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Showcasing the Unknown: Cox Automotive Shifts Gears & Drives Insights with Splunk IT Service Intelligence (ITSI)

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STEVEN HATCH

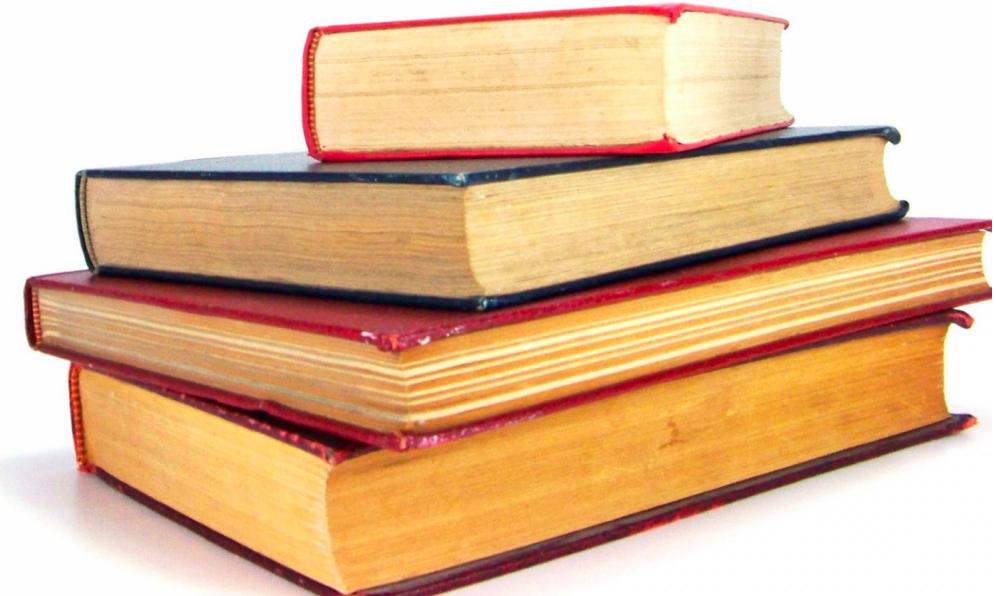
Enterprise Logging Manager
Cox Automotive



In Today's Session, You'll Learn...

Learning Objectives

- ▶ How we approach challenges with silos, inconsistent views, and incomplete data
 - ▶ How these challenges impact our business, and how they could impact yours
 - ▶ Our history and experience with Splunk and maximizing our return on our investment
 - ▶ How we used ITSI to gain powerful business insights and to showcase the “unknown”



Cox Automotive

A little bit about our business...

Cox Automotive

Transforming the way the world buys, sells and owns cars

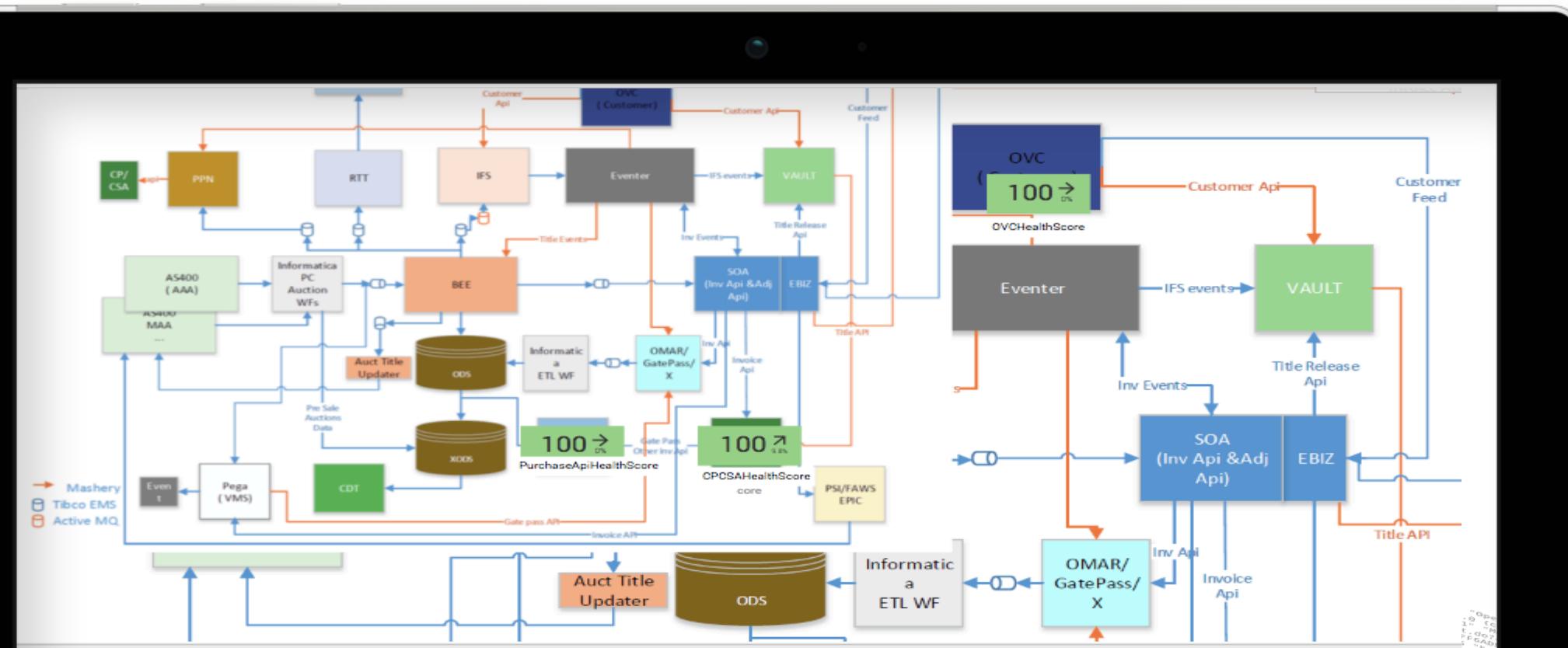
- ▶ More than 40k auto dealer clients
- ▶ Serving customers across five continents
- ▶ Strive to deliver seamless, efficient online and offline transactions
- ▶ 67% of all car buyers use Kelly Blue Book or Autotrader.com



G2G: The 1-Minute Story

Several applications several standards

- ▶ Several disparate applications
 - ▶ Multiple applications have several dependencies
 - ▶ Monitoring gaps span multiple business units



Our Challenges

Operational data

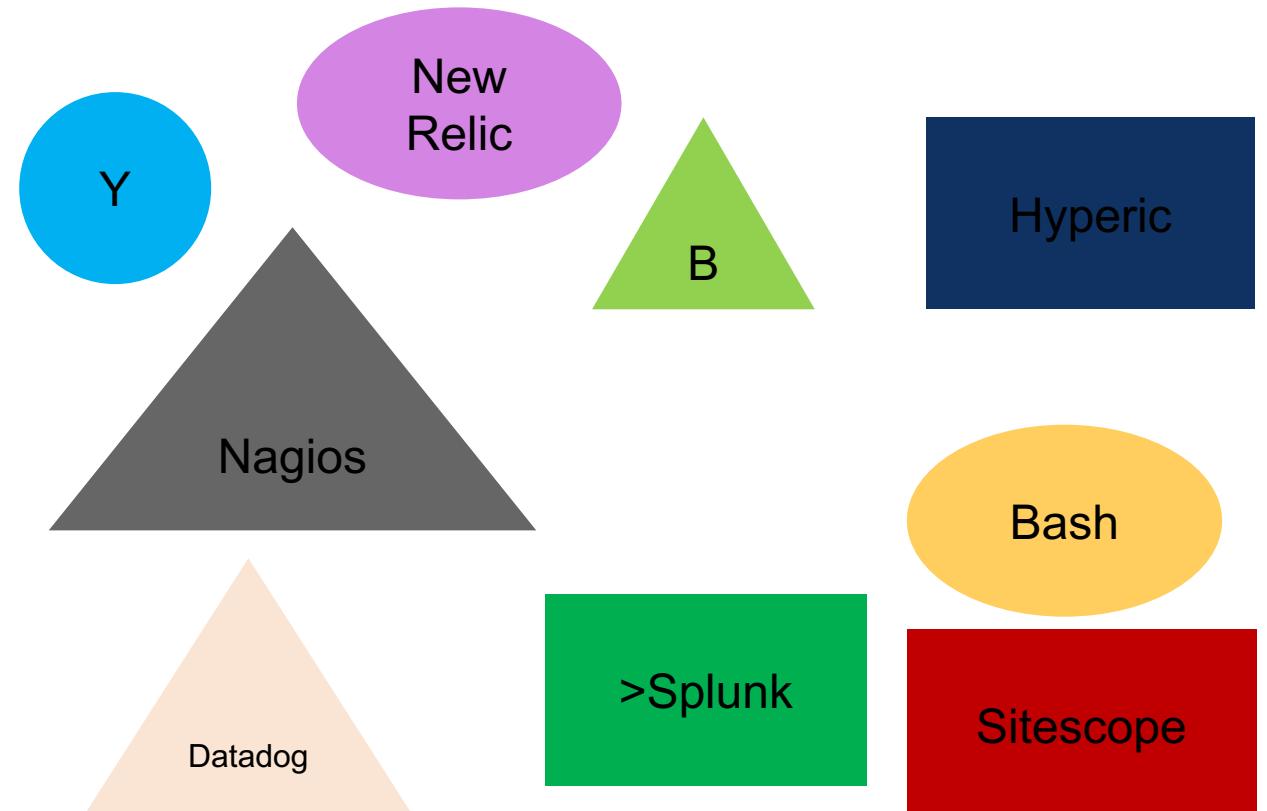


What Application(s) is the Monitoring Standard?

Which application can we not live without?

"I just got comfortable with one, now I have to start all over again?"

- ▶ Siloed Visibility
- ▶ No consistent logs
- ▶ No consistent KPIs
- ▶ Logs are noise, "as-is"
- ▶ Disjointed tools
- ▶ No Depth



Is Our Enterprise Monitoring Actually Working?

I only care about my stuff

- ▶ Too many monitoring applications variants produce several gaps or overlaps of monitoring
- ▶ Monitors that are too shallow that don't monitor the functionality of a application and possibly it's dependencies is a big miss
- ▶ Elongated MTIs impact the bottom line which of course also delays the start of MTTR
- ▶ Our auction business is very dependent on internet customers more than ever before
 - Once a proof of concept on a subset of lanes per auction is now a mandate for all lanes to facilitate online sales

Our Journey to Transformation

How we started with Splunk and what led us to explore Splunk ITSI

The Splunk Cloud Journey

So much data, need to dig out more value!!

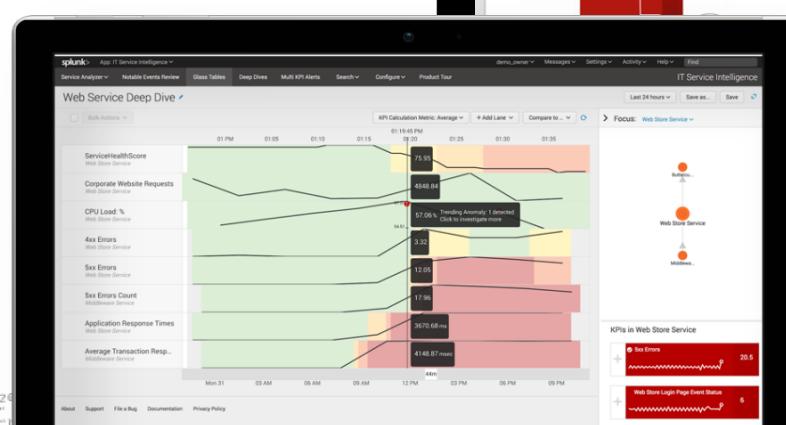
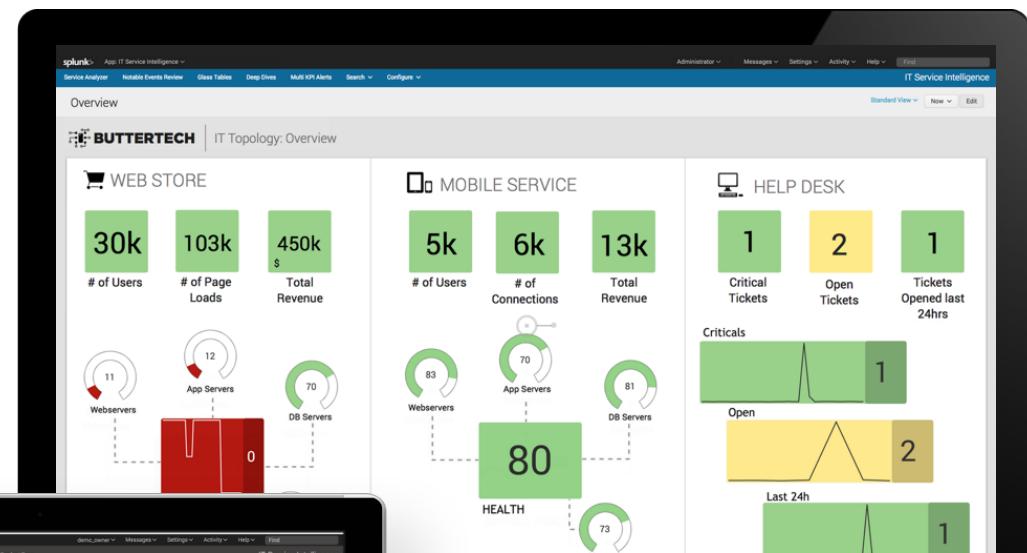
- ▶ Splunk Customer since Jan 2015
 - ▶ Current ITSI and VmWare customer
 - ▶ 6TB per day
 - ▶ 300K Searches per day
 - ▶ 300 Average Daily users
 - ▶ What is in Splunk Cloud now for G2G
 - Network
 - Platform Data
 - Virtualization
 - Windows/Linux

“Great! Where is it? How do I correlate against my app(s)?”

... said every business leader

Why Splunk ITSI?

- ▶ Static or hardcoded thresholds were challenging
- ▶ ITSI and ML gives us flexibility and adaptive thresholding
- ▶ Some key features of ITSI
 - Services
 - Runscope integration
 - New Relic Integration
 - Visuals
 - Deep Dives



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Cox Automotive



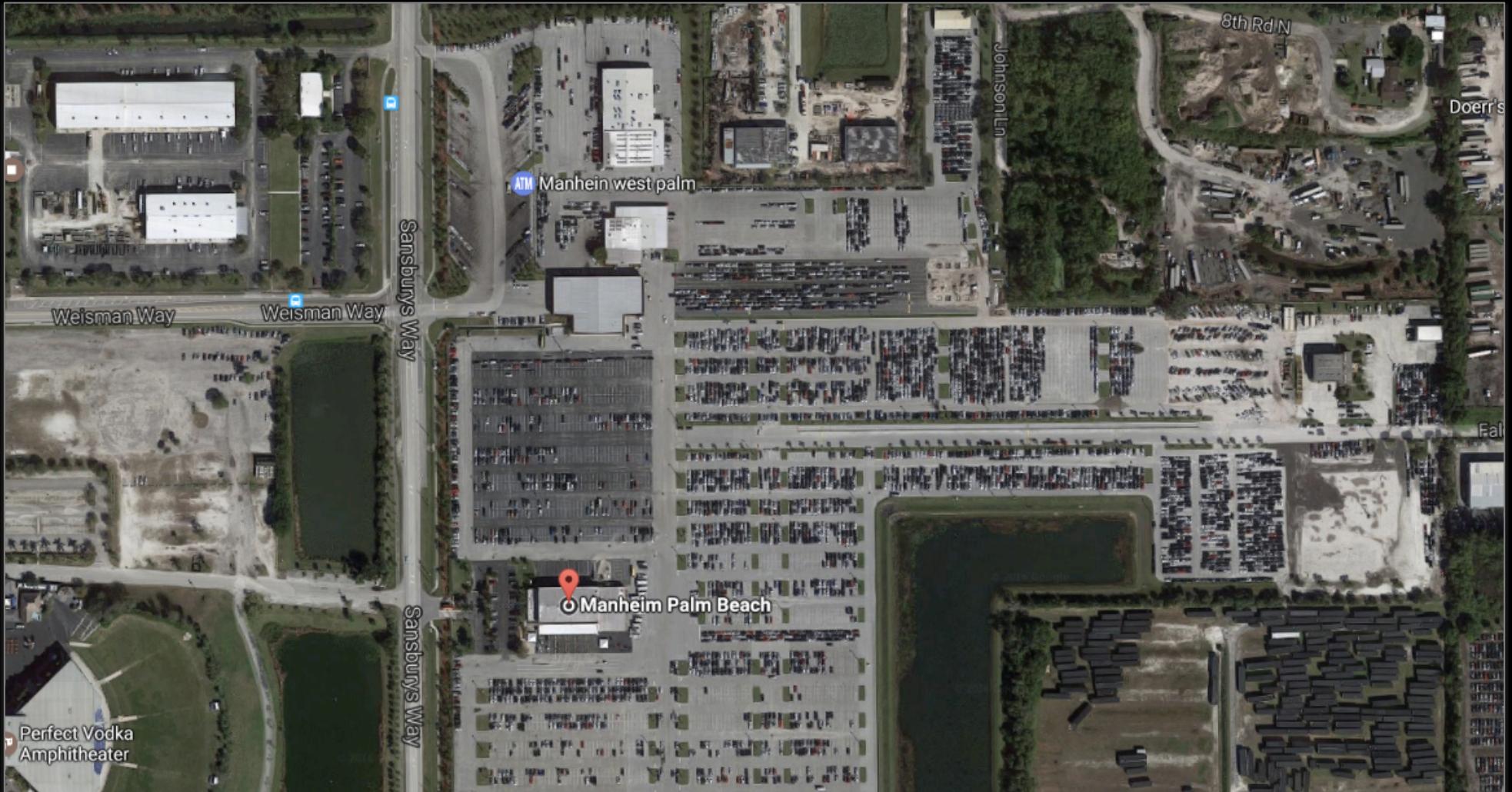
Showcasing the Unknown

Pinpoint Data Story



Manheim Auto Auction

West Palm Beach Location



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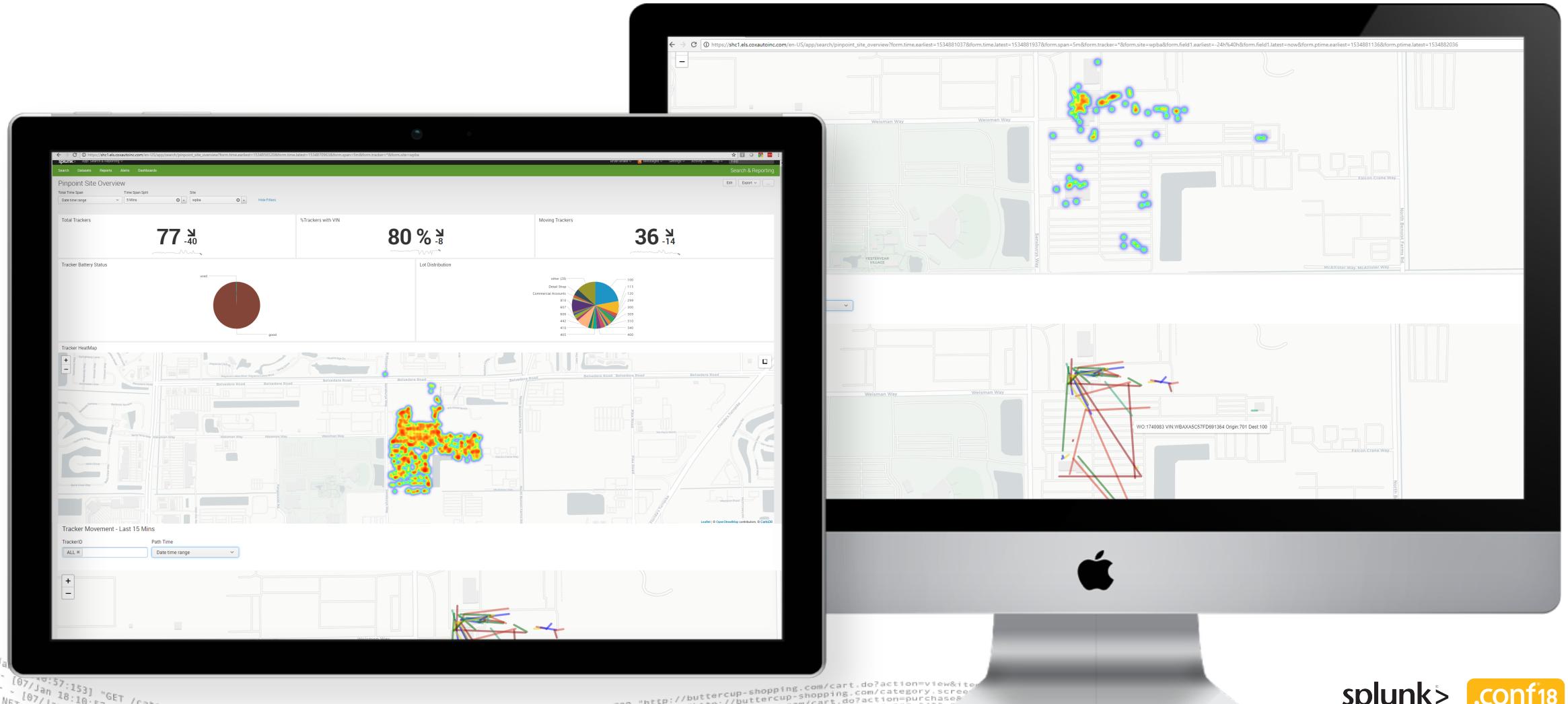
One Powerful Glass Table Showcases All KPIs

We gave them what they needed, and so much more!



But Wait...There's More!

We still have our powerful Splunk Dashboards!

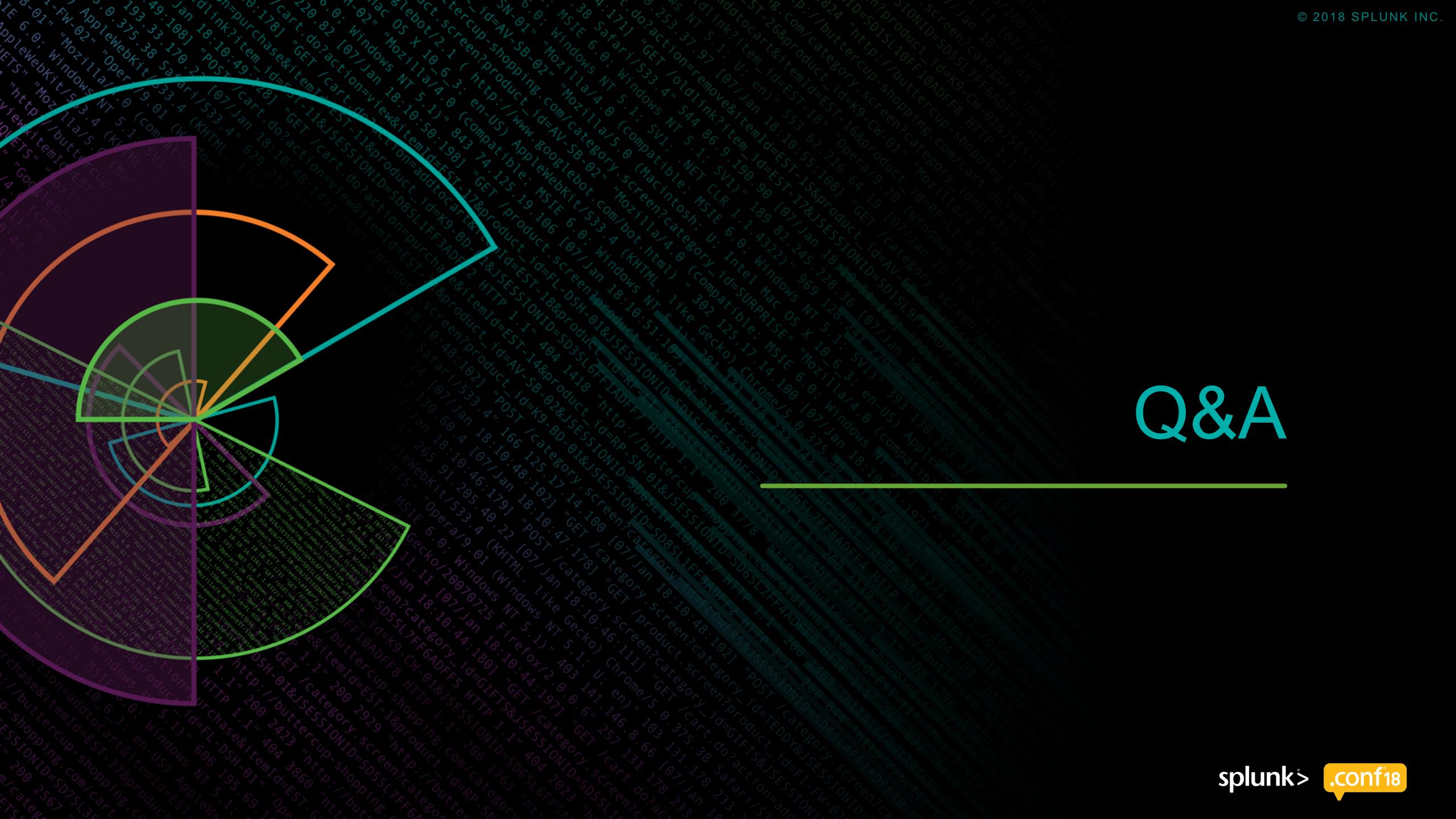


Key Takeaways

Just A Few Parting
Words Of Wisdom...

1. Use the top down approach with KPI discovery
2. Go after the things that matter
3. Let the unknown surprise you

Q&A



Thank You

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