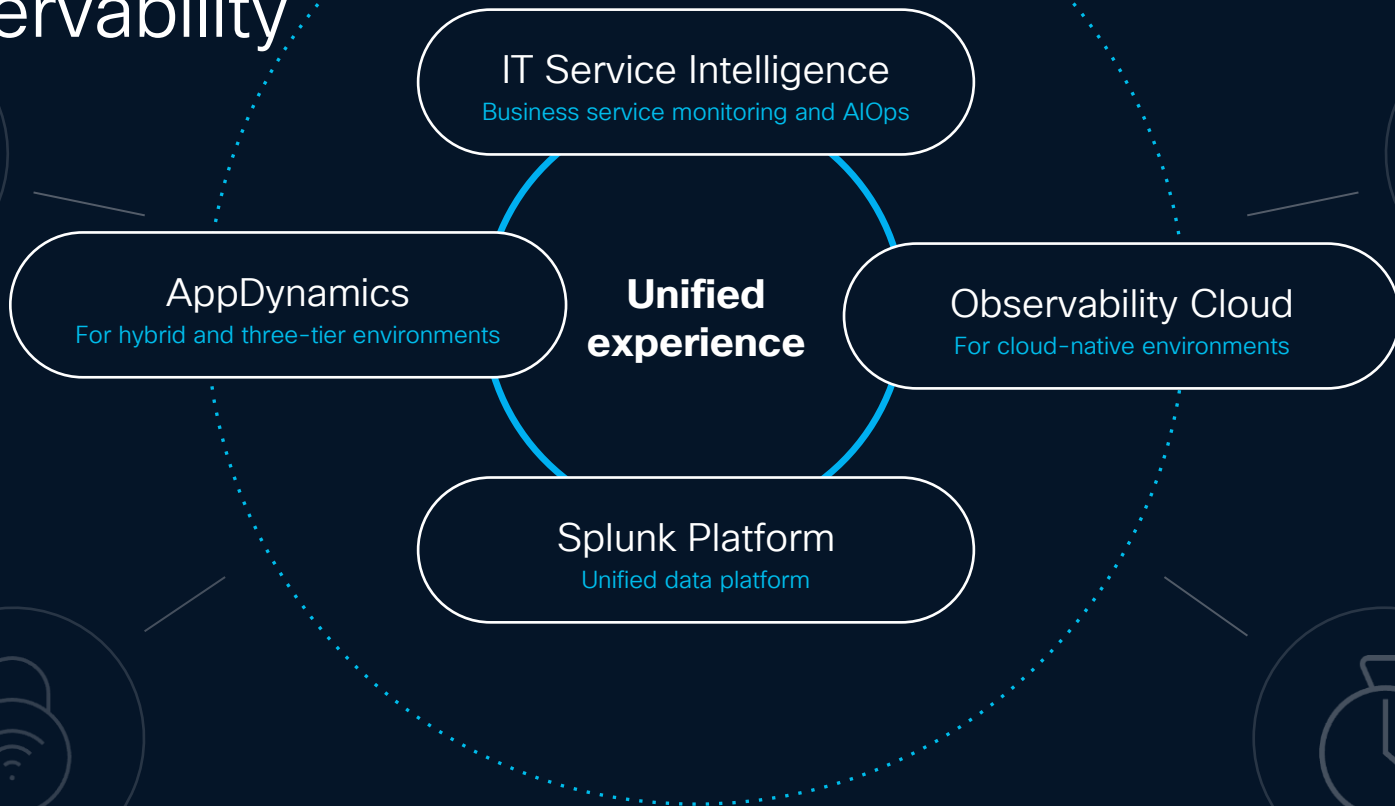
Splunk Observability
and Security

Splunk Observability



Splunk Observability
and Operations

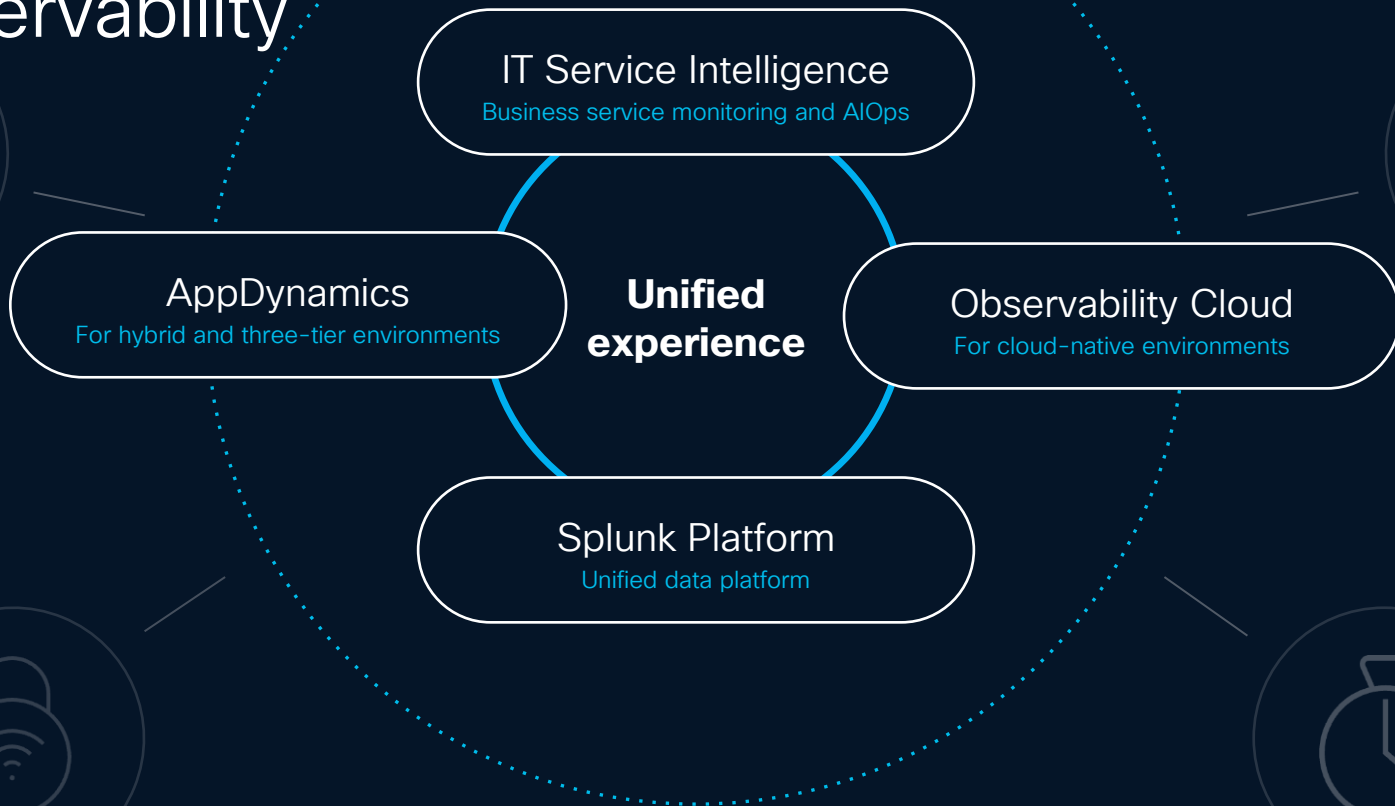
Splunk Observability



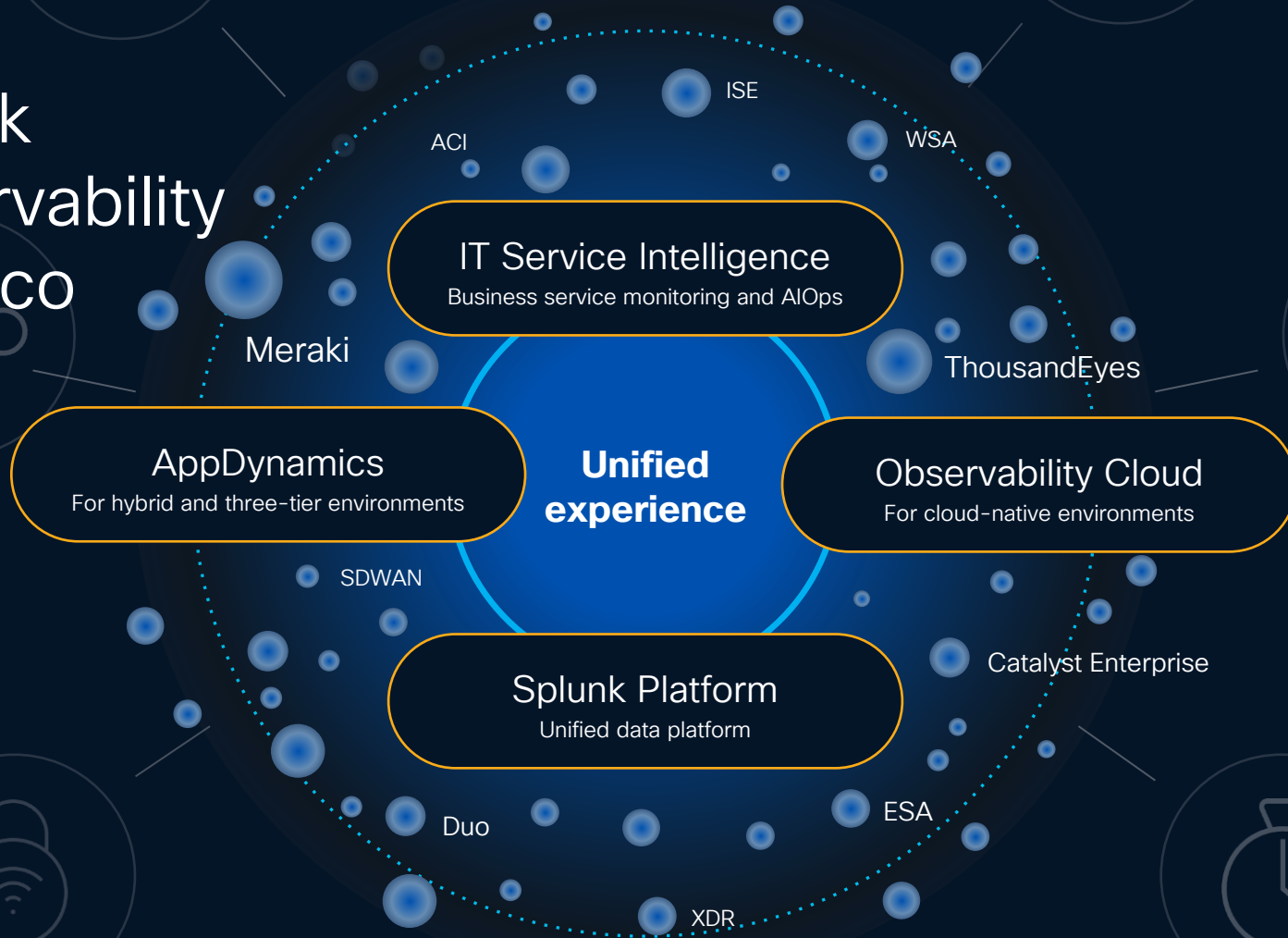


Splunk Observability
and Operations

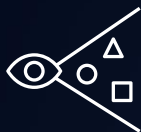
Splunk Observability



Splunk Observability at Cisco



Build a leading observability practice with Splunk



Complete business visibility across any environment and any stack



Earlier detection and investigation of business-impacting issues

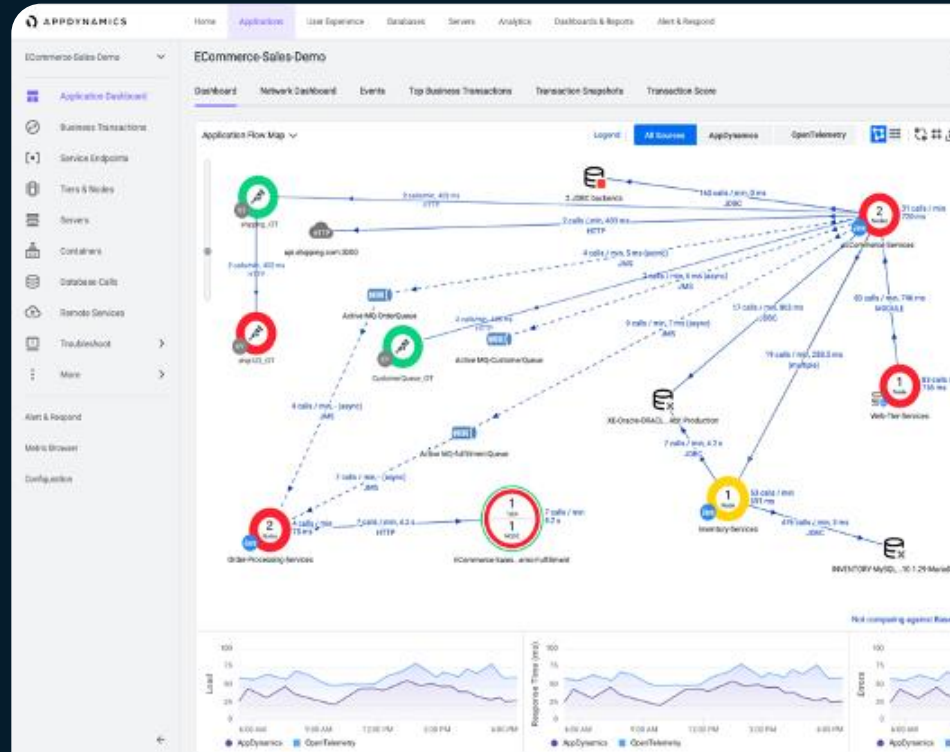


Better control of your data and costs

Complete business visibility

Across *any* environment and *any* stack

- Easily monitor critical business processes like sales, orders, abandonment & customer behavior
- See every user transaction, with no blind spots
- Visibility across COTS & homegrown apps & infrastructure, spanning monoliths to microservices

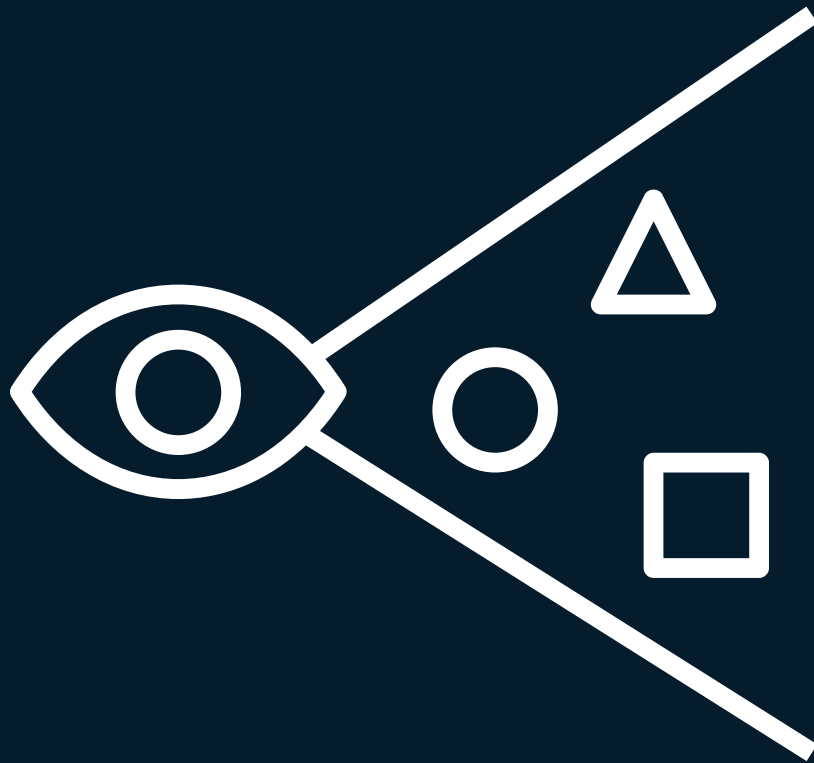


NEW

Complete business visibility

Across *any* environment and *any* stack

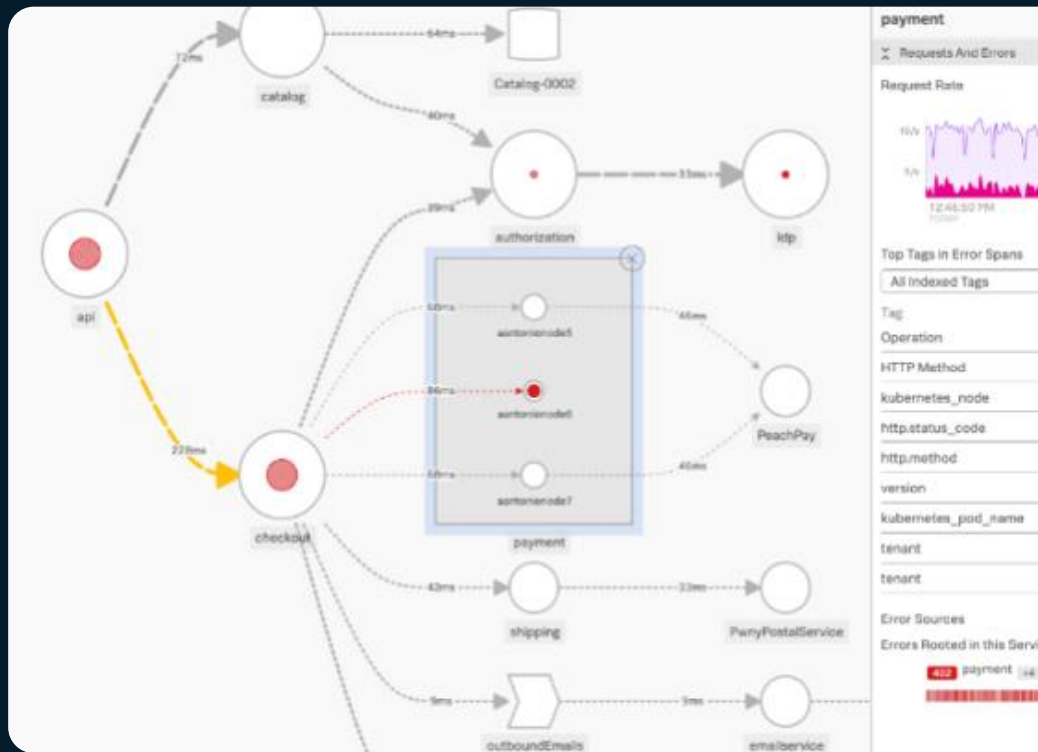
- Single Sign-On and deep linking between Splunk Cloud and AppDynamics
- Log Observer Connect for Splunk AppDynamics



Earlier detection & faster investigation

Of business impacting issues

- Search & analyze unstructured & structured data at petabyte-scale
- Dynamically updated visualizations, out-of-the-box
- Real-time detection and guided root cause analysis
- Event correlation for alert noise reduction
- Instrument, tag and analyze high-cardinality metrics



Earlier detection & faster investigation

Of business impacting issues

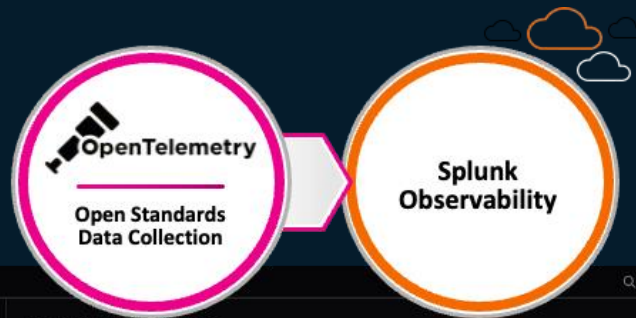
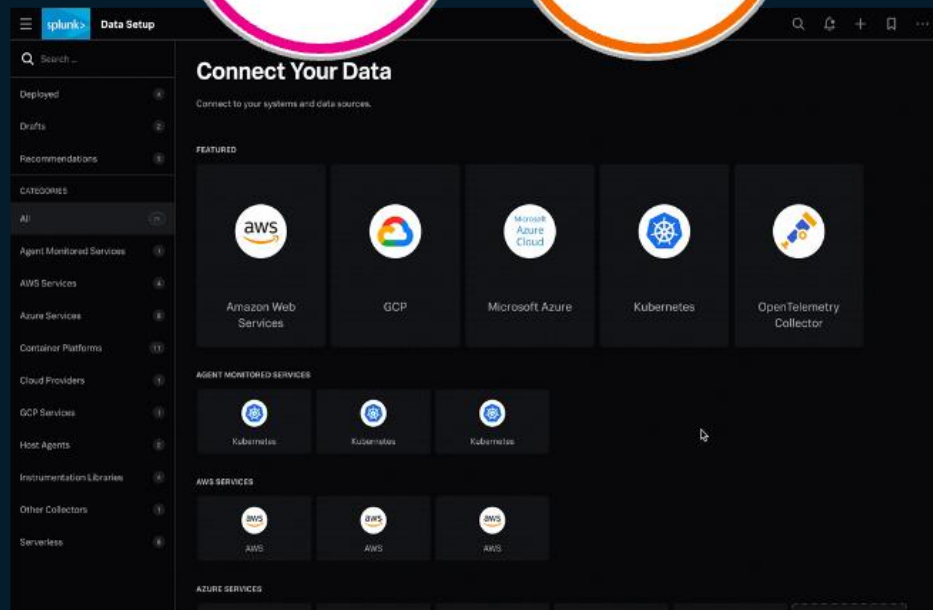
- AI enhancements to Splunk Observability Cloud
- Splunk AppDynamics Help Center AI Assistant
- Infrastructure Monitoring with Kubernetes proactive troubleshooting
- Common look and feel AppDynamics and Observability Cloud



Better control

Of your data and costs

- Avoid vendor lock-in
- Instrument once as you build new apps
- Instrument everything, pay only for what's needed
- Optimize telemetry volume and costs
- Enterprise controls enable self-service observability



NEW

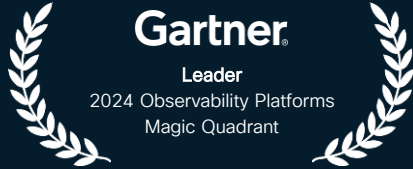
Better control

Of your data and costs

- Splunk Hybrid Agent
OpenTelemetry Support for
Observability Cloud
- Archived metrics
- Metric usage analysis



We're **a leader** in observability



Gartner

Leader
2024 Observability Platforms
Magic Quadrant



OMDIA

Overall Leader
2023-24 AIOps Universe



EMA

Value Leader
2024 Radar Report for
AIOps



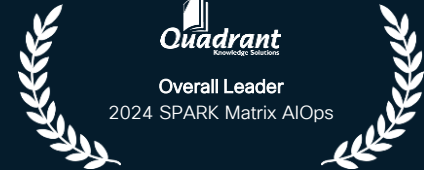
GIGAOM

Leader & Fast Mover
2024 Cloud
Observability Radar



RESEARCH IN ACTION
Independent research & consulting

Top Vendor
2023 Vendor Selection Matrix
for Observability



Quadrant
Knowledge Solutions

Overall Leader
2024 SPARK Matrix AIOps

Leader
2024 AIOps Radar

Leader
2023 APM Radar

Leader
2023 Incident
Response Platforms Radar

Top Vendor
2024 Vendor Selection Matrix
for AIOps

Overall Leader
2024 SPARK Matrix Full-Stack
Observability

Overall Leader
2024 SPARK Matrix IT
Infrastructure Monitoring Tools

Our customers see results

FedEx®

ROYAL
LONDON

pepsi



origin

[B]³ BRASIL
BOLSA
BALCÃO

Santander

Jefferies

skandia • banken

FOCUS BRANDS®

NCR V•YIX

Westpac

Honeywell



Norsk Tipping

AstraZeneca

El Corte Inglés



economical
INSURANCE®



Spark^{nz}

HSBC
Mexico

bradesco

ELKJOP

elisa

CISCO Live!

Improve your digital resilience with Splunk Observability

95%

Fewer false
positives

 TRAVELPORT

Find & fix
problems faster

300%

Growth managed, no
unplanned downtime

Rappi

Ensure reliability

100%

Increase in
developer
productivity



Build better customer
experiences



He Kaupare. He Manaaki.
He Whakaora.
prevention. care. recovery.



Chris Sutton

Infrastructure Operations Manager

CISCO *Live!*





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Integration **roadmap summary**

	AppDynamics + Splunk Platform	AppDynamics + Observability Cloud	Cisco + ITSI
Delivered Generally available (GA)	<ul style="list-style-type: none">Context-preserving deep link between AppD and Splunk Platform for investigating logsSingle sign on across AppD and Splunk Platform		<ul style="list-style-type: none">AppD application alerts and metrics integration into ITSI for alert noise reduction, service health
Developing now Preview or GA within 6 months		<ul style="list-style-type: none">Common look and feelSingle sign-on	<ul style="list-style-type: none">AppD alerts and metrics integration into ITSI extended for database, infra
Next Preview or GA within 6-12 months	<ul style="list-style-type: none">Log Summary UI in AppD to investigate logs stored in Splunk Platform	<ul style="list-style-type: none">Integration of ThousandEyes into Observability Cloud, mobile RUM for enriched DEM	<ul style="list-style-type: none">Integration of ThousandEyes, Catalyst Center for Enterprise, Access network visibility into ITSI
Future Preview or GA beyond 12 months		<ul style="list-style-type: none">Context-preserving deep links to/from AppD and Observability CloudBusiness Risk Observability + Cost & Resource Optimization capabilities built into Observability Cloud	<ul style="list-style-type: none">Integration of ACI, Meraki Controller, vManage for DC, Wireless, SD-WAN network visibility in ITSI



Thank you



#CiscoLiveAPJC