CISCO Connect

Harnessing the Power of Machine Generated Data for Your Business in the AI Era

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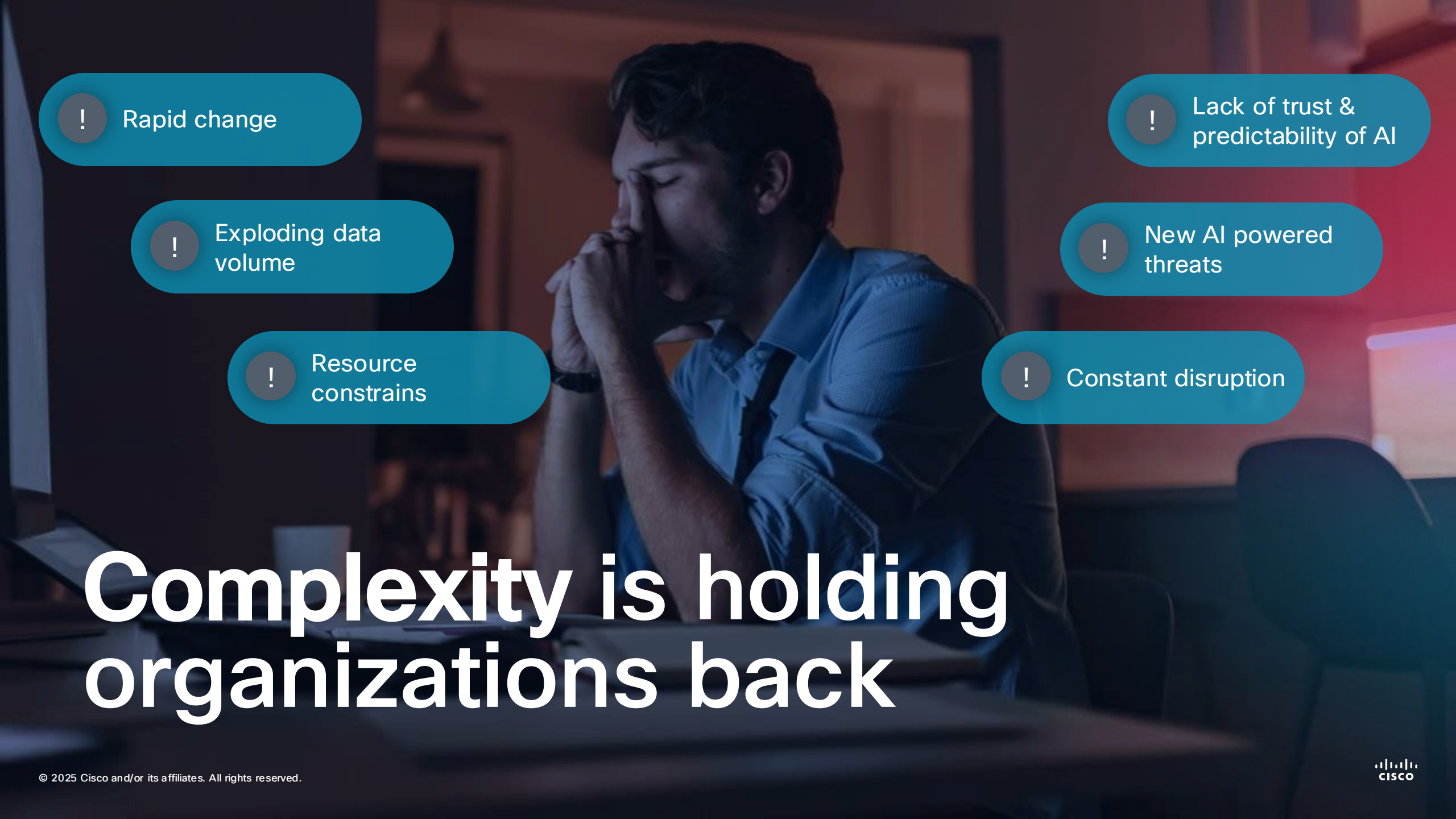
A **revolution** is happening

Productivity is moving from human centered to AI powered

Digital ecosystems are being transformed by agentic applications

High-quality, high-scale data is driving unprecedented innovation



Complexity is holding organizations back

The rising complexity: a costly challenge

$200M

Average annual cost of system downtime per organization

$4.9M

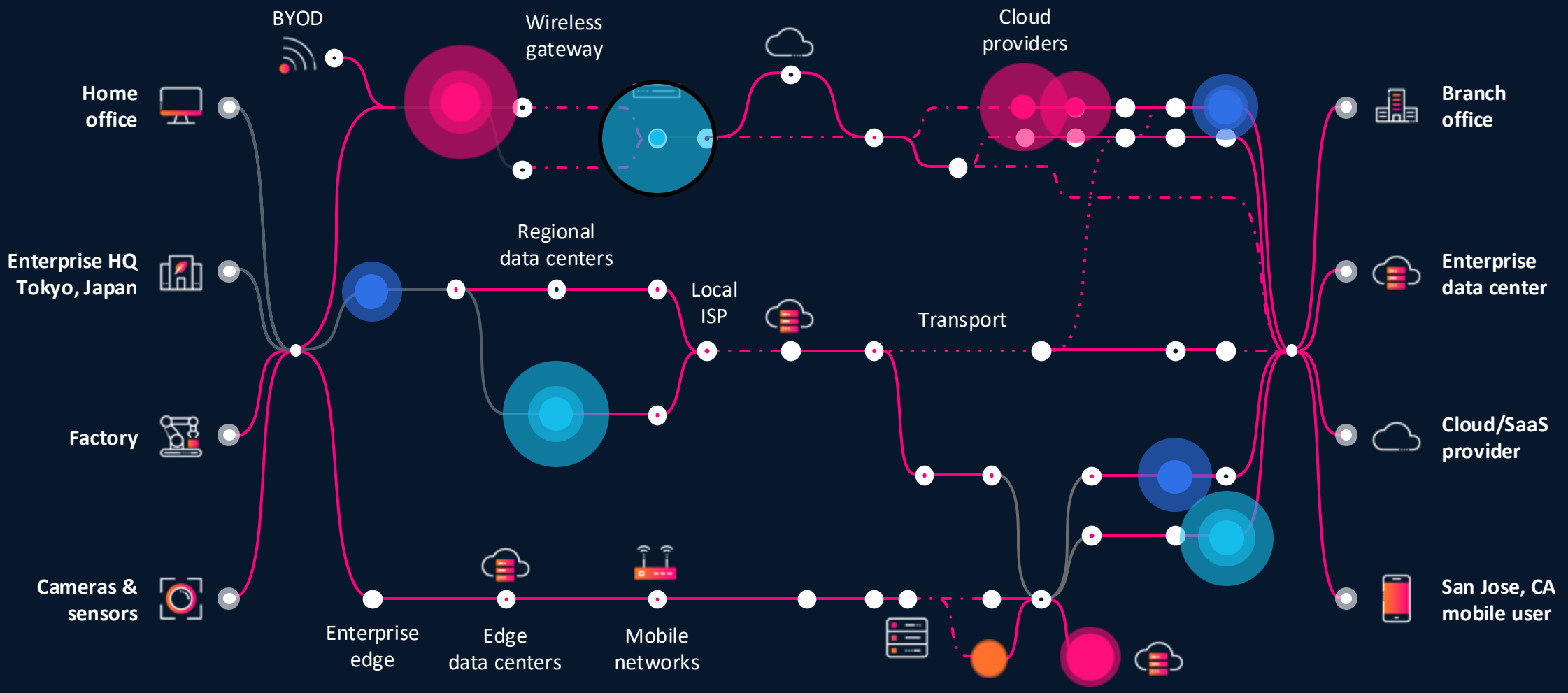
Average cost of a data breach

62%

Claim data management challenges led to compliance failures

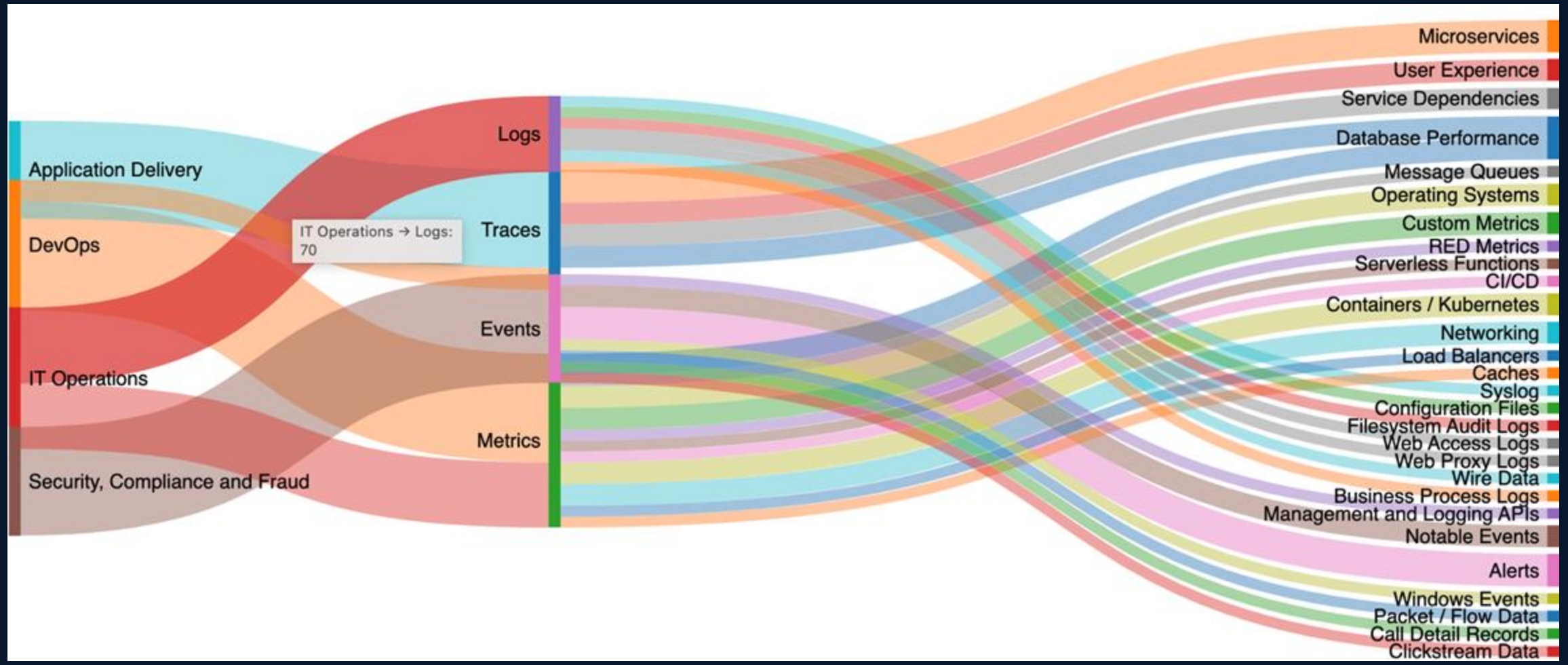
*Splunk Hidden Cost of Downtime 2024
*IBM Cost of a Data Breach 2024
*Splunk The New Rules of Data Management Report 2025

Holistic visibility is crucial across your digital footprint



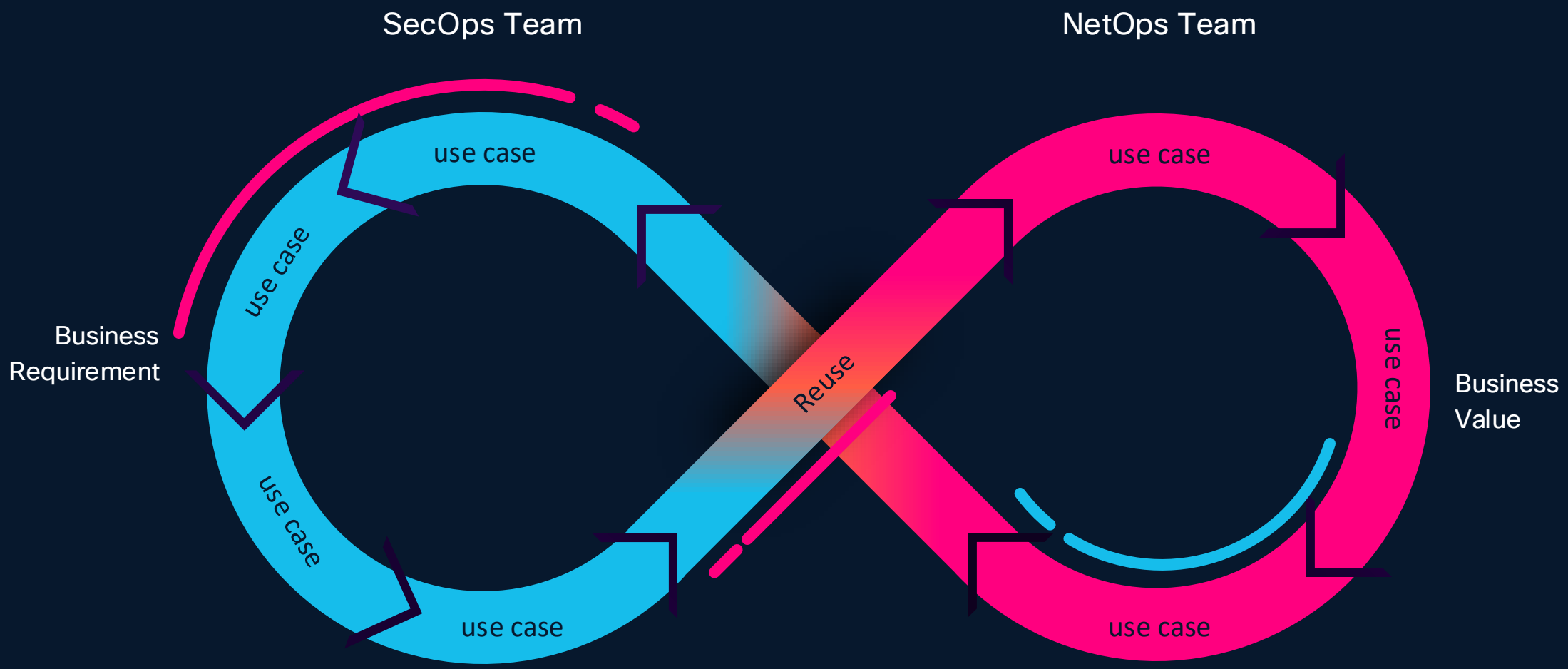
Multiple use cases on common data

Drives system security and observability

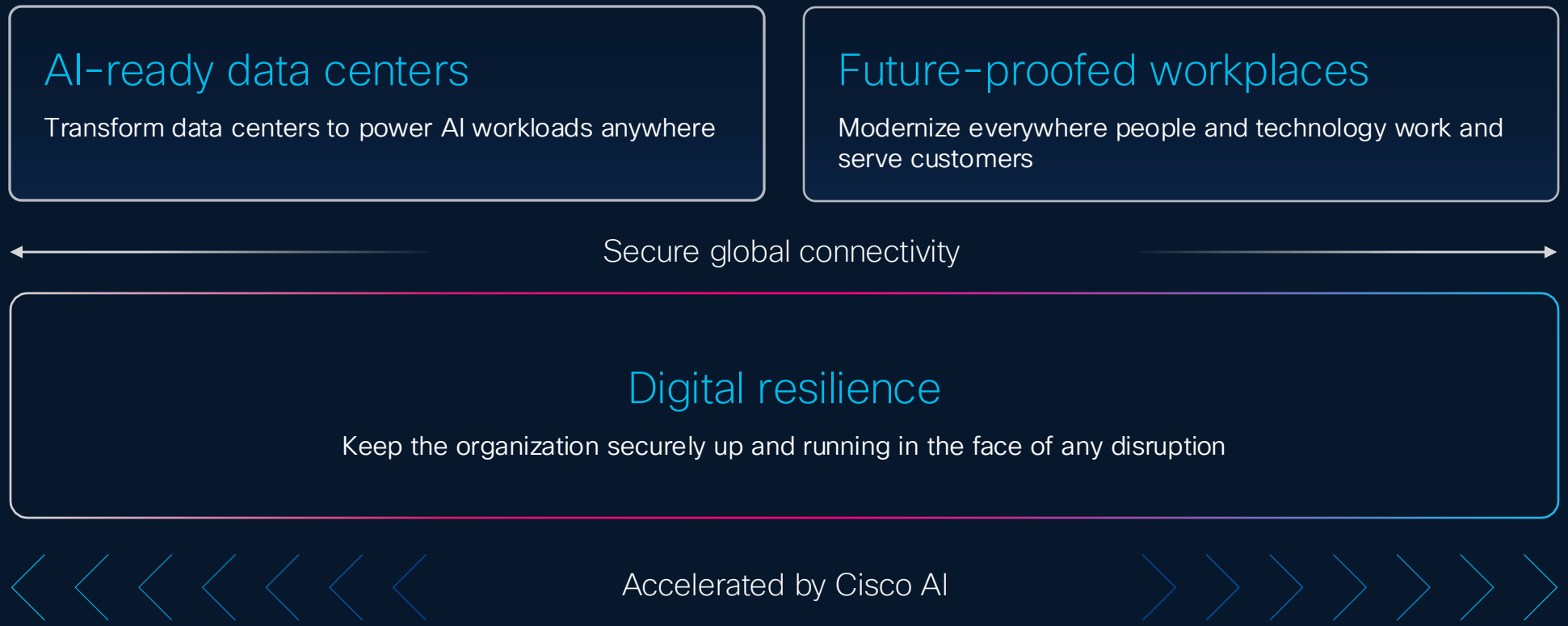


Streamline access, insights and costs

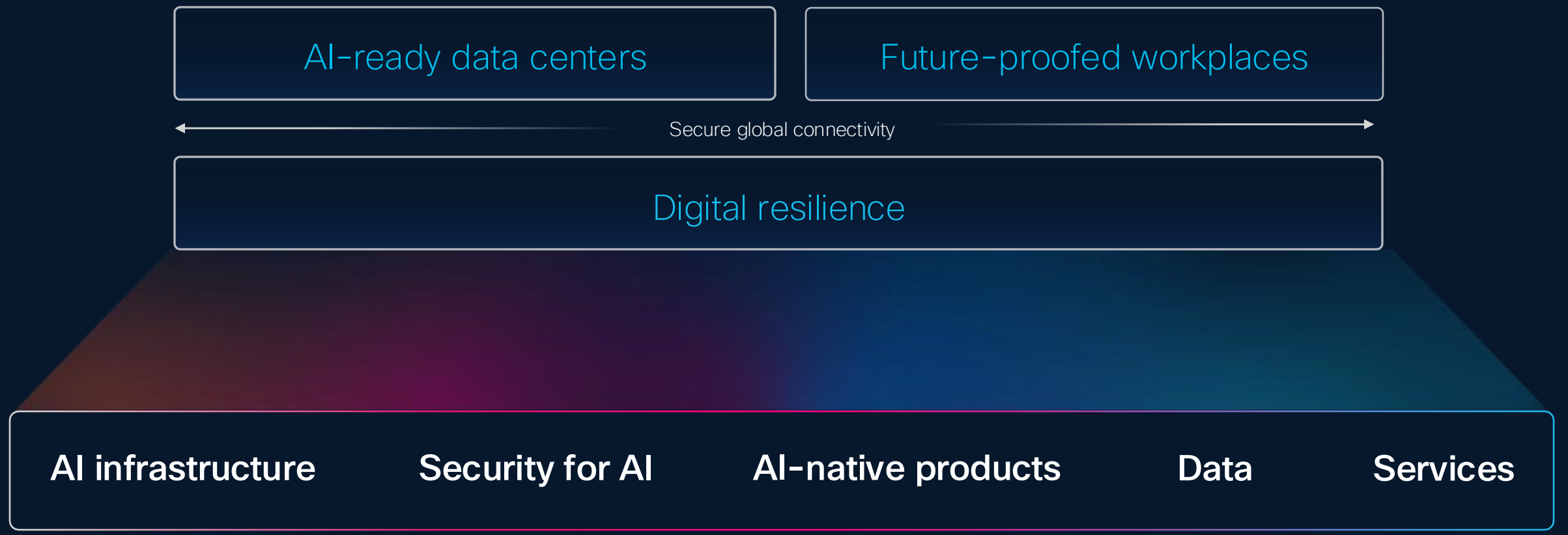
One data source, multiple solutions to enhance resilience



Cisco powers how people and technology work together across the physical and digital worlds



Cisco AI: Accelerating outcomes



Keep the organization securely up and running in the face of any disruption

Digital resilience

Assurance

Enable seamless end-to-end connectivity to assure the delivery of applications and services

Observability

Prevent downtime and optimize experiences with complete visibility and insights across services

Security operations

Gain comprehensive threat prevention, detection, investigation, and response

Only Cisco gives you complete visibility

Supercharged with Splunk platform

The ability to detect, investigate, and respond is a data problem

A unified data fabric distributes processing and scales to massive data volumes without spiraling costs

Splunk Platform

To provide visibility and insights across an enterprise's entire digital footprint, powering actions that improve security, reliability, and innovation velocity in the agentic AI era.

Access the right data

Apply the right analytics

Accelerate the right actions

Unlocking data value and solving limitless use cases

Monitor, investigate and respond rapidly at scale with comprehensive visibility and shared tooling across SecOps, ITOps, NetOps, and Engineering.

3K+
apps & add-ons on Splunkbase

1K+
purpose built data source integrations

8B
monthly searches

Flexible deployment options

Scalable index and storage

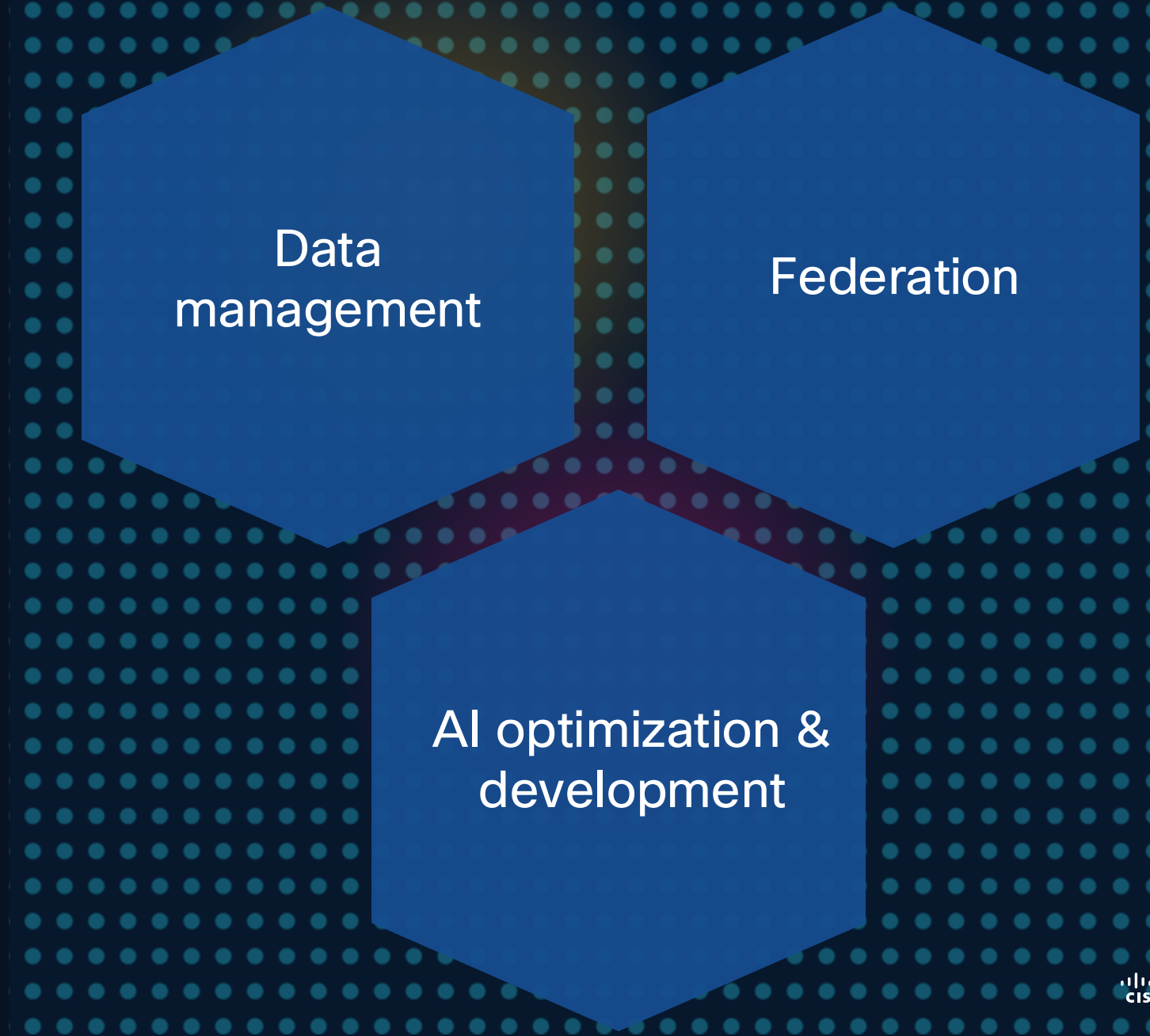
Expanded view with federated analytics

End-to-end data management

Powerful search and visualization

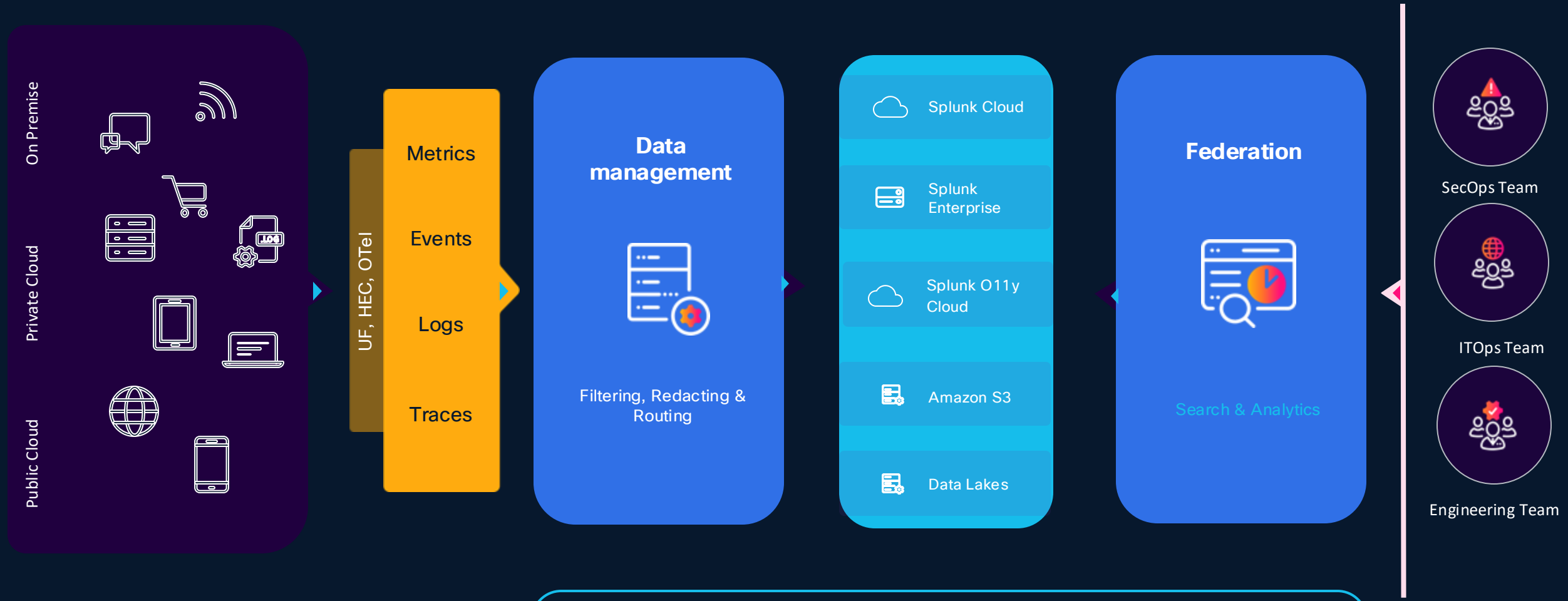
Unlock new opportunities with AI

Delivering a data fabric powered by the Splunk Platform



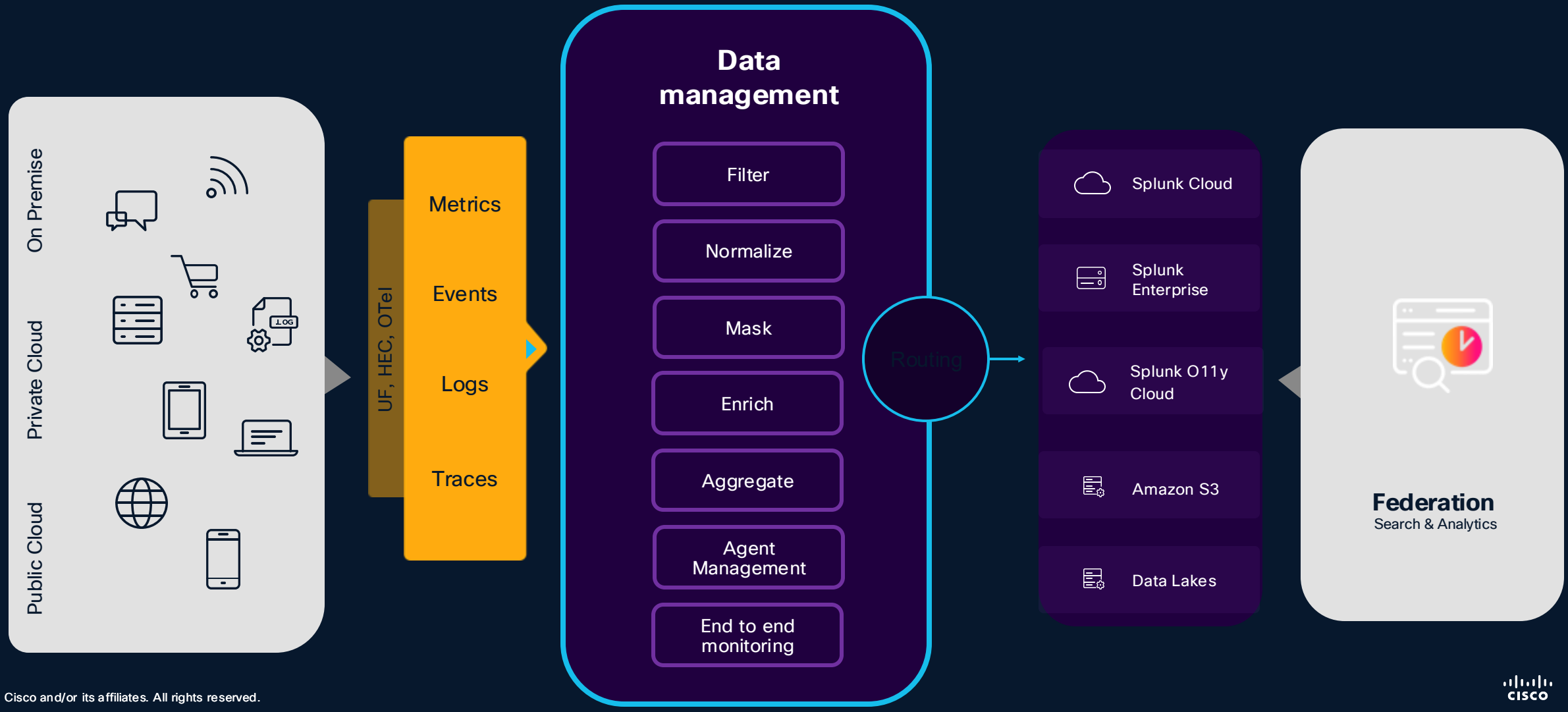
A unified approach to data management

Deliver better security and observability outcomes



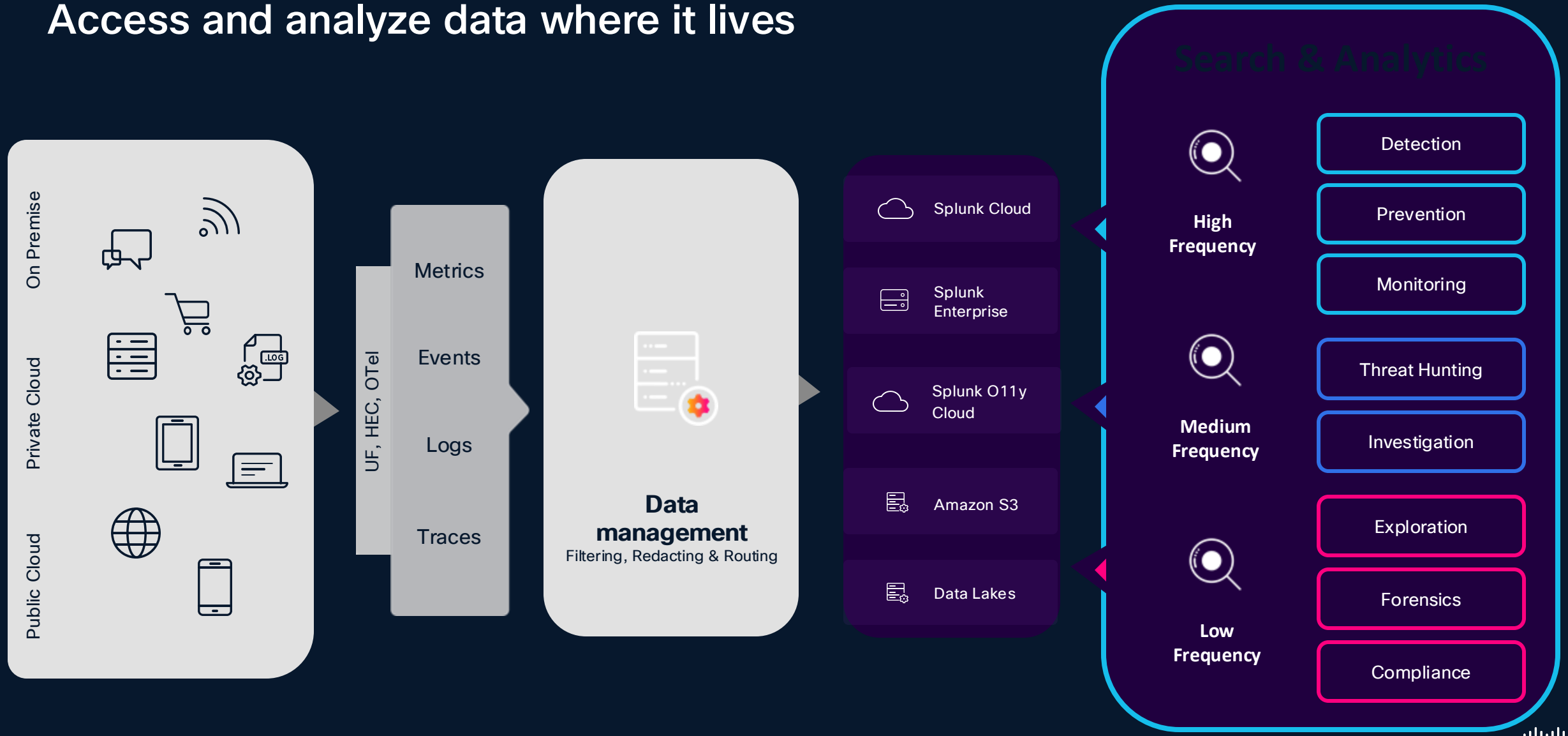
Data management

Unify data configuration, processing, and management



Federation

Access and analyze data where it lives



Drives value realization for Security and Observability use-cases

High Performance
Prevention, Detection, Monitoring

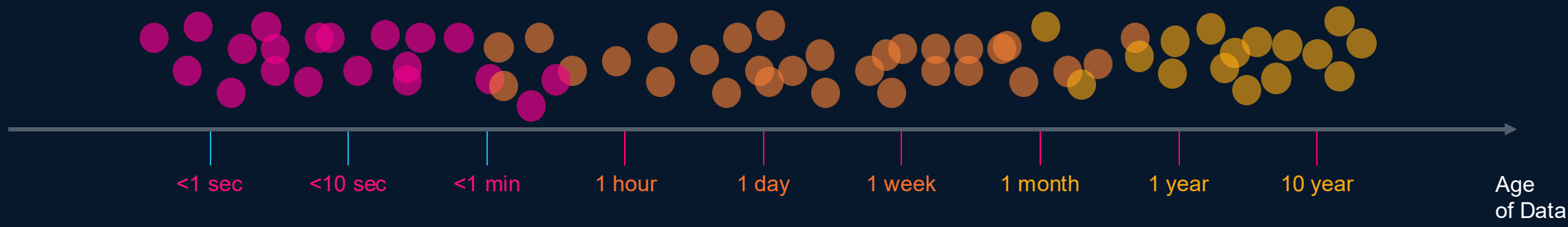
Search & Analytics for highest performance with configurable data retention

Performance at Cost
Incident Investigation, Threat Hunting

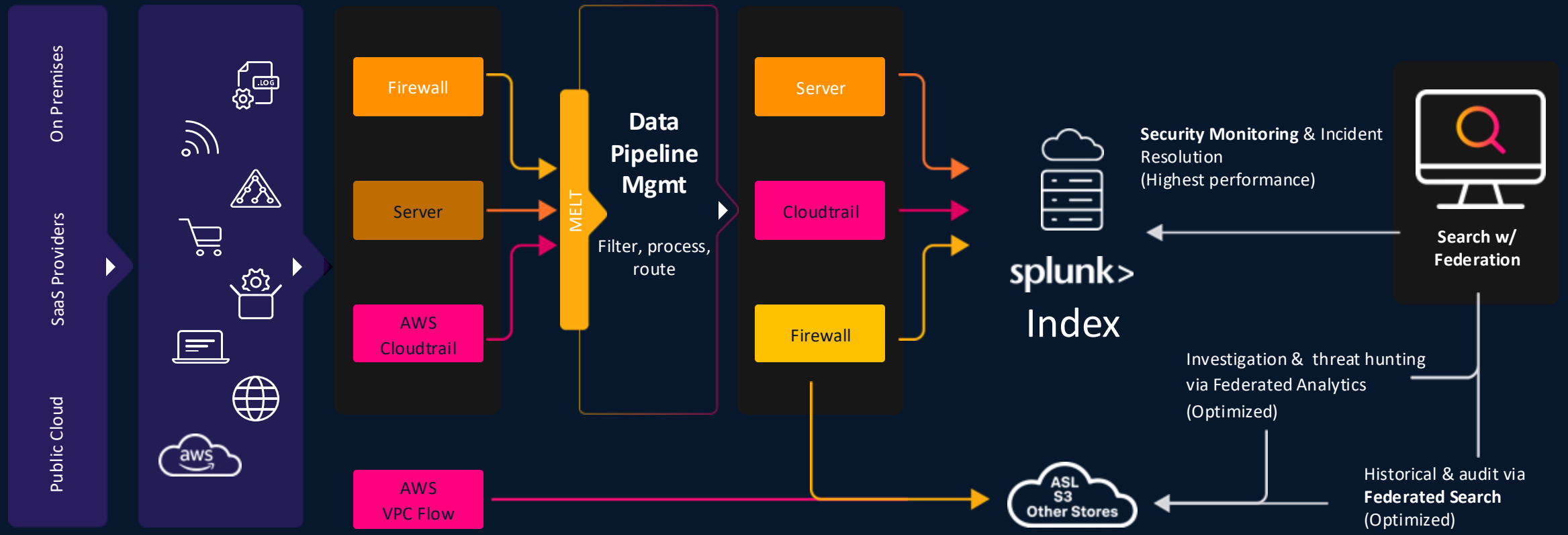
Federated Analytics for performance on data <30 days, subject to data lake latency

Compliance
Audit, Forensics, Compliance

Federated Search for less performant scanning of archived & long term data

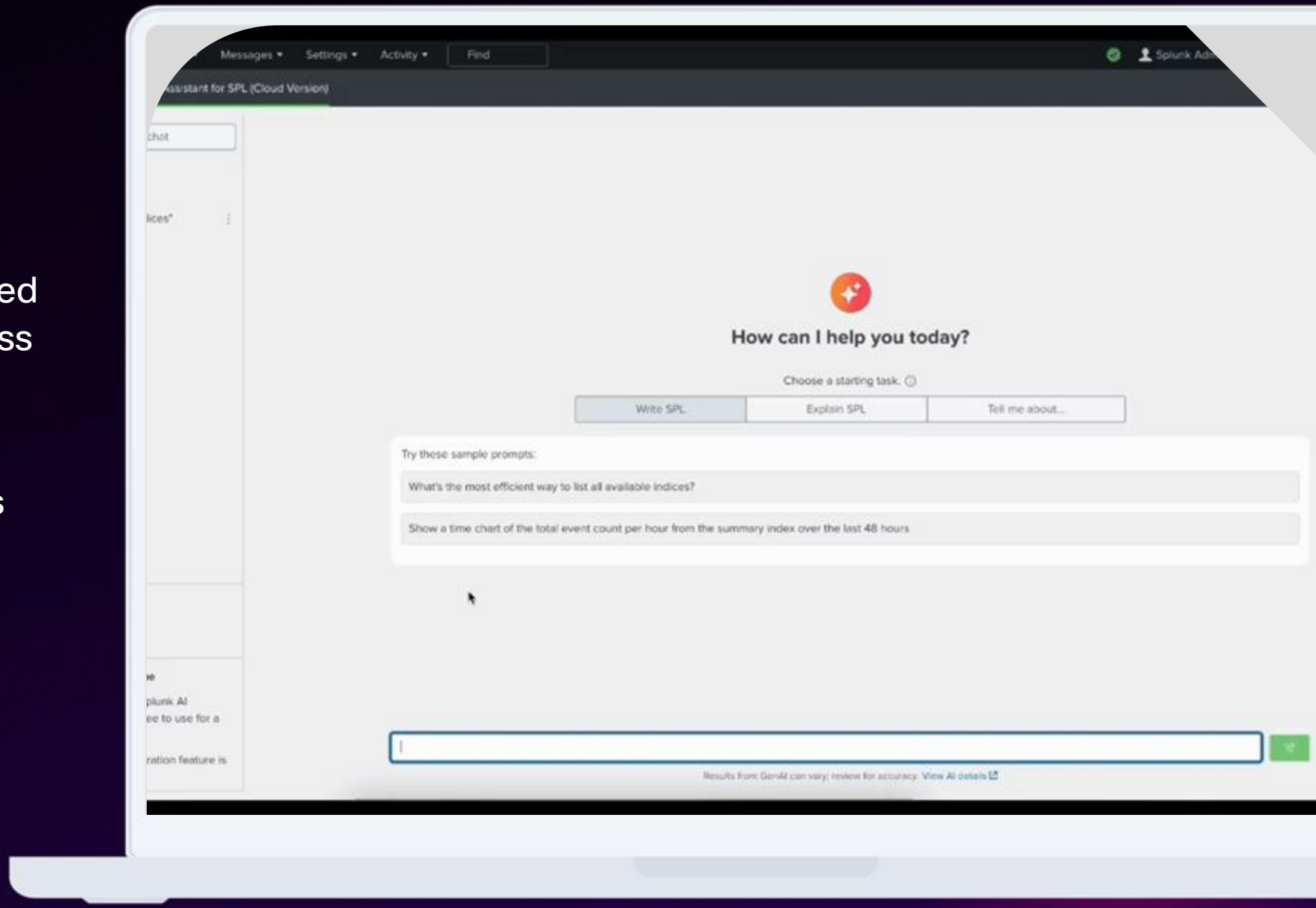


Optimized data design across use cases



AI Assistant for SPL

- Get accurate and personalized SPL queries instantly with less reliance on experts.
- Get natural language explanations for SPL queries written by others.
- Get product answers generated from Splunk documentation.



AI Assistant for SPL - up leveling skills

Write SPL

What is it?

Get accurate, personalized SPL queries instantly from natural language prompts.

Why you'll love it...

Learn to write SPL quickly with less reliance on experts and faster time to value.

Explain SPL

What is it?

Get get clear explanations of existing SPL queries in natural language.

Why you'll love it...

Easily decode SPL queries written by others and learn their intent.

Tell me about...

What is it?

Ask questions and get answers powered by Splunk documentation.

Why you'll love it...

Saves time by eliminating the need to search through Splunk docs.

The promise of Splunk AI

Why customers love the AI Assistant for SPL

"I am **very impressed** with the product and look forward to using it more in the future." "It **writes complex SPL queries** in a rapid timeframe, **saving me lots of time**."

University of Maryland Medical System

"It can be very effective for beginners who want to **learn SPL**."

Multinational consulting and accounting firm

"It's quite **good at explaining existing SPL** queries."

Siemfy Software

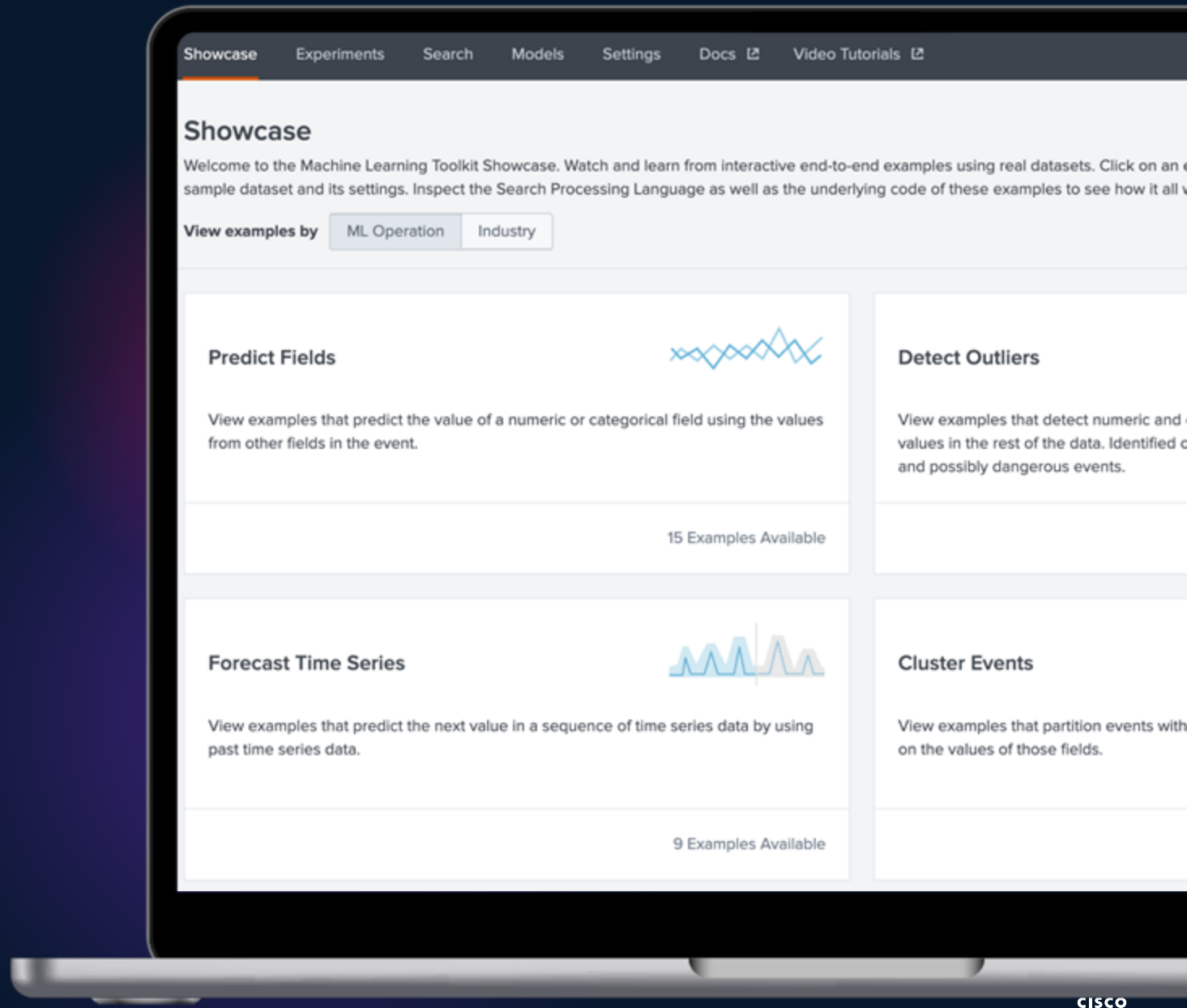
"As a newer user of SPL, the AI Assistant **helps me write valid queries**." "It gives me a good baseline that I can tweak to get the information I'm looking for. **I'd be lost without it**."

Major US Scientific Research Facility

Customize AI use cases with Machine Learning Toolkit (MLTK)

in Splunk Cloud and Enterprise

- Experiment and model your Splunk data with guided assistant for the whole AI workflow.
- 50+ algorithms to choose from or bring your own model.
- Train and deploy with search commands and operationalize in real-time.



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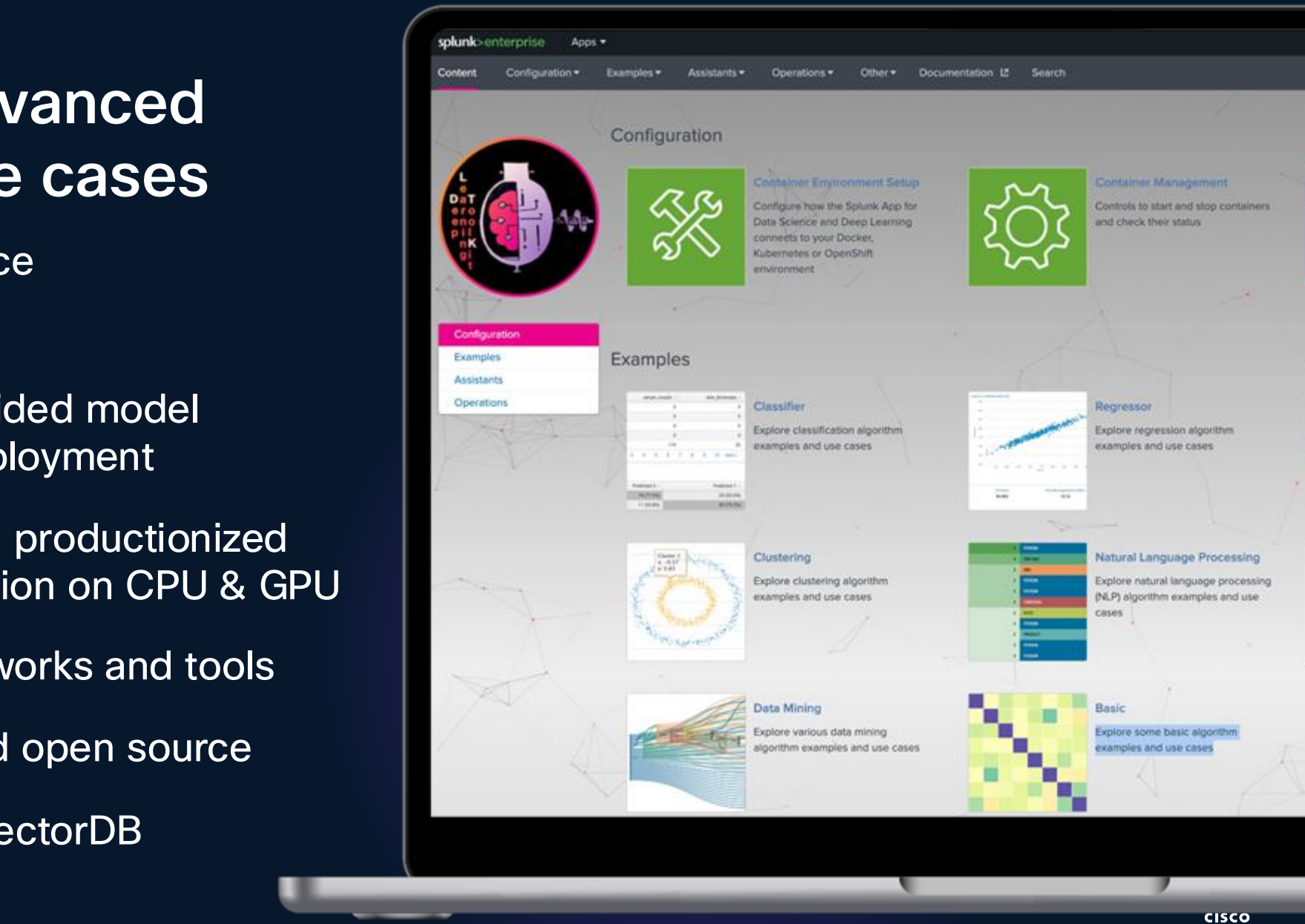
Extend MLTK to operationalize advanced custom AI/ML use cases

Splunk App for Data Science
and Deep Learning

- **35+ Code Examples:** Guided model building, testing, and deployment
- **Container Management**: productionized for scalability & optimization on CPU & GPU
- State of the art AI frameworks and tools
- Flexible deployments and open source
- Extension to LLMs and VectorDB



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Hyatt gains real-time, enterprise-wide insights

- **Reduced mean time to resolution (MTTR)** from hours to real time
- **Improved customer experience** through proactive monitoring

HYATT®

"Once we move[d] to Splunk, everything was much, much better, because now we have one place to go to troubleshoot issues. We can also do trends with all the servers, see issues that are happening across servers, so it was a godsend."

– Cesar Mendoza, Application Development Manager, Strategic Systems and Innovation

Hyatt Case Study

splunk>

Continental revs up security, efficiency and innovation with Splunk

2000
servers monitored daily

3–5
days to deliver a new application out-of-the-box

24/7
proactive monitoring and issue correction

"The Splunk platform helps us monitor performance for every machine and technology so we can pinpoint the root cause of an issue, fix problems faster and help people do their jobs better."

–Fernando Ulises Mérito del Campo
Head of Big Data and AI Center of Competence for the Americas Region, Continental

Cementos Argos saves $10M with MLTK toolkit

Products

- Platform: Splunk Cloud Platform MLTK

Pain Points

- Costly product quality mistakes
- Ineffective process monitoring

Results

- $10M+ in savings in energy and material consumption
- 95% faster issue detection and mitigation
- Sustainability: 40% from energy to heat kilns
- Real-time insight from across disparate data sources

Unlocking a unified and adaptive approach

Accelerating outcomes with modern data operations

Unify metrics, events, logs, and traces

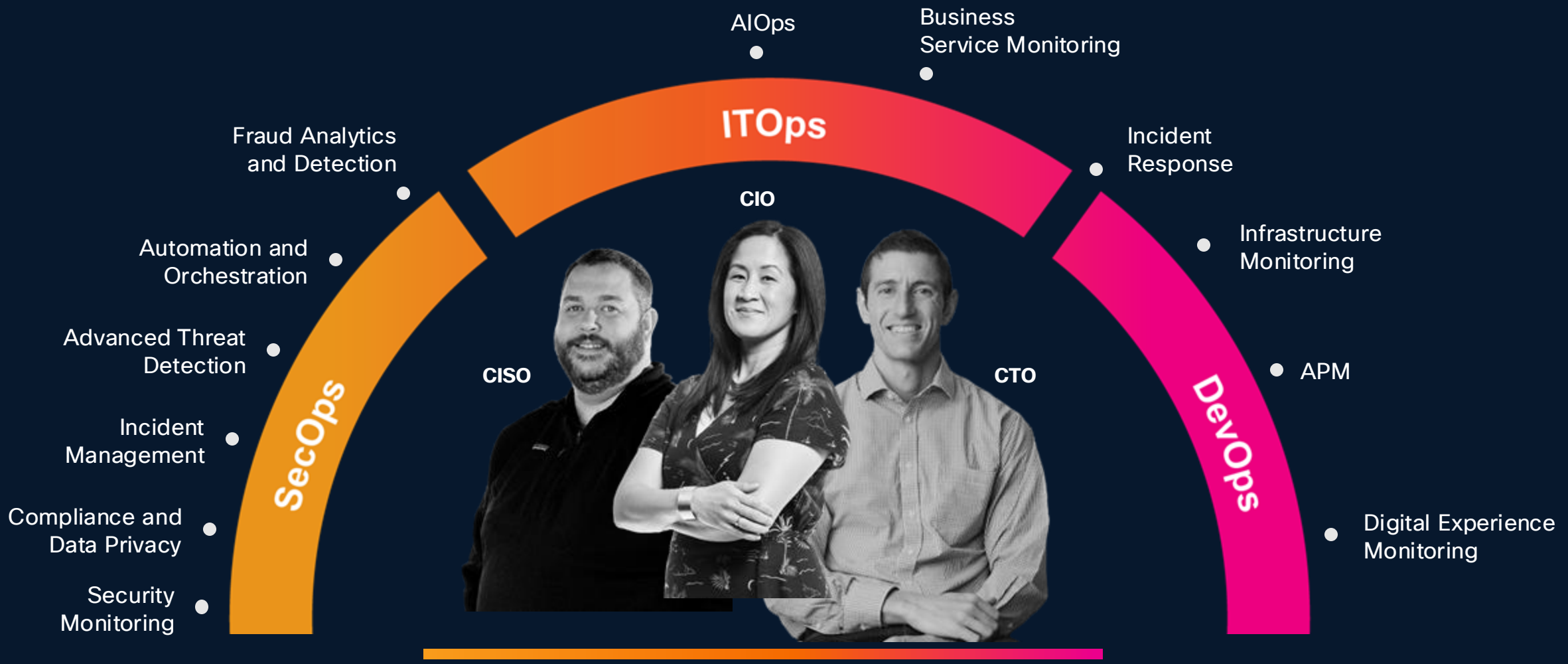
Centrally manage multiple pipelines

Flexible storage and data lifecycle mgt to optimize storage costs

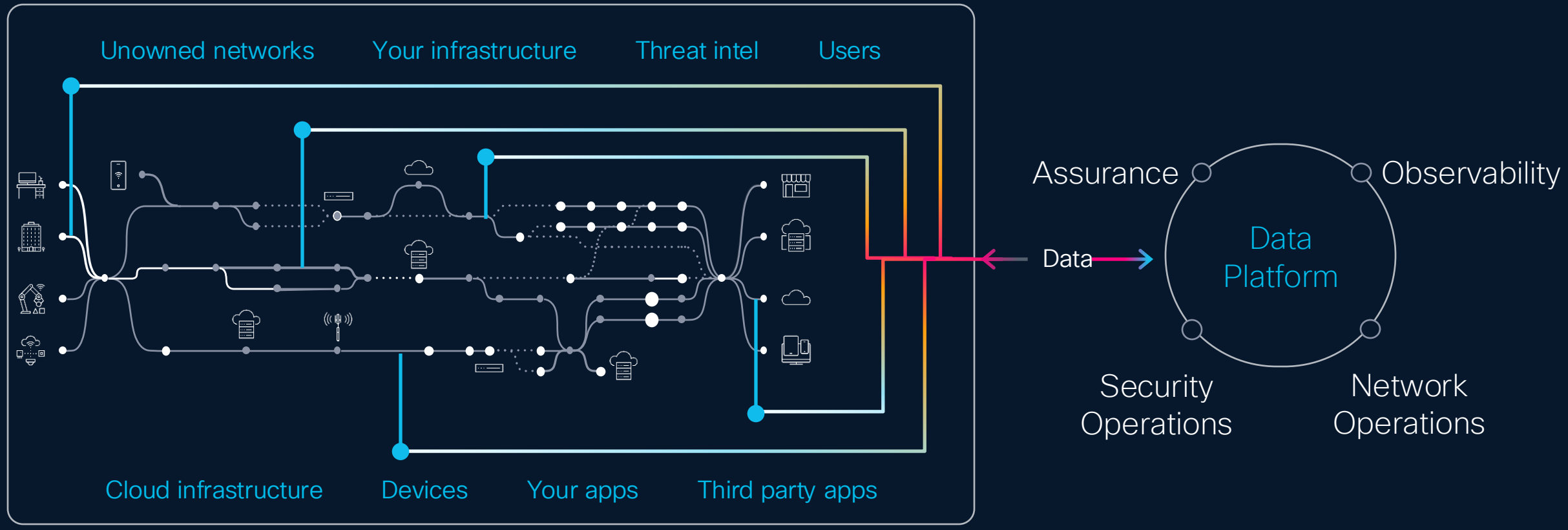
Accelerate MTTD & MTTR

Thank you

We bring your digital teams together



Supercharging digital resilience



PREVENT MAJOR ISSUES | REMEDIATE FASTER | ADAPT QUICKLY


CISCO

Fannie Mae protects the housing finance system with Splunk

Greater efficiencies due to unified monitoring capabilities

Faster MTTR thanks to real-time insights

Increased ability to comply with regulatory mandates

“Using Splunk, we now have a greater view of our ecosystem to help ensure that each transaction that goes through Fannie Mae can be traced and monitored from start to finish.”

–Nimesh Bernard
Senior Director, Enterprise Observability Applications, Fannie Mae

Fannie Mae

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A leading university uses Edge Processor to streamline efficiency

2X
Data Flow Performance

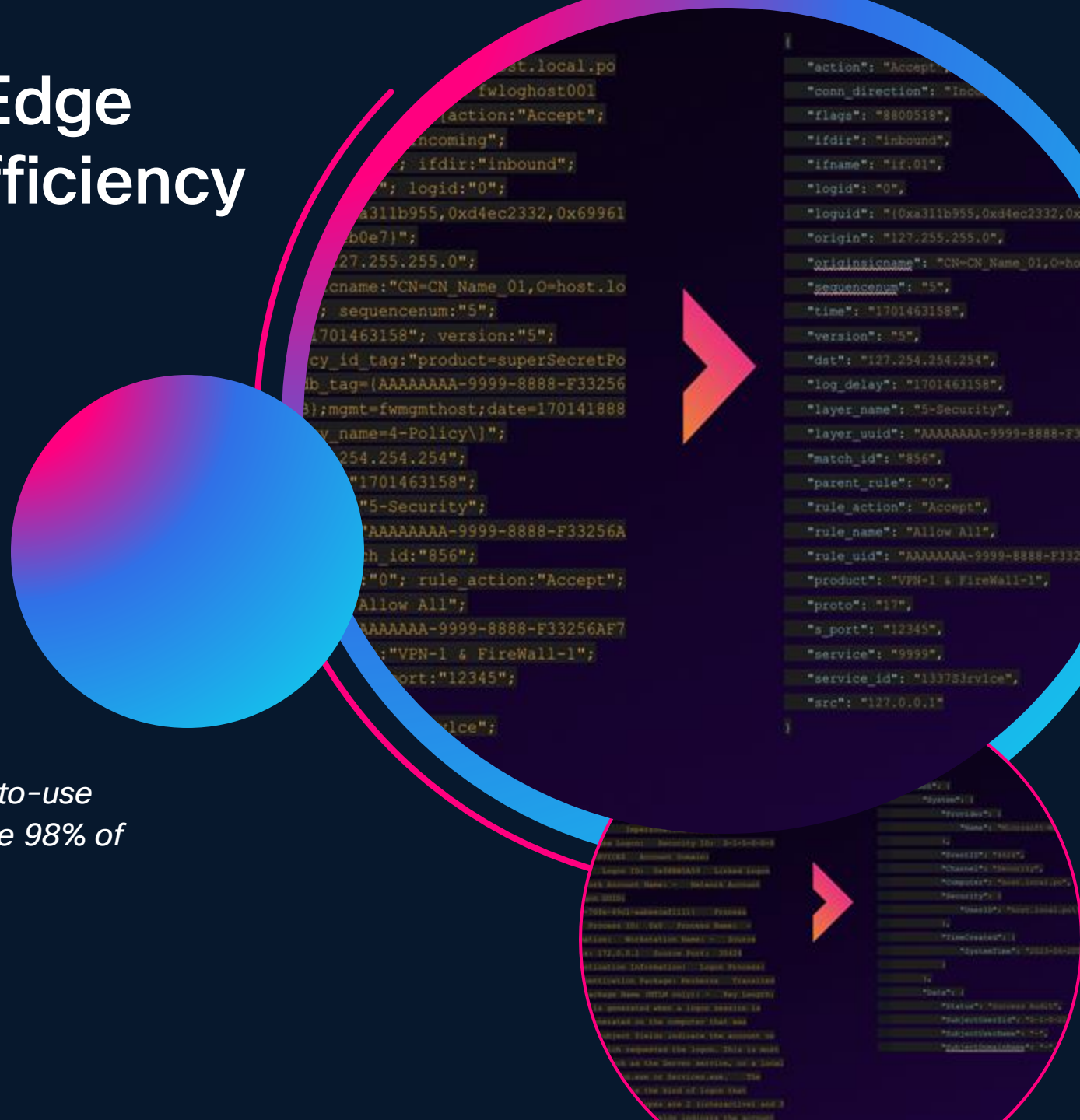
98%
Reduction in firewall log volume

100%
Self maintained, no upgrade needed

- Optimize Data Flow: Send all on-prem data feeds through Edge Processor to Splunk Cloud
- Filter Firewall Logs: Manage and control log volume and resource utilization

“Edge Processor is a lightweight, self-maintaining, easy-to-use data management solution that has already helped reduce 98% of our firewall logs.”

-Anonymous Security Team



Travelport Lands Exceptional Customer Experience

- Achieved **full visibility** across entire environment, gaining a comprehensive understanding of its critical apps and services
- **75% reduction in MTTD** enabling the company to exceed its uptime goal and deliver a better user experience
- **95% reduction in false positives** by correlating alerts to a product's health

We wouldn't have been able to correlate alerts to a product's health, and in turn, reduce false positives by 95%, without our Assigned Expert's deep product knowledge and their ability to get in the weeds and essentially 'mold' the Splunk stack to fit our technical environment and requirements."

– Ed Hubbard, Director of Site Reliability and Monitoring, Travelport

Travelport Case Study

TRAVELPORT

splunk>