

Observability in the AI Era: Real-Time Insights, Real Business Impact

ITLGEN-2003

Patrick Lin
Senior Vice President and General Manager,
Observability, Splunk

Brian Grant
Head of Cisco-Splunk Practice, AC3

cisco Live !
IT Leadership Program

Observability up until now



Observability up until now

TIME: 4:00 PM

Development team rolls out an eCommerce update



P1 on a Friday night

TIME: 4:00 PM

Development team rolls out an eCommerce update

TIME: 5:00 PM

The 3rd party CDN is not serving the correct JavaScript



P1 on a Friday night

TIME: 4:00 PM

Development team rolls out an eCommerce update

TIME: 5:00 PM

The 3rd party CDN is not serving the correct JavaScript

TIME: 5:35 PM

Latency alerts for core web server and databases

TIME: 5:45 PM

SAP crashes—pagers are going off



P1 on a Friday night

TIME: 4:00 PM

Development team rolls out an eCommerce update

TIME: 5:00 PM

The 3rd party CDN is not serving the correct JavaScript

TIME: 5:35 PM

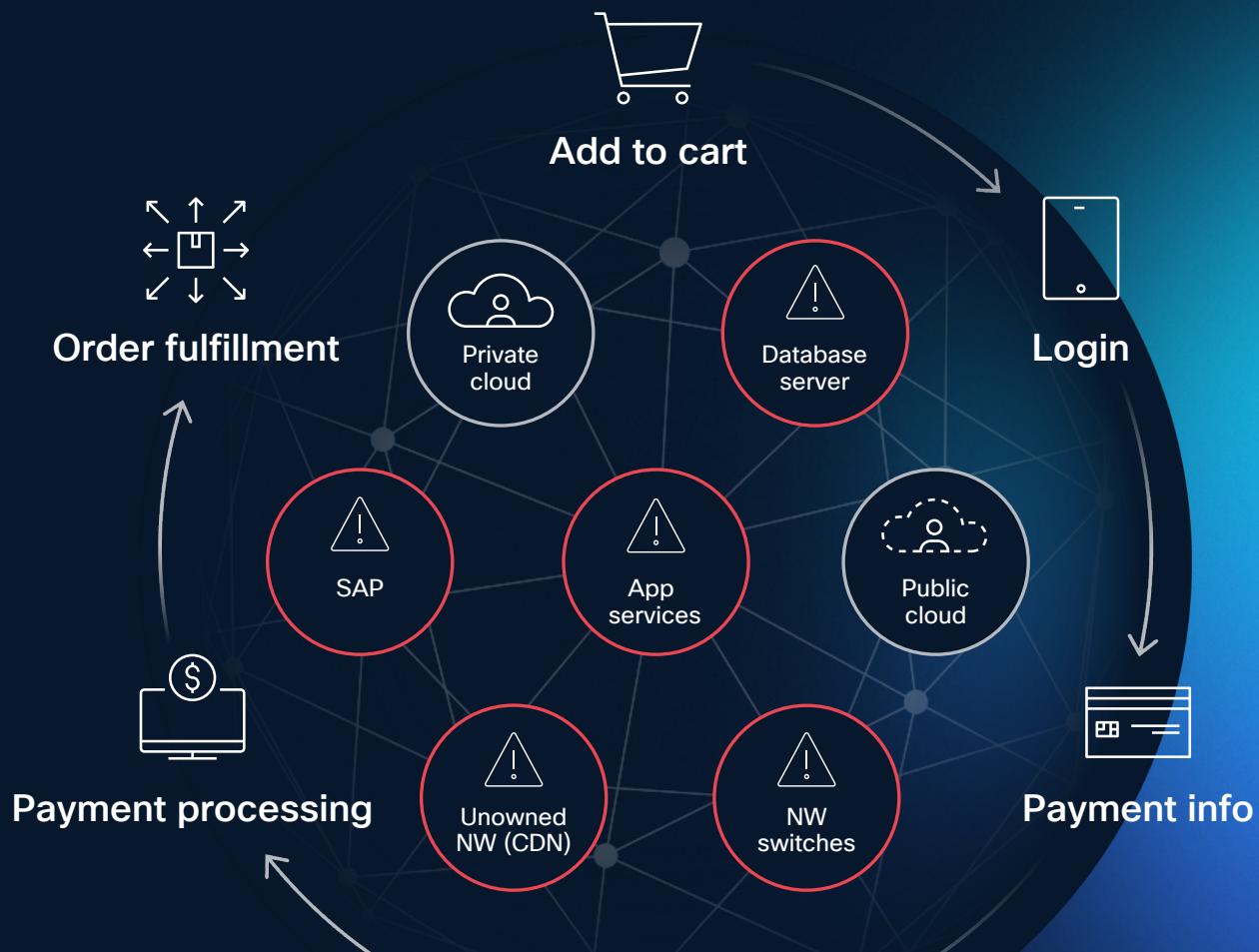
Latency alerts for core web server and databases

TIME: 5:45 PM

SAP crashes—paggers are going off

TIME: Six-hour war room

Orders can no longer be processed



Business Impacts:



Poor experience



Lost productivity



Lost revenue

What great Observability looks like today

TIME: 4:00 PM

Development team rolls out an eCommerce update

TIME: 5:00 PM

The 3rd party CDN is not serving the correct JavaScript

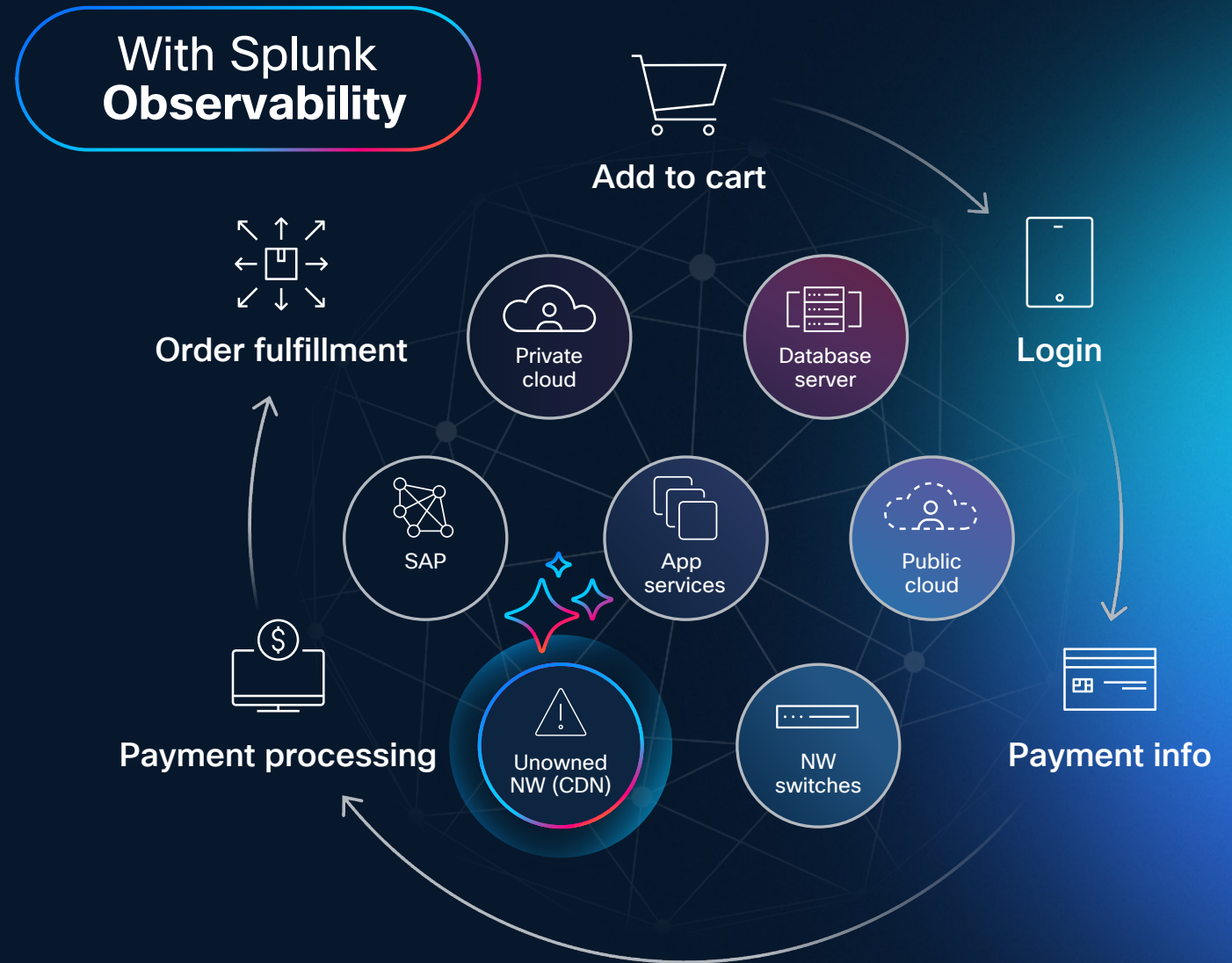
TIME: 5:35 PM

Latency alerts for core web server and databases

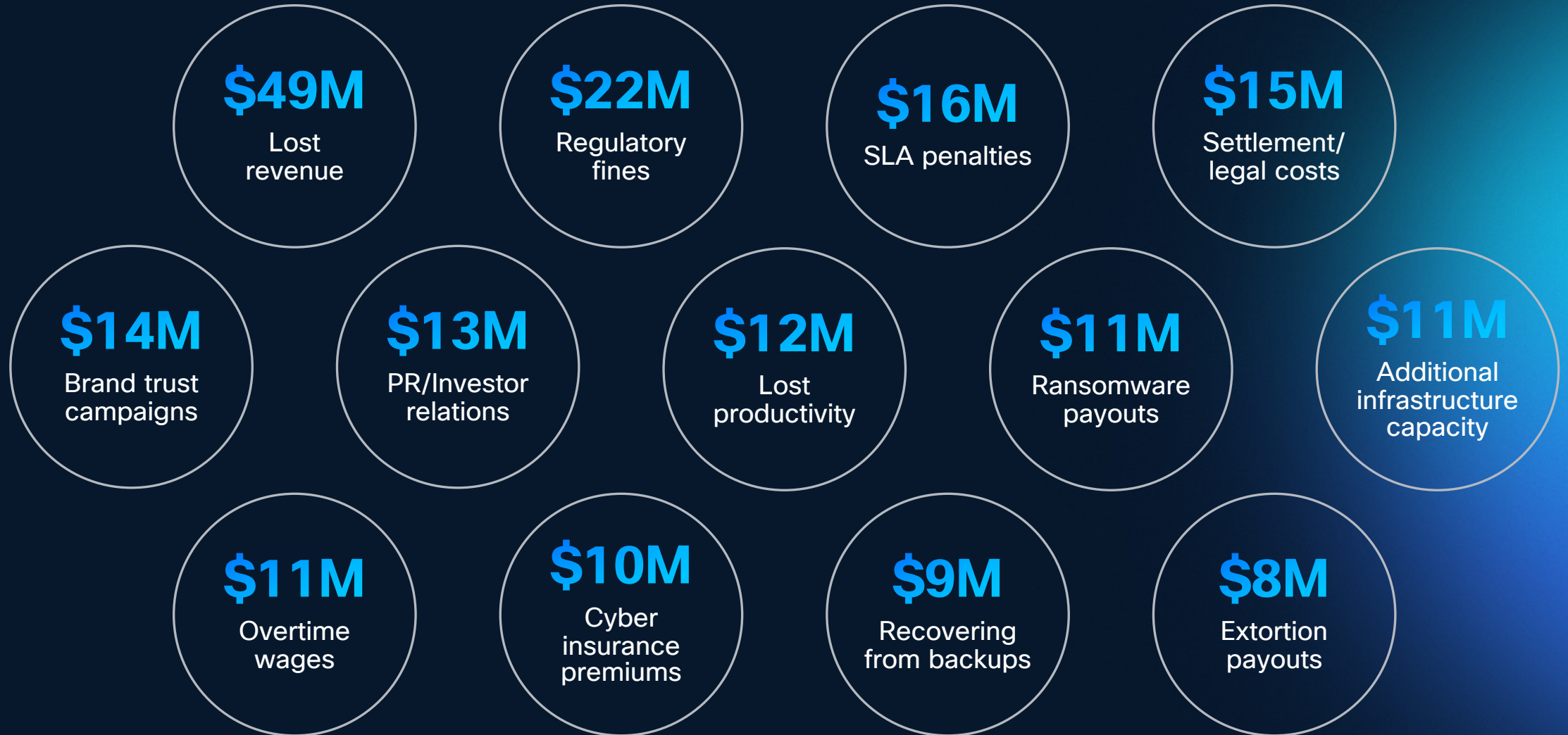
TIME: 5:40 PM

Splunk Observability

- Troubleshooting
- Root cause analysis
- Remediation



The Hidden Costs of Downtime



Top Level Problems

Business Context
Gets Lost

Takes too long
to fix stuff

Rising Observability
Costs

AI Brings New Challenges

New infrastructure,
more layers

AI is non-deterministic
and unpredictable

Adds new source
of data costs

How AI helps

Tie together data,
get smarter alerts

Assistance in single,
and multiplayer modes

Get the right
data in

Insights from the 2025 State of Observability

76%

Regularly use AI as
part of normal
workflows

78%

Say AI enables them
to spend more time
on innovation

64%

Always or often use
new emerging AI
tools

Agentic Observability

Key Requirements

**Fix and prevent
with AI agents**

**Observe AI agents and
infrastructure**

**Unify observability and
show business impact**



Agentic Observability

Key Requirements

**Fix and prevent
with AI agents**

Observe AI agents and
infrastructure

Unify observability and
show business impact



Fix and prevent with AI agents



Agentic Observability

Key Requirements

Fix and prevent
with AI agents

Observe AI agents and
infrastructure

Unify observability and
show business impact



Observe AI agents



Visibility into
infrastructure layer
of AI app stack



Individual
call-level code visibility for
LLM calls



Agent-centric views
for evaluating
model efficacy

Observe AI agents



Agentic Observability

Key Requirements

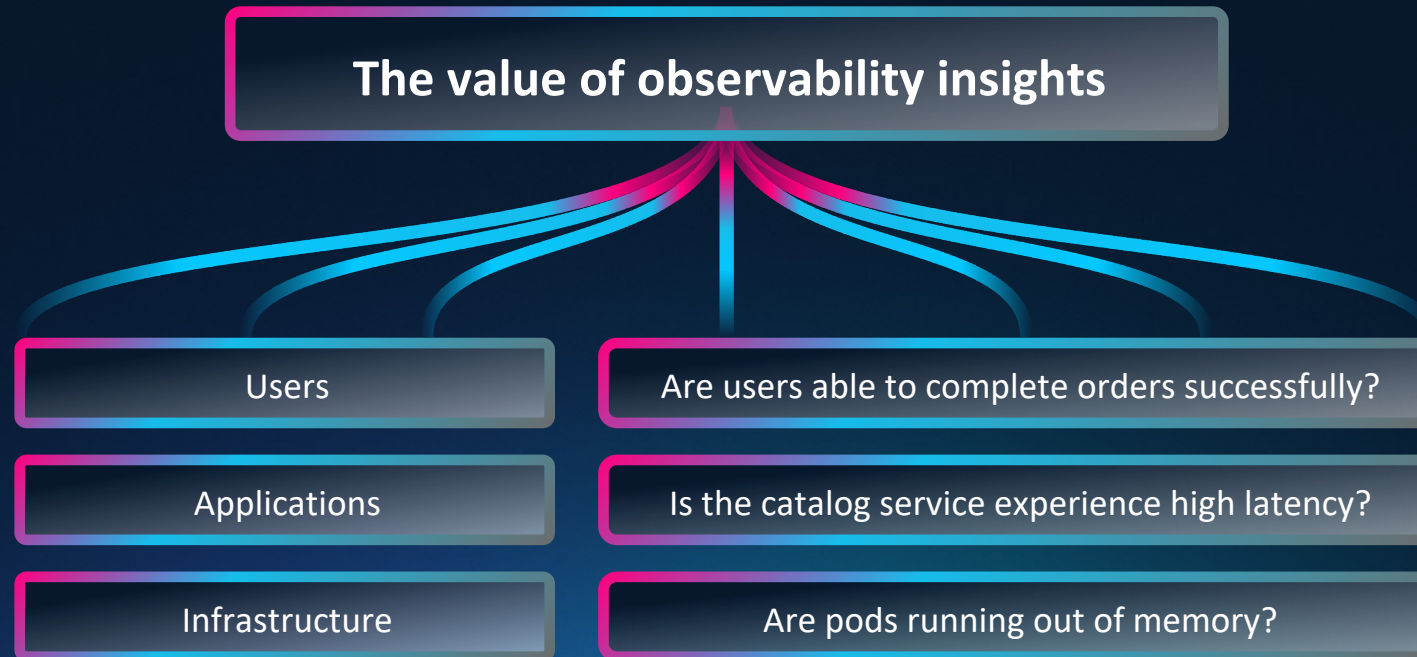
Fix and prevent
with AI agents

Observe AI agents and
infrastructure

Unify observability and
show business impact



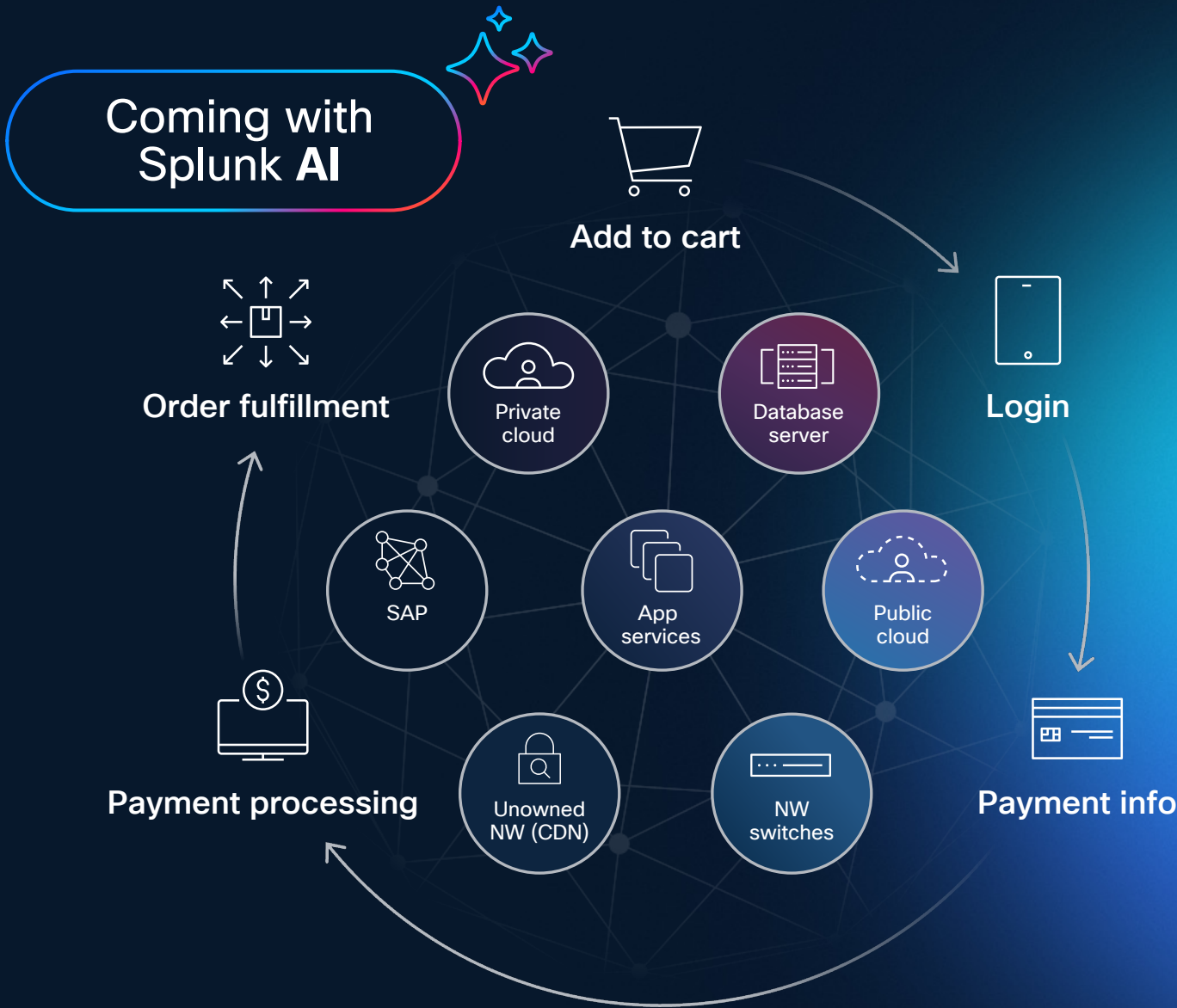
Unify Observability and Show Business Impact



The future is now

TIME: 4:00 PM

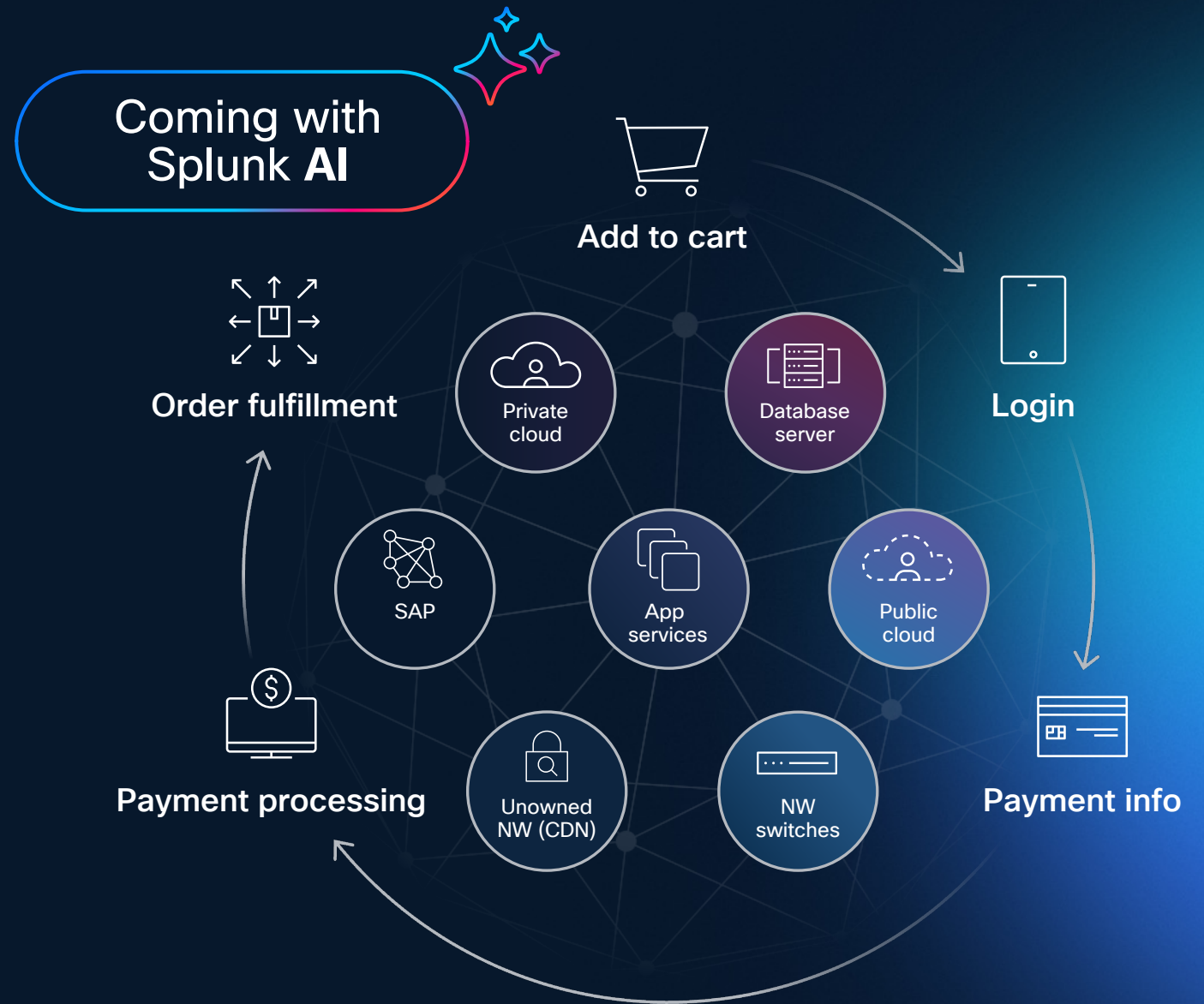
Development team rolls out a change



The future is now

TIME: 9:00 AM Monday morning

Review what issues the AI agents have solved or prevented over the weekend





Patrick Lin (PCL)

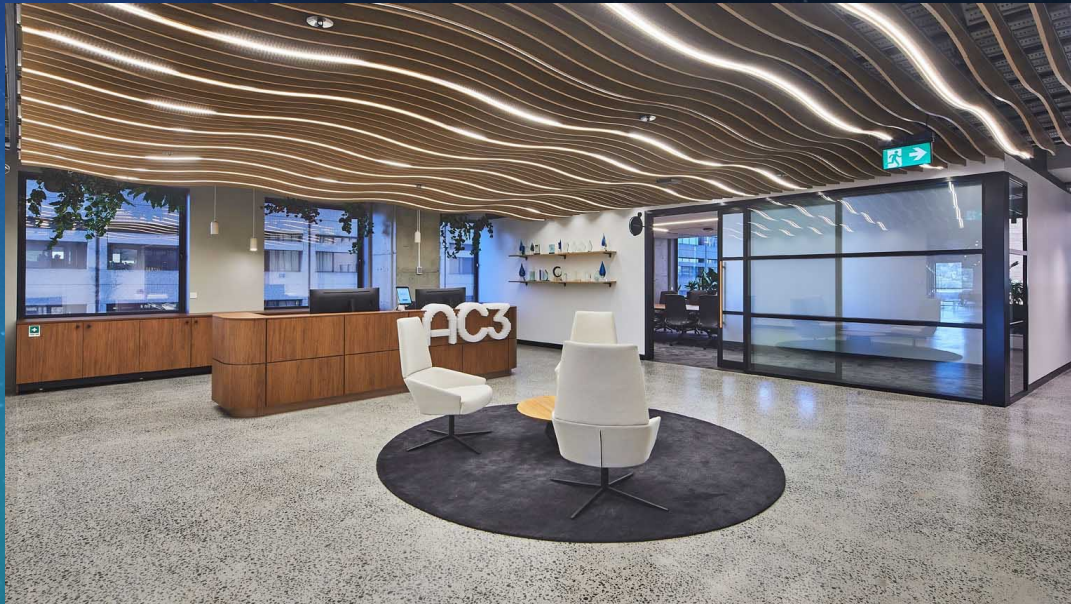
SVP and GM, Splunk
Observability



Brian Grant

Head of Cisco &
Splunk Practice

AC3



Quick Facts

- **Founded 1999, 100% privately-owned** and operated with an **entirely onshore team**
- Australia and New Zealand's **leading secure technology services provider**
- **Industries:** Government, Financial Services & Insurance, Healthcare & Critical Infrastructure
- **Areas of Expertise:**
 - Cloud
 - Cyber Security
 - Automation
 - Observability
- **500+ experts** across ANZ, managing **14,000+ VMs** and **700+ customers**



Patrick Lin (PCL)

SVP and GM, Splunk
Observability



Brian Grant

Head of Cisco &
Splunk Practice

Next Steps to Learn More

**Join the Digital Resilience
KDD next**

**Attend our Splunk
breakout sessions**

**See a live demo in the
World of Solutions**

