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IT Service Intelligence: IT and the Business Working Together

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Agenda

What we will cover today

1. Pain Points on Black Friday
2. The Importance of a Data Platform
3. Finding and Reporting the Right KPIs
4. Black Friday Success!
5. Demo
6. Best Practices

Ras Al Khor
Hatta
Nadd Al Hamar
Al Warqa'a
Deira
83
Nadd Al Ha
Al Warqa'a

50%
Doorbus
exp
pay

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Black Friday Madness

The Pain Points

Disjointed Data Sets

Siloed Views and KPIs Between IT and the Business

High Mean Time to Resolution (MTTR)

Negative Customer Experience

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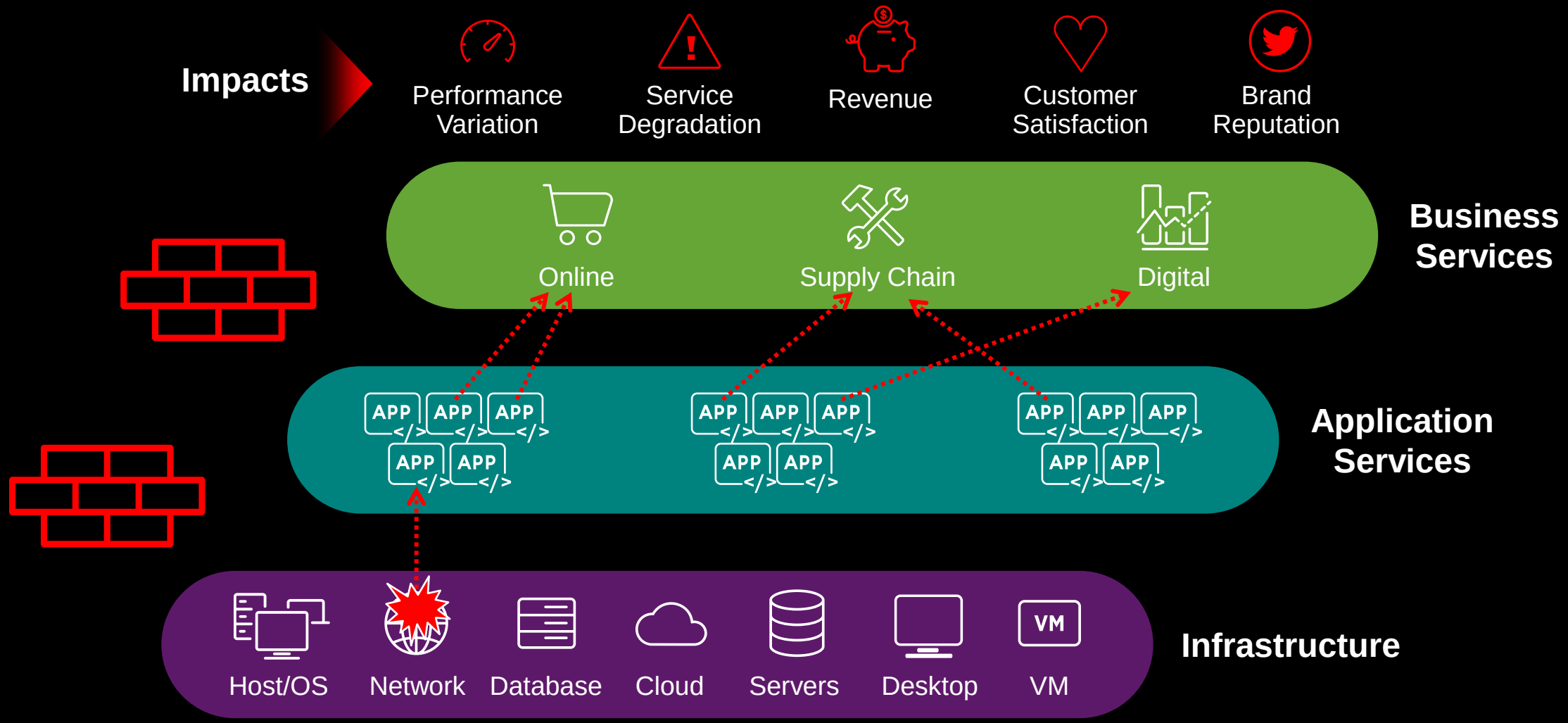
The Old Processes in Place



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Splunk PS Value Add

PS Insights into Complex ITSI Deployments

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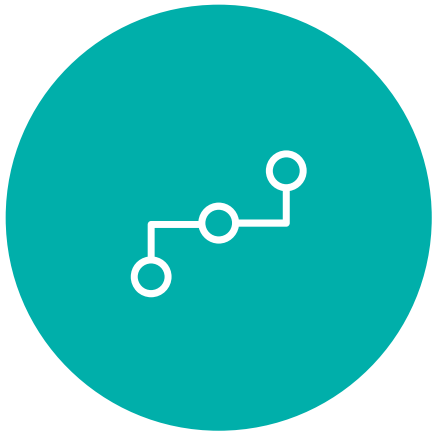
Service Discovery and Decomposition Workshops

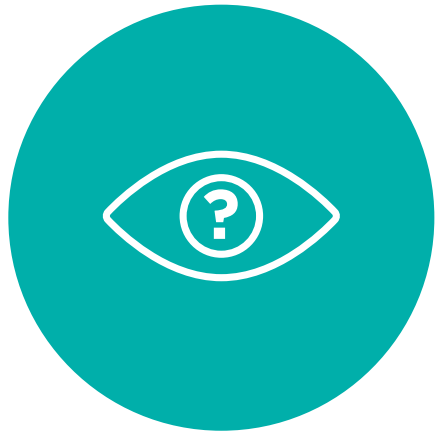
Importance and Outcomes

High-level understanding of business function



Align services with cross-functional key stakeholders

Identify the right KPIs



Eliminate unknowns

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Identifying the Right KPIs

Best Practices

- Mature Splunk customer
- Data is mostly ingested
- Clearly define what constitutes an error
- Cross-collaborate, particularly with the business

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Building the Right Services in Your Glass Table

Best Practices

- Take an iterative approach
- Cross-pollinate. Related service owners should have some visibility into each other's services
- Build services from several different perspectives
- Use base searches
- Experiment!

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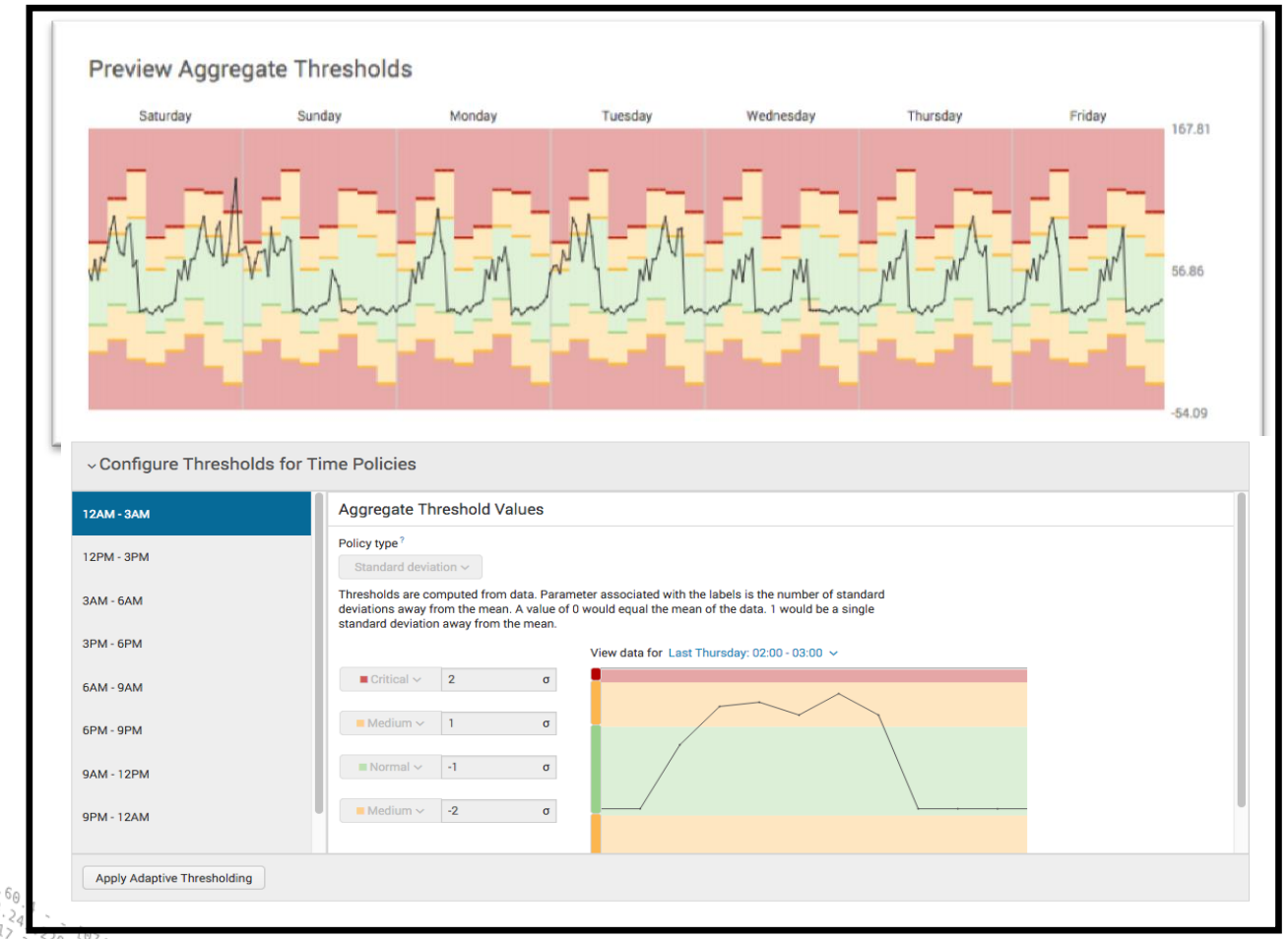
Thresholding

Dynamically Adapt!



- Build after services have been active for several days
- Use threshold templates – you will refine your thresholds
- Set minimal thresholds at first
- Let ML do the heavy lifting

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Splunk is a Platform for AIOps and Beyond

Data is the Foundation for Successful AI

App & Service

Business Performance
Corporate Data, Intake, Output, Throughput

Service Management
Incidents, Changes, Releases, Configurations

Application Performance
Usage, Experience, Performance, Quality

Infrastructure

Middleware
Traffic, Failures, Performance, Capacity

Cloud
Utilization, Costs, Configurations

Server/Network/Storage
Availability, Performance, Capacity, Failures

- Executive Visibility
- Predictive Analytics
- Service Insights
- Event Analytics
- Application Analytics
- Root Cause Analysis
- Monitoring

SaaS | **Cloud** | **On-Prem**

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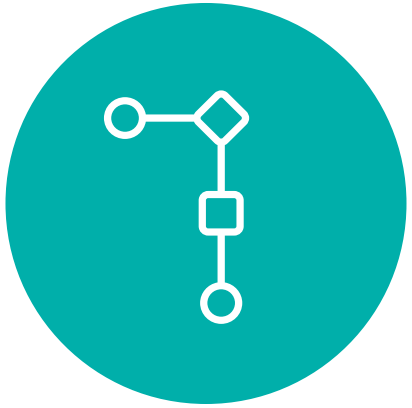
The Right KPIs Matter

How To Showcase and Monitor End to End Customer Experience

All your data needs to be accessible

Make sure all appropriate stakeholders are part of the discussion



Understand and map out how your services and applications correlate

Put your success metrics in terms that IT and business stakeholders understand

Baseline what is “good” and “bad”

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Splunk and Splunk IT Service Intelligence

Intended Outcomes of Both Products

Splunk Enterprise

- Search and investigate to reduce outages
- Improve customer experience
- Grow and protect revenue growth
- Protect the mission

Splunk ITSI

- Faster time to value and adoption with significantly lower SPL knowledge required
- Predictive service monitoring lens on Enterprise
- Improve service quality
- Delivers an AIOps strategy
- Better scale and built in workflows
- Two out of the box use cases: Service Insights and Event Analytics

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Black Friday 2017

Benefits of Exposing IT and the Business to Stakeholders

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Stop the Blame Game Between IT and the Business

The Results and Mutual Understanding it Can Produce

- Correlate the impact of an IT service going down to the revenue lost
- OR are able to show their wasn't business impact!
- Visibility into where and when orders drop off
- Monitor for anomalous patterns that signed for malicious gift cards and abuse

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Demo

Let’s See it in Action!

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The Results

“The Best Black Friday Ever”

- **ZERO** downtime
- **Record** Door Buster sales
- **Record high** customer satisfaction
- Brand reputation **bolstered**

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Questions?

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Thank You

Don't forget to rate this session in the .conf18 mobile app

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Appendix

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United States Cart & Checkout Funnel Canada

For Home

14379
Cart landing visitors

43.19 %
Cart to Shipping%

Contd.. 76.92 %

33.22 %
Cart to Payments%

80.82 %

26.85 %
Cart to Review%

97.8 %

26.26 %
Cart to Thank you%

Sales 100K (Dummy)
Margin 5K (Dummy)
CSAT 63.64

For Work

6975
Cart landing visitors

40.44 %
Cart to Shipping%

Contd.. 74.58 %

30.16 %
Cart to Payments%

80.18 %

24.19 %
Cart to Review%

98.7 %

23.87 %
Cart to Thank you%

Sales 100K (Dummy)
Margin 5K (Dummy)
CSAT 54.55

For Home

3224
Cart landing visitors

43.36 %
Cart to Shipping%

Contd.. 78.11 %

33.87 %
Cart to Payments%

70.33 %

23.82 %
Cart to Review%

96.35 %

22.95 %
Cart to Thank you%

Sales 100K (Dummy)
Margin 5K (Dummy)
CSAT 33.33

For Work

533
Cart landing visitors

33.4 %
Cart to Shipping%

Contd.. 71.35 %

23.83 %
Cart to Payments%

80.31 %

19.14 %
Cart to Review%

97.06 %

18.57 %
Cart to Thank you%

Sales 100K (Dummy)
Margin 5K (Dummy)
CSAT 100

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Dell.com web page scores - last 30 mins

Legend Higher is better and shows the last 30 mins
100 - 80 | 79 - 60 | 59 - 40 | 39 - 20 | 19 - 0

US Business Metrics - beginning of day

Cart to Thank you Conversion	TTI	CSAT
16.24 %	2.861	50 0%

Database

100 0%

Server/Network

100 0%

Server Health

91.67 0%

Traffic Load balancing

CPU | Storage | Mem | Network

	D1 - UX	D3 - UX	D1 - API	D3 - API
	4.29	45.05	1.82	44.69
	46.37	4.29	51.67	1.83
	D2 - UX	D4 - UX	D2 - API	D4 - API

Uber Home Page

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

SNP Home

95 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

SNP Deals

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

SNP Category

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

SNP Results

95 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

SNP PD

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Search

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

My Account

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

PFYD

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Learn

95 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Shop home

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Deals

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Category

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Franchise

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Compare

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Multi-OC - PD

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Product Details

81.85 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

SSB

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Candy Aisle

95 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Cart

100 0%

4xx Errors | App Errors | 405+ Errors | App Warnings | 5xx Errors | TTI

Shipping

100 0%

4xx Errors | App Errors | 405+ Errors | App Warnings | 5xx Errors | TTI

Payments

100 0%

4xx Errors | App Errors | 405+ Errors | App Warnings | 5xx Errors | TTI

Review

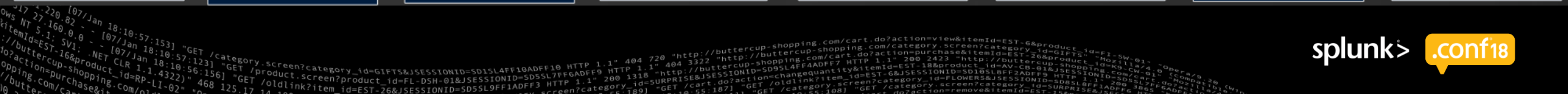
91.86 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Thank You

100 0%

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits



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Dell.com web page scores - last 30 mins

Legend Higher is better and shows the last 30 mins: 100 - 80 | 79 - 60 | 59 - 40 | 39 - 20 | 19 - 0

US Business Metrics - beginning of day

20.42 %	2.999	47.06
Cart to Thank you Conversion	TTI	CSAT

Database

100

Server/Network

100

Server Health

91.67

Traffic Load balancing

CPU | Storage | Mem | Network

	D1 - UX	D3 - UX	D1 - API	D3 - API
	3.85	42.65	1.33	48.68
	3.31	50.19	1.33	48.67
	D2 - UX	D4 - UX	D2 - API	D4 - API

Uber Home Page

100

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

SNP Home

100

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

SNP Deals

100

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

SNP Category

100

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

SNP Results

95

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

SNP PD

96.67

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Search

100

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

My Account

100

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

PFYD

80.95

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Learn

100

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Shop home

100

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Deals

100

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Category

100

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Franchise

100

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Compare

100

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Multi-OC - PD

95

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Product Details

68.89

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

SSB

95

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Candy Aisle

91.67

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Cart

92.5

4xx Errors | App Errors | 405+ Errors | App Warnings | 5xx Errors | TTI

Shipping

100

4xx Errors | App Errors | 405+ Errors | App Warnings | 5xx Errors | TTI

Payments

89.58

4xx Errors | App Errors | 405+ Errors | App Warnings | 5xx Errors | TTI

Review

88.37

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

Thank You

0

4xx Errors | App Warnings | 5xx Errors | TTI | App Errors | Visits

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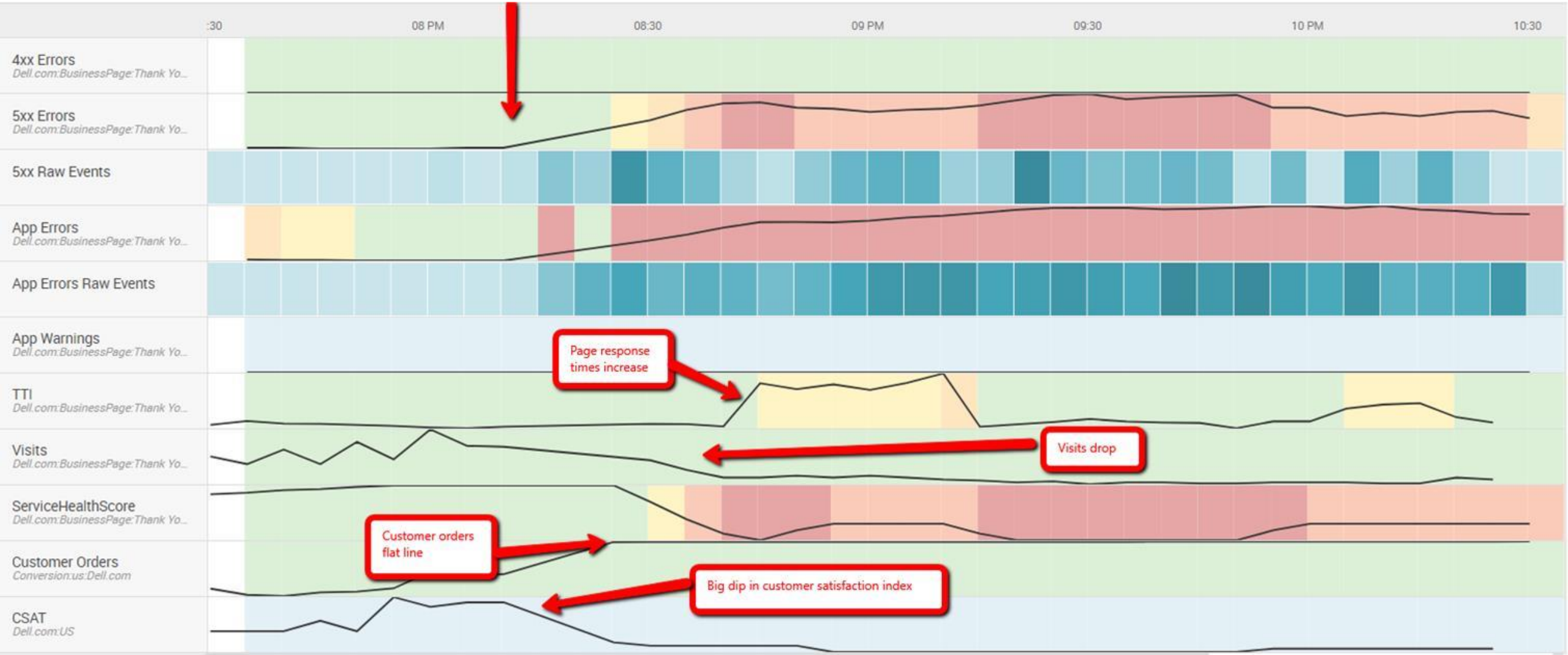

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