

Operational Intelligence: What It Is and Why You Need It Now

The Business Problem

- Why can't I see what is actually going on in our business right now?
- Why can't I answer questions about key business metrics immediately?
- Why is it so hard to handle exceptions?

The Machine Data Opportunity

Machine data contains the definitive record of the activity and behavior of your customers, users, transactions, applications, systems, and networks.

- It's generated everywhere: applications, servers, network devices, call logs, RSS feeds, social media comments, mobile devices, weather data, clickstreams, GPS readings, and more
- It's dynamic, constantly changing, and located everywhere: on-premises and in the cloud, SaaS systems, hypervisors, global data centers
- It's massive in scale, difficult to capture, and almost never used strategically

Organizations must learn to effectively capture, store, correlate, and analyze machine-generated data to gain Operational Intelligence.

What is Operational Intelligence?

A category of methods and technology for gaining new operational visibility and discovering insights for IT and the business

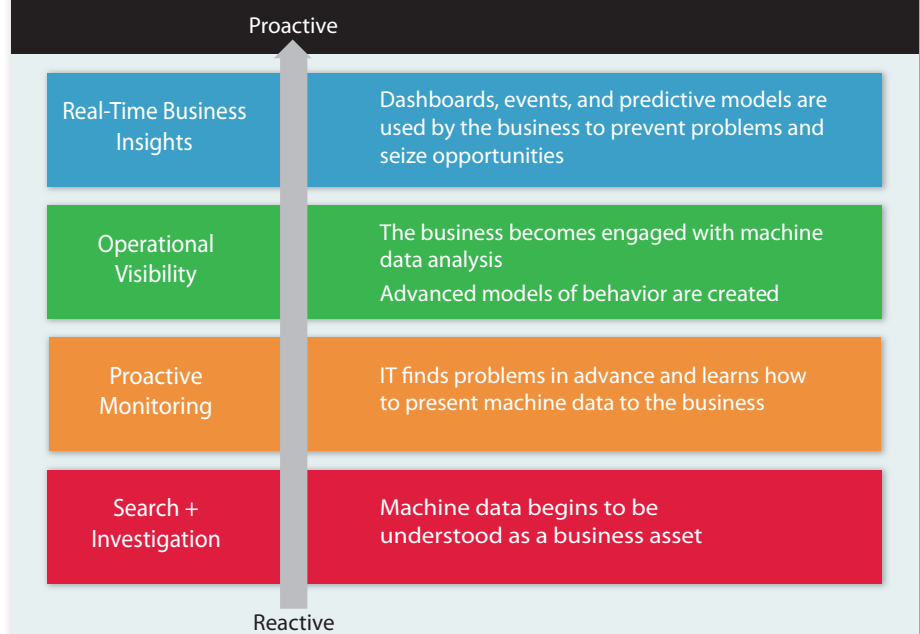
Mine the Data Archive

Data doesn't have to be real-time to offer business insight. Months or years of historical logs and other machine data can be mined quickly, helping you uncover trends that you hadn't previously noticed

Applying Operational Intelligence

- Analyze real-time data feeds of consumer and operational activity
- Track processes across applications to resolve problems
- Correlate events from myriad data sources

The Roadmap to Operational Intelligence



IT Leads the Way

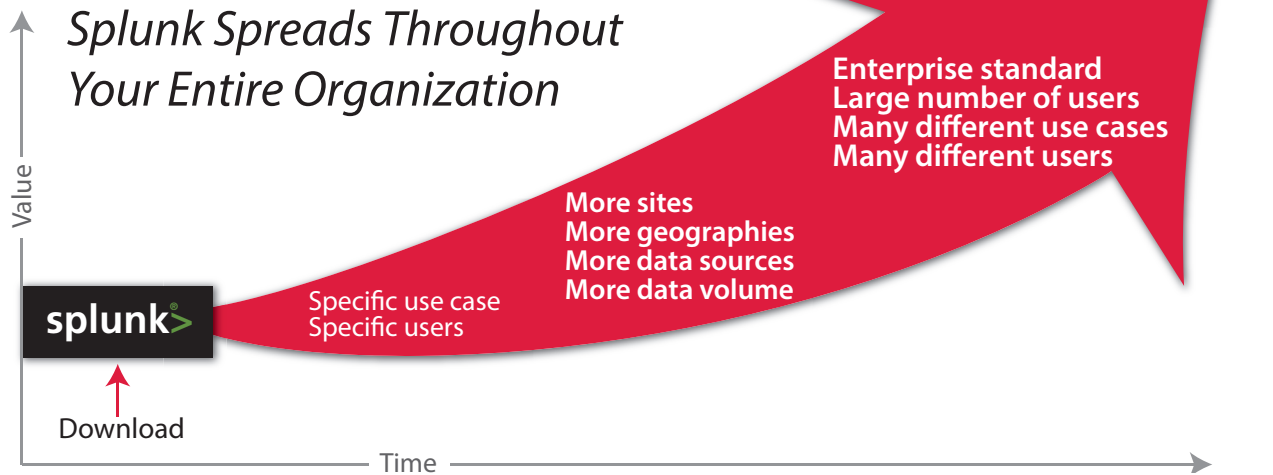
Machine data is cryptic numbers, encoded cookies, unrecognizable fields, and references to data lookups. IT must make it accessible so business people can find valuable insights.



How Splunk Works

- Index data, run searches on live data as it streams
- Extract fields and meaning from machine data at search time
- Turn search results into scheduled alerts
- Create custom dashboards from any search or correlation
- Enrich analysis with lookups to other enterprise data sources
- Recognize important events and signal systems to take action

Splunk Spreads Throughout Your Entire Organization



Benefits of Operational Intelligence

- Gain a deeper understanding using machine data
- Reveal important patterns by correlating events from many sources
- Reduce the time to detect important events
- Leverage live feeds and historical data, find trends and anomalies
- Provide ad hoc reports, answer questions, and add new data sources

CITO Research recommends Splunk on three fronts:

- Able to explore and understand the potential of machine data
- Incremental approach to operational intelligence
- Depth and breadth of users: from IT and developers to product managers, marketing managers, and C-level executives

CITO Research

CITO Research is a source of news, analysis, research, and knowledge for CIOs, CTOs, and other IT and business professionals. CITO Research engages in a dialogue with its audience to capture technology trends that are harvested, analyzed and communicated in a sophisticated way to help practitioners solve difficult business problems.

This paper was sponsored by Splunk and created by CITO Research.

