CISCO Engage | Tech Day

AI-Driven Unified Observability

Building Resilient Operations with Splunk & Cisco

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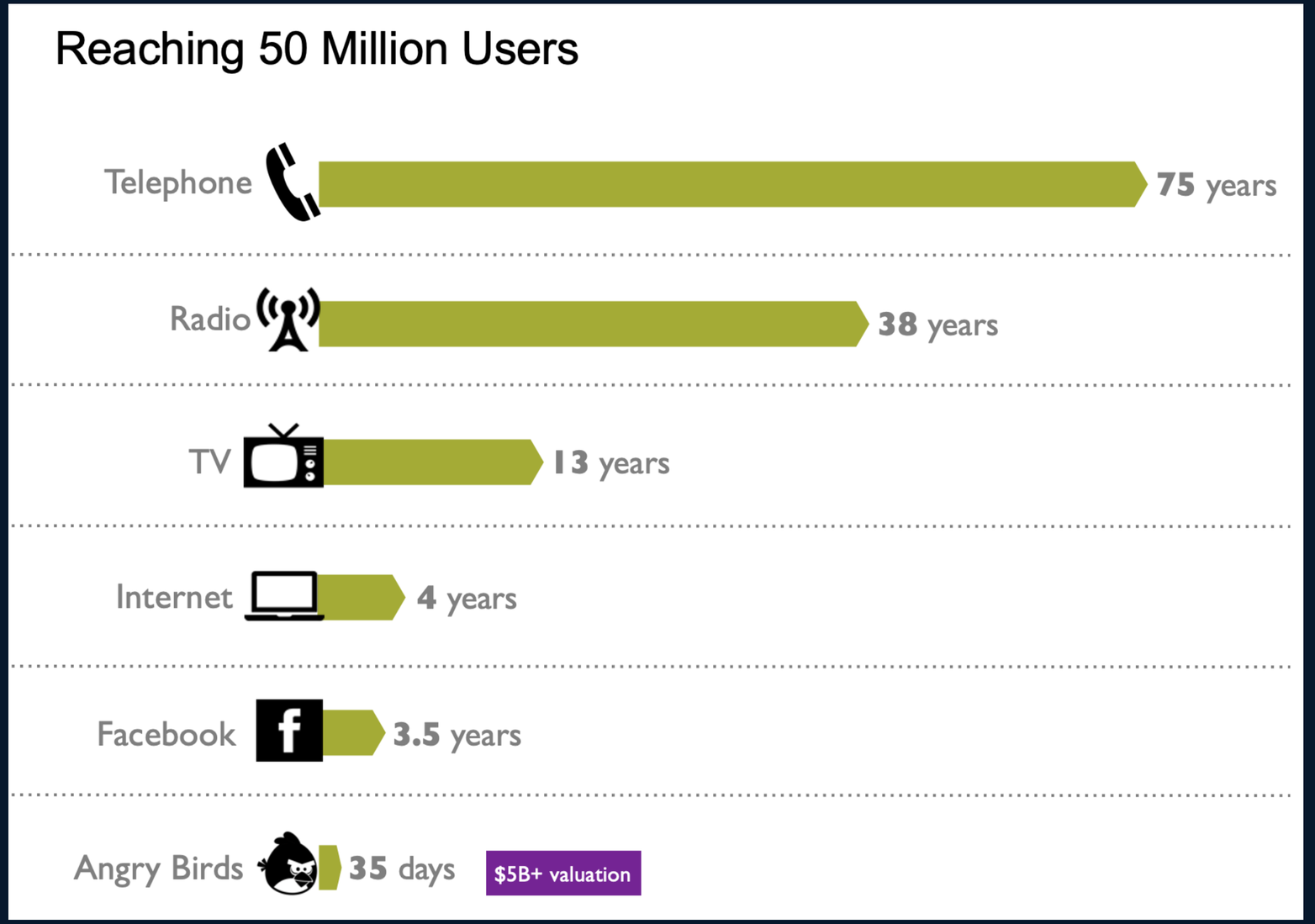
cisco splunk>

Reaching 50 Million Users



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01 Today’s Observability Challenges
Why traditional tools fall short ?

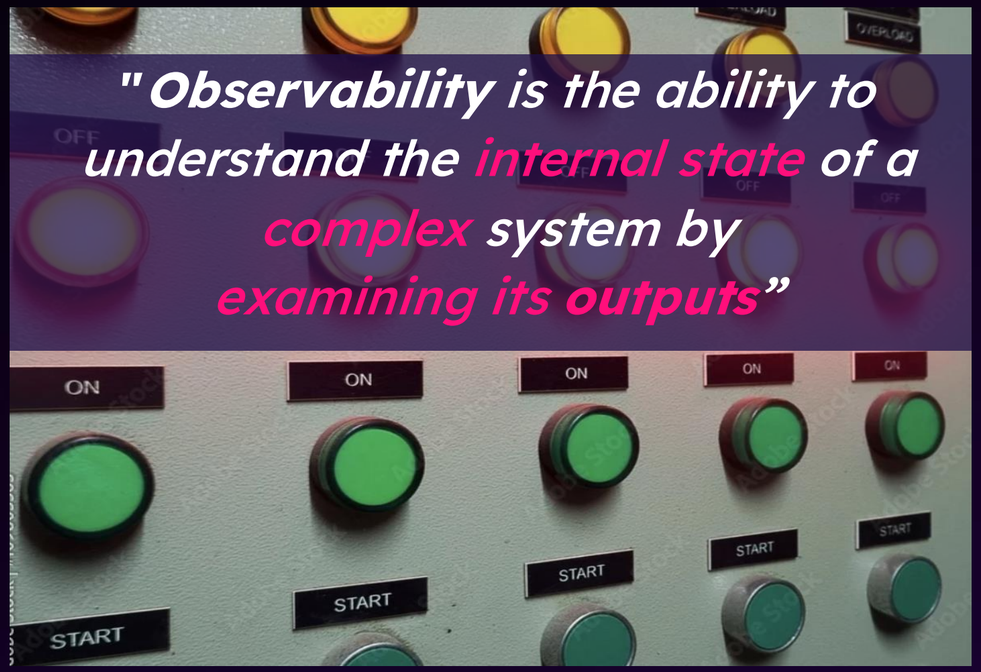
02 Unified Observability
Troubleshoot and pinpoint root cause end to end visibility

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?



Control Systems

Complex Digital Systems

Monitoring Vs Observability

	Monitoring	Observability
Tells You	IF something is broken	When, why, and how something broke
Failures	Identifies known failures	Identifies and Investigates unknown / novel failures
Data Fidelity	Aggregated / sampled logs and metrics	Full-fidelity logs, metrics and traces
Alerting	Reactive alerts based on static thresholds	Proactive alerts to prevent issues
Cross System view	Point tools for each domain	Unified corelated solution
RCA	Manual correlation of data slows down RCA	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

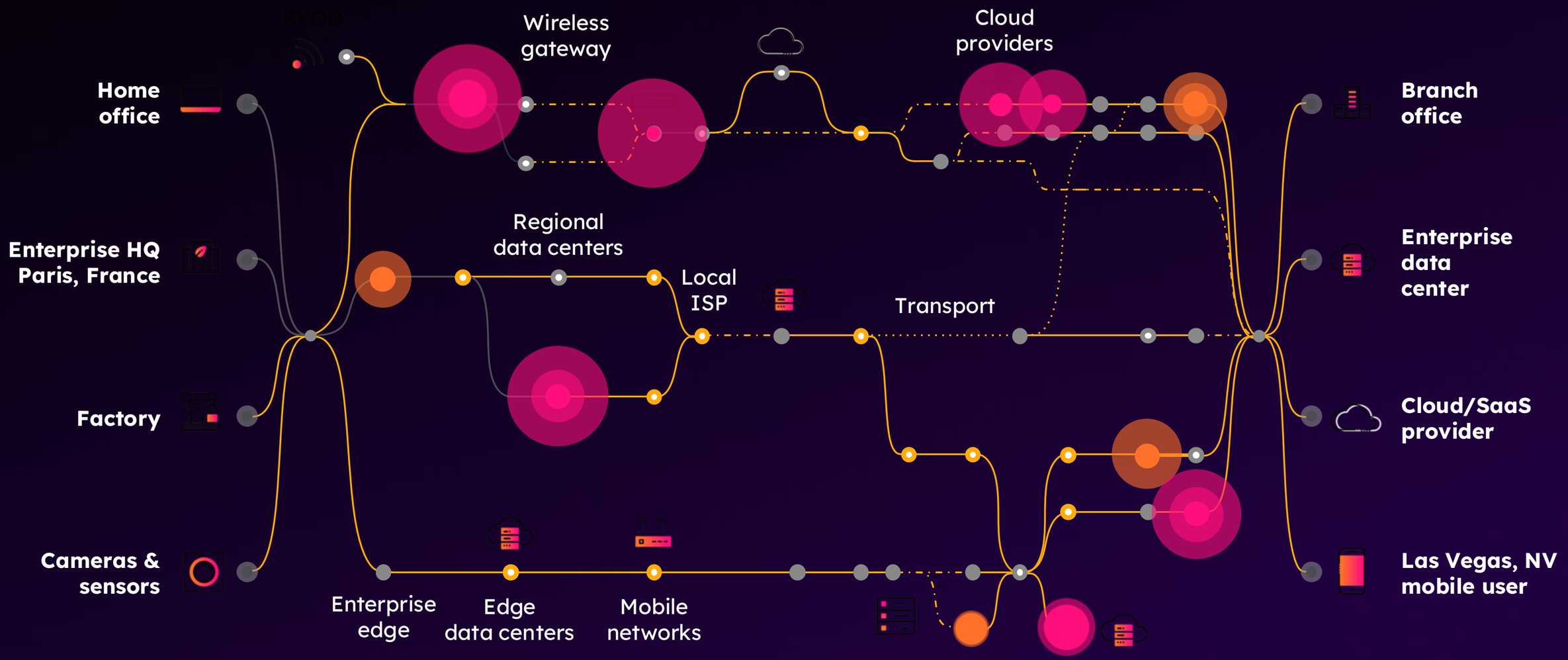
2.6X
Higher annual return on observability solutions

76%
Higher change rate success for production code

2.8X
faster detection of application problems

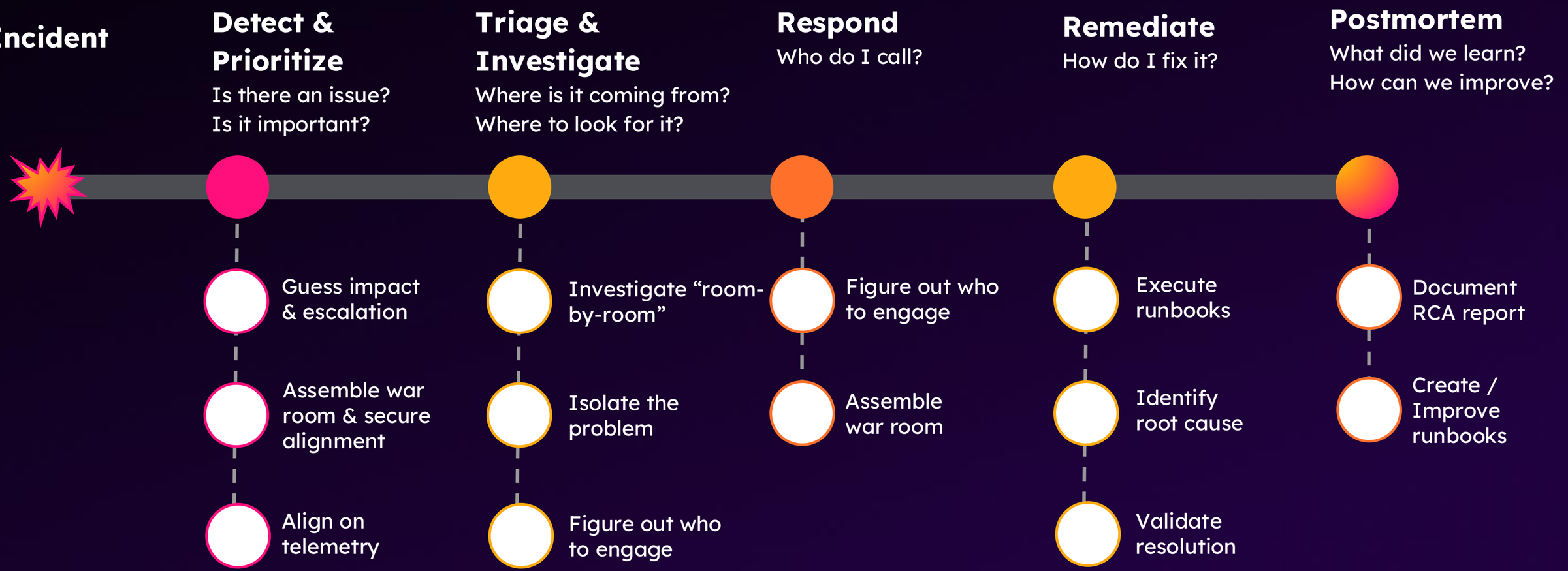
 *Splunk State of Observability research across 1,800 ITOps and engineering pros

Digital footprints are complex



Incident Management Workflow

The Workflow that AI is about to Transform



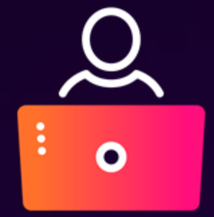
Today’s Observability Challenges

Visibility Gaps

More Stacks & Data results in Less Clarity

Lack of Unified O11y

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

Reactive
(Basic)

Issue detection after failure

Proactive
(Smarter)

Addressing issues before major impact

Predictive
(AI-Driven)

Anticipating failures

Autonomous
(Self-Healing)

Automated detection and remediation

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04 **Demo**
Walkthrough of Splunk Observability

05 **Key Takeaways**
How these innovations impact your business


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

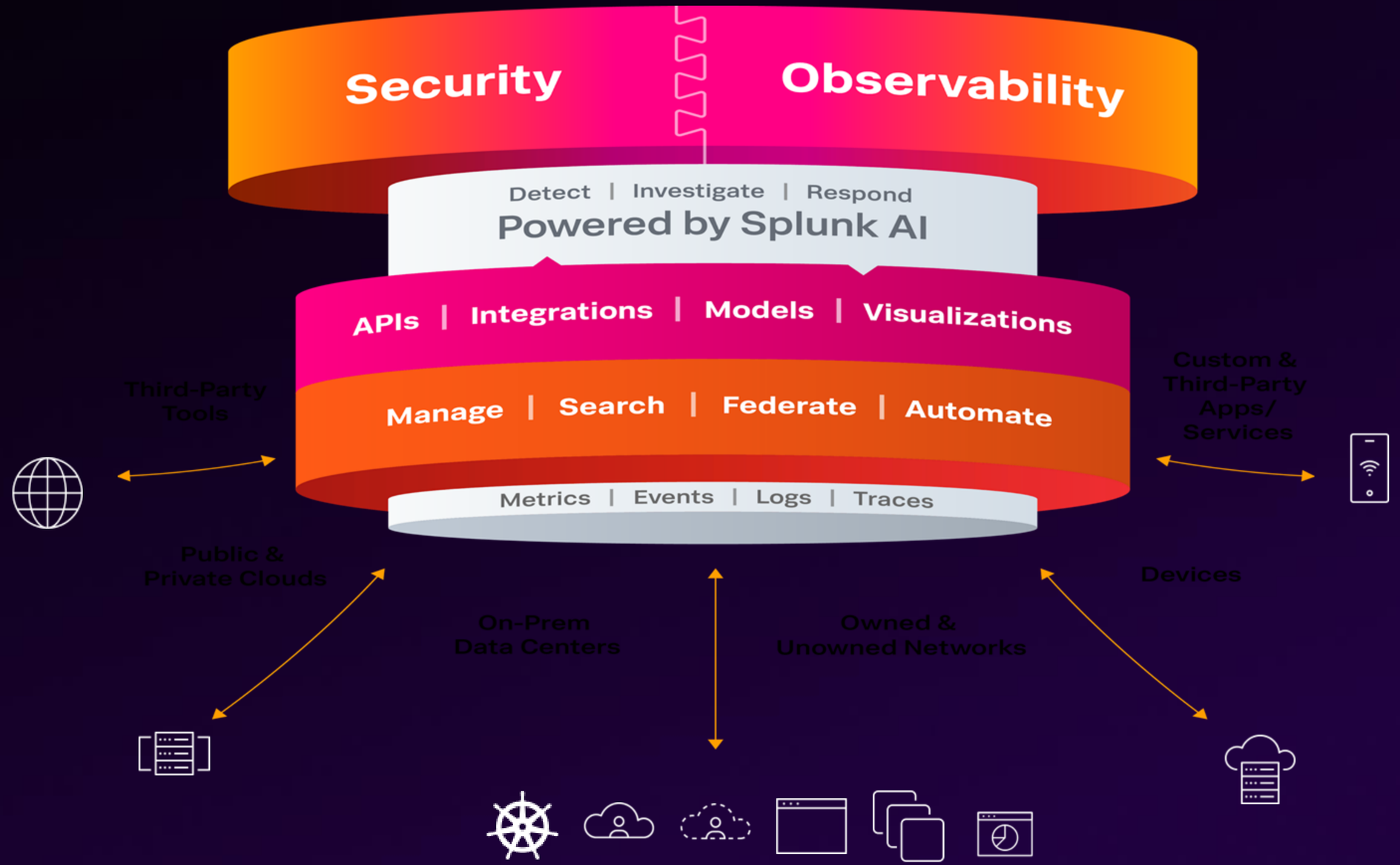
Splunk Platform

Cloud native environments

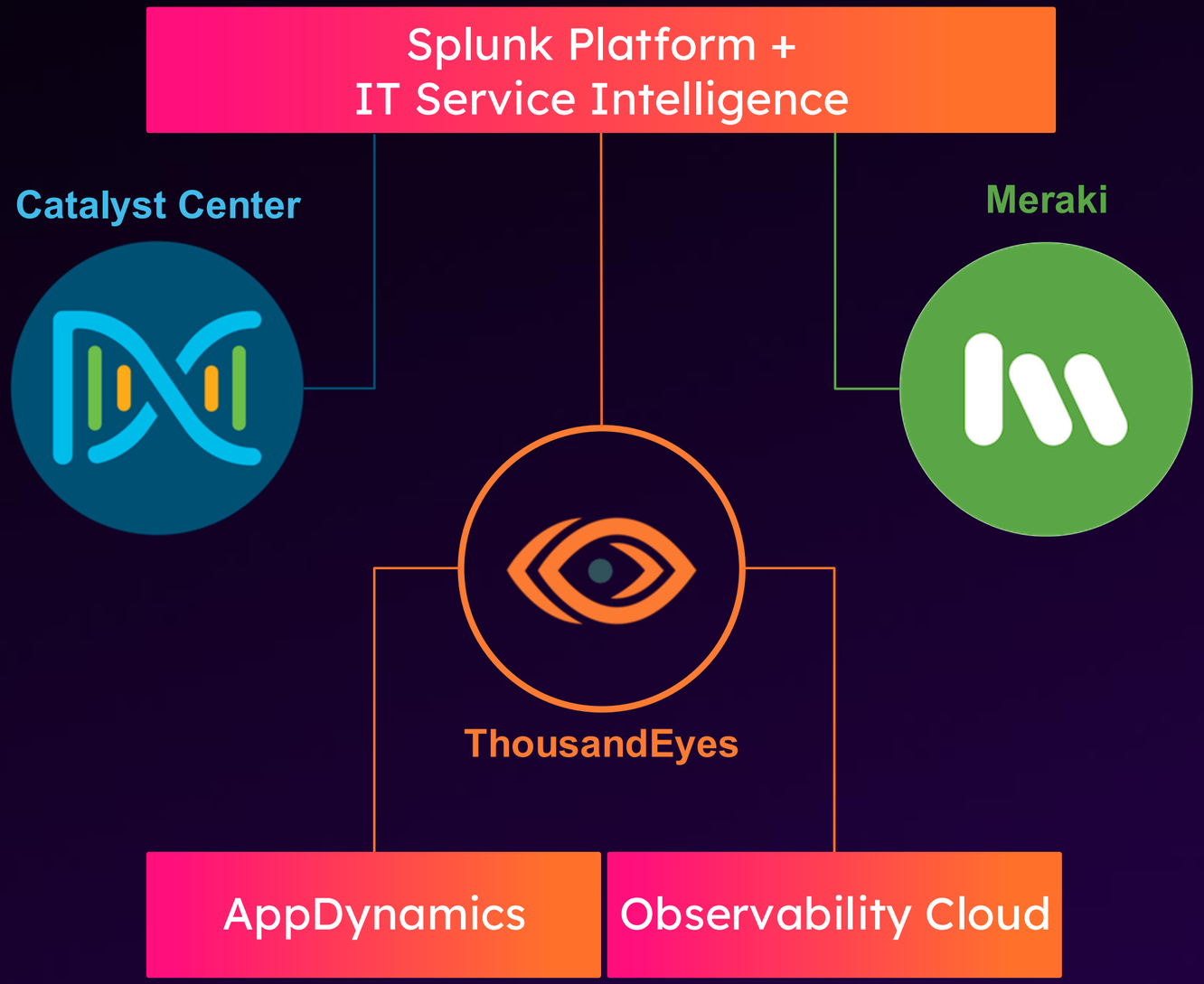
- Federation
- Log Analytics
- Event Intelligence

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

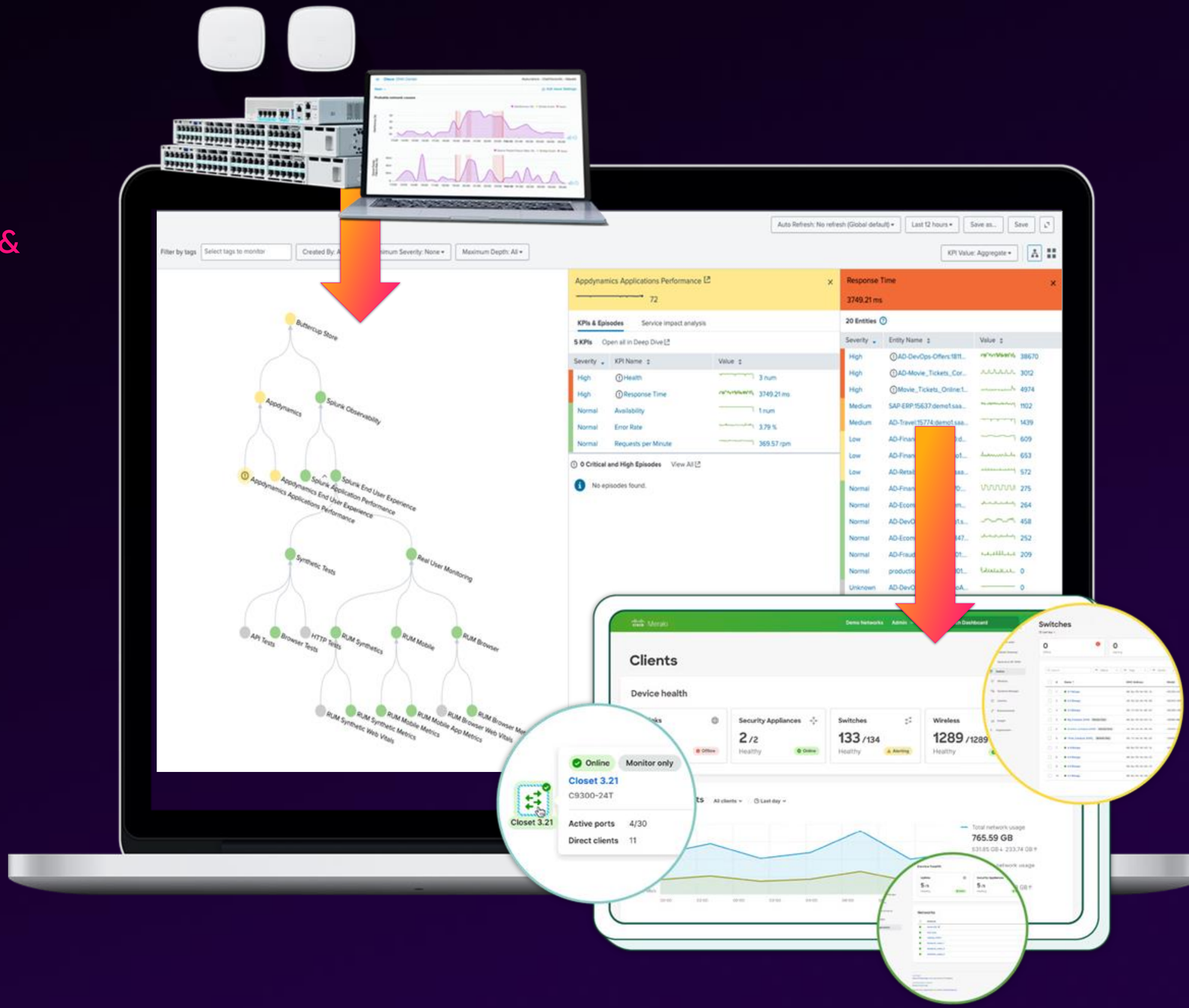
Troubleshoot app performance problems with dependencies on owned and unowned networks.

- 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

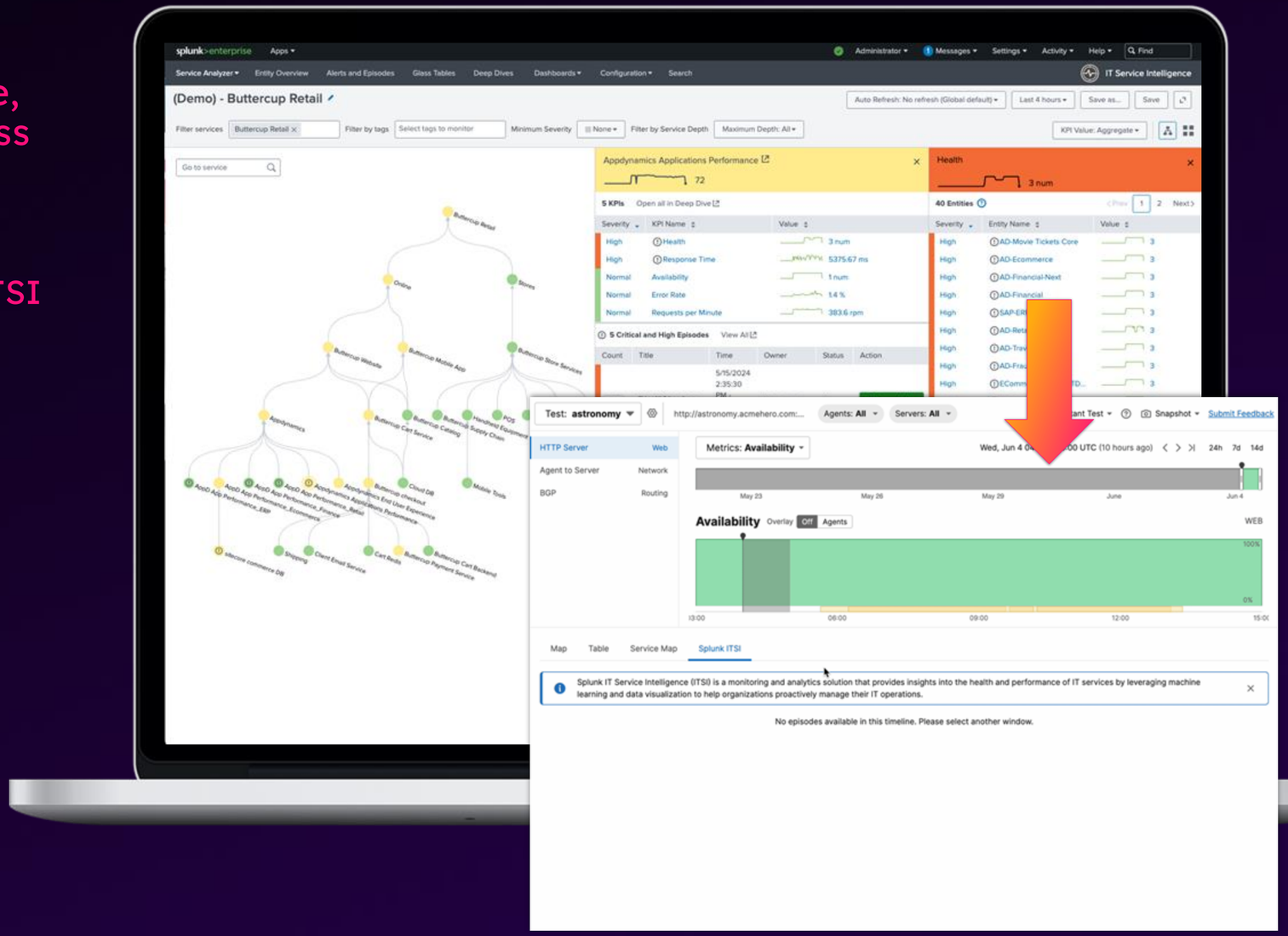
- ITSI content packs for Catalyst Center and Meraki
- Cross-domain correlation for reduced alert noise and domain isolation
- Out-of-the-box topology to measure the health of a location (e.g. retail store) and isolate problematic devices
- Device alert import, normalization, deduplication, and correlation 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

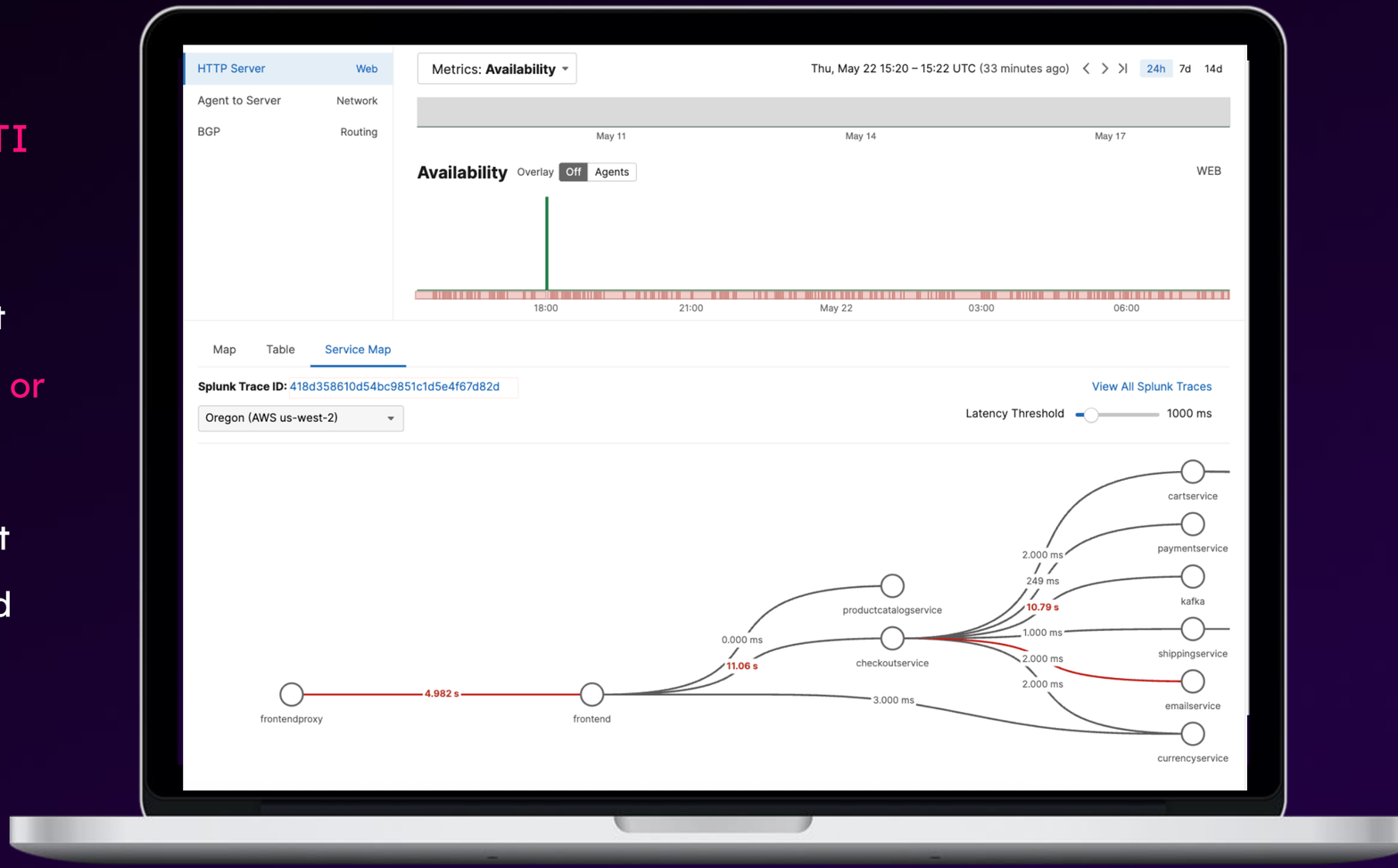
- Integrate alerts from ThousandEyes into ITSI to reduce alert noise and accelerate MTTR
- Bring network performance & business metrics from ThousandEyes into ITSI for faster troubleshooting based on impact
- Centralize network telemetry and incident response from ThousandEyes, and across other Cisco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

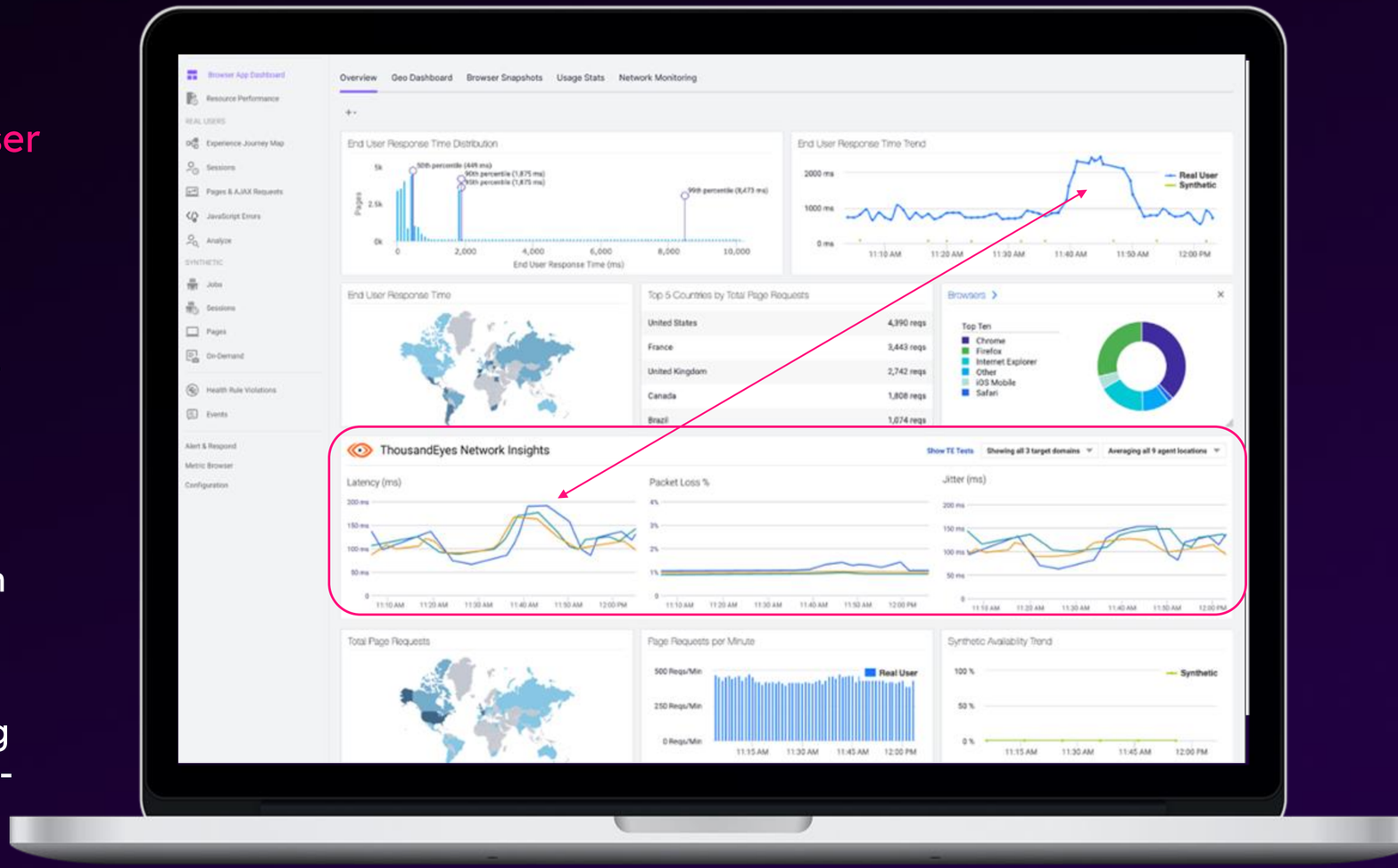
- Quickly diagnose failing ThousandEyes test
- Understand if slowness is from the network or application layer
- View trace topology and key intra-service metrics in context of the ThousandEyes test
- Easily set up tests for services instrumented in Splunk Observability Cloud from the ThousandEyes UI



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

Detect and predict

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

Correlate and diagnose

Aggregate and analyze all data to investigate and identify root cause

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

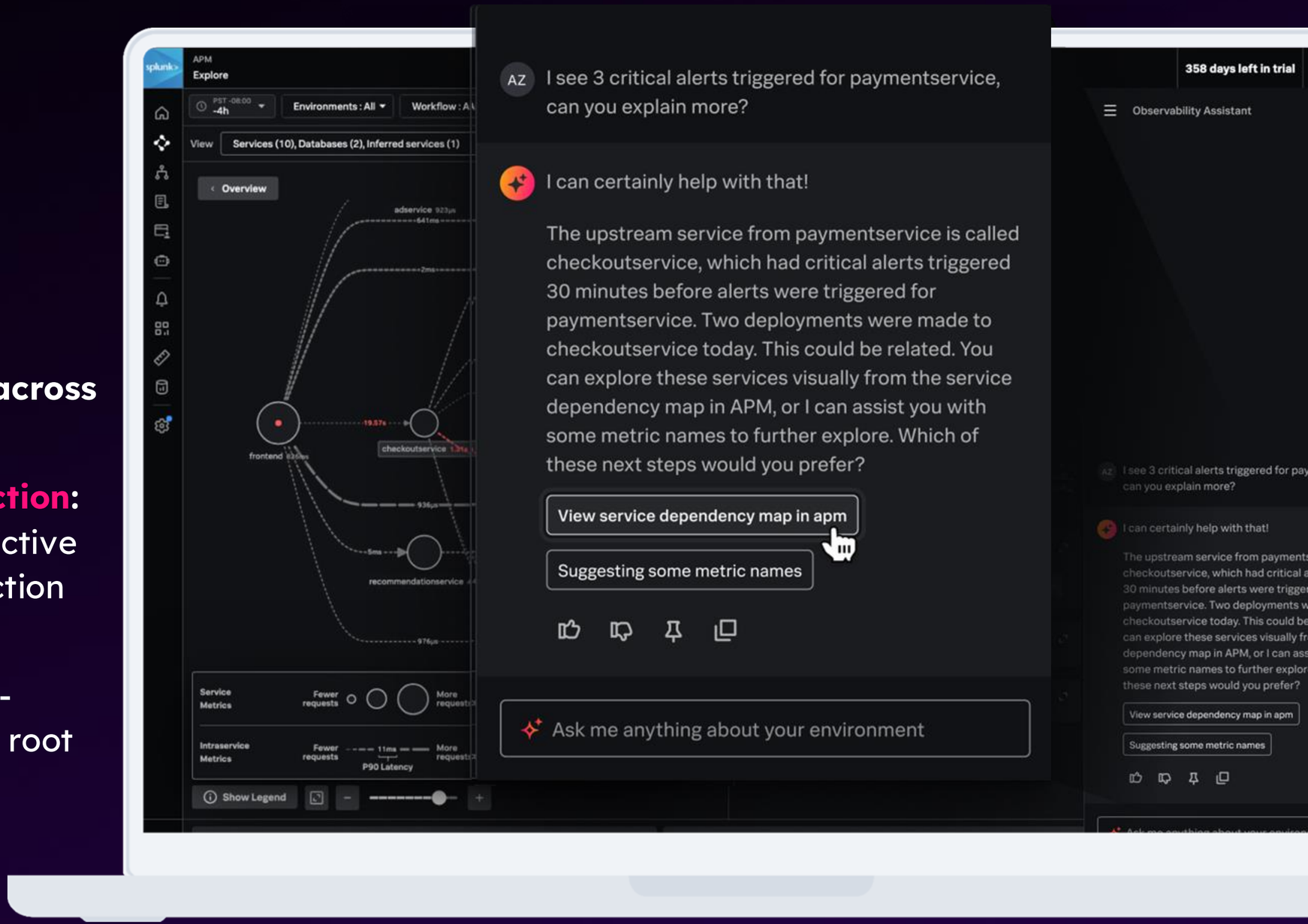
AI-Native User Experience

- 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

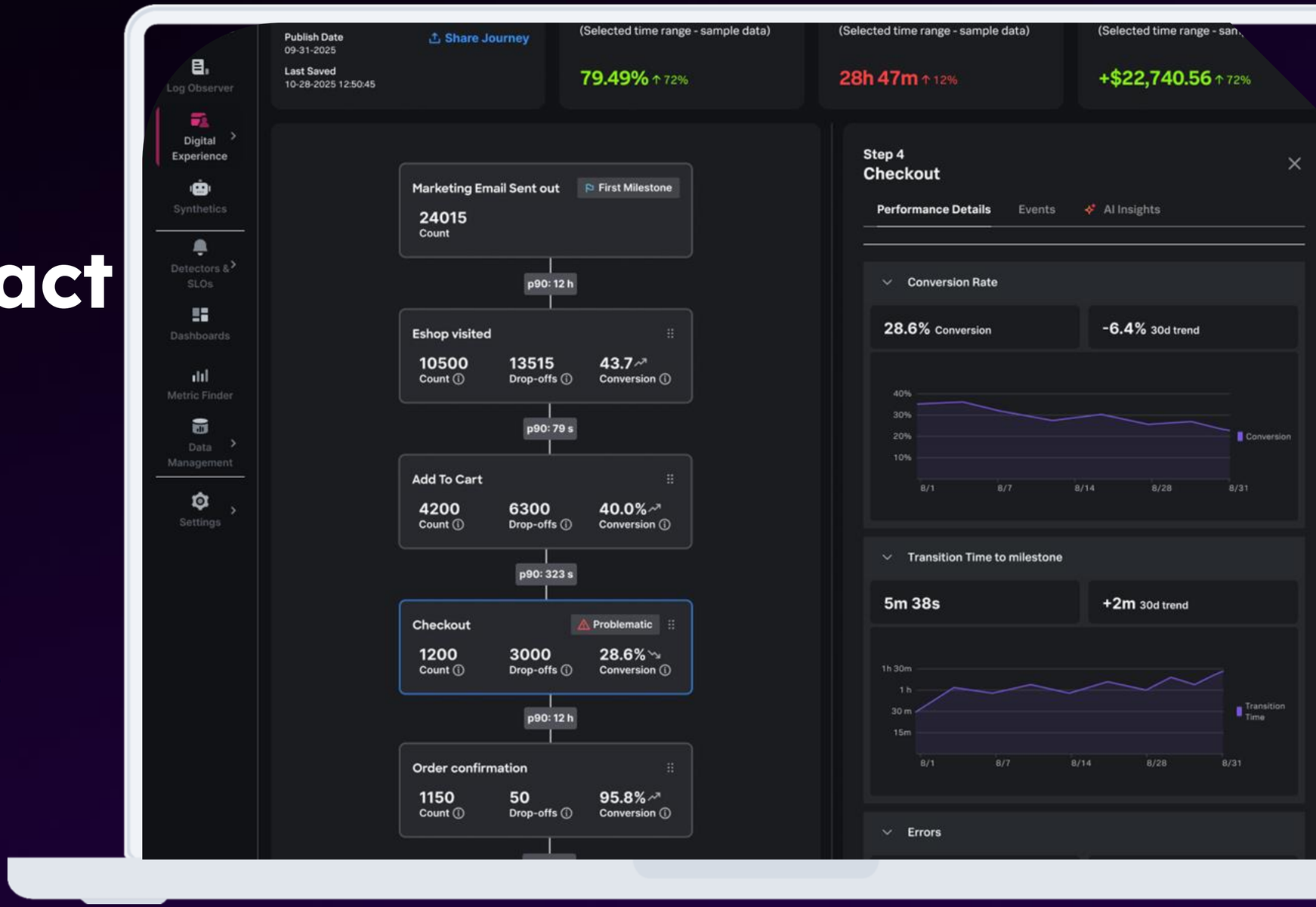
AI helping across your entire incident lifecycle

- **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

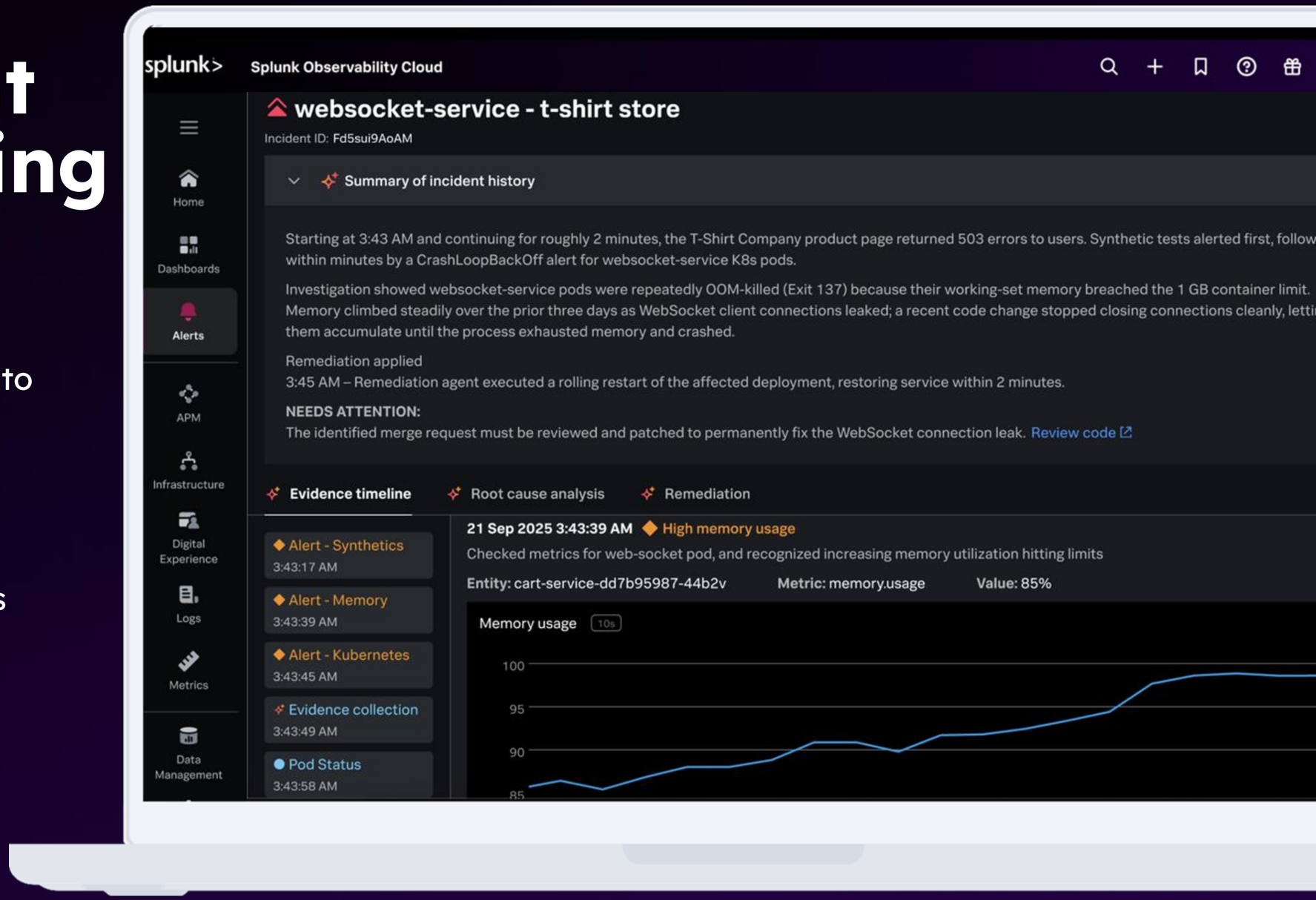


Pictured: Business Insights

Fix and prevent with AI agents (Coming soon)

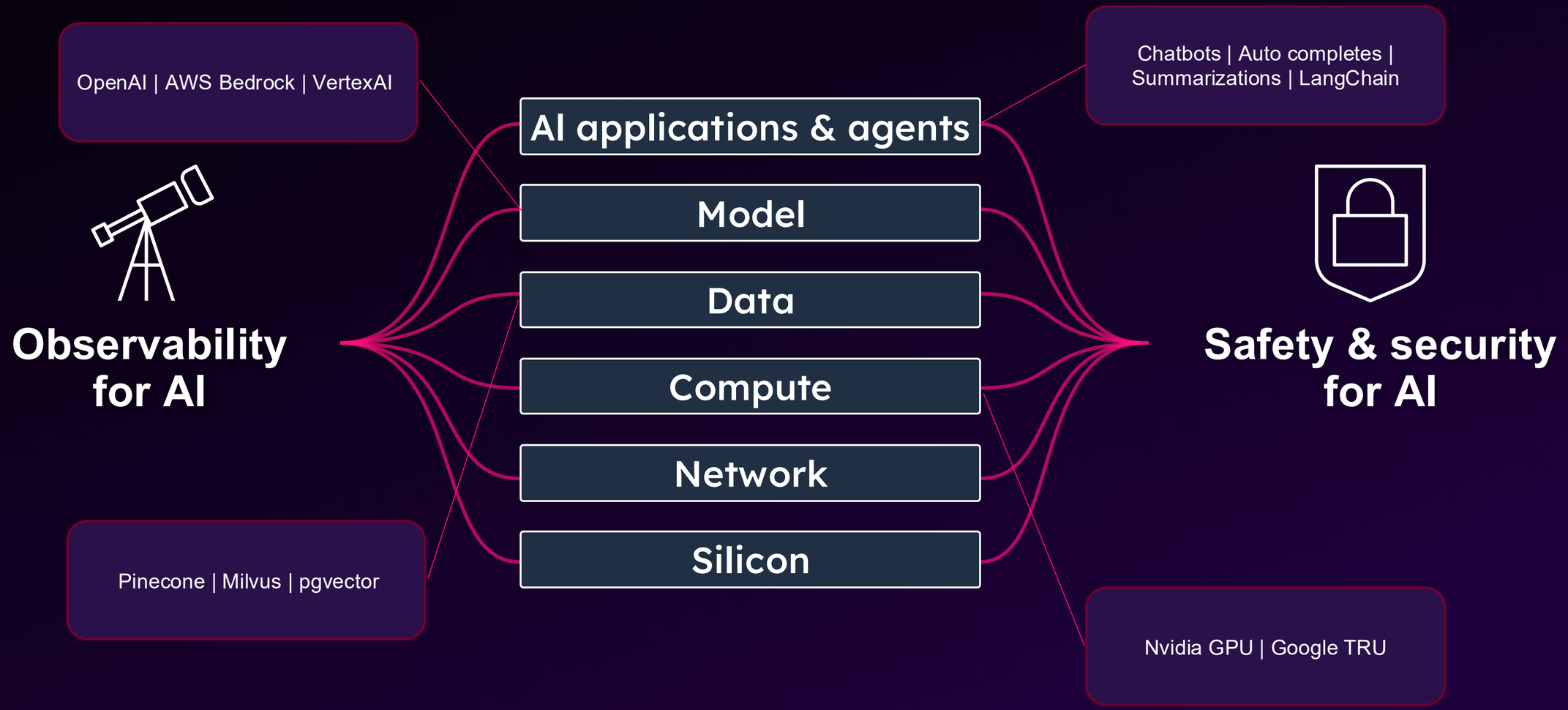
Fix & prevent problems using AI agents

- 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



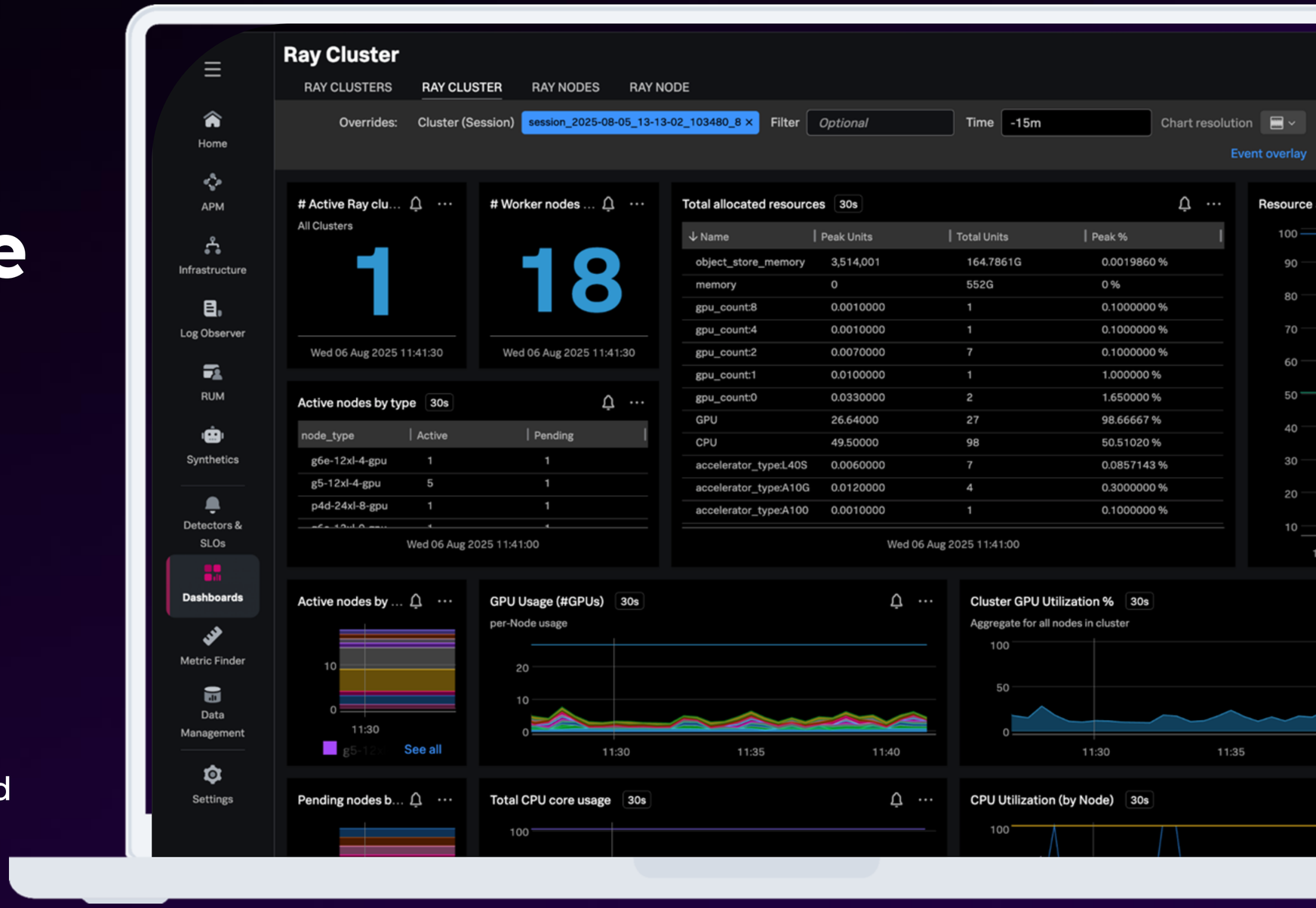
Pictured: AI directed troubleshooting in Observability Cloud

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



Pictured: AI Infrastructure Monitoring

Cisco AI Pods

- NVIDIA AI Software
- Kubernetes Platform
- Cisco Networking & Optics
- Cisco Compute with NVIDIA Accelerated Computing
- Partner Storage

Cisco Security

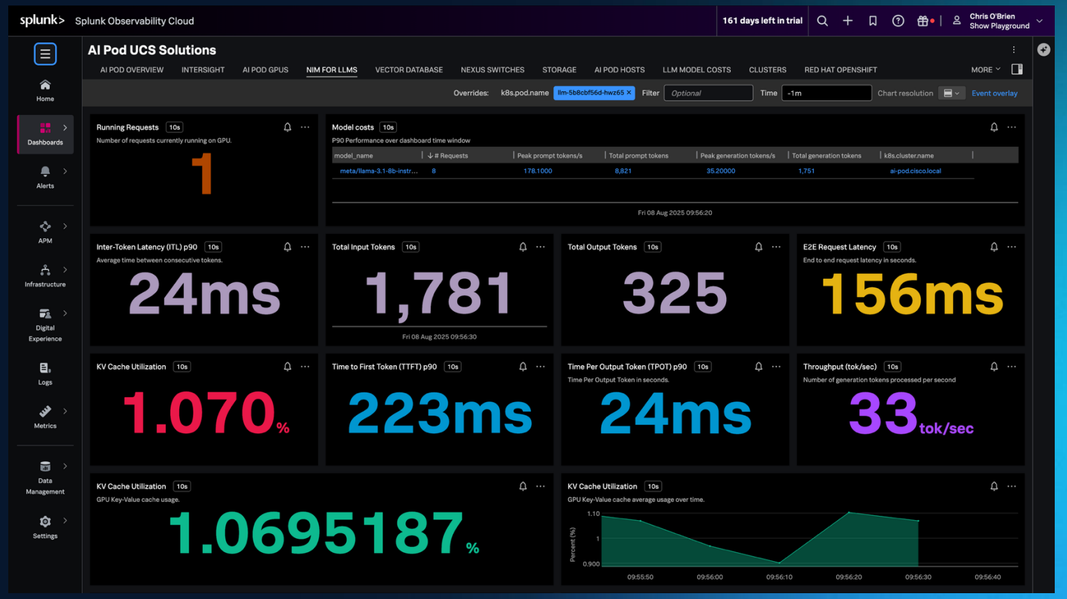
Cisco Observability

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

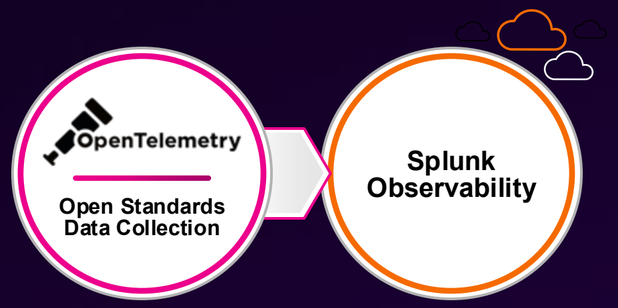
AI powered analytics and guidance AI/ML driven features like Service Maps and Trace Analytics provide help resolve issues faster.

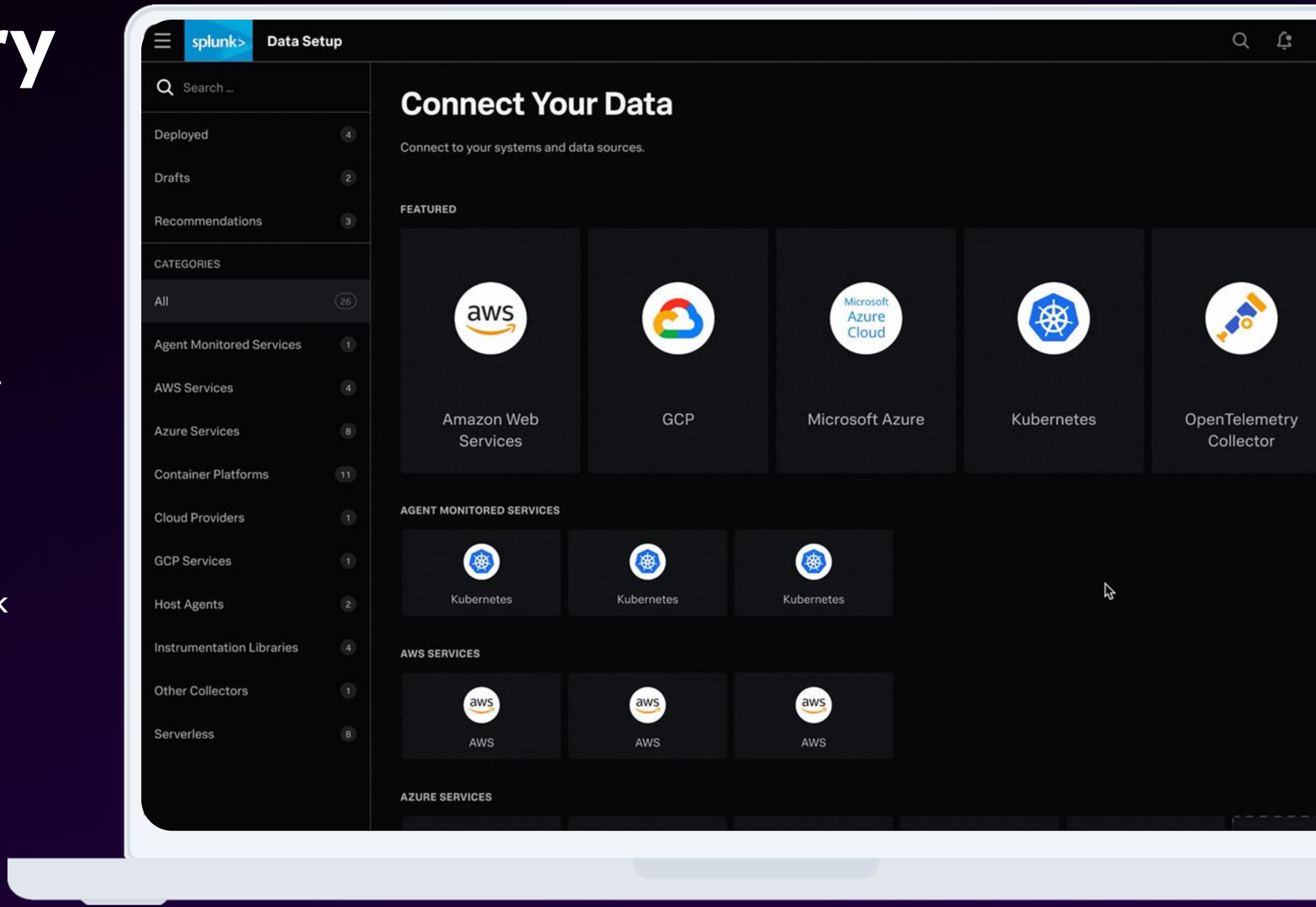
No data sampling Eliminate blind spots by collecting and analyzing 100% of your data with Splunk's NoSample™ tracing.

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





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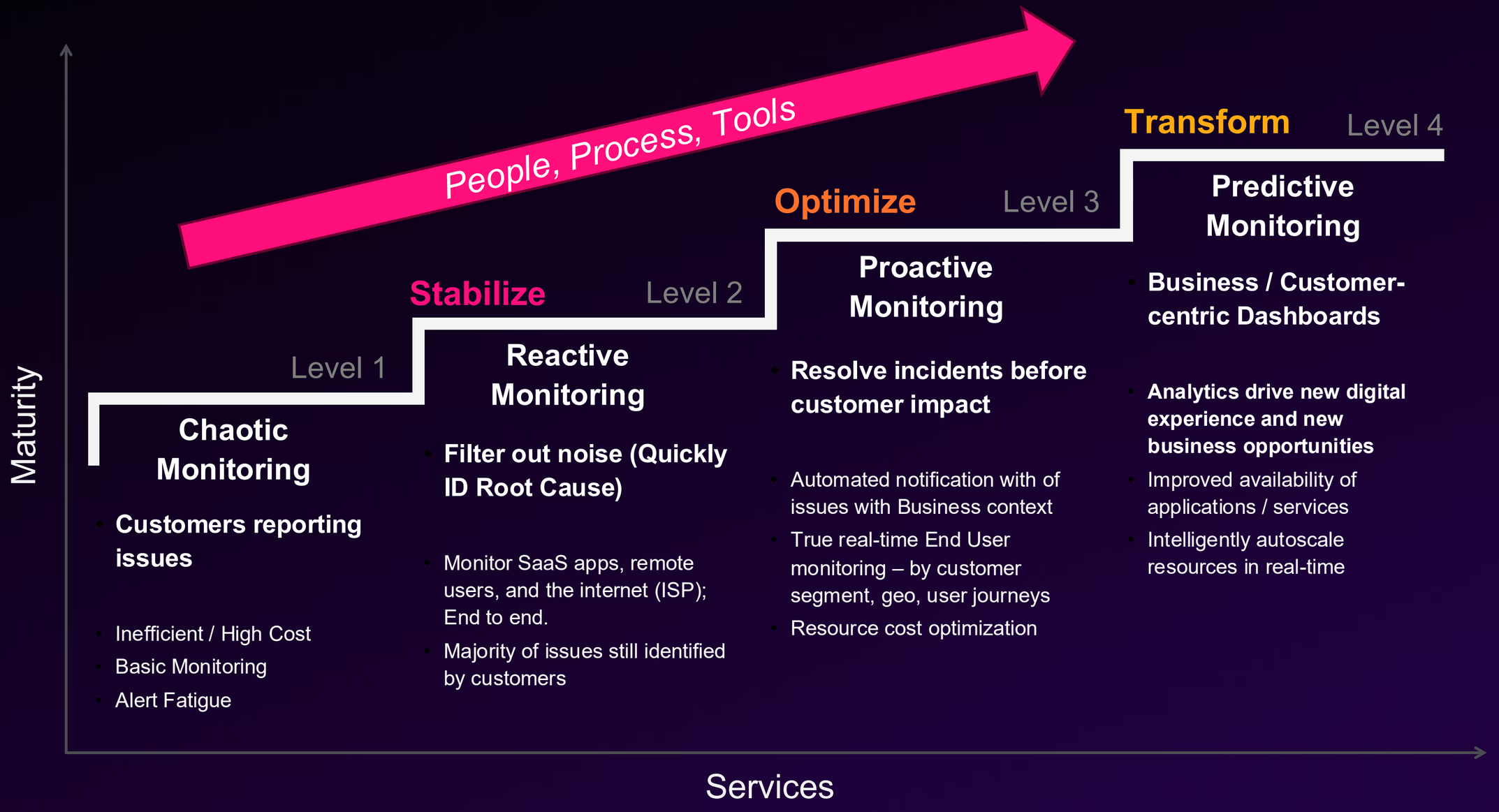
Key Takeaway

Build and future-proof resilient operations with...

Splunk Platform

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.