

CISCO Engage

Tech Day

AI-Driven Unified Observability

*Building Resilient Operations
with Splunk & Cisco*

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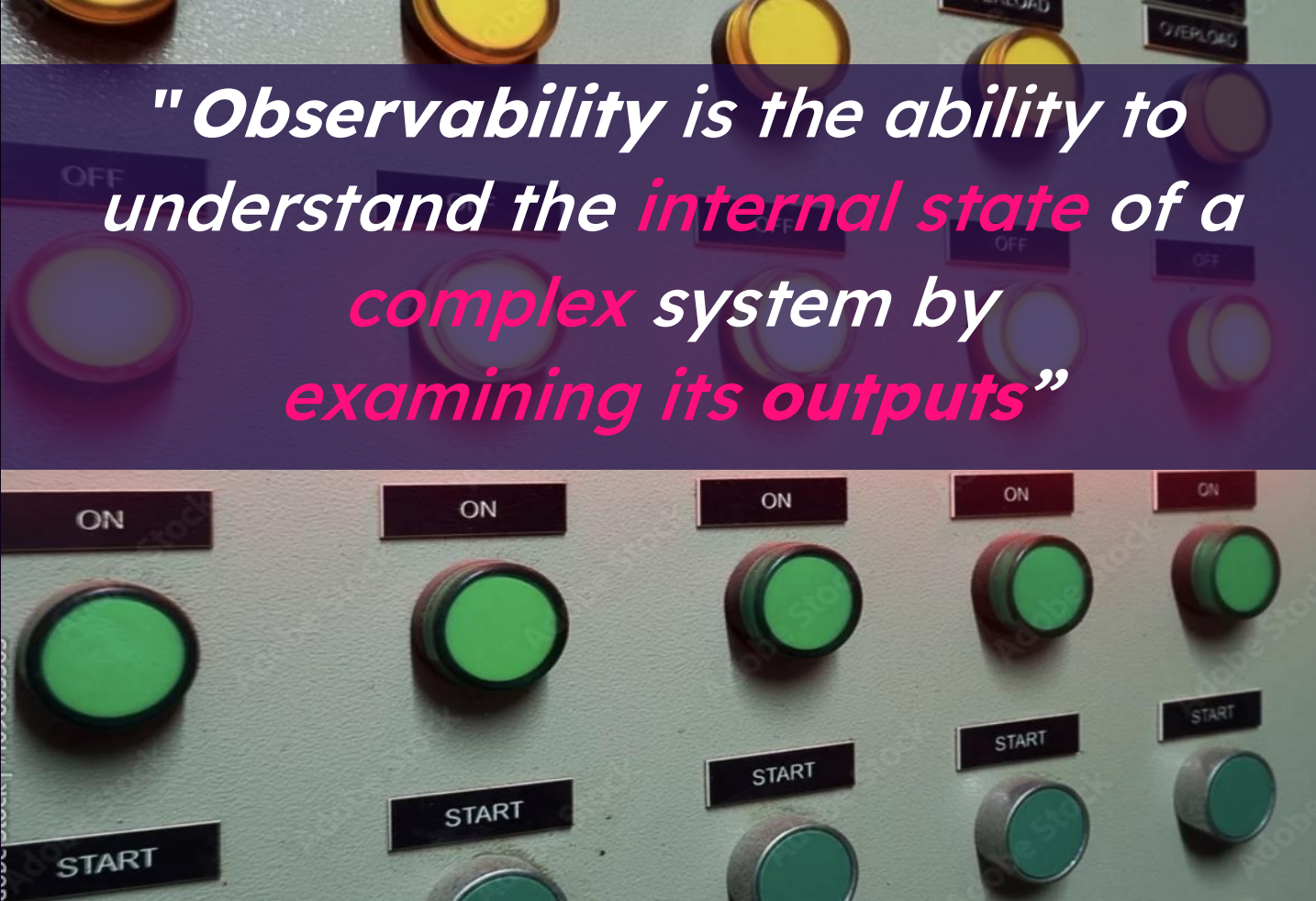
AI-Driven Unified Observability

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Agenda

- 01 Today's Observability Challenges
Why traditional tools fall short ?
- 02 Unified Observability
Troubleshoot and pinpoint root cause end to end visibility
- 03 AI as Force Multiplier
AI in Observability & Observability for AI
- 04 Demo
Walkthrough of Splunk Observability
- 05 Key Takeaways
How these innovations impact your business

What is Observability?



*"Observability is the ability to understand the **internal state** of a **complex system** by **examining its outputs**"*

Control Systems



*"Ensures the **resilience** of digital systems and reduces the **human toil** of operating them by letting **software** do more of the **heavy lifting to identify problems, find root causes and take corrective action.**"*

Minimize or prevent **business impacting** problems

Complex Digital Systems

Monitoring Vs Observability

Tells You

Failures

Data Fidelity

Alerting

**Cross System
view**

RCA

Monitoring

IF something is broken

Identifies **known** failures

Aggregated / sampled logs
and metrics

Reactive alerts based on
static thresholds

Point tools for each domain

Manual correlation of data
slows down RCA

Observability

When, why, and how something
broke

Identifies and Investigates
unknown / novel failures

Full-fidelity logs, metrics and
traces

Proactive alerts to prevent
issues

Unified correlated solution

**Real-time automated
correlation** to speed RCA

Observability improves digital resilience

Leaders are able to find and fix problems faster, ensure reliability, and build better digital experiences

38%

More time spent on innovation

2.6X

Higher annual return on observability solutions

76%

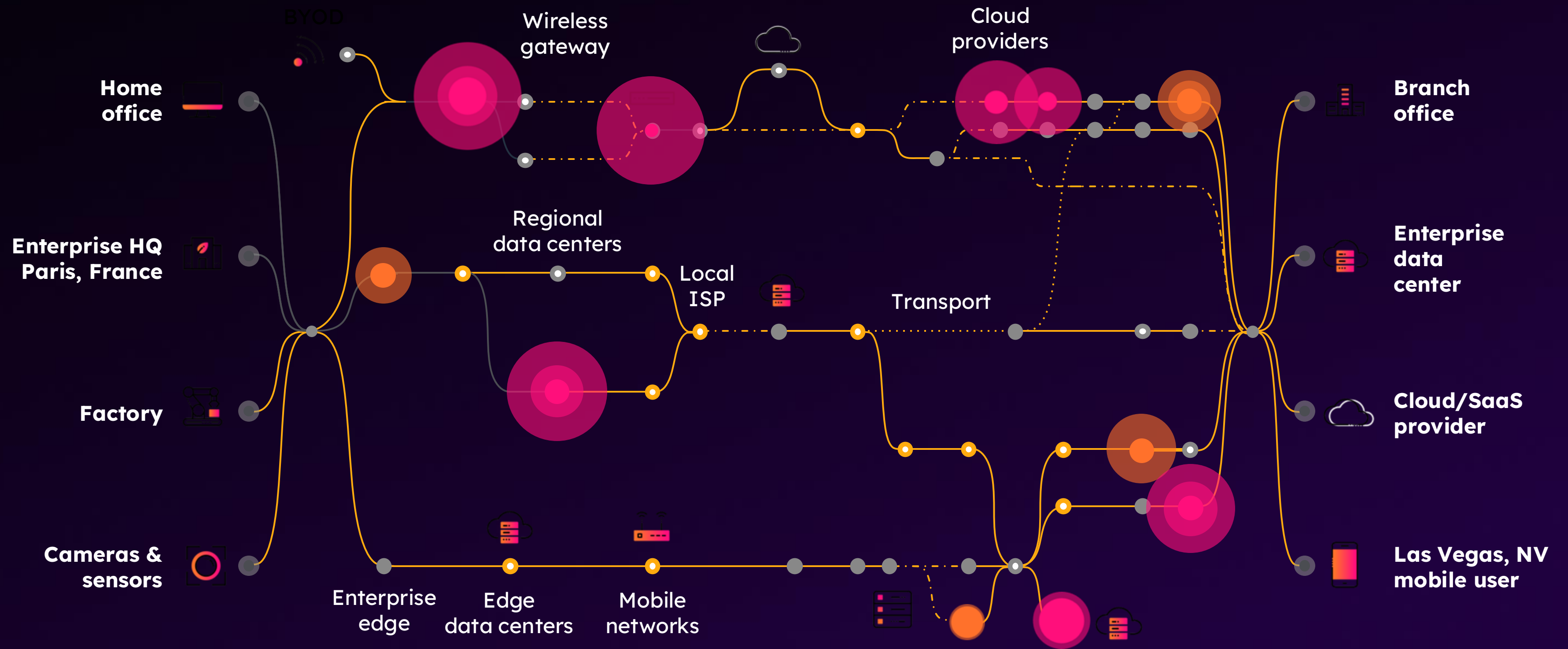
Higher change rate success for production code

2.8X

faster detection of application problems

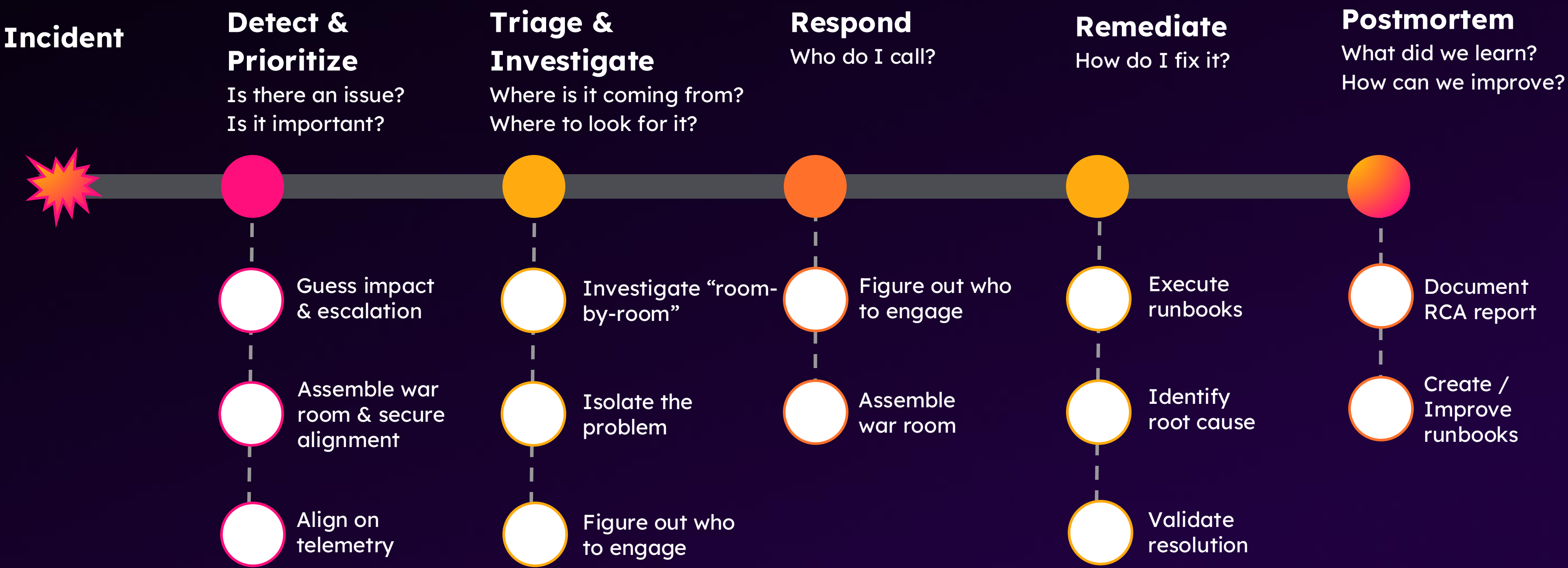


Digital footprints are **complex**



Incident Management Workflow

The Workflow that AI is about to Transform



Today's Observability Challenges



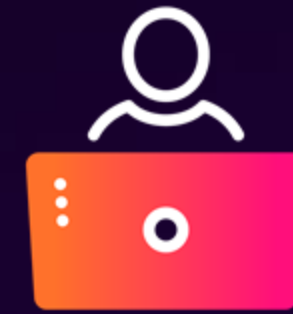
Visibility Gaps

**More Stacks & Data
results in Less Clarity**



Lack of Unified Observability

**Too Many Tools,
Too Little Insight**

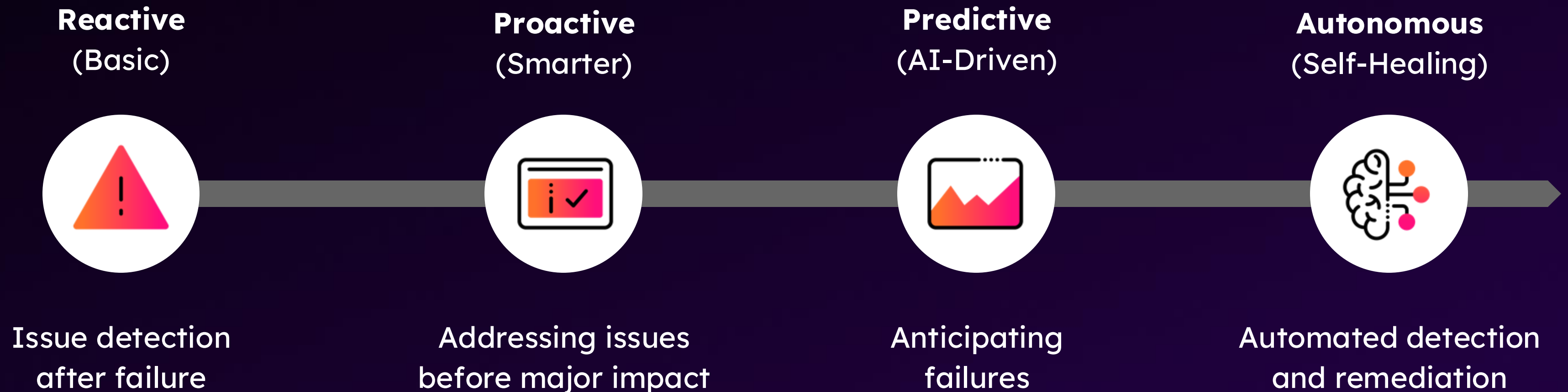


Data Explosion & AI

**Data Outpaces
Human Insight**

The Evolution of Monitoring & Observability

From Reactive to Autonomous: Tracing the Journey to AI-Driven Observability



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A complex network graph is drawn on a chalkboard. The graph consists of numerous nodes, represented by small circles in various colors (white, yellow, red, blue, green, pink), interconnected by a dense web of thin lines (edges). The nodes are distributed across the entire surface of the chalkboard, with some clusters and many isolated connections. The background is a dark, textured green chalkboard surface.

It has to be the “Network!”

Splunk Observability

Build a leading observability practice in the AI era

Unified Observability Experience

APM

Infrastructure
Monitoring

Digital
Experience
Monitoring

Business
Insights

Application
Security

Observability
for AI

Network
Observability

Traditional
Environments

Splunk Platform

Cloud native
environments

Federation

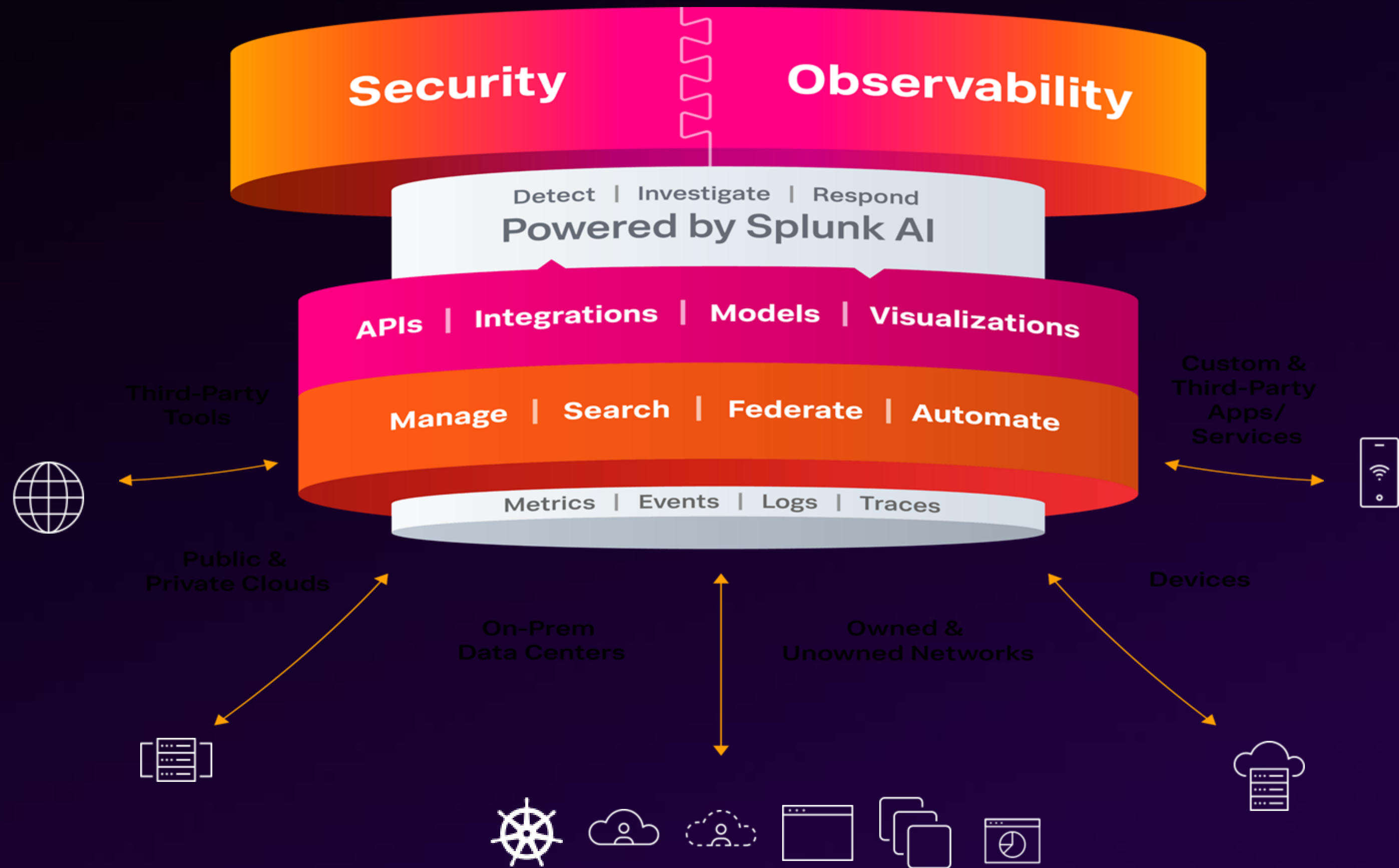
Log Analytics

Event Intelligence

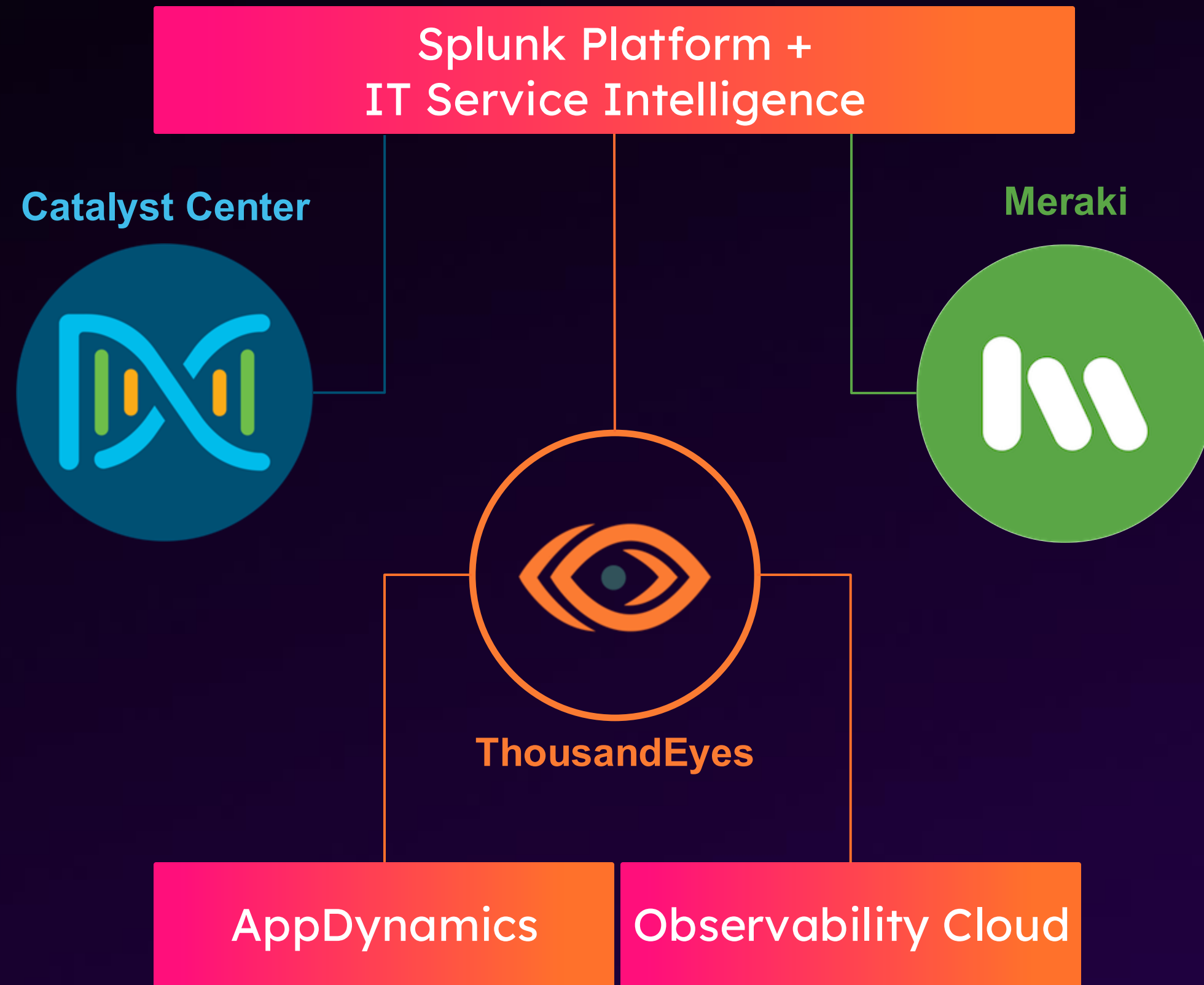


OTEL Compliant

Splunk Platform Advantage



Splunk Observability + Cisco Networking



Use cases for integrated network observability

Correlate Network Domains

Assure network service health by unifying visibility and reducing alert noise across network domains (ThousandEyes, Catalyst Center, Meraki).

- Splunk ITSI content packs for Cisco Enterprise Networking (Catalyst Center and Meraki)
- Splunk ITSI content pack for ThousandEyes

Pinpoint Network Impact on App Performance

Troubleshoot app performance problems with dependencies on owned and unowned networks.

- ThousandEyes integration with Splunk Observability Cloud APM
- ThousandEyes integration with Splunk Observability Cloud RUM
- ThousandEyes integration with Splunk AppDynamics

Splunk ITSI & Cisco Enterprise Networking

Enterprise Network Monitoring for branch & campus to quickly pinpoint site & device issues in Cisco networks

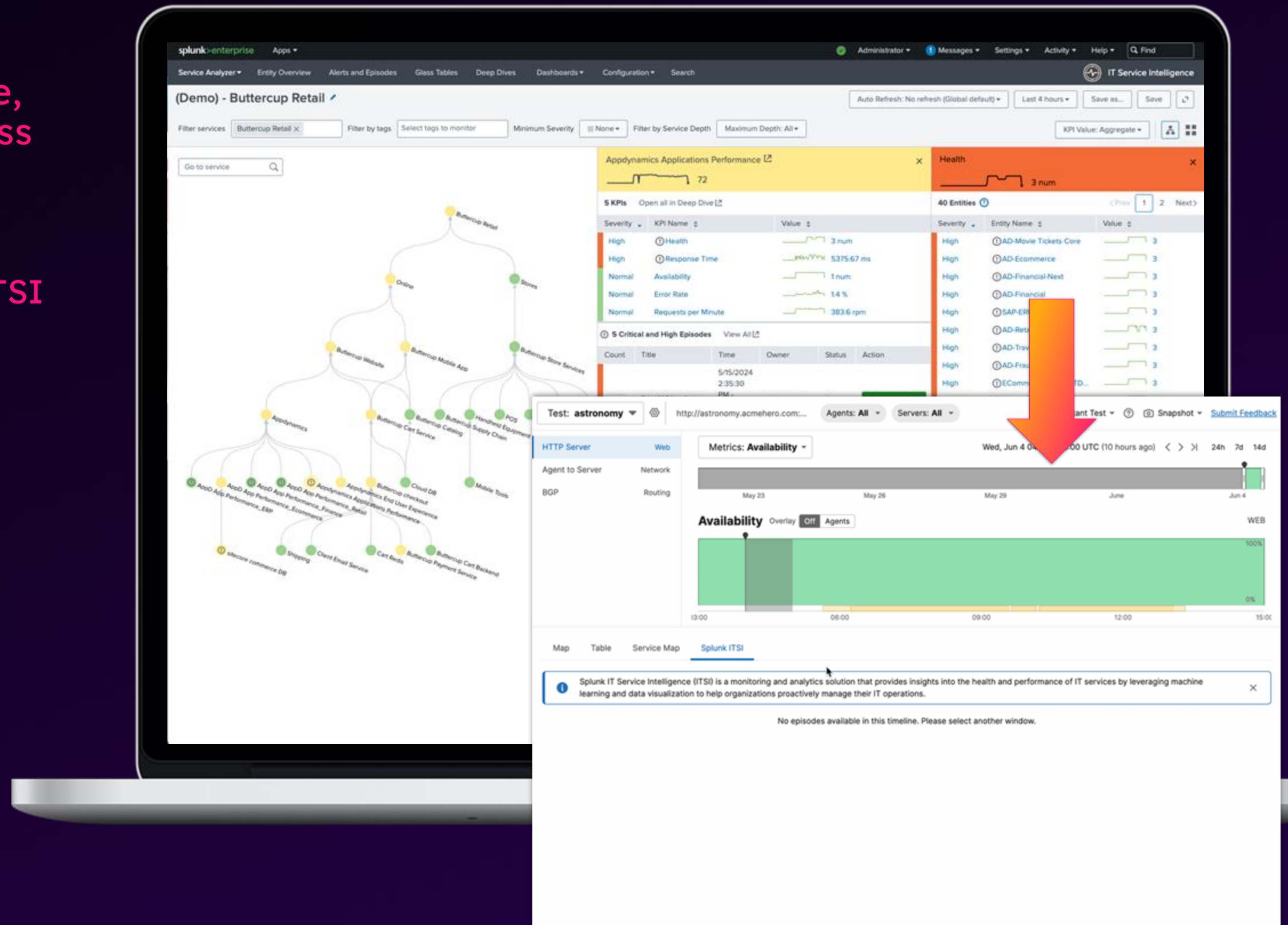
- ITSI content packs for **Catalyst Center** and **Meraki**
- Cross-domain correlation for reduced alert noise and domain isolation
- Out-of-the-box **topology** to measure the health of a location (e.g. retail store) and isolate problematic devices
- Device alert import, normalization, deduplication,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



Splunk ITSI & ThousandEyes

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

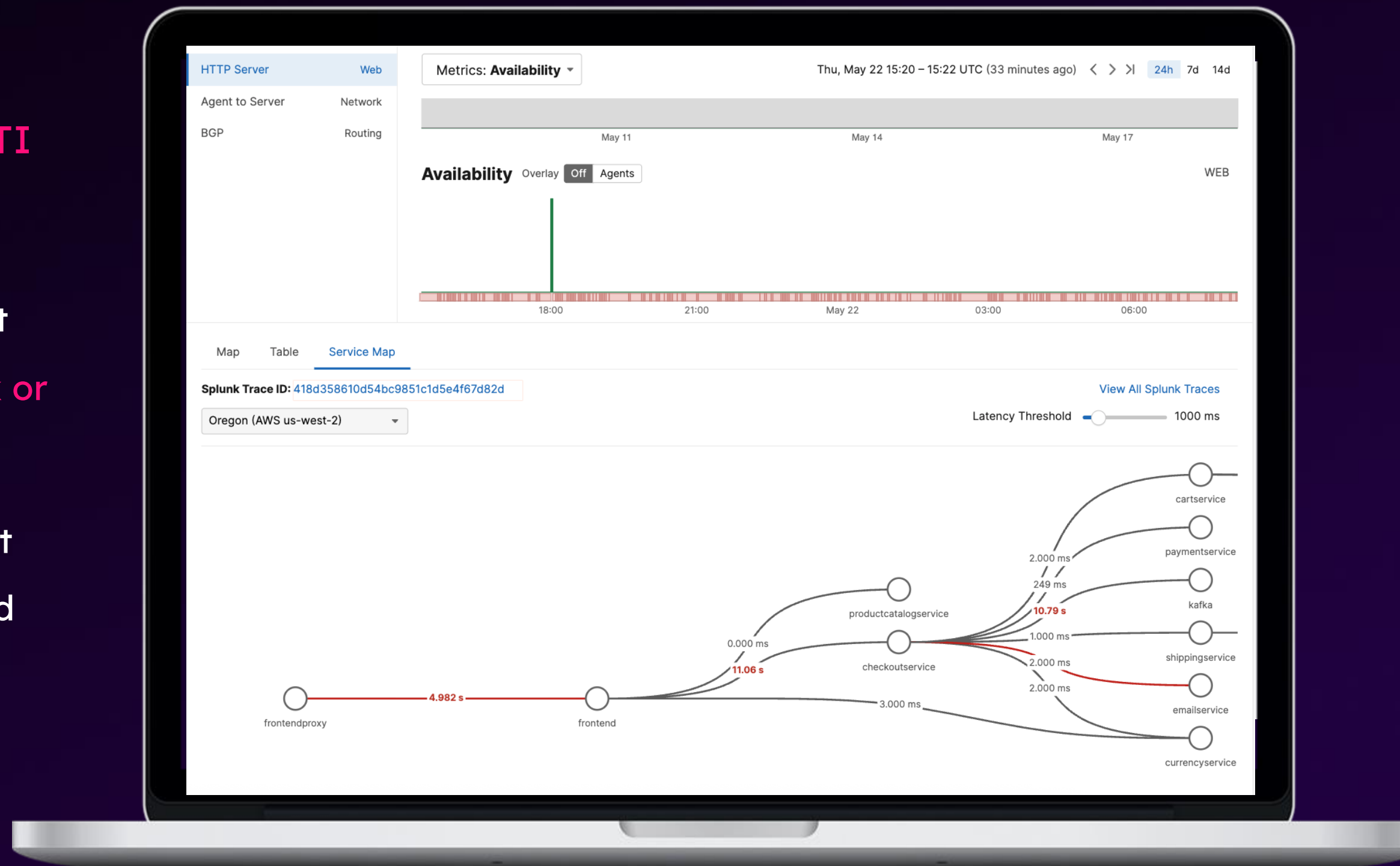
- Integrate **alerts from ThousandEyes into ITSI** to reduce alert noise and accelerate MTTR
- Bring **network performance & business metrics** from ThousandEyes into ITSI for faster troubleshooting based on impact
- **Centralize network telemetry** and incident response from ThousandEyes, and across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



Splunk Observability Cloud APM & ThousandEyes

End-to-end visibility across ThousandEyes tests and Splunk APM traces for faster MTTI & MTTR

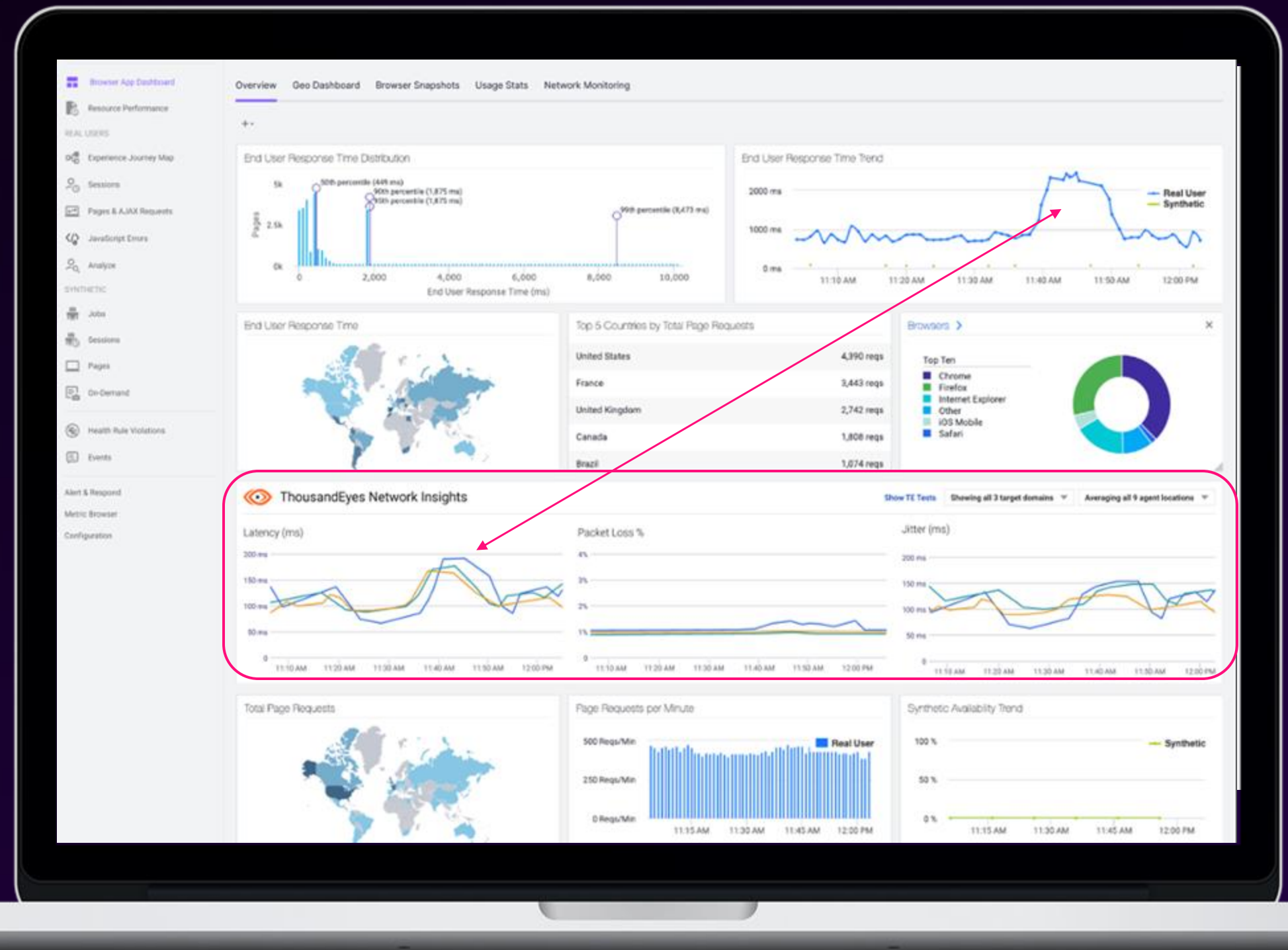
- Quickly diagnose failing ThousandEyes test
- Understand if slowness is from the network or application layer
- View trace topology and key intra-service metrics in context of the ThousandEyes test
- Easily set up tests for services instrumented in Splunk Observability Cloud from the ThousandEyes UI



Splunk AppDynamics & ThousandEyes

Gain detailed insights into how owned networks and the public internet impact user experience

- Gain **unified digital journey visibility** by integrating ThousandEyes & AppDynamics.
- **Accelerate issue resolution** by linking user experience insights with deep network intelligence.
- Sync network test creation with application mapping for comprehensive performance monitoring.
- Proactively **enhance user experiences** using integrated RUM and network data for data-driven optimizations.



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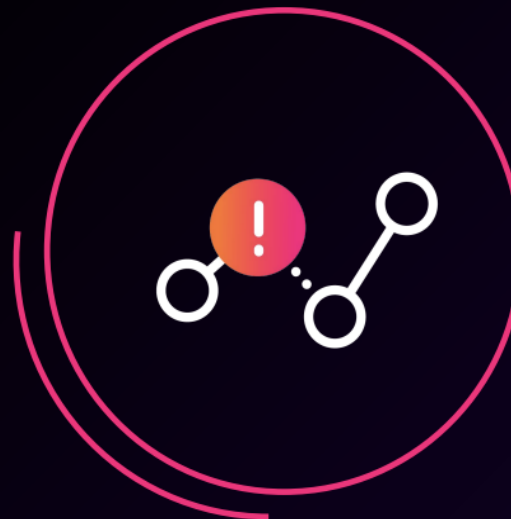
Our approach toward ML and AI



Generative AI

Make everyone an expert

Reduce need for environment
and tool expertise by
simplifying analysis and
investigations



Machine and Deep Learning



Correlate and diagnose

Aggregate and analyze
all data to investigate
and identify root cause

Detect and predict

Real-time,
streaming analysis
to detect anomalies
and forecast trends

AI is rewriting the rules

...for what it takes to build a leading observability practice



Apps can now be written with little human involvement



AI agents will perform troubleshooting & fixes



AI apps require new forms of telemetry

Three key innovation areas in Splunk Observability

1. Unified Observability

Instrument and monitor three-tier and microservices environments in one solution, with deeper **business context**.

2. **Agentic AI** to assist setup, and detect, identify root causes and fix problems before they turn into business-impacting incidents.

3. Monitor the health, performance, quality, and cost of the entire **AI application stack**, including agents, LLMs, and AI infrastructure.

AI Embedded across Incident Response

Minimize & prevent incidents

Readiness

Incident Detection

Prioritization

RCA & Response

Remediation

Analysis

AI Agents for Ingest & Setup

AI Detection Agents

- Zero-config automated detection
- **Predictive alerting**
- Smart alert correlation and summarization

AI Troubleshooting Agents

AI-directed troubleshooting to find **Root Causes** and surface business and end user impact

AI Remediation Agents

Automated / Human-in-loop **Remediation**

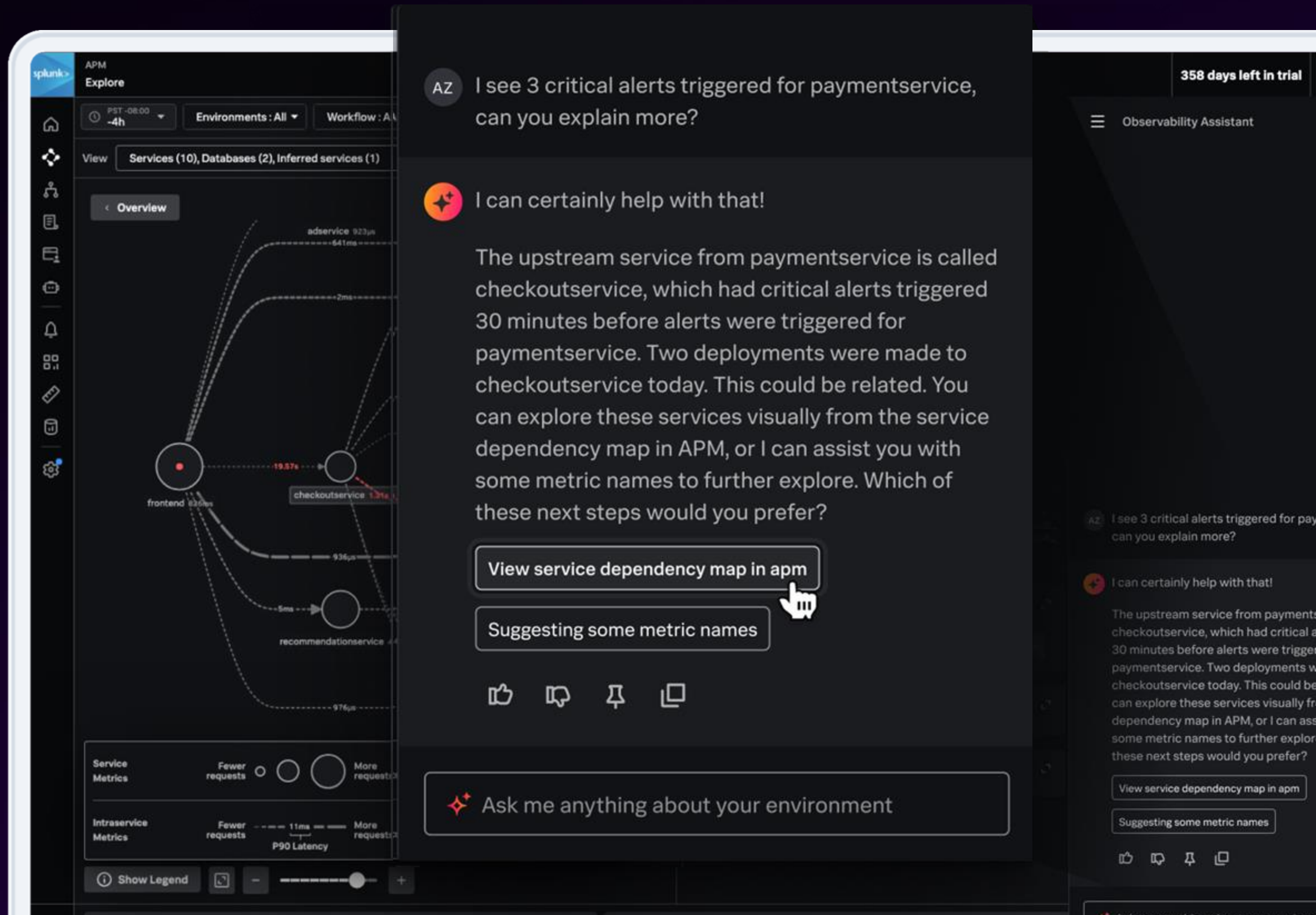
AI-Native User Experience

- **Chat-based AI Assistant** for easy, interactive insights [Available Now]
- **Dynamic, collaborative** user interface with **AI Canvas**, and embedded in-product AI experiences
- **Observability MCP servers** and Slack / Teams AI agents to unlock observability in the developer / SRE workflows

AI-Powered Observability

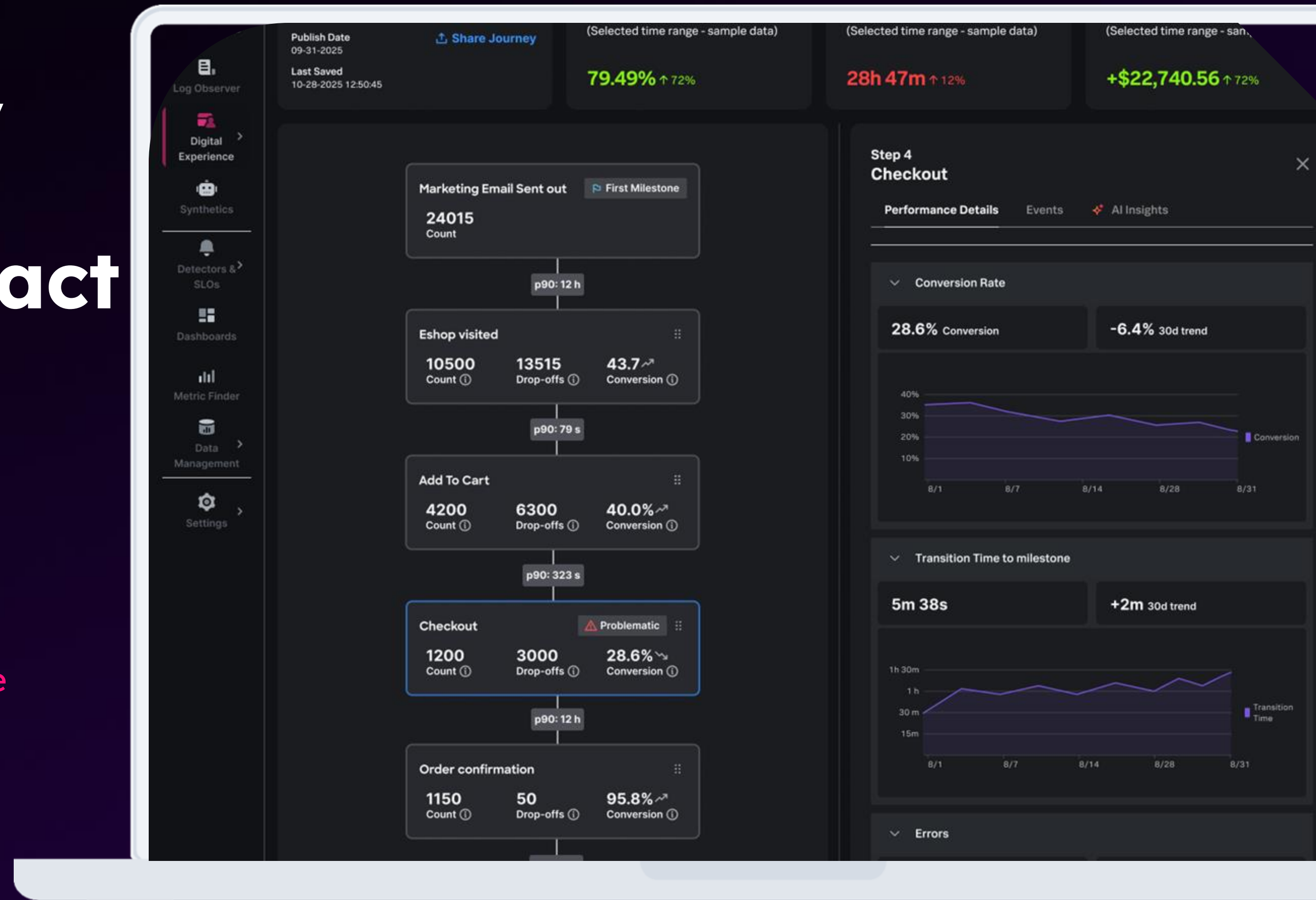
AI helping across your entire incident lifecycle

- **AI Assistant & Agents** help across the incident lifecycle
- **Faster, more accurate detection:** More accurate alerting, predictive analytics, and anomaly detection driven by AI
- **Intelligent investigation:** AI-directed troubleshooting and root cause analysis help speed remediation



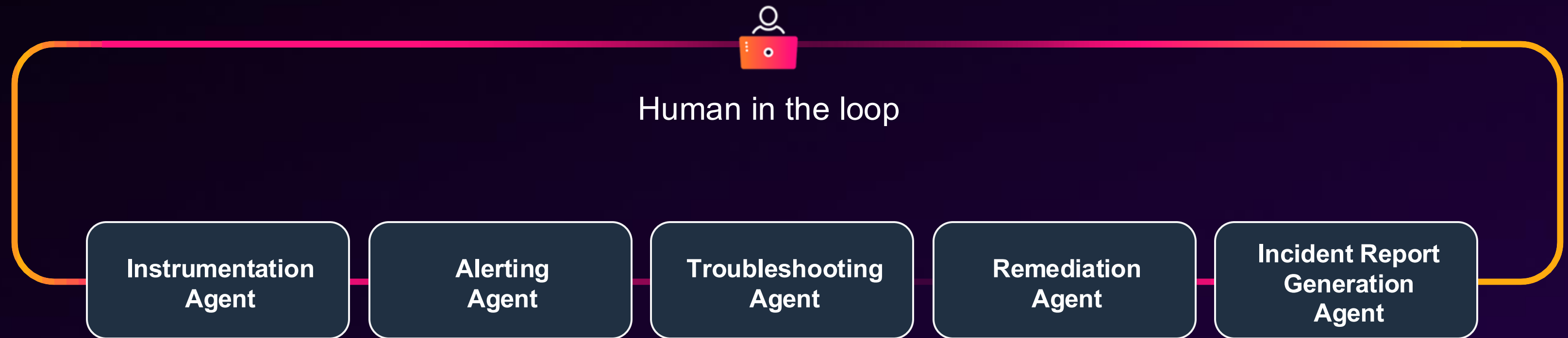
Unified observability that surfaces business impact

- Monitor and secure **three-tier & microservices** apps in one solution
- Deeper **business context** to prioritize what matters
- Understand and optimize user journeys with **digital experience** analytics



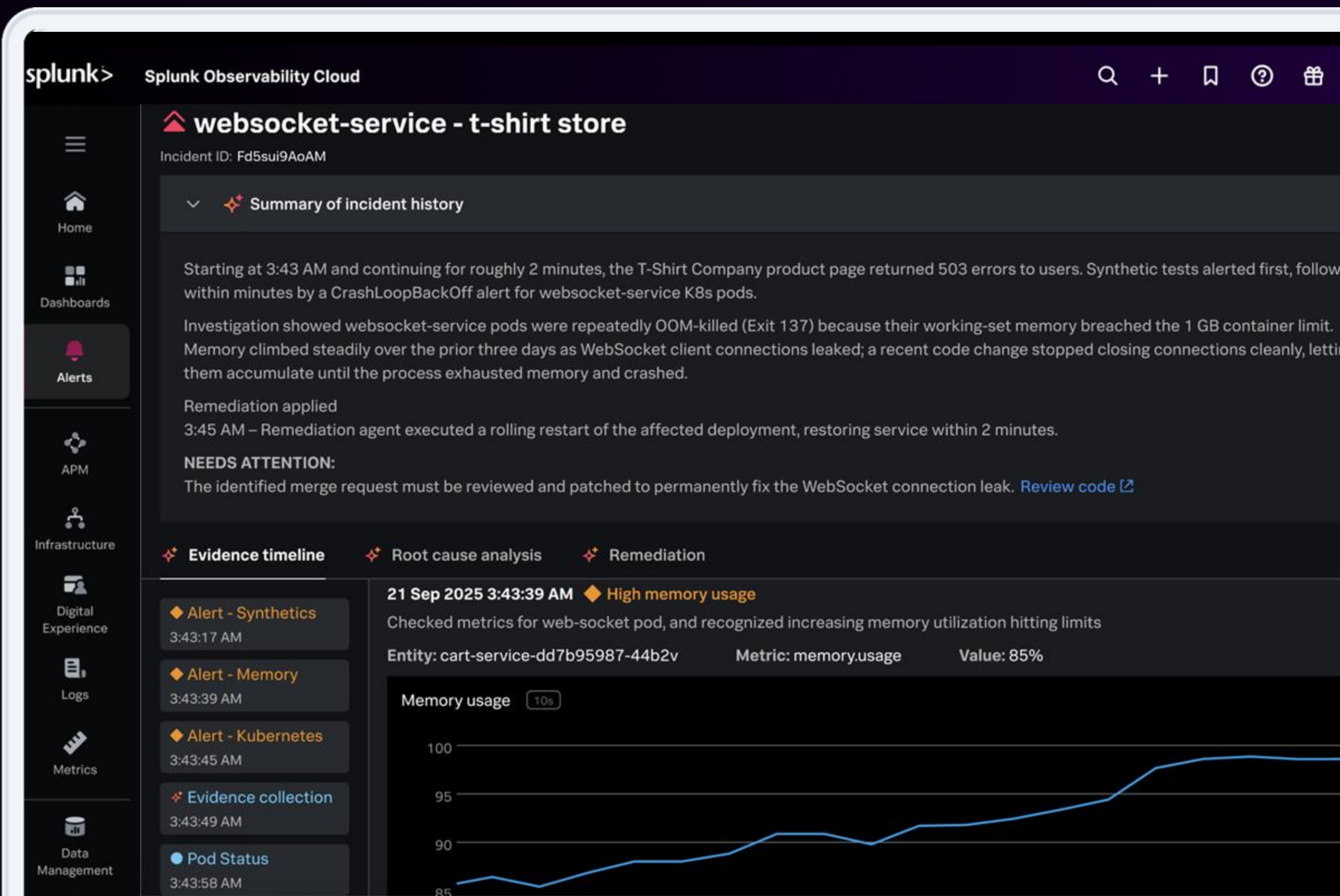
Pictured: Business Insights

Fix and prevent with AI agents (Coming soon)



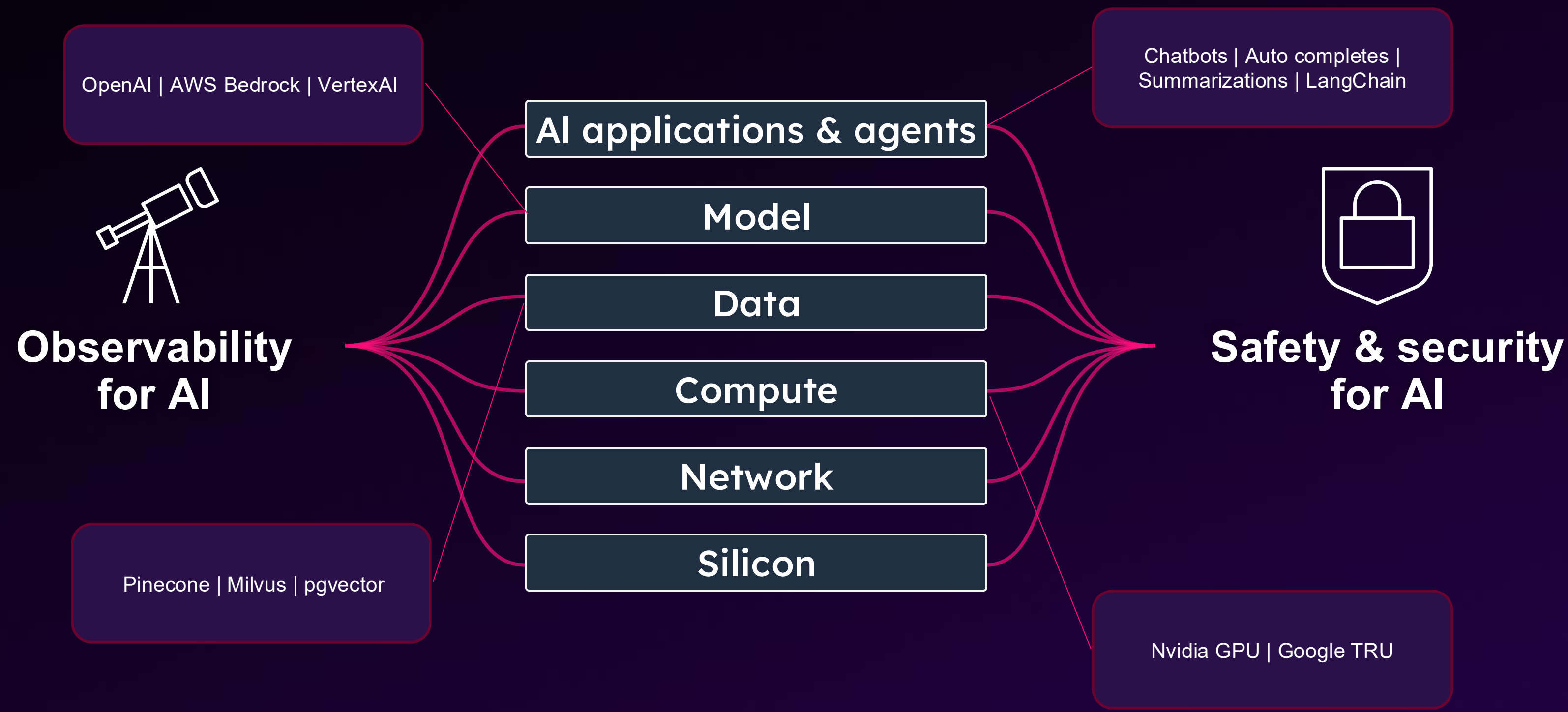
Fix & prevent problems using AI agents

- **AI-generated RCA** in-context, to reduce MTTI
- AI-directed alert correlation and summarization to **reduce alert noise**
- **AI agents** to prevent problems by optimizing data collection and alert configuration
- AI agents to automate every stage of the incident response lifecycle



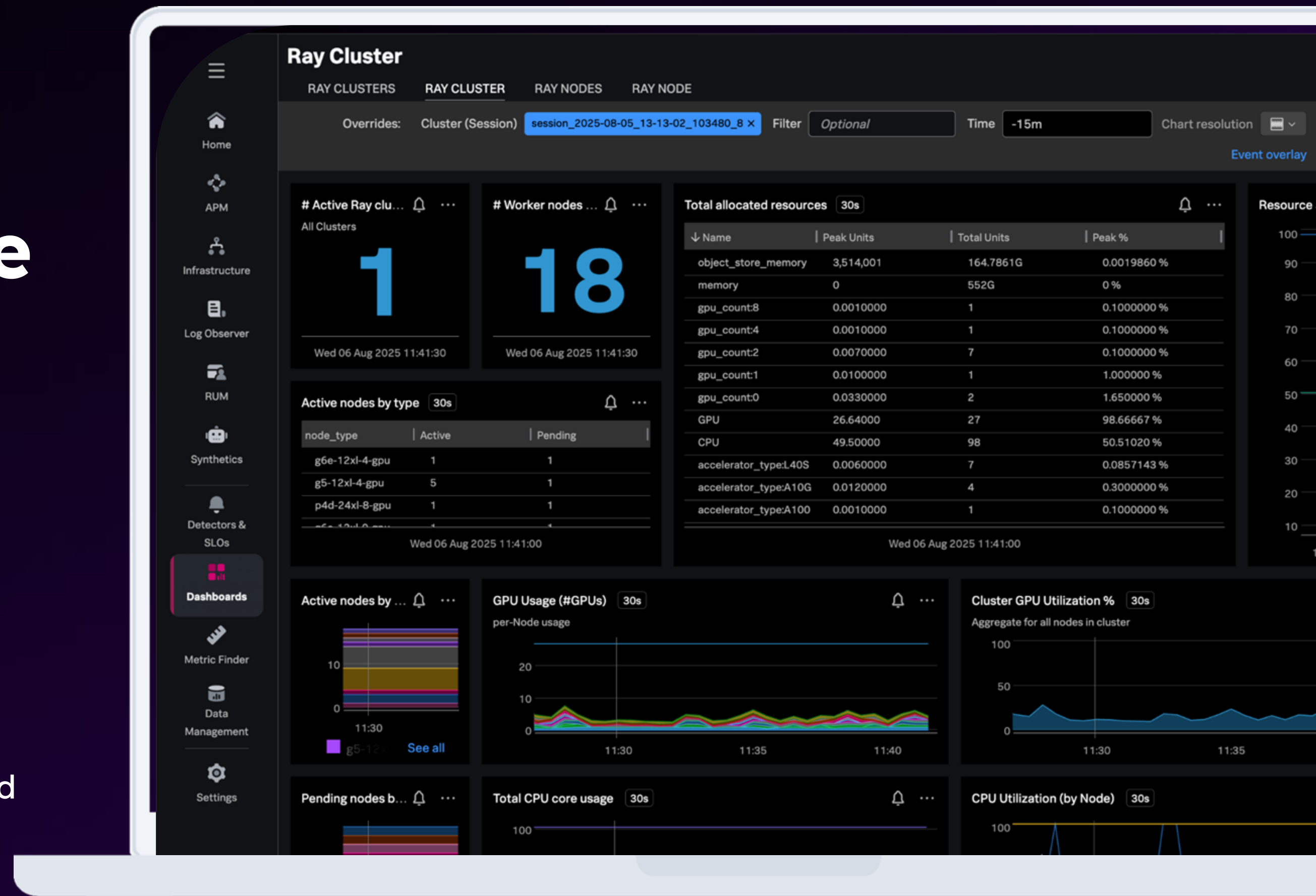
Pictured: AI directed troubleshooting in Observability Cloud

Observe AI Stack (agents to Infrastructure)



Observe AI agents & infrastructure

- Monitor the health and consumption of **GPUs, vector databases**, orchestration frameworks & agent platforms to **control costs** & ensure reliability
- Ensure the quality, accuracy, and security of **LLMs and agentic apps** to minimize **bias, inaccuracies, hallucinations**, and costs and performance risks



Cisco AI Pods

NVIDIA AI Software



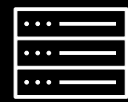
Kubernetes Platform



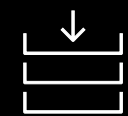
Cisco Networking & Optics



Cisco Compute with
NVIDIA Accelerated Computing



Partner Storage



Cisco Security



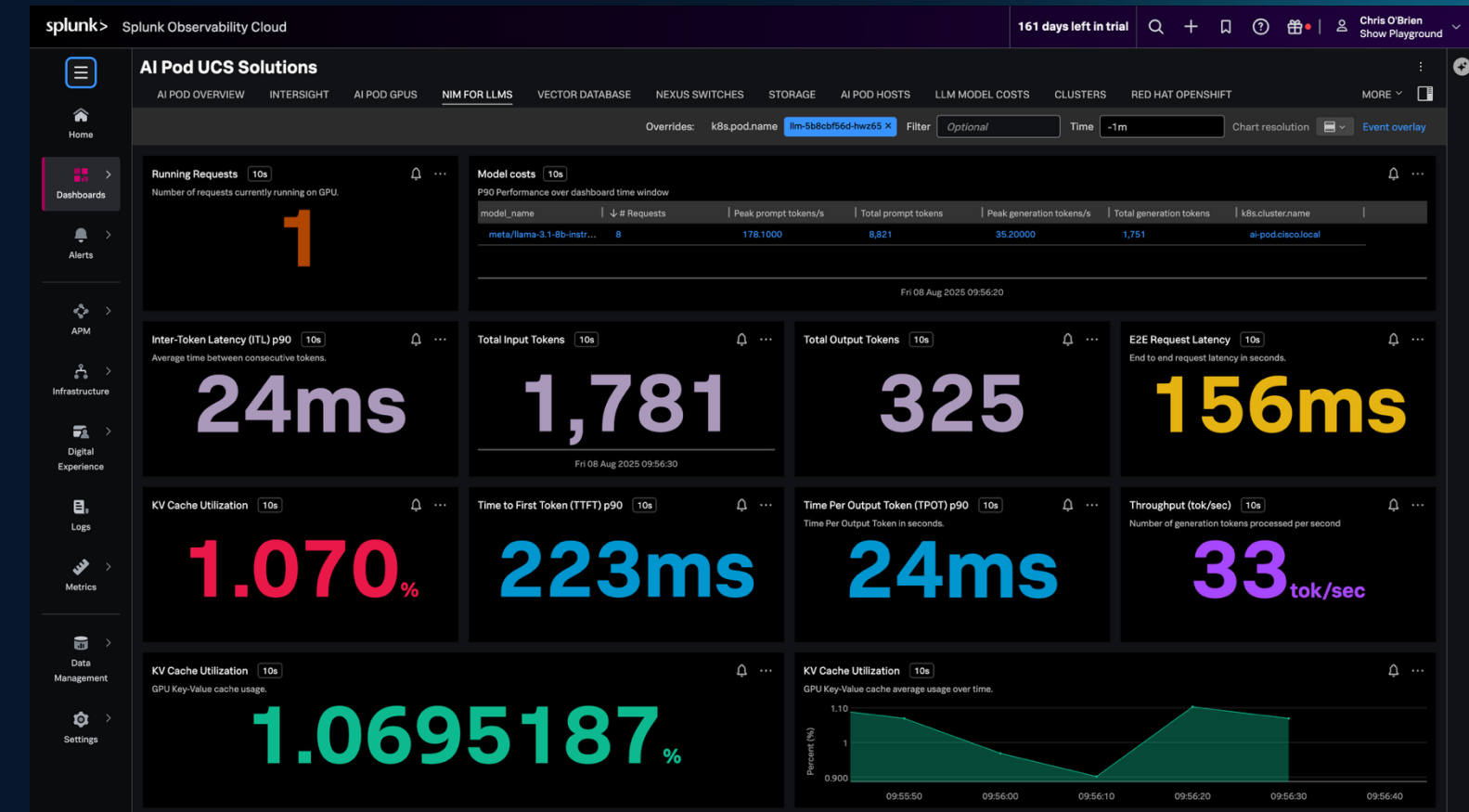
Cisco Observability

Reference architecture

Validated solutions and turnkey offerings

Differentiated with Security and Observability

Splunk Observability for AI Pods



OpenTelemetry-native Own and control your data, avoid vendor lock-in

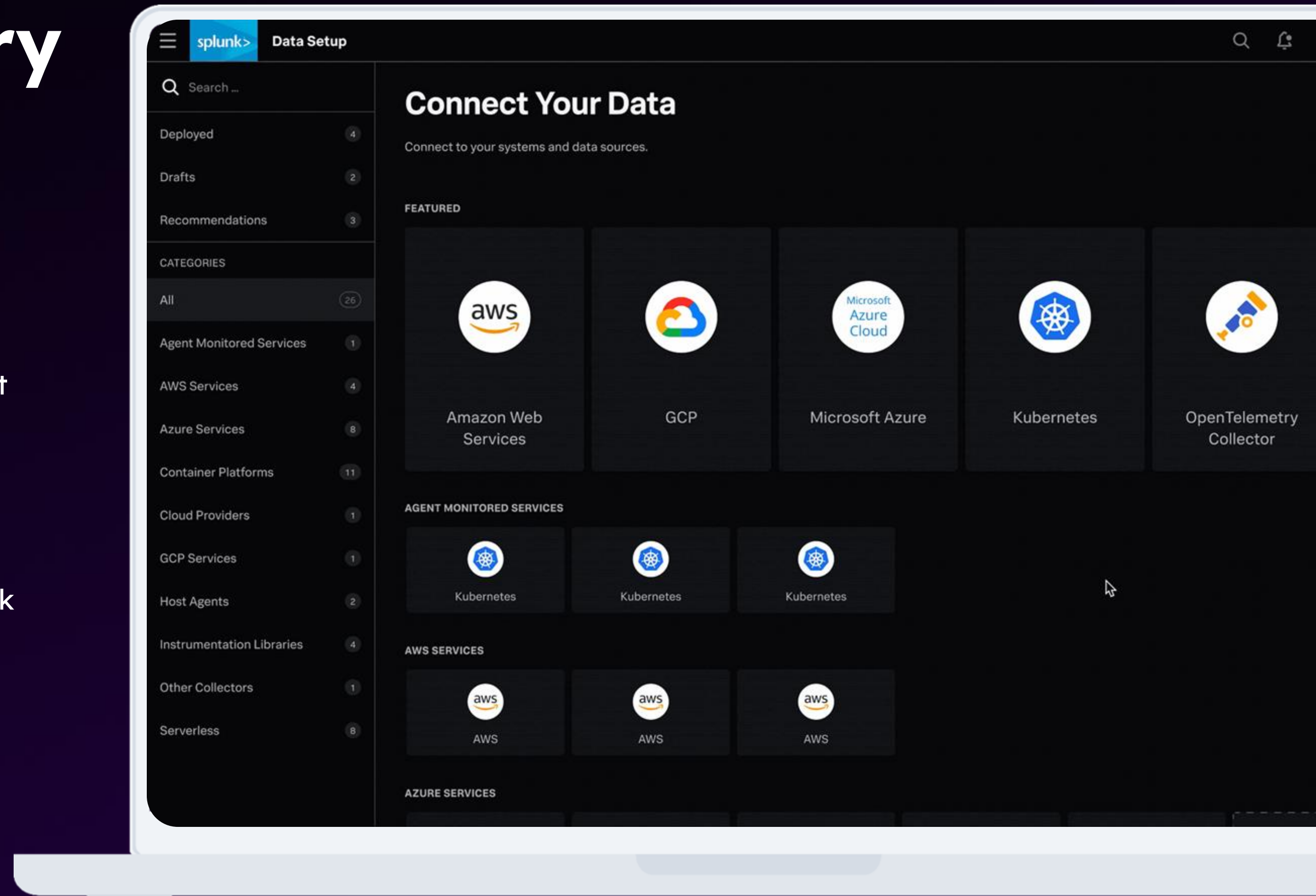
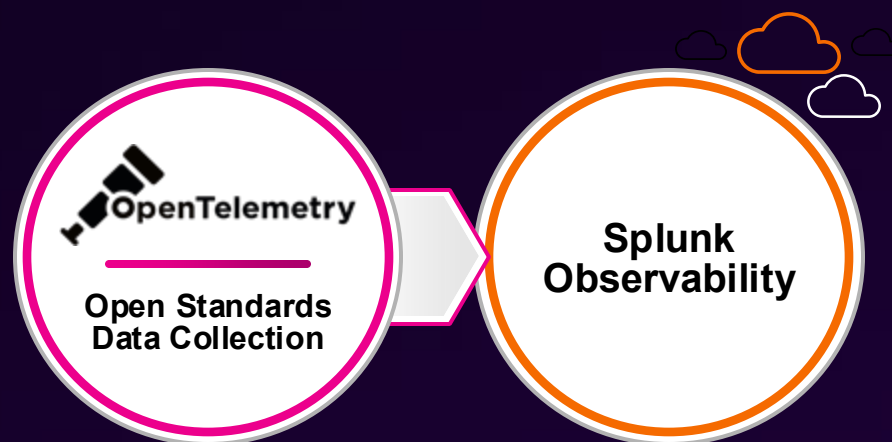
AI powered analytics and guidance AI/ML driven features like Service Maps and Trace Analytics provide help resolve issues faster.

No data sampling Eliminate blind spots by collecting and analyzing 100% of your data with Splunk's NoSample™ tracing.

OpenTelemetry Collector

Full control over your data, **no vendor lock-in**

- Single **open standards-based** agent for metrics, traces, logs and more
- **Standardized** naming conventions powers correlation of logs, metrics and traces
- Complements other GDI, e.g. Splunk forwarders, cloud API integrations



AI-Driven Unified Observability

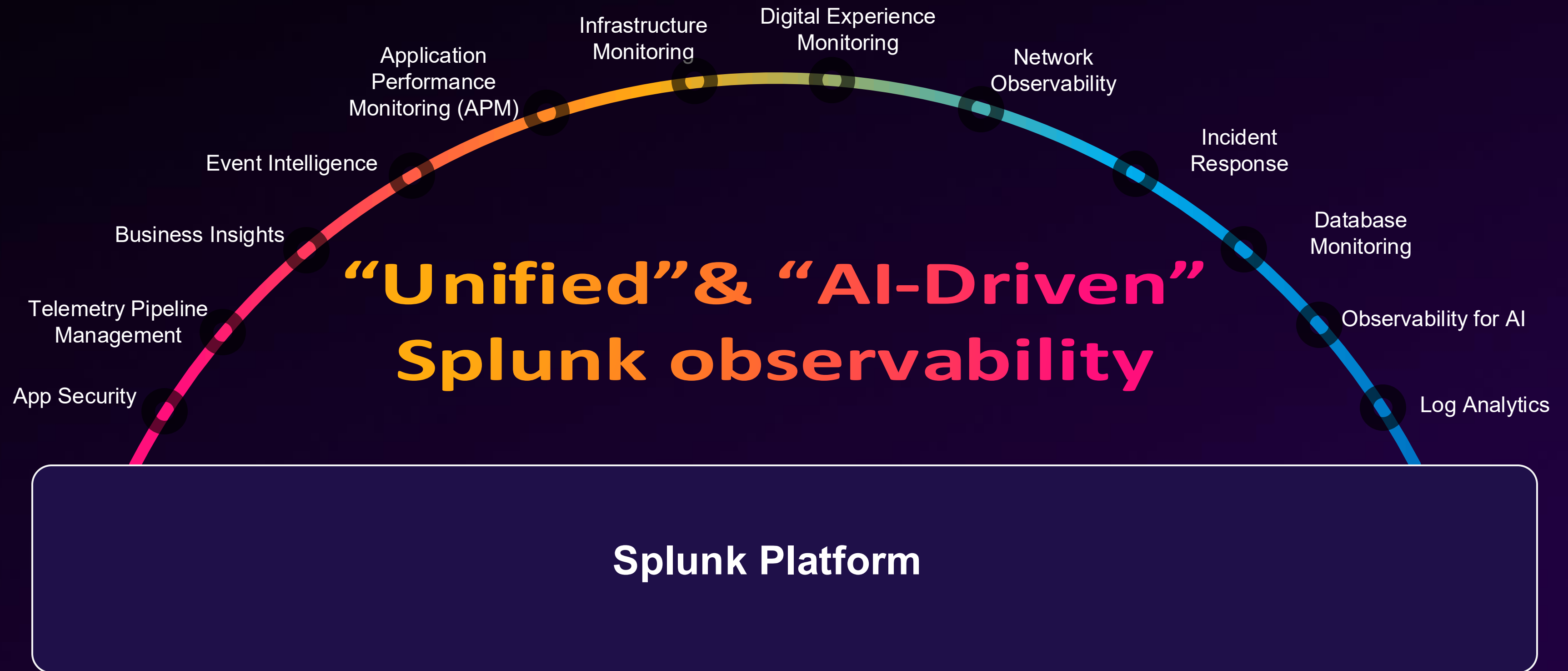
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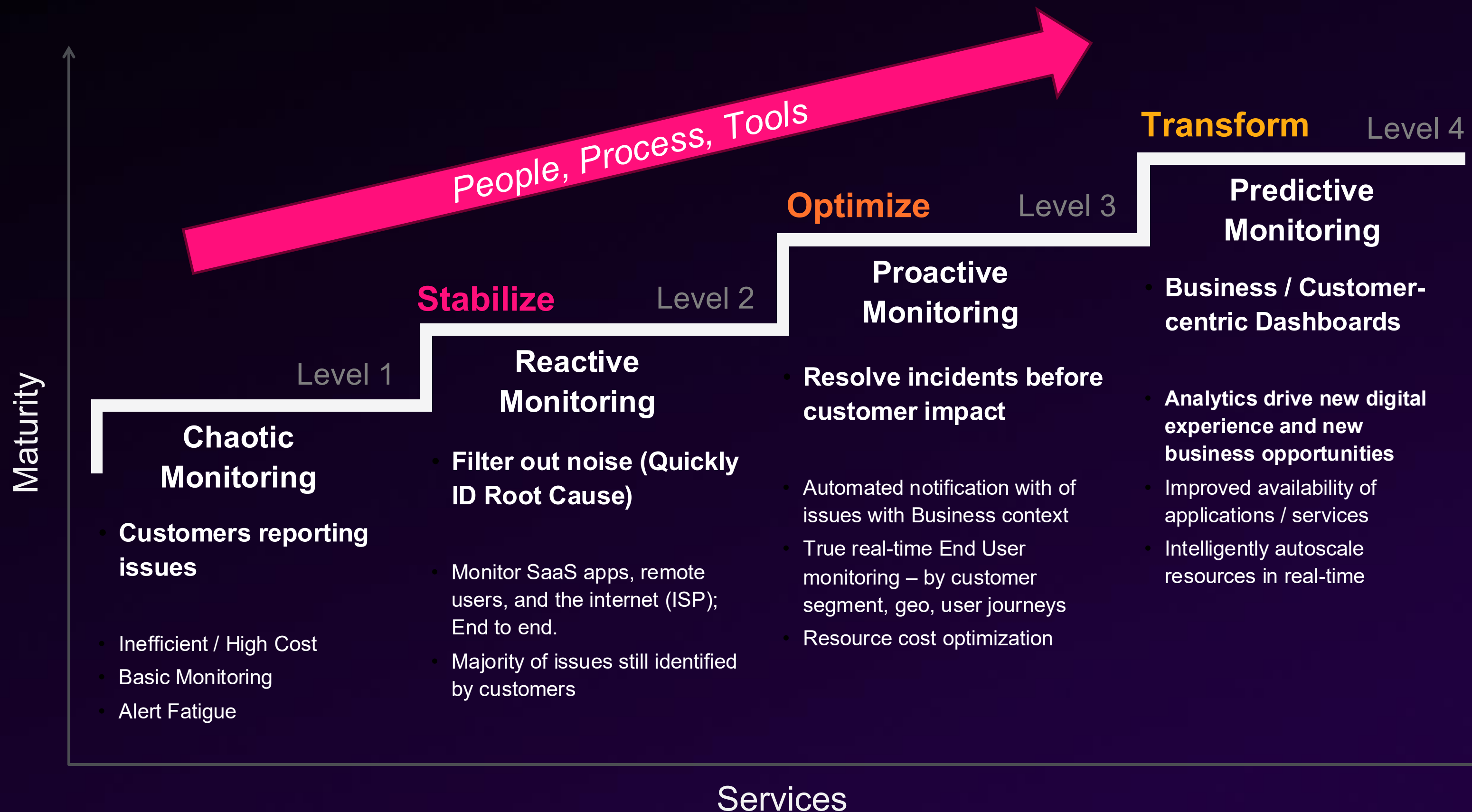
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Key Takeaway

Build and future-proof resilient operations with...



Observability - Operational Maturity Model



Next Steps together

Use Case Deep Dive

- Review app architectures
- Prioritize use cases
- Initial Splunk solutioning

*SRE, Software Engineering ,
ITOps*

Solution Demonstration

- Platform Overview
- Live Demo
- Use case walk-through

*SRE, Software Engineering,
ITOps, Platform Engineering,
Architecture, Tool Mgmt.*

Day-in-the-Life Accelerated Workshop

- RCA Process Overview
- Reverse Demo
- Best Practice & Guidance

*SRE, Software Engineering,
ITOps, Tool Mgmt.*

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Thank you!

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