Leveraging Splunk to Create Digital Ops to Build, Run and Create New Value from Your Digitizing Enterprise

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As Organizations Go Digital, the Challenge for Ops is to be Intrinsic to that Transformation

Application centric

IT centric

Service centric

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Digital Ops Provides a Framework to Run the Digitized Enterprise Centred Upon Customer Experience and Business Outcomes

MY CUSTOMER

CHIEF OPERATING OFFICER

▸ Data-driven investment decision making and optimising cost
▸ Delivering growth and value
▸ Effectively managing risk

CHIEF INFORMATION OFFICER

▸ Robust and reliable IT services
▸ Value and secure innovation
▸ Removing cost, reducing risk, and improving quality
▸ Rationalised application footprint

CHIEF CUSTOMER OFFICER

▸ Exceeding customer expectations
▸ Delighting customers through accurate service
▸ Real-time insight across my customer channels
▸ Proactively improving my teams' performance

CHIEF INFORMATION SECURITY OFFICER

▸ Securing my customer and business data
▸ Automated responses to threats, rapidly mitigating risk and reducing operational cost
▸ A security mindset across the organisation

We See Organizations Across Industries Adopting Digital Ops at Speed as Part of Their Digitization Journey

CUSTOMER EXPERIENCE OUTCOMES

Customer order analytics to reduce manual handling by 50% and enable data-driven prioritisation of service improvement initiatives

Automating loan analytics to identify anomalies to mitigate risk of impact to customers

Automatically prioritizing incident tickets to accelerate customer service

BUSINESS OUTCOMES

Real-time insights into product launch day success

Reducing cloud infrastructure spend by 25% through optimising footprint

Understanding business application use through real-time Customer Service Agent journey analytics

Optimising infrastructure spend whilst maintaining 100% application stability for key customer product launches through predictive capacity management insights

DIGITAL OPS
ANALYTICS | INSIGHT | AUTOMATION

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Digital Ops Enables these Outcomes Through a Set of Data-powered Capabilities Within a Scalable Framework

CHIEF OPERATING OFFICER

CHIEF INFORMATION OFFICER

CHIEF CUSTOMER OFFICER

CHIEF INFORMATION SECURITY OFFICER

DIGITAL OPS

REAL-TIME ANALYTICS

CAPABILITIES

MY CUSTOMER	BUSINESS PROCESS	IT AND SECURITY PROCESSES	APPLICATIONS	INFRASTRUCTURE
Product experience	Process performance	Operations management	Application performance	Infrastructure performance
Service experience	User experience	Service performance	Application security	Capacity management
	Data quality	Security management	Application change	Cost optimisation

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The Foundation of Digital Ops is Capturing Enterprise Data in an Integrated Platform

Time	Event

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	  authorizeOnly: true
	  authorizedAmount: 500
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	  currencyCodeExponent: 2
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	    Recurring: yes
	    Region: APAC
	    Segment: B
	    Tier: 2
	  }
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	    address1: 56 Denison Avenue
	    address2: NA
	    address3: NA
	    city: Melbourne
	    countryCode: AU
	    firstName: John
	    lastName: Smith
	    postalCode: 3034
	    state: VIC
	    telephoneNumber: 03079460761
	  }
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	  history: [[-]
	    { [-]
	      amount: 500

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  address2: NA
  address3: NA
  city: Melbourne
  countryCode: AU
  postalCode: 3034
  state: VIC
  telephoneNumber: 03079460761
}
cardClass: credit
cardIssuer: A BANK PLC

MY CUSTOMER AND MY BUSINESS

- What are today's sales?
- Who is buying?
- What channels are being used?
- Are marketing processes running as planned?
- What is being purchased?
- What purchase methods are being used?
- Are customer contact details changing?

- What is the impact of the latest software release?
- What should the development team prioritize for the next release?
- What is the quality of the software delivery?
- Can I measure the uptake of new capability by customers?

ONE PIECE OF DATA CONTAINS ANSWERS TO MULTIPLE QUESTIONS

DIGITAL OPS
ANALYTICS | INSIGHT | AUTOMATION

  }
  is3DSOrder: true
  oneTime3DsToken: ae56454ffr454rfrthyjyt55544grgr4
  orderCode: 23564
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  orderCodeSuffix: na
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    apmFields: { [-]
      attribute1: value1
    }

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    startYear: 2016
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}
paymentStatus: SUCCESS
paymentStatusReason: Order Settlement
performanceSummary: { [-]
  apiTime: 567ms
  elapsedTime: 2354ms
  networkTime: 157ms
  result: OK
}
redirectURL: https://www.card-issuer.com/3DSecureAuthentication
resultCodes: { [-]
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  cvcResultCode: APPROVED
}
riskScore: { [-]
  value: 1
}
settlementCurrency: AUD
settlementCurrencyExponent: 2
shopperAcceptHeader: acceptheader
shopperEmailAddress: j.smith.3456@yahoo.com
shopperIpAddress: 195.35.90.111
shopperLanguageCode: en
shopperSessionId: 123
shopperUserAgent: Mozilla
threeDSResponseCode: ae56ggha54ffr454rfrg553hyj32jh544grgr4
token: DFE43SDEF00FERGDDFHYJJ5444
transactionDate: 2017-05-07T09:26:27.658+0000

IT OPERATIONS AND SECURITY

- Is my application available?
- Are transactions erroring and triggering automated remediation?
- Is performance as expected?
- How do I need to manage my capacity or cloud scaling?
- Are my production lines running? How does that connect with customer demand?

- Where are transactions flowing from and to? Are they within normal bounds? Should the transaction be stopped automatically?
- Are there fraud indicators in the payment type or delivery address?
- Have I validated the integrity of the payment gateway responses outside of my software code?
- What is the risk score from the payment processor?

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Digital Ops Leverages this Data to Apply the Required Analytics, Insights, and Automation to Enable Success of New Customer Offerings and Business Initiatives
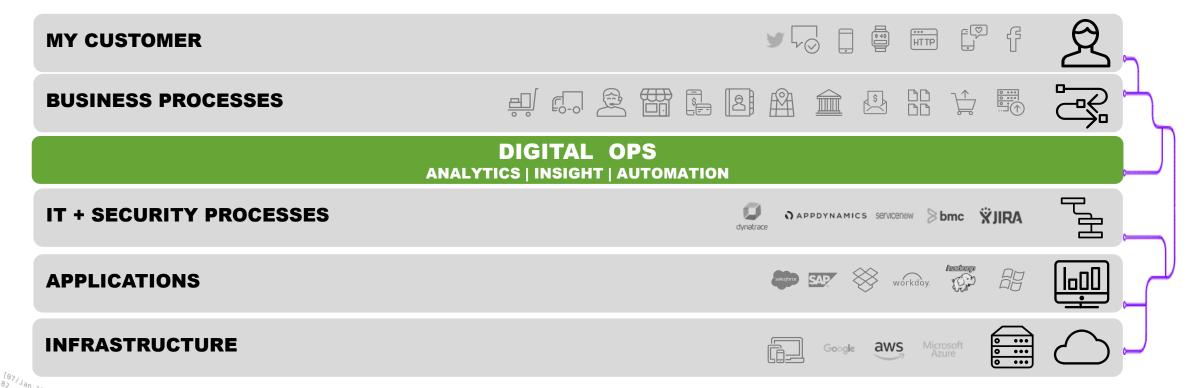
Analytics
Correlate data for real-time cross-enterprise customer and business analytics
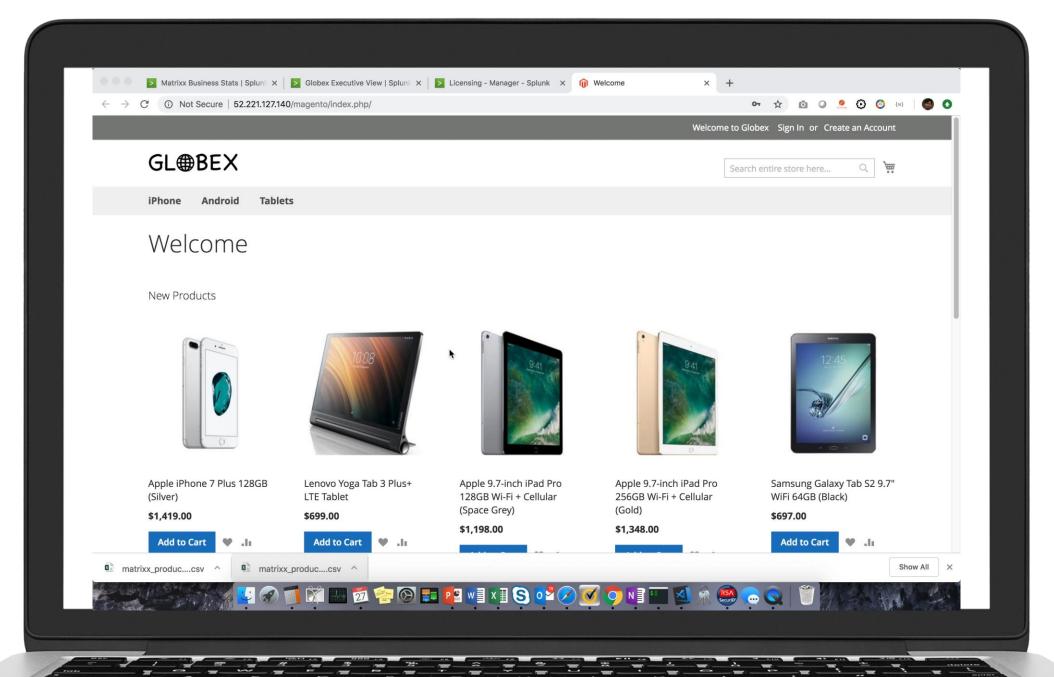
Insights
Codified insights to drive actionable optimisation

Automation
Reliable, resilient, efficient, and secure customer and business outcomes through automation

MY CUSTOMER

BUSINESS PROCESSES

DIGITAL OPS
ANALYTICS | INSIGHT | AUTOMATION

IT + SECURITY PROCESSES

dynatrace APPDYNAMICS servicenow bmc JIRA

APPLICATIONS

salesforce SAP workday. hadoop

INFRASTRUCTURE

Google aws Microsoft Azure

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Make Your Journey to Digital Ops Agile and Scalable

KEY ACTIVITIES

Execute capability assessment	Build agile backlog of additional use cases	Grow and sustain communities of practice
Identify and deliver prioritised use cases	Optimize data platform infrastructure & data on-boarding	Scale capability to provide value to additional areas throughout the organization
Establish architecture & data standards for data platform	Staff and train key team members	Establish Digital Ops as a business optimization agent
	Implement communication plans	Embed Digital Ops capabilities in new digitization initiatives
	Define and monitor business value realization framework gained to support future initiatives	

TIMELINE

◄——— ~1-2 Sprints ———►	◄——— ~1-2 Sprints ———►	◄——— ~1-2 Sprints - ongoing ———►

FOCUS

Capability assessment, set up architecture & data onboarding	Establish DevOps, implement communication plan, and extend capability to additional use cases	Embed capability across teams

1. RUN CAPABILITY ASSESSMENT AND DELIVER FIRST HIGH VALUE USE CASES	**2. ACCELERATE ANALYTICS AND INSIGHT USE CASE DELIVERY**	**3. SCALE, EMBED AND DRIVE AUTOMATION**

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Now What?

1. Make Digital Ops part of the discussion

2. Adopt and champion a Digital Ops framework for a set of common capabilities (build your own or borrow ours)

3. Baseline today's capability and start to fill in the gaps

4. Visit Accenture at Booth #Z1

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