Maximize Resiliency and Productivity with AIOps

Organizations cannot scale for the new digital normal without AI

Organizations are facing new pressures to deliver highly resilient, mission-critical digital experiences as transformation initiatives explode. Traditional approaches to IT Operations monitoring have often left organizations wondering whether the excessive manual intervention required is worth the cost when alert storms seem to be unavoidable. IT Operations organizations need an AI-driven approach that can prevent service interruptions and reduce the mean time to restore service. Splunk's approach to AIOps leverages Splunk's robust and powerful Data-to-Everything™ Platform to give IT Operations professionals purpose-built machine learning capabilities that maximize IT productivity and improve service outcomes.

Adaptive thresholding

Traditional monitoring tools often rely on static thresholds, forcing IT Operations teams to tune every tool to end-user behavior. This is an impractical burden for digital businesses that frequently face seasonal changes in behavior every week, month or quarter. Splunk eliminates the need for manual tuning by automatically analyzing the historical behavior of end-user facing services to infer what normal operating behavior looks like. These inference algorithms can be further configured to match the unique demand patterns of the environment. By using AI to dynamically adjust thresholds to match end-user behavior, Splunk optimizes IT productivity by eliminating both the up-front configuration time for monitoring tools as well as any wasted time chasing after false alerts.

Intelligent event management

Traditional monitoring tools simply alert based on conditions falling out of boundaries without any regard to the frequency or quality of the alerts. This can lead to a paralyzing amount of alert noise that impedes incident detection and triage. Splunk eliminates alert noise by clustering and prioritizing raw event data across multiple systems, supporting a service to infer severe episodes that are worthy of intervention. By using AI to cluster raw event data into notable episodes, Splunk optimizes IT productivity and ensures that the highest severity incidents are resolved faster.

> **"TransUnion uses Splunk Enterprise, the free Splunk Machine Learning Toolkit, and now Splunk ITSI to reinforce system uptime, which helps us complete more customer transactions. High performance means keeping our customers satisfied while maximizing revenue."**
>
> — Steve Koelpin, lead Splunk engineer, TransUnion

Intelligent incident response

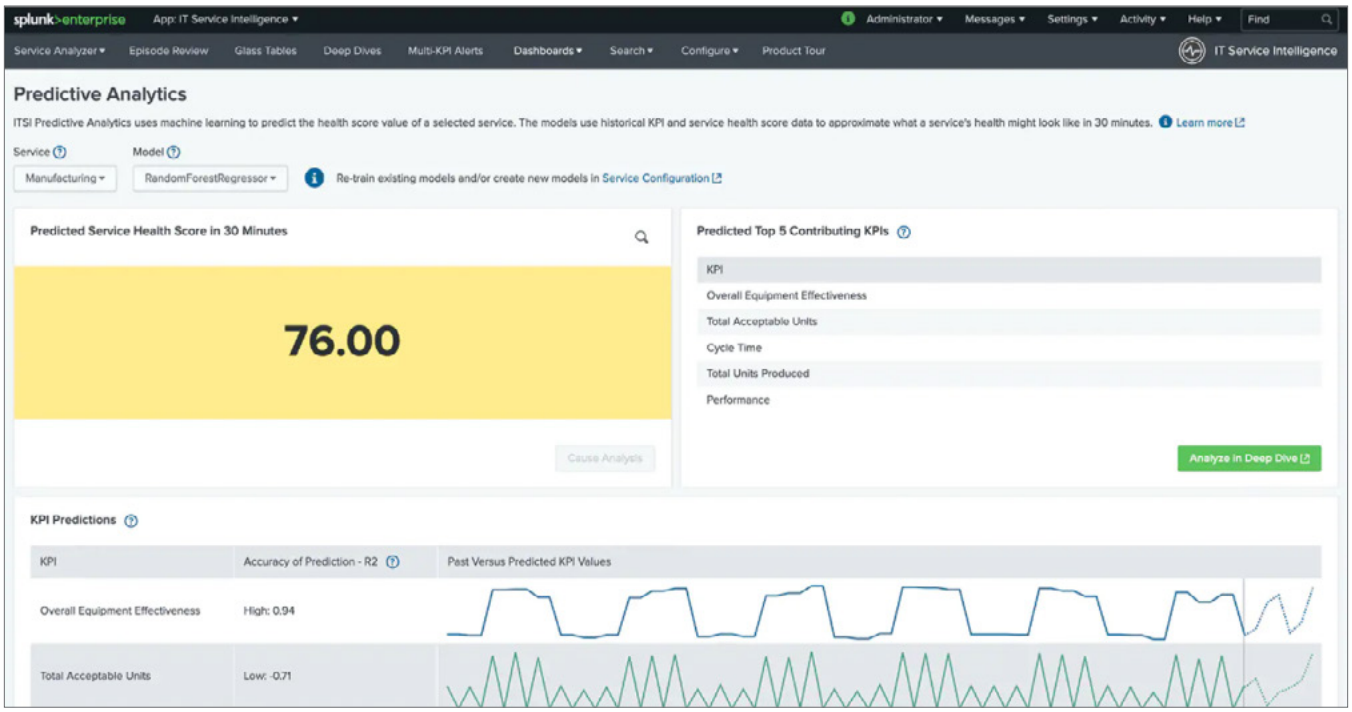
Traditional monitoring tools alert when thresholds are breached but give almost no context that subject matter experts can use to fix the anomalies. This lack of context also slows down the process of finding the right responders, creating another unnecessary bottleneck. Splunk eliminates delays by correlating new episodes with the historical record of previous responders and. By using AI to recommend incident responders, Splunk optimizes IT productivity and ensures incidents are resolved more quickly.

Directed troubleshooting

Traditional monitoring tools are rarely able to facilitate the investigation and troubleshooting process itself, placing all the burden of root-cause identification on the Operations team. Splunk accelerates root-cause analysis by analyzing historical trace data to correlate anomalous behavior with specific patches of code. By using AI to correlate application traces with service behavior, Splunk optimizes IT productivity and accelerates mean times to detect and mean times to investigation.

Anomaly detection and prediction

Traditional monitoring tools can only detect performance degradation or outages after they happen, creating a highly reactive IT organization constantly fighting a series of severe incidents. Splunk reduces the frequency and severity of incidents by analyzing historical service health scores to detect anomalous performance and predict imminent degradation before an incident impacts end users. By using AI to prevent degradation and outages before they happen, Splunk optimizes IT productivity and ensures that end users have the highest quality experience.



Splunk helps prevent service interruptions before they impact end users.

Get started with Splunk

Splunk's innovations in domain-agnostic, service-centric AIOps give everyone in the Operations team the power to scale and the productivity to achieve faster remediation times. That's why Splunk is the platform of choice for 92 of the Fortune 100 and recognized as the market leader in IT Operations Management (ITOM) and AIOps by multiple analyst firms. Splunk's approach to AIOps empowers operations teams to achieve a greater level of service resiliency and respond to the demands of the new digital normal.

Sign up for a guided, interactive tour to see how Splunk's AIOps capabilities can prevent service interruptions and reduce the mean time to restore service.

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