

# 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, GPS, and more
- It's dynamic, constantly changing, and located everywhere: on-premise 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

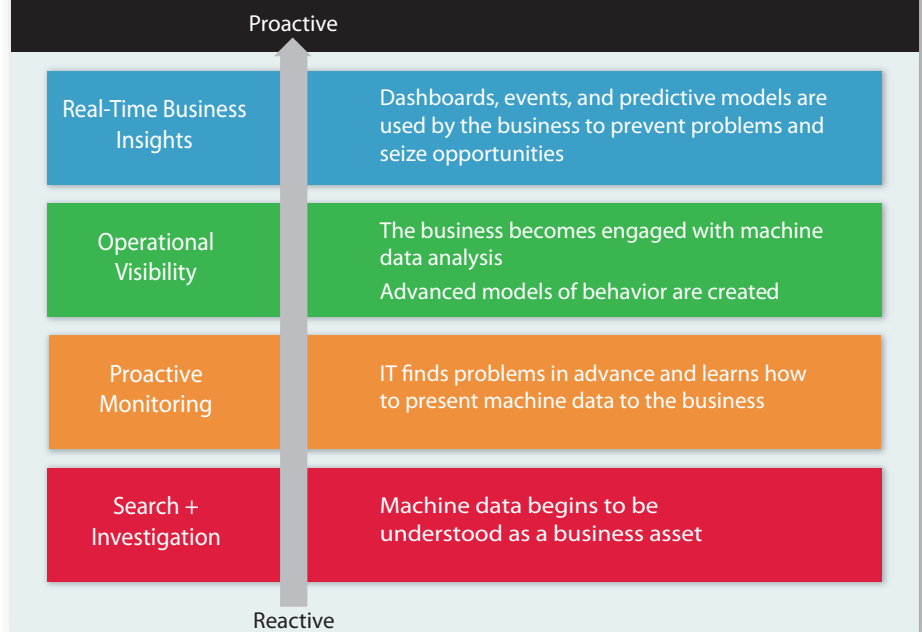
## Mine the Data Archive

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



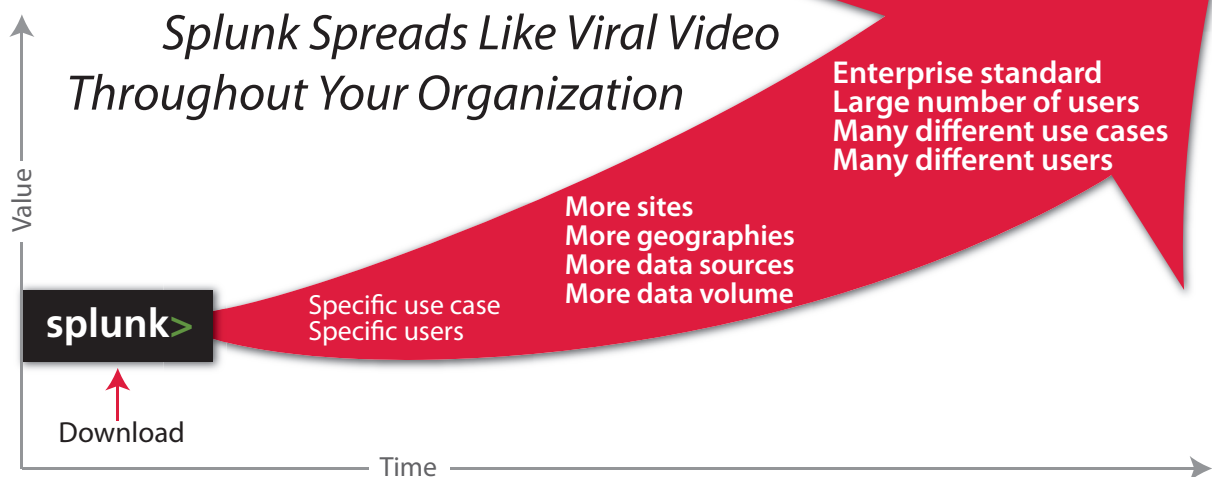
## IT Leads the Way

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



## 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.

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