

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

Todd Riker – Solutions Engineer

Michael Nobles – Leader, Solutions Engineer



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



! Rapid change

! Exploding data volume

! Resource constrains

! Lack of trust & predictability of AI

! New AI powered threats

! Constant disruption

Complexity is holding organizations back

The Rising Complexity: A Costly Challenge

\$200M

Average annual cost of system downtime per organization

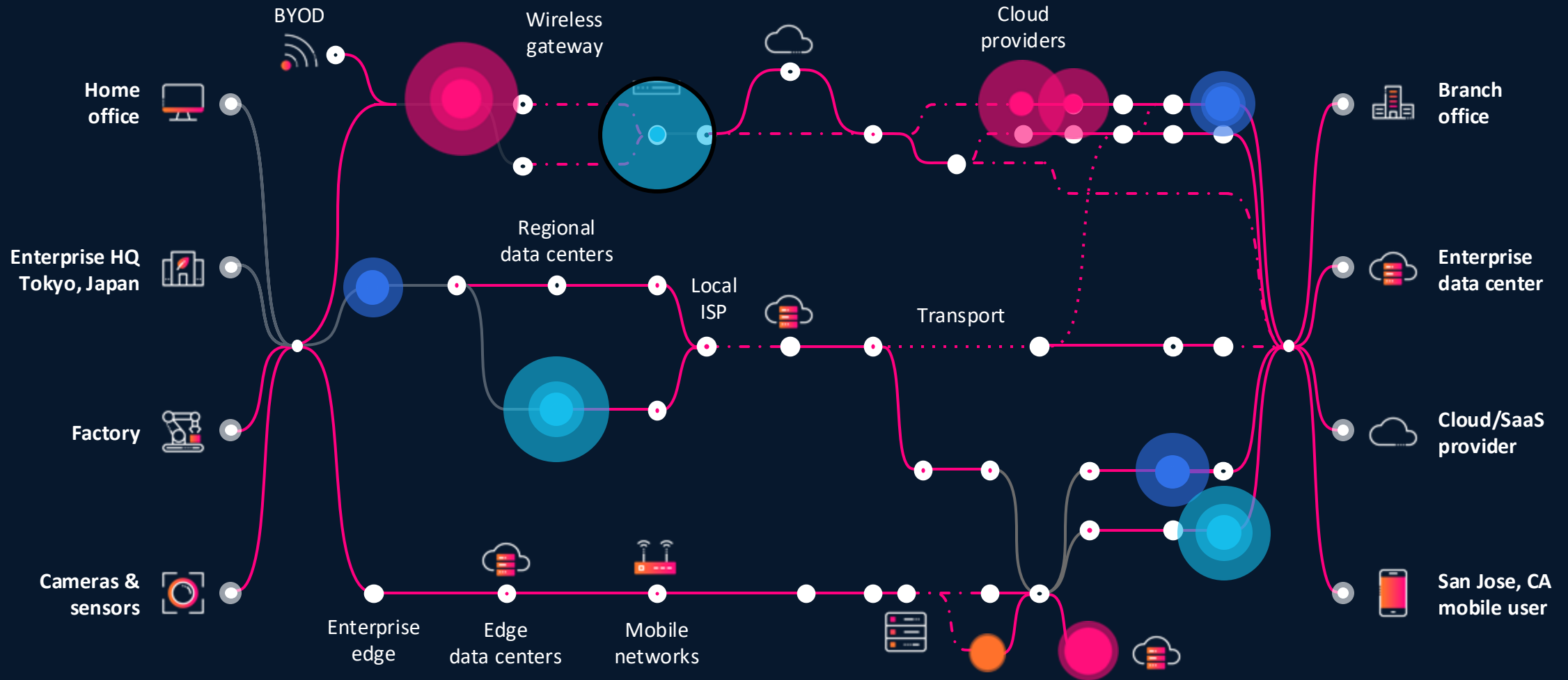
\$4.9M

Average cost of a data breach

62%

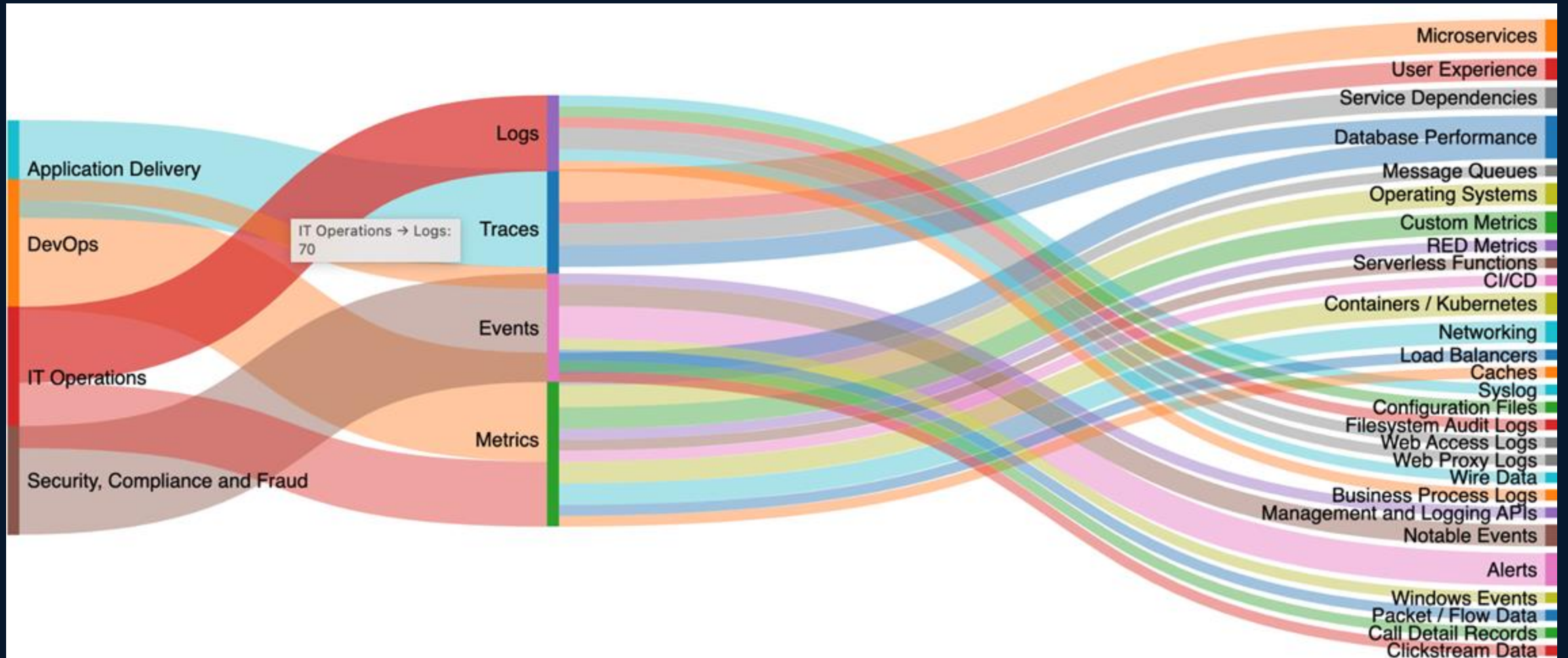
Claim data management challenges led to compliance failures

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

```
192.168.1.4 - - [26/Apr/2018:17:18:54 +0200] "GET /2017/05/30/how-to-retrieve-iis-http-logs-remotely/ HTTP/1.1" 301 671 "-" "Mozilla/5.0 (Windows NT 6.1; WOW64; Trident/7.0; rv:11.0) like Gecko"
192.168.1.4 - - [26/Apr/2018:17:18:54 +0200] "GET /2017/05/30/how-to-retrieve-iis-http-logs-remotely/ HTTP/1.1" 200 21466 "-" "Mozilla/5.0 (Windows NT 6.1; WOW64; Trident/7.0; rv:11.0) like Gecko"
192.168.1.4 - - [26/Apr/2018:17:19:00 +0200] "GET /2017/05/ HTTP/1.1" 200 19215 "https://www.wptest.com/2017/05/30/how-to-retrieve-iis-http-logs-remotely/" "Mozilla/5.0 (Windows NT 6.1; WOW64; Trident/7.0; rv:11.0) like Gecko"
192.168.1.4 - - [26/Apr/2018:17:19:03 +0200] "GET /2017/05/30/hello-world/ HTTP/1.1" 200 19742 "https://www.wptest.com/2017/05/" "Mozilla/5.0 (Windows NT 6.1; WOW64; Trident/7.0; rv:11.0) like Gecko"
webmaster@USERVER:~$
```

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

AI-ready data centers

Transform data centers to power AI workloads anywhere

Future-proofed workplaces

Modernize everywhere people and technology work and serve customers

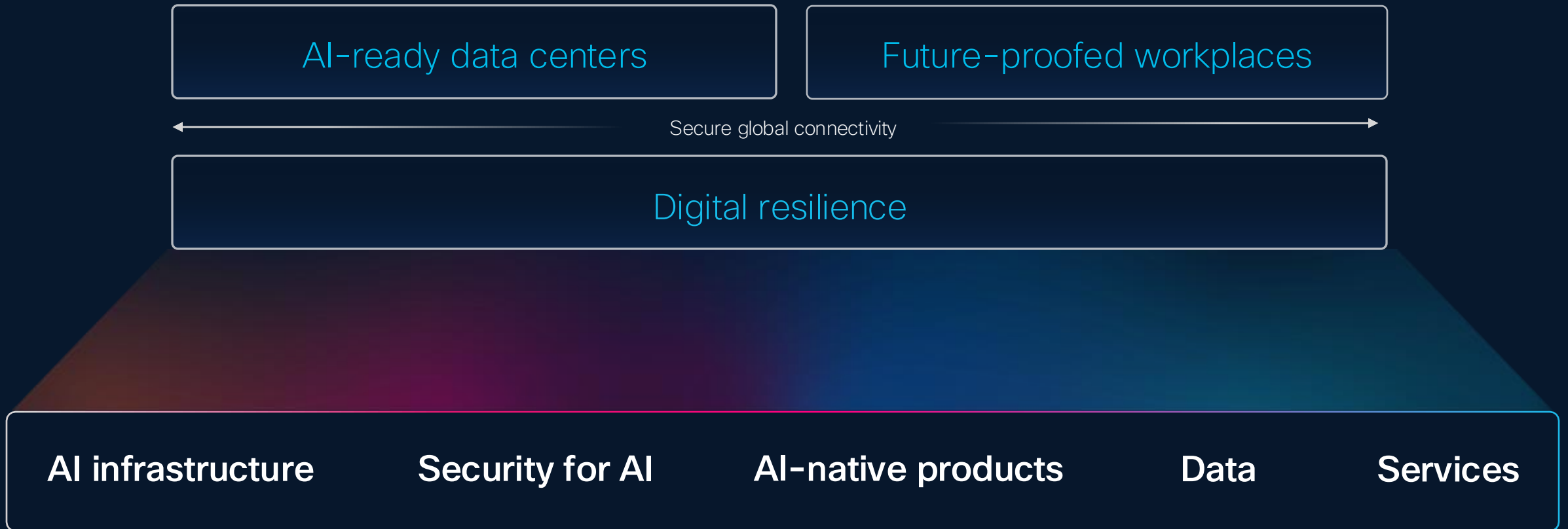
Secure global connectivity

Digital resilience

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

Accelerated by Cisco AI

Cisco AI: Accelerating outcomes



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

Digital resilience



Assurance

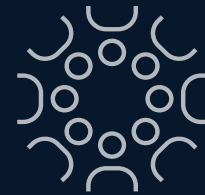
Enable seamless end-to-end connectivity to assure the delivery of applications and services

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

Assurance

+

Observability

+

Security

Supercharged with Splunk Platform

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



Network team

IT team

Security team

Engineering team

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

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.

Splunk Platform



**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

End-to-end data
management

Scalable index and
storage

Powerful search
and visualization

Expanded view
with federated
analytics

Unlock new
opportunities with
AI

Drive 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

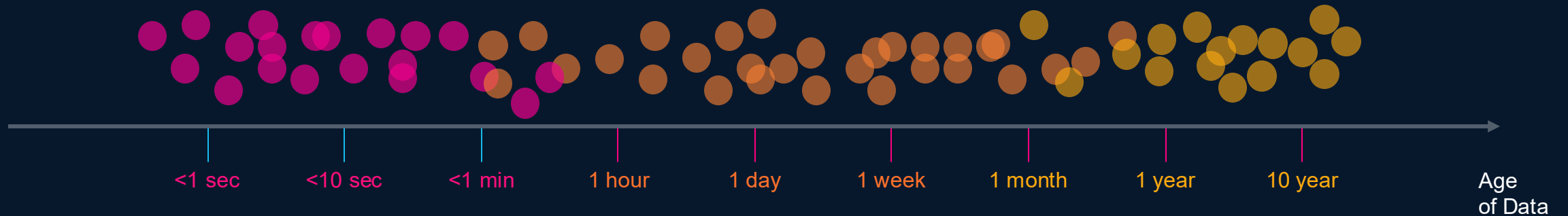
Incident Investigation, Threat Hunting

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



Delivering a Data Fabric Powered by the Splunk Platform

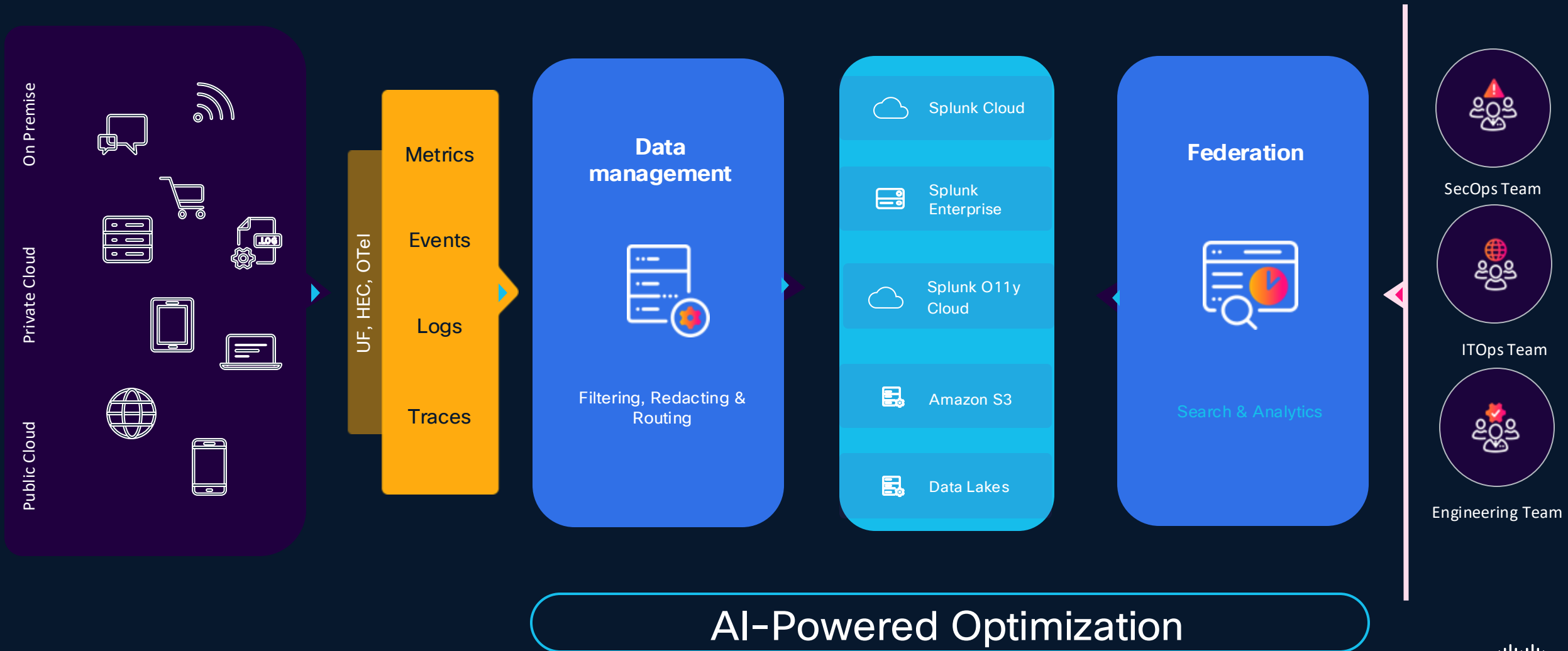
Data
management

Federation

AI optimization &
development

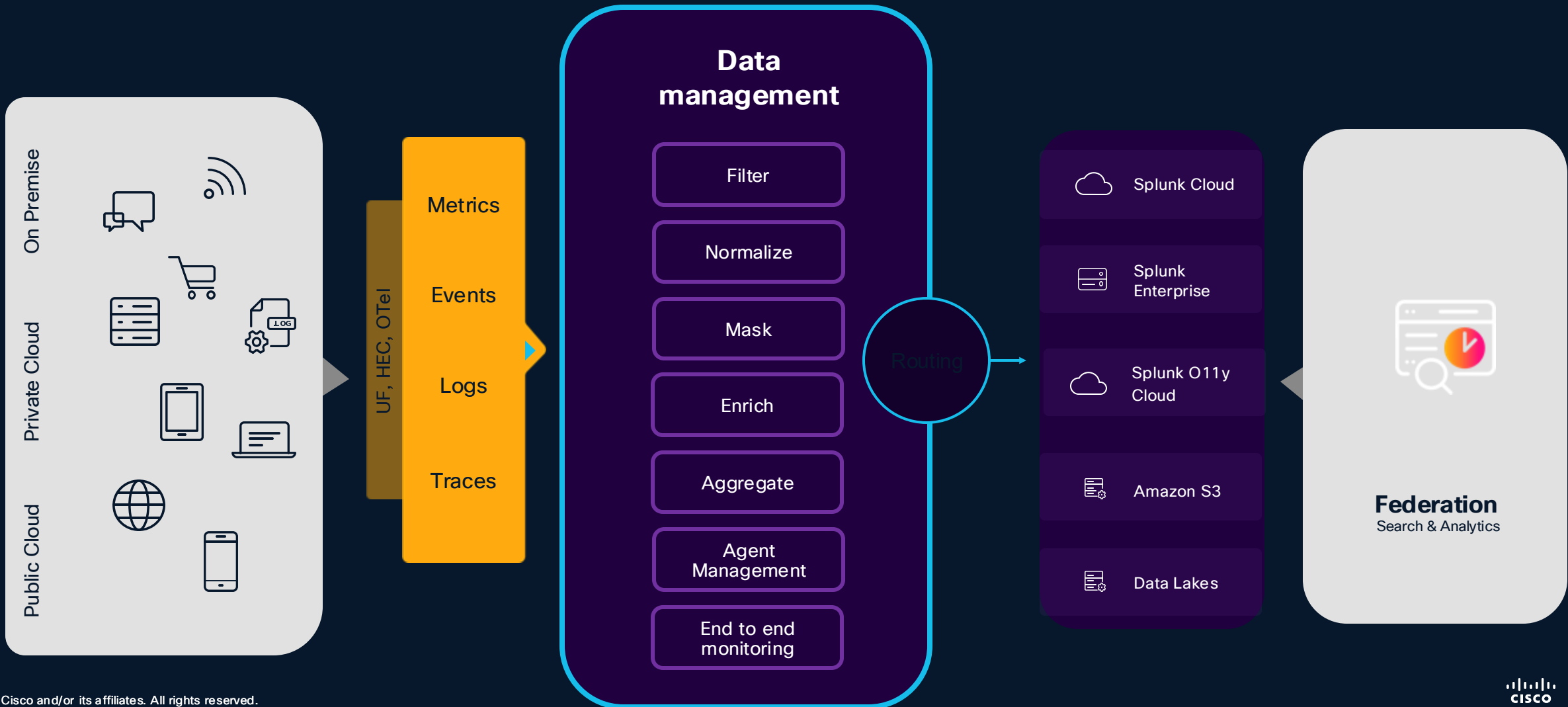
A Unified Approach to Data Management

Deliver better security and observability outcomes



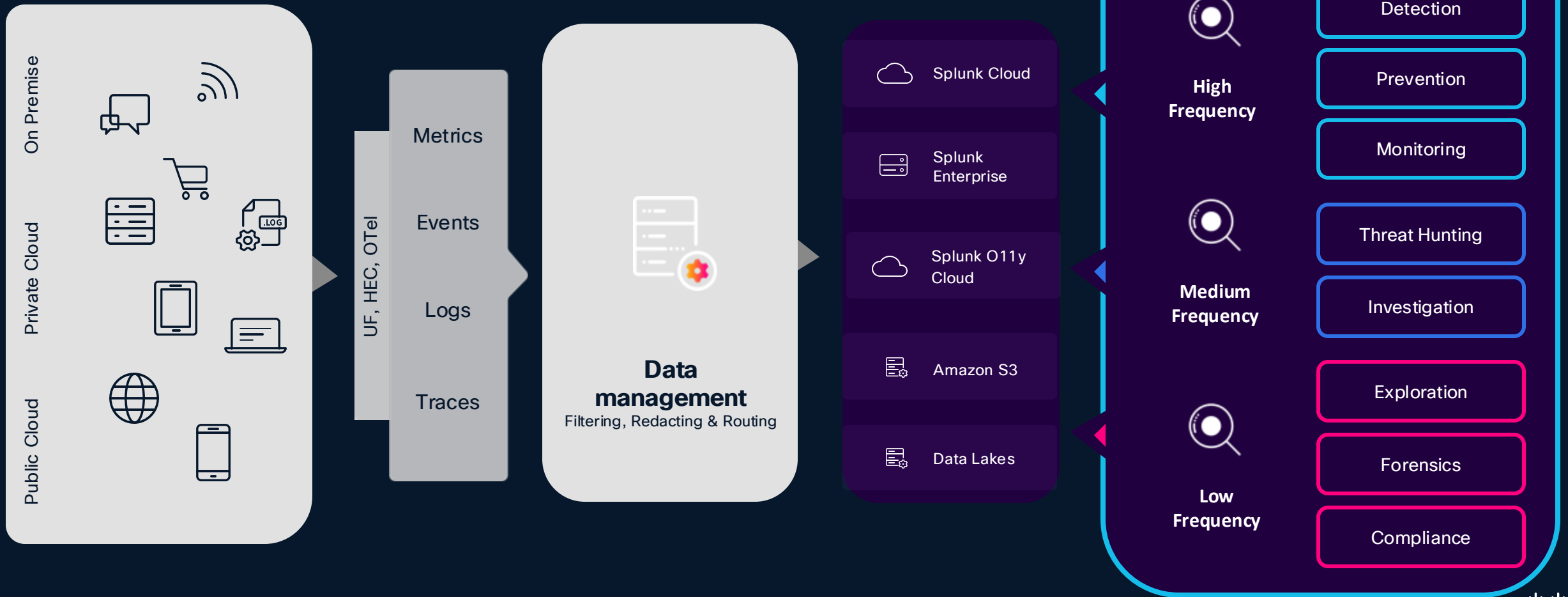
Data Management

Unify data configuration, processing, and management



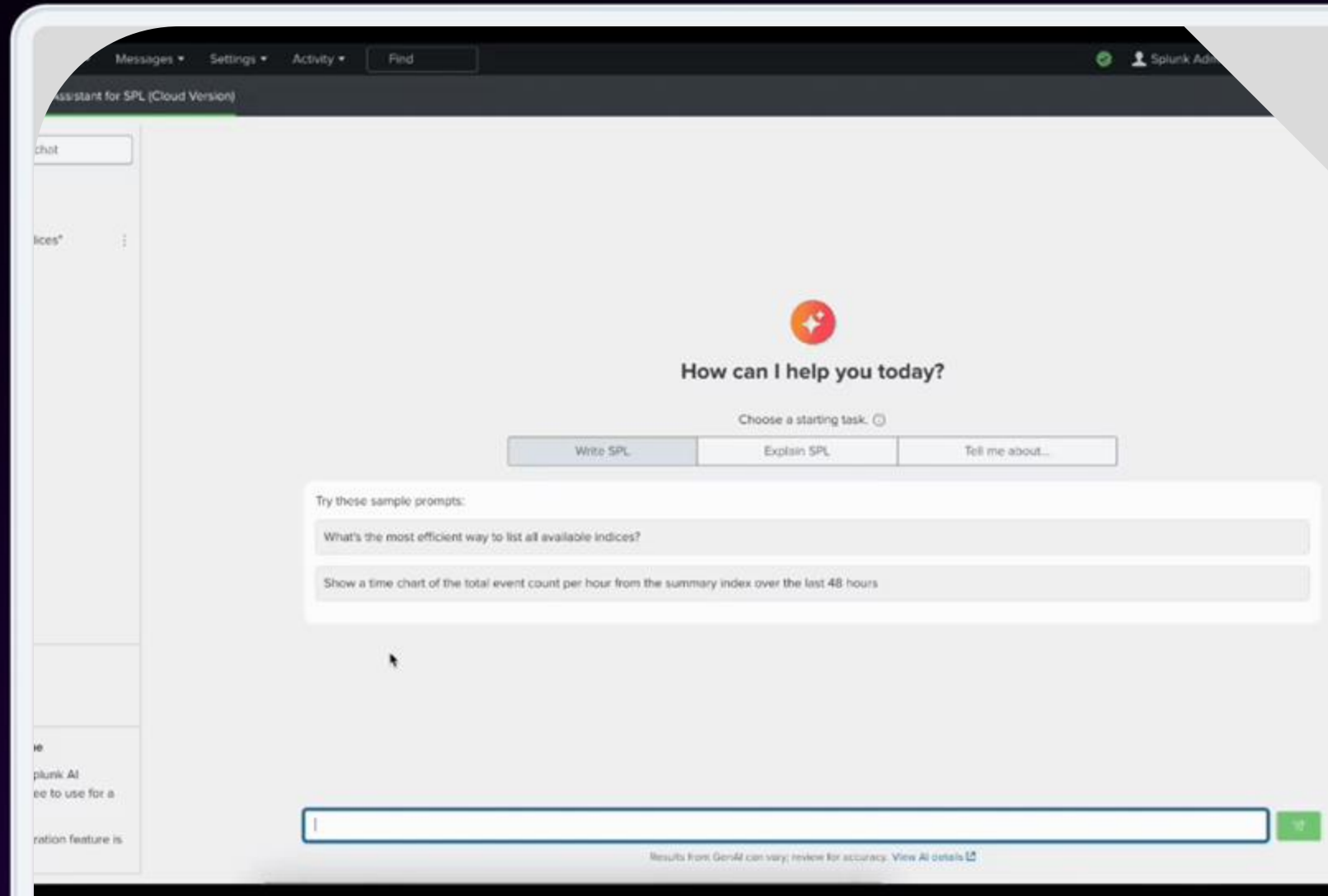
Federation

Access and analyze data where it lives



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

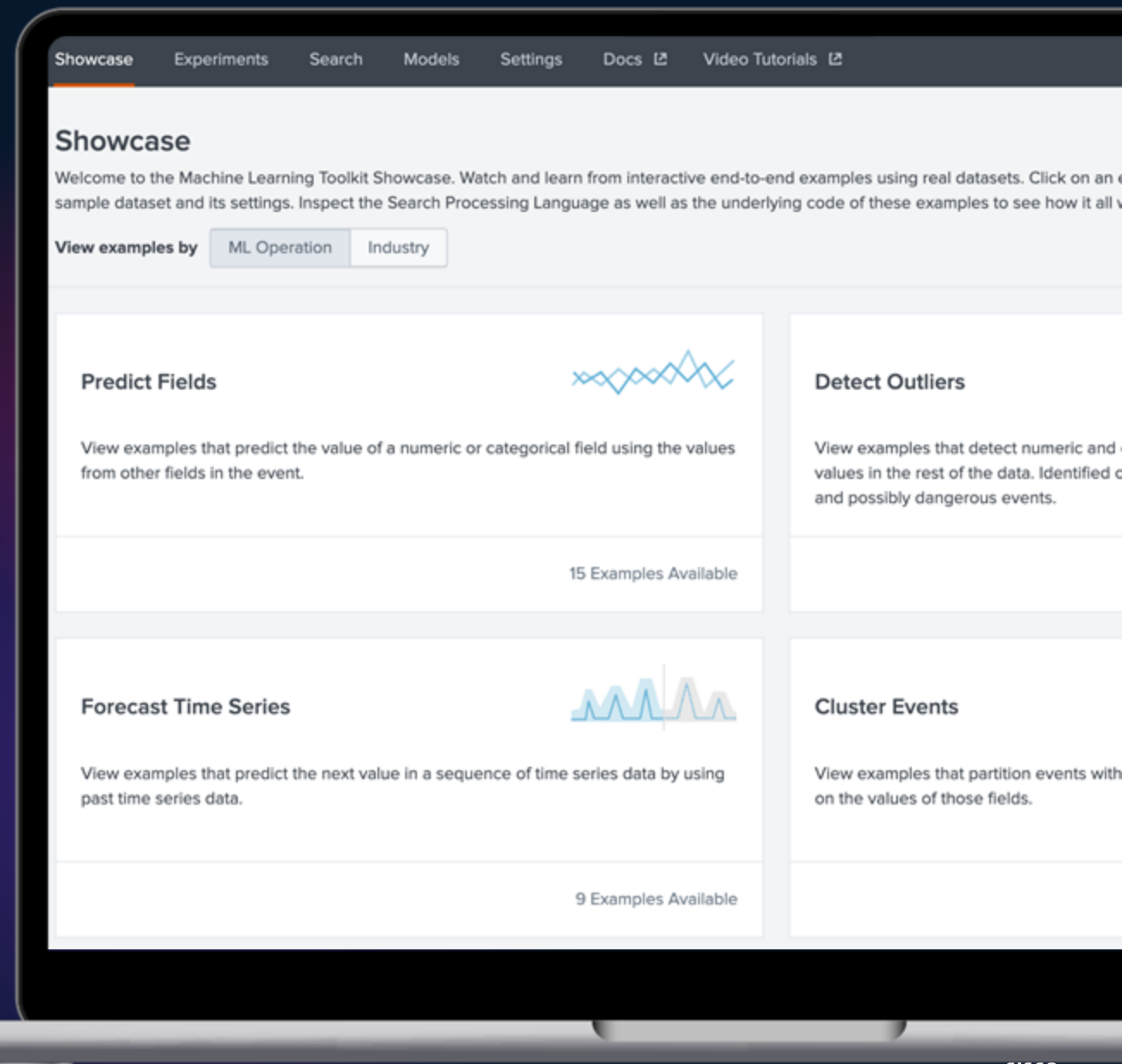
"As a newer user of SPL, the AI Assistant **helps me write valid queries.**" "It gives me a good baseline that I can tweak to get the information I'm looking for. **I'd be lost without it.**"

Major US Scientific Research Facility

Customize AI Use Cases with Machine Learning Toolkit (MLTK)

in Splunk Cloud and Enterprise

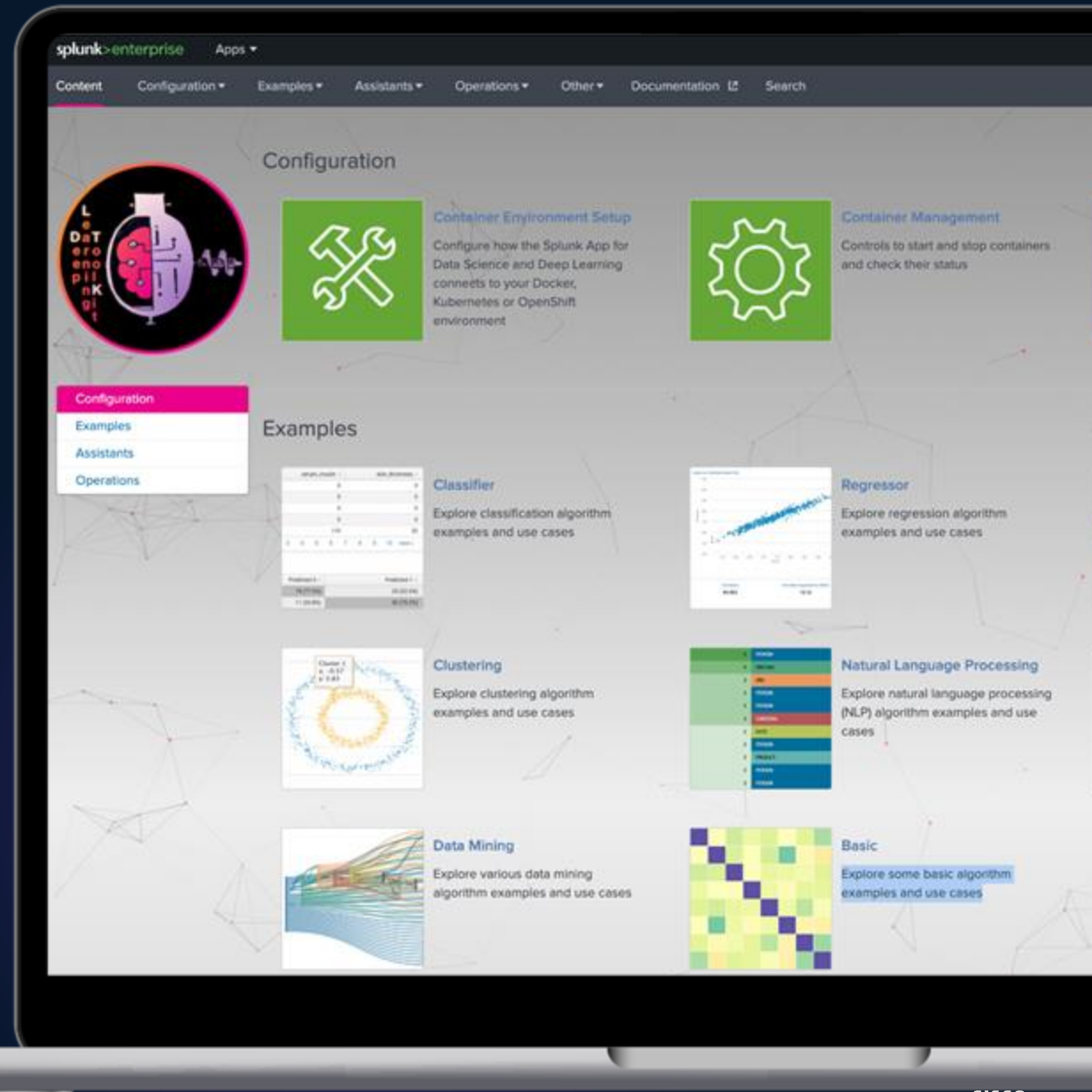
- Experiment and model your Splunk data with guided assistant for the whole AI workflow.
- 50+ algorithms to choose from or bring your own model.
- Train and deploy with search commands and operationalize in real-time.



Extend MLTK to Operationalize Advanced Custom AI/ML Use Cases

Splunk App for Data Science and Deep Learning

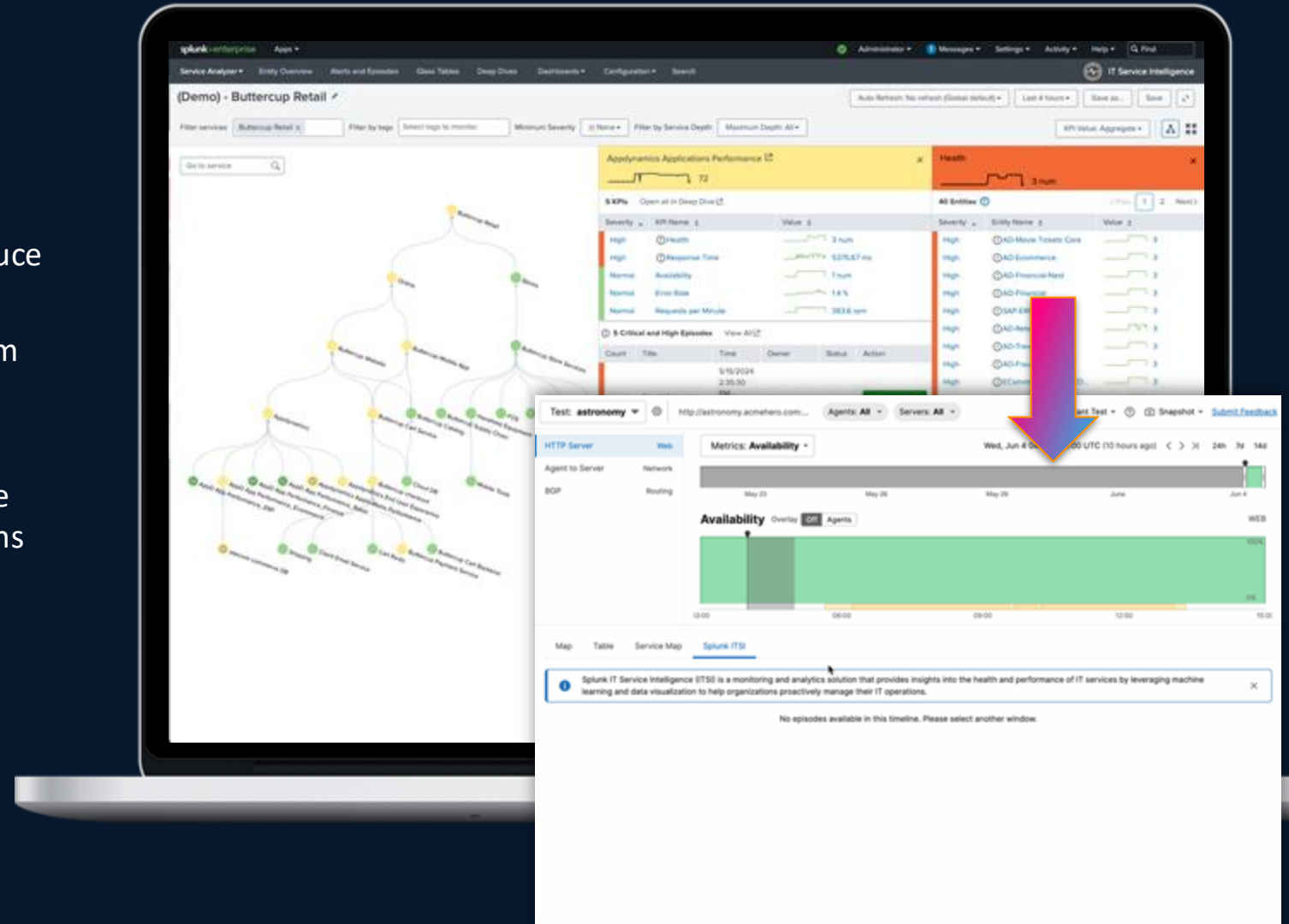
- **35+ Code Examples:** Guided model building, testing, and deployment
- **Container Management:** productionized for scalability & optimization on CPU & GPU
- State of the art AI frameworks and tools
- Flexible deployments and open source
- Extension to LLMs and VectorDB



Splunk ITSI & ThousandEyes

End-to-end visibility of apps, infrastructure, and network health correlated with business KPIs

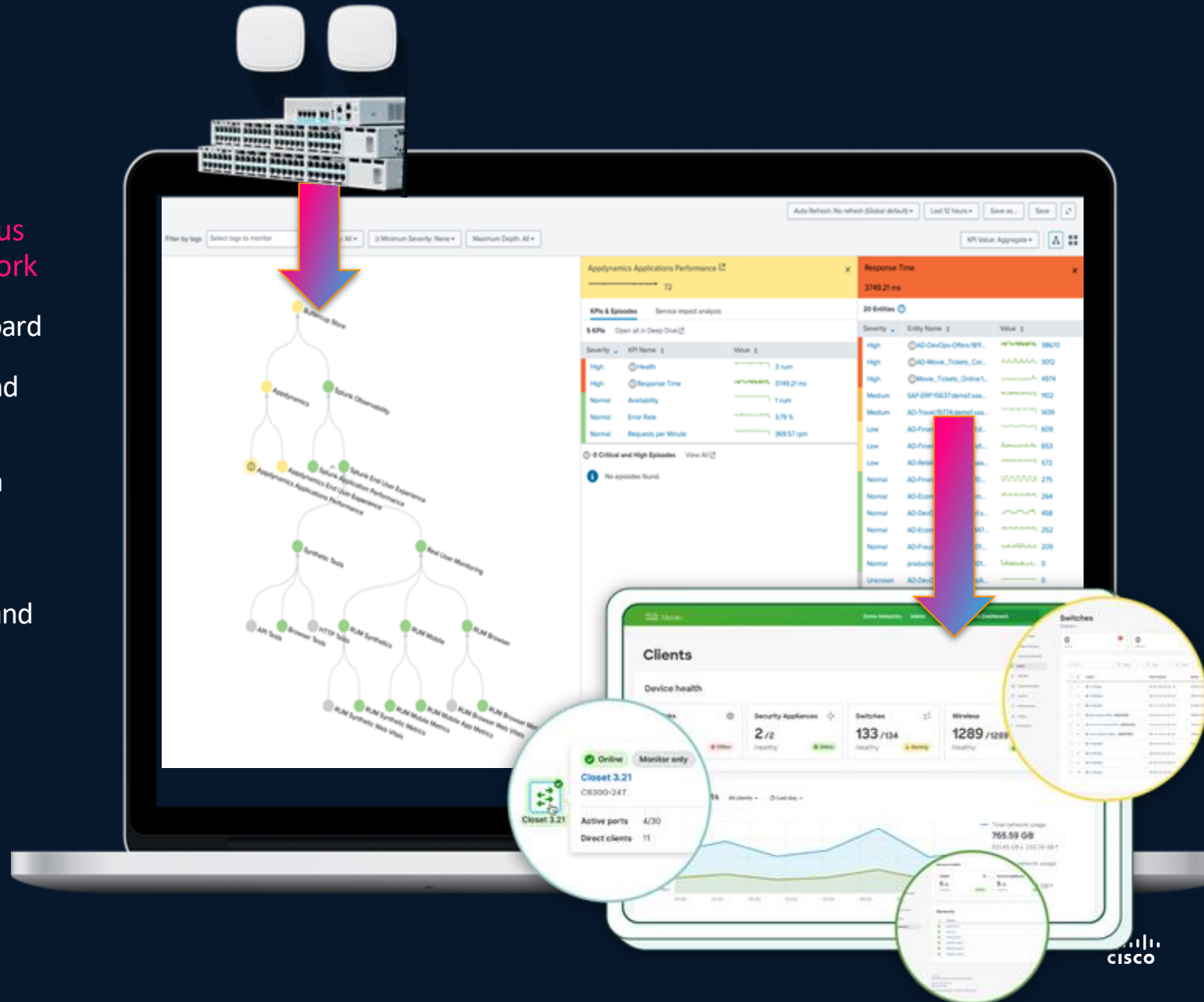
- Integrate alerts from ThousandEyes into ITSI to reduce alert noise and accelerate MTTR
- Bring network performance & business metrics from ThousandEyes into ITSI for faster troubleshooting based on impact
- Centralize network telemetry and incident response from ThousandEyes, and across other Cisco solutions
- In-context directed troubleshooting into ThousandEyes



Splunk ITSI & Cisco Enterprise Networking

Enterprise Network Monitoring for branch & campus to quickly pinpoint site & device issues in the network

- Integrations with Catalyst Center and Cloud Dashboard
- Cross-domain correlation for reduced alert noise and domain isolation
- Out-of-the-box topology to measure the health of a location (e.g. retail store) and isolate problematic devices
- Device alert import, normalization, deduplication, and correlation logic
- Insights for problem troubleshooting (e.g. recent configuration changes)
- In-context guidance into Catalyst Center & Cloud Dashboard to take action on devices



Hyatt Gains Real-Time, Enterprise-Wide Insights

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

“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



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



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



SecOps Team



ITOps Team



NetOps Team



Engineering Team

UNIFIED AI-ENABLED EXPERIENCE

Splunk & Cisco
Solutions



3rd Party
Solutions



Customer
Extensions



Enterprise
Ecosystem

DATA FABRIC

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

CISCO Connect

Thank you

