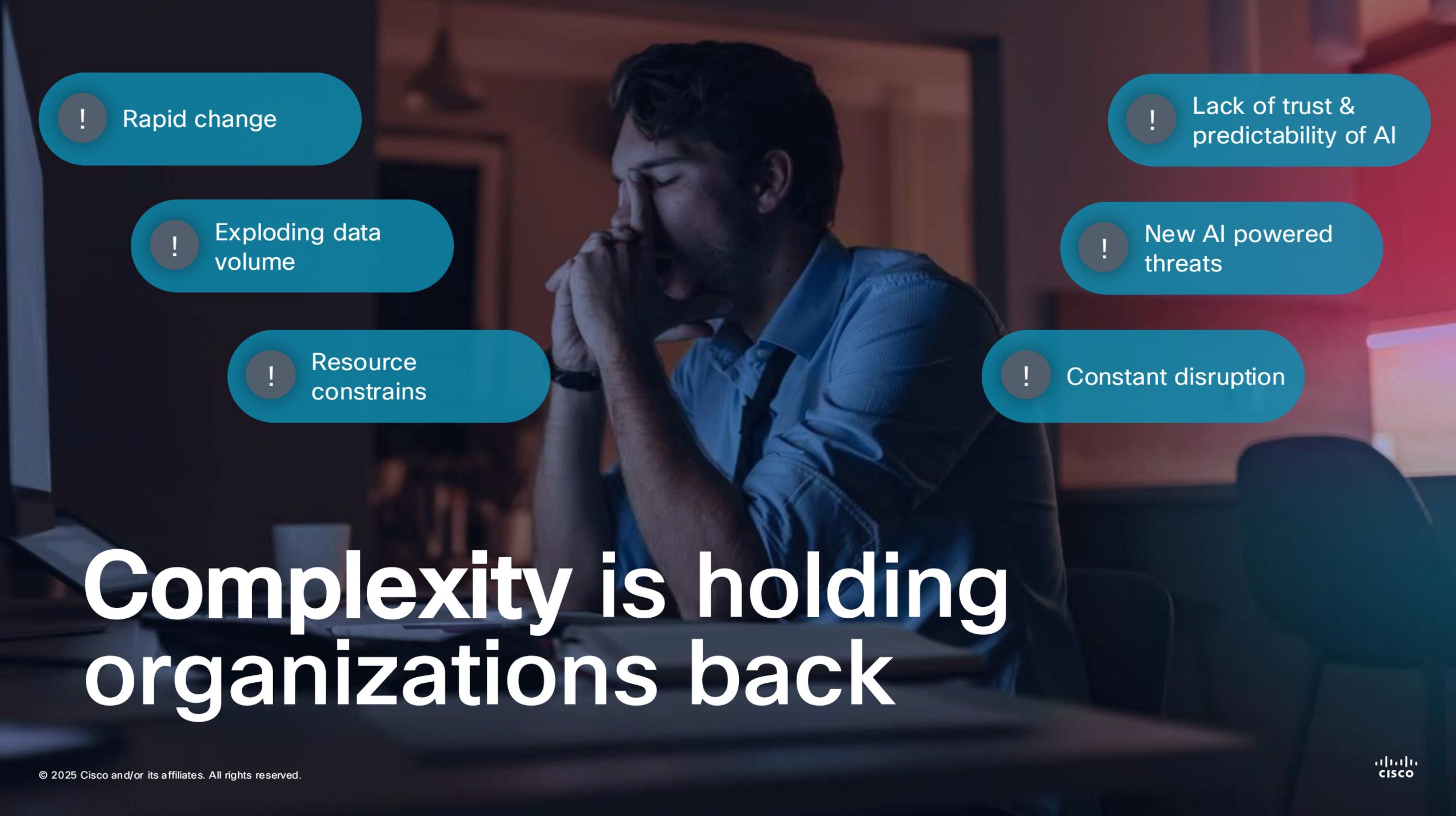# A **Revolution** Is Happening

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

CISCO

Rapid change

Lack of trust & predictability of AI

Exploding data volume

New AI powered threats

Resource constrains

Constant disruption

Complexity is holding organizations back

The Rising Complexity: A Costly Challenge

$200M
Average annual cost of system downtime per organization
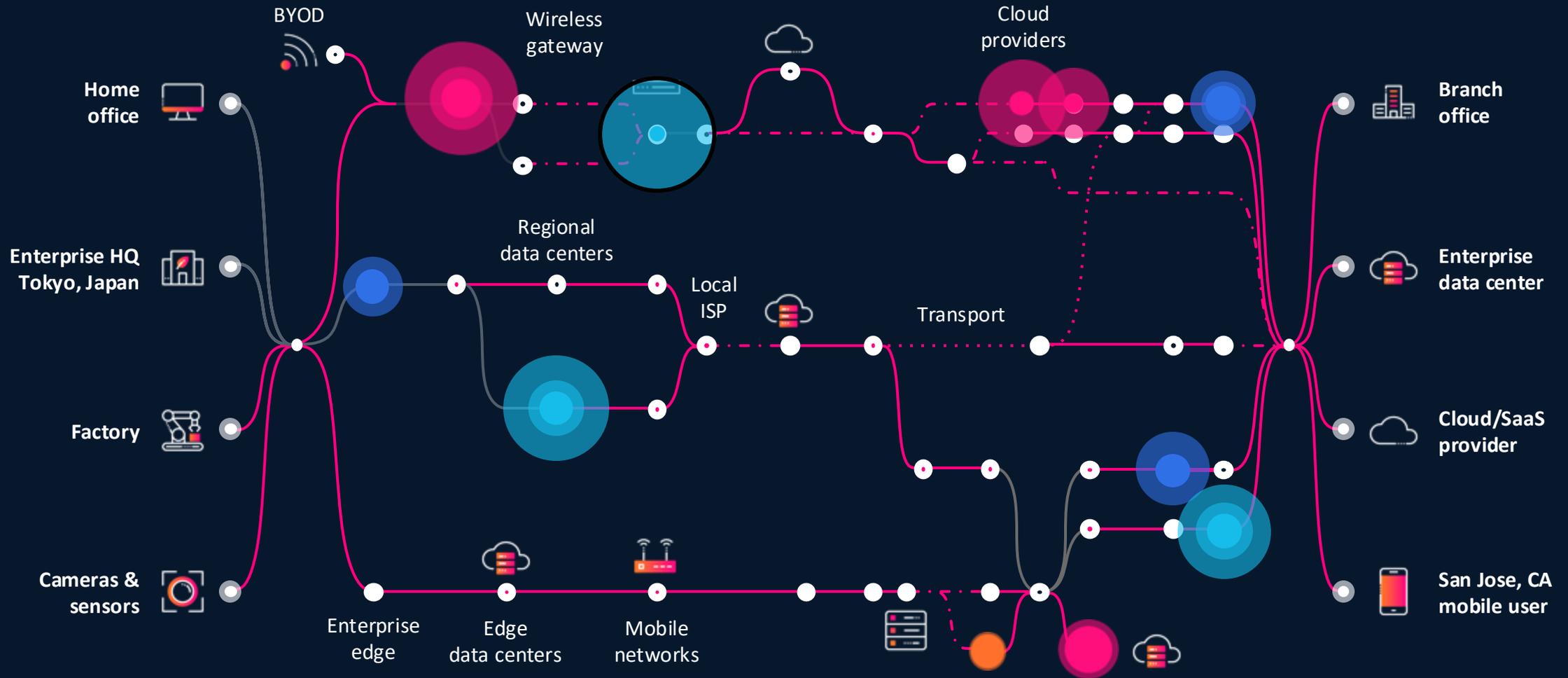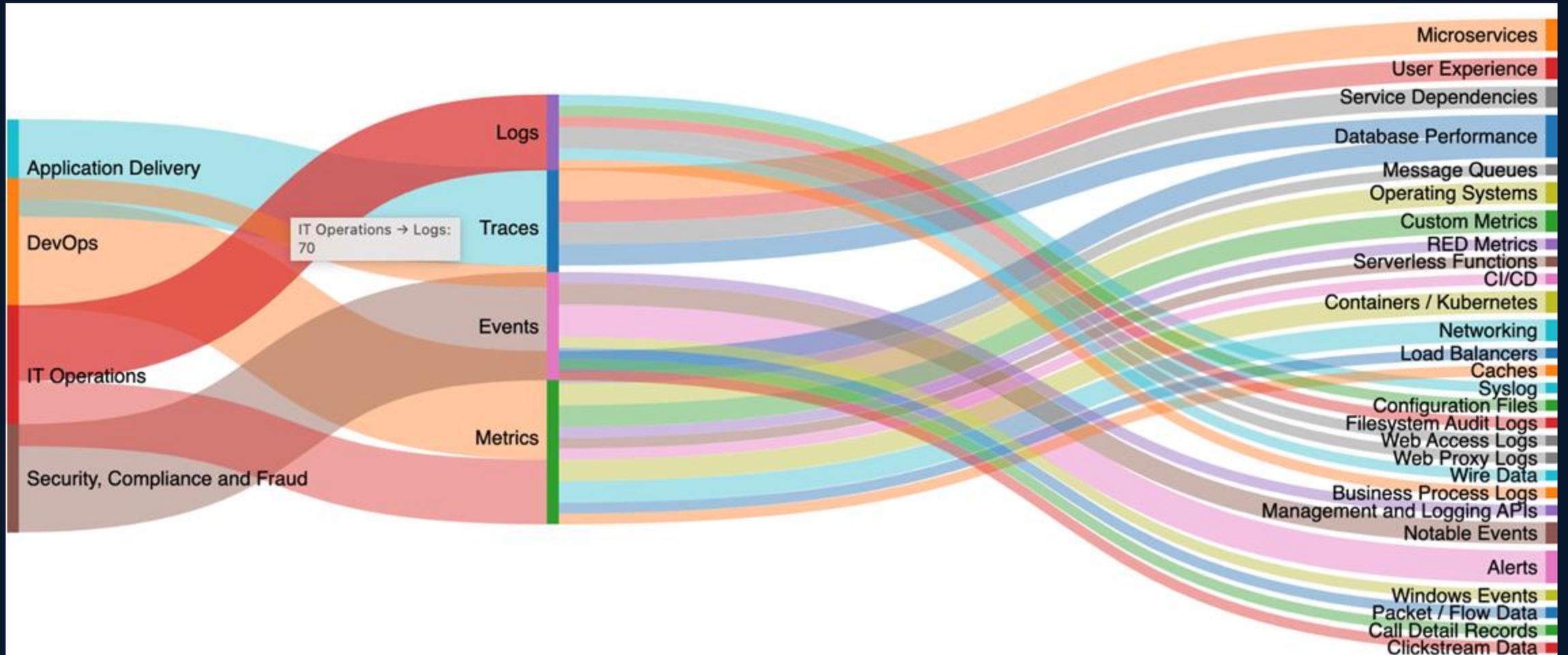
$4.9M
Average cost of a data breach

62%
Claim data management challenges led to compliance failures

*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

BYOD

Wireless gateway

Cloud providers

Branch office

Home office

Enterprise HQ Tokyo, Japan

Regional data centers

Local ISP

Transport

Enterprise data center

Factory

Cloud/SaaS provider

Cameras & sensors

Enterprise edge

Edge data centers

Mobile networks

San Jose, CA mobile user

CISCO

Multiple Use Cases On Common Data
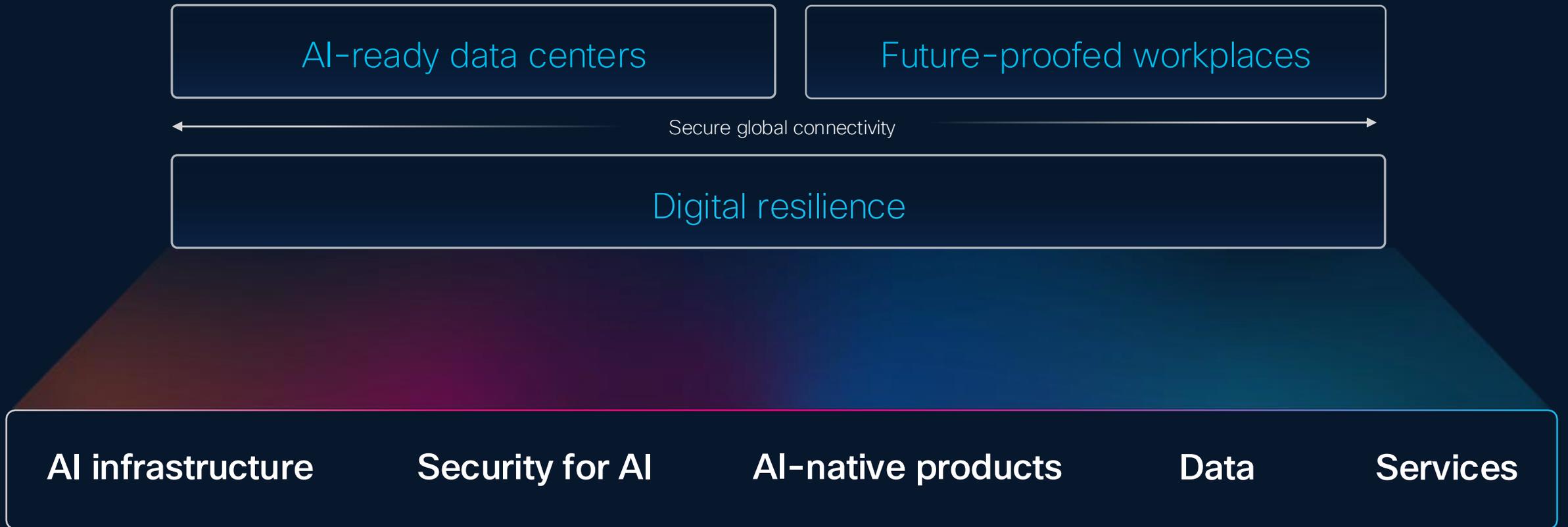
Drives system security and observability

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

AI-ready data centers

Future-proofed workplaces

← Secure global connectivity →

Digital resilience

AI infrastructure   Security for AI   AI-native products   Data   Services

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
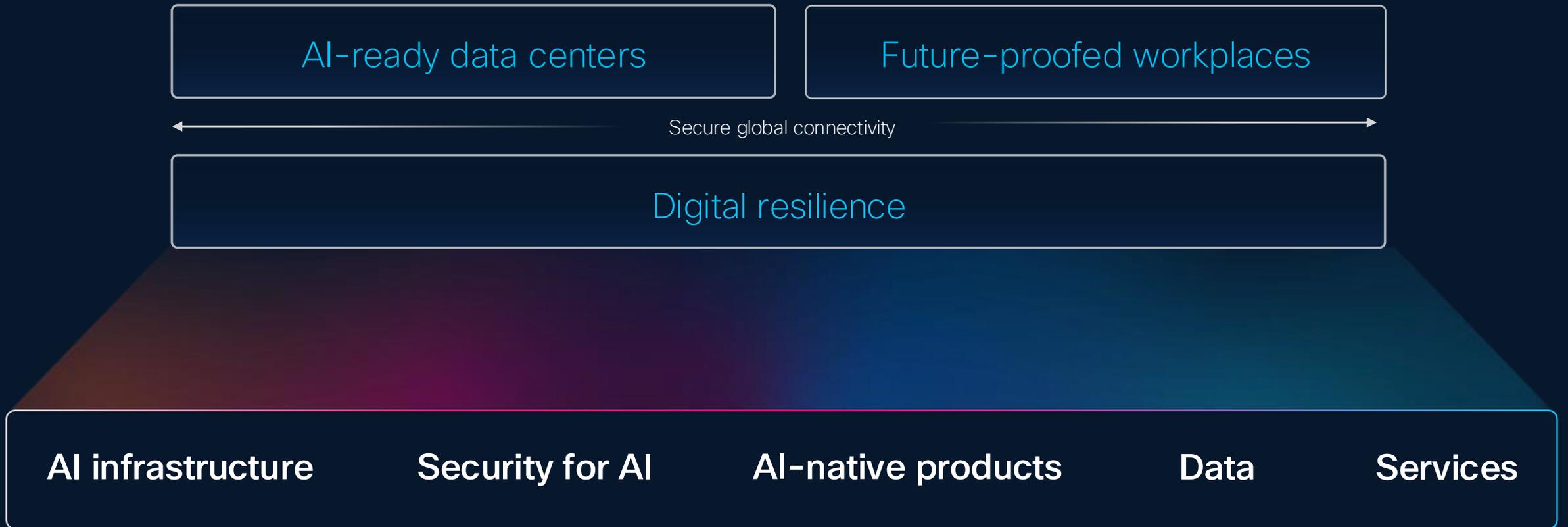
Observability

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

Security operations

Gain comprehensive threat prevention, detection, investigation, and response

Cisco AI: Accelerating Outcomes

AI-ready data centers

Future-proofed workplaces

← Secure global connectivity →

Digital resilience

AI infrastructure   Security for AI   AI-native products   Data   Services

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

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

End-to-end data management

Scalable index and storage

Powerful search and visualization

Expanded view with federated analytics

Unlock new opportunities with AI

Delivering a Data Fabric Powered by the Splunk Platform

Data management

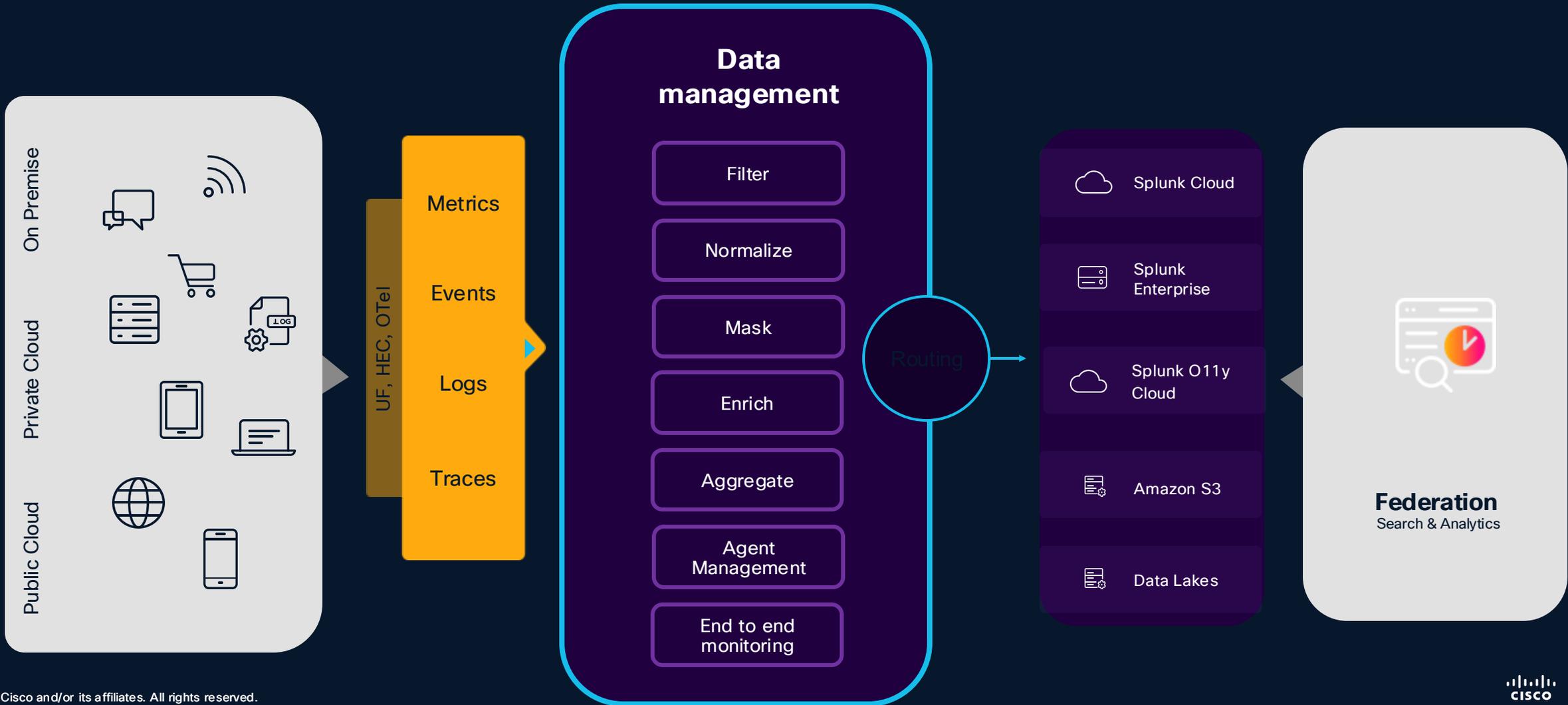Federation

AI optimization & development

A Unified Approach to Data Management
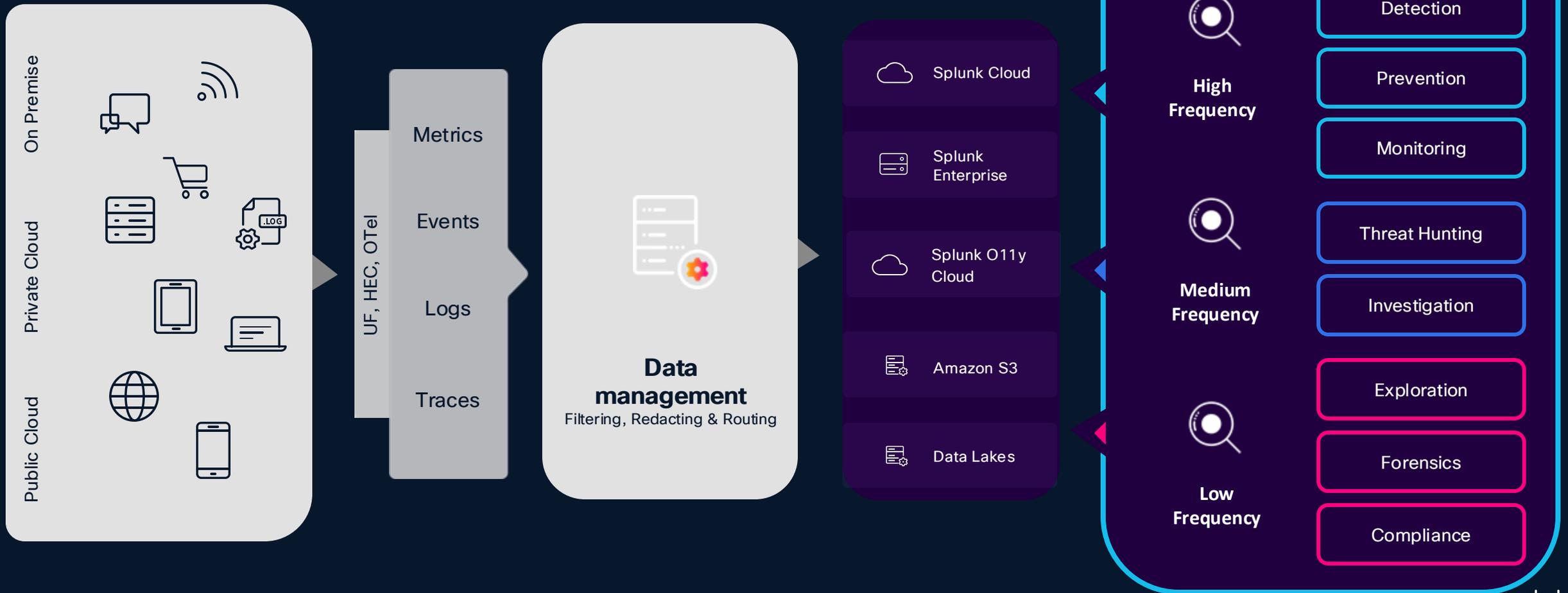## Deliver better security and observability outcomes

On Premise

Private Cloud

Public Cloud

UF, HEC, OTel

Metrics

Events

Logs

Traces

Data management

Filtering, Redacting & Routing

Splunk Cloud

Splunk Enterprise

Splunk O11y Cloud

Amazon S3

Data Lakes

Federation

Search & Analytics

SecOps Team

ITOps Team

Engineering Team

AI-Powered Optimization

Data Management

Unify data configuration, processing, and management

On Premise

Private Cloud

Public Cloud

UF, HEC, OTel

Metrics

Events

Logs

Traces

Data management

Filter

Normalize

Mask

Enrich

Aggregate

Agent Management

End to end monitoring

Routing

Splunk Cloud

Splunk Enterprise

Splunk O11y Cloud

Amazon S3

Data Lakes

Federation
Search & Analytics

Federation

Access and analyze data where it lives

Search & Analytics

Data Sources		Pipeline	Data management	Destinations	Frequency	Analytics

On Premise

Private Cloud

Public Cloud

UF, HEC, OTel

Metrics

Events

Logs

Traces

Data management
Filtering, Redacting & Routing

Splunk Cloud

Splunk Enterprise

Splunk O11y Cloud

Amazon S3

Data Lakes

High Frequency

Detection

Prevention

Monitoring

Medium Frequency

Threat Hunting

Investigation

Low Frequency

Exploration

Forensics

Compliance

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

<1 sec | <10 sec | <1 min | 1 hour | 1 day | 1 week | 1 month | 1 year | 10 year | Age of Data
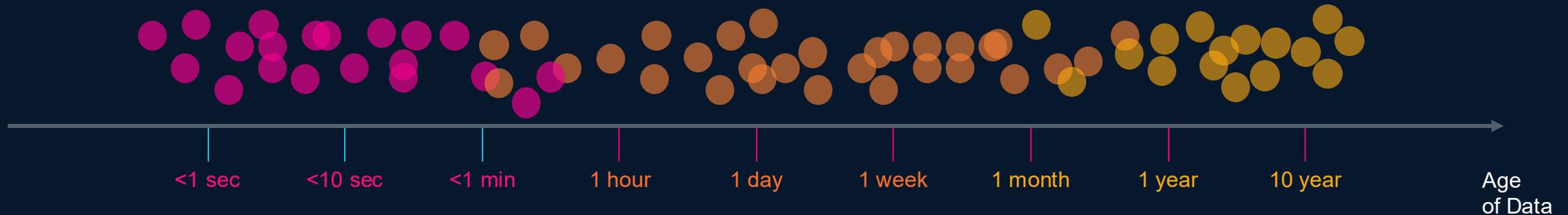
AI Assistant for SPL

- 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.
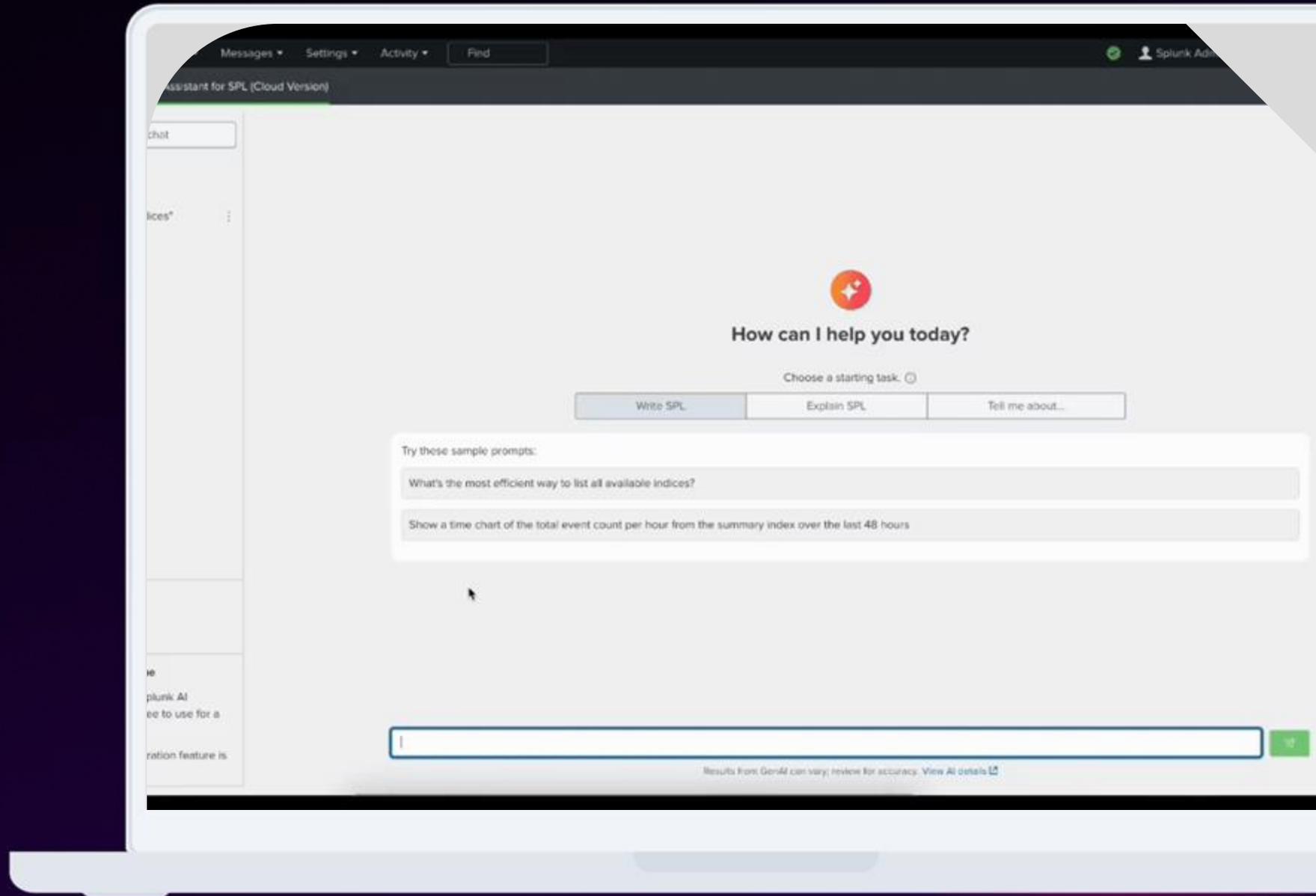
AI Assistant for SPL - Up Leveling Skills

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.

CISCO
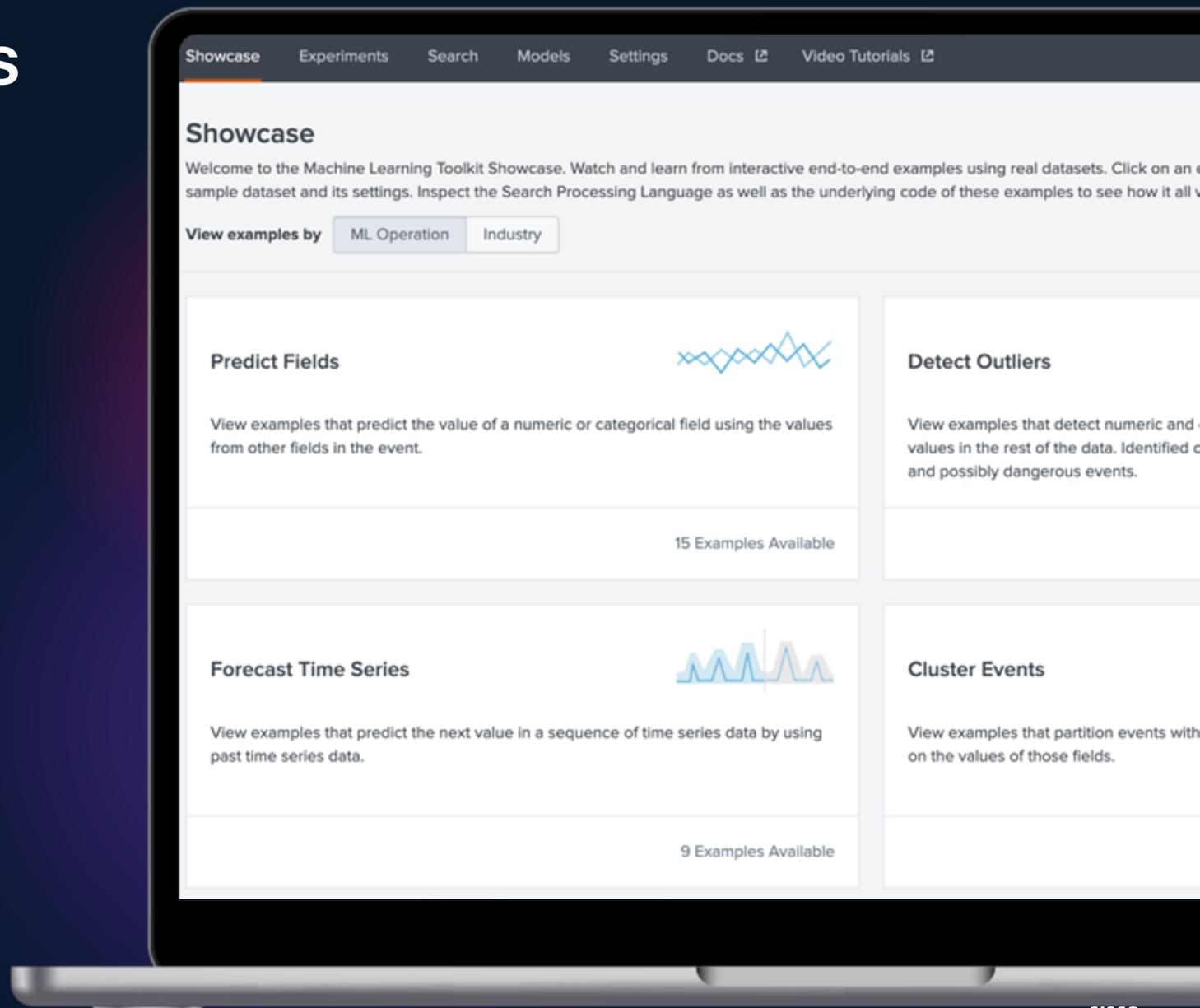
Extend MLTK to Operationalize Advanced Custom AI/ML Use Cases

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

CISCO
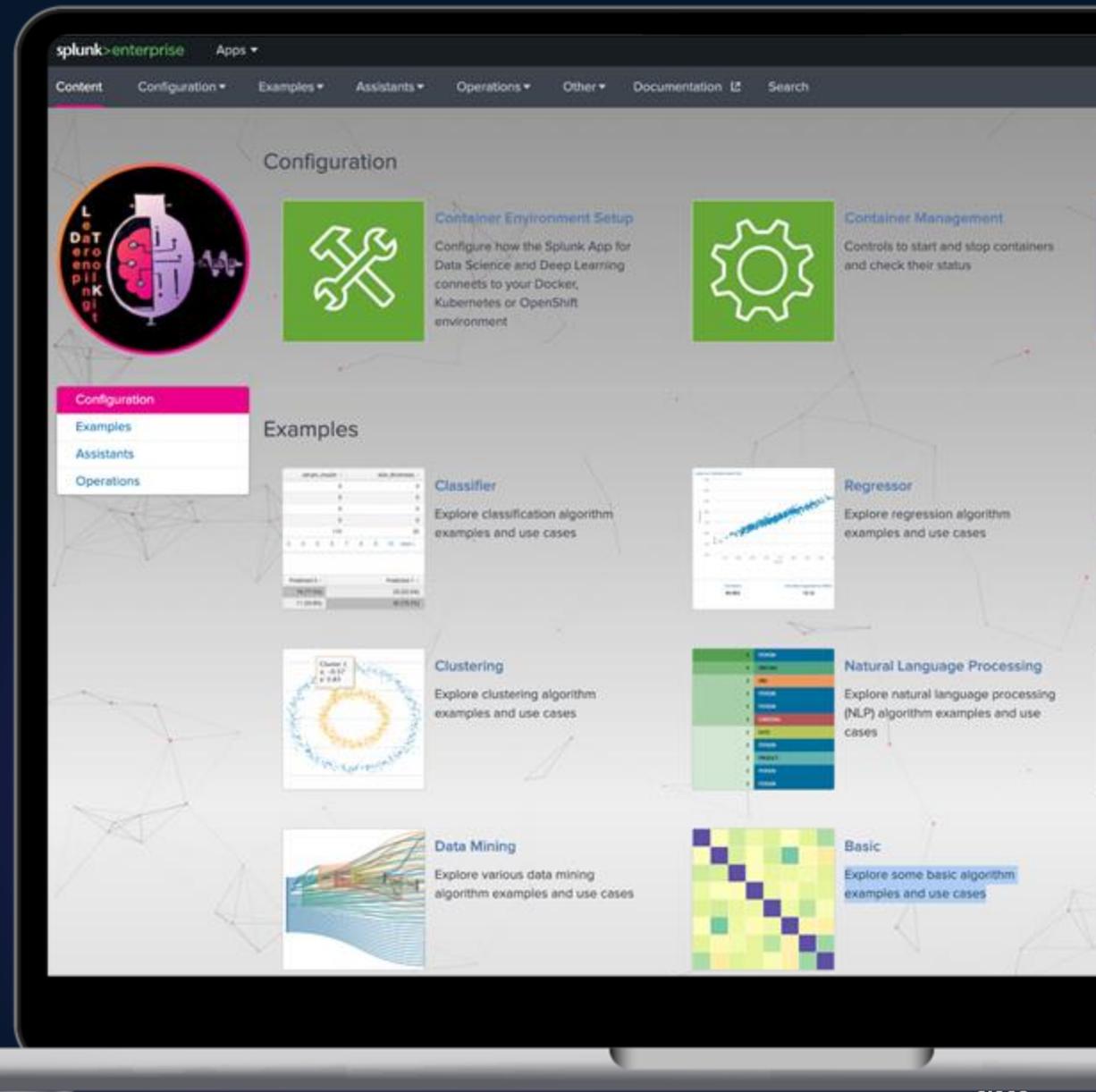
Hyatt Gains Real-Time, Enterprise-Wide Insights

- **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

Hyatt Case Study

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

We Bring Your Digital Teams Together

AIOps

Business
Service Monitoring

ITOps

Fraud Analytics
and Detection

Incident
Response

CIO

Automation and
Orchestration

Infrastructure
Monitoring

Advanced Threat
Detection

CISO

CTO

APM

SecOps

DevOps

Incident
Management

Compliance and
Data Privacy

Digital Experience
Monitoring

Security
Monitoring

Unlocking a Unified and Adaptive Approach

SecOps Team

ITOps Team

NetOps Team

Engineering Team

UNIFED 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

CISCO