



# How MSPs Scale High-Value, Repeatable Managed Observability Solutions with Splunk

Modern business requires always-on digital experiences. Performance and reliability across the IT estate — from infrastructure to applications — can affect business outcomes. As IT environments grow more complex and cloud adoption accelerates, organizations increasingly rely on managed service providers (MSPs) to help ensure consistent performance and user experience.

This reality holds great opportunity for MSPs to introduce high-value, premium service tiers and solutions powered by Splunk Observability. It can monitor and troubleshoot across any environment, stack, and network, including AI infrastructure. Create managed solutions products with Splunk Observability to help your customers achieve deep

system visibility, proactive issue mitigation, and measurable business outcomes like improved uptime, faster resolution times, and better digital experiences.

To stand out in the marketplace, move from reactive monitoring to proactive service delivery. With Splunk as the observability platform backing your managed service offerings, you can scale efficiently, standardize delivery, and support consistent outcomes.

Splunk has been named a **Leader in the Gartner® Magic Quadrant™** for Observability Platforms for three consecutive years.

## Challenge

## Why monitoring is not enough

It's no secret that organizations are drowning in data but starving for insight. Why? Data is fragmented across logs, metrics, traces, and events — and often across multiple tools. This makes it difficult to correlate issues, identify root causes, or see the business impact of performance problems.

Deliver observability solutions that help advance your clients' digital maturity and resilience. Offering tiered observability solutions not only differentiates your MSP in a crowded market but also provides a scalable framework for increasing recurring revenue and deepening long-term client loyalty.

## Solution

## Managed observability, delivered with Splunk

When you include Splunk Observability in your MSP portfolio, you can offer services that reduce complexity, accelerate troubleshooting, and proactively mitigate disruptions for clients. Splunk brings data together across infrastructure, applications, and user experience for complete visibility into performance problems and their root causes and business impact — enabling your team to resolve customers' issues faster.

Building your managed observability solution with Splunk also supports repeatable service models through standardized and customizable delivery approaches. This allows MSPs to scale cost effectively while supporting customers of different sizes, industries, and maturity levels.

Splunk and Cisco support your expansion into full-stack observability, creating new recurring revenue opportunities as customer needs evolve. Built-in integrations and flexible deployment options further support faster onboarding of new customers and consistent delivery across hybrid and multicloud environments.



## Transform managed services into premium observability offerings

Splunk can help differentiate your managed services portfolio in the market and offer higher-value, outcome-driven service tiers. Specialized observability products align your managed services portfolio with specific client needs — moving you from just another technical vendor to a strategic business partner.

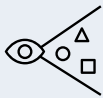
Here are some of the service packages you can offer customers:



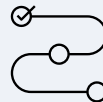
**Digital experience monitoring (DEM):** Offer a premium tier focused on real-user monitoring (RUM). Analyze web and mobile journeys to help identify and resolve friction points that lead to cart abandonment, directly protecting clients' top-line revenue.



**Predictive performance optimization:** Shift clients from a reactive break-fix model to a proactive, resilient approach. Use predictive analytics from Splunk to identify resource bottlenecks before they impact operations, positioning your team as a partner in your clients' growth and stability.



**Unified hybrid-cloud visibility:** Simplify the complexity of multicloud environments. Offer your clients unified visibility across cloud and on-premises infrastructures, reducing the operational overhead of managing fragmented, siloed tools.

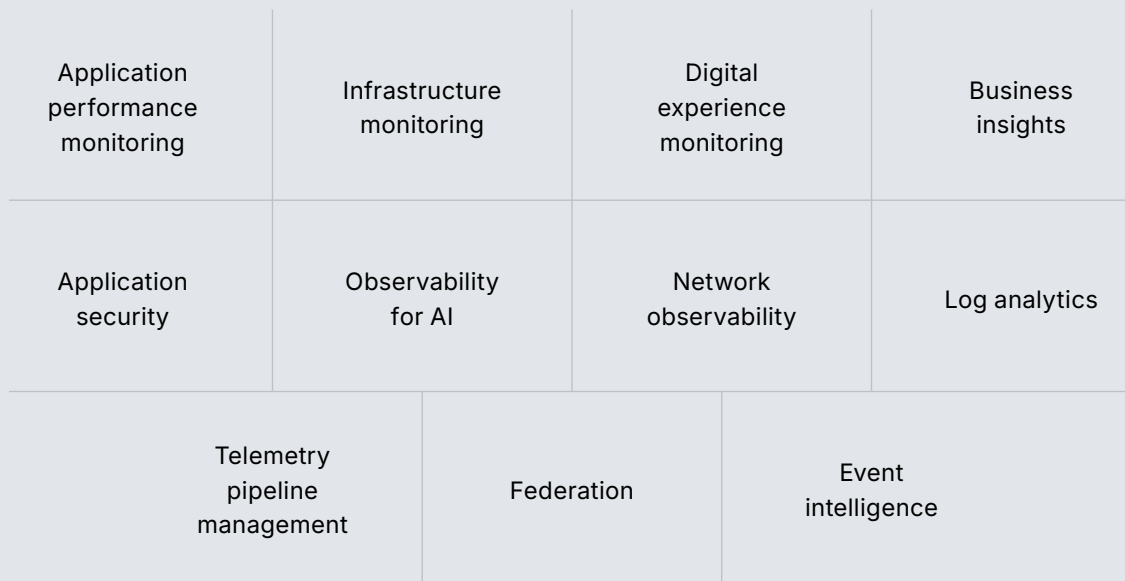


**Business KPI dashboarding:** Bridge the gap between IT and the C-suite. Build custom, client-facing dashboards that map technical metrics to business KPIs, such as "revenue per minute" or "successful transactions." This makes your value immediately visible to business leaders, reinforcing the clear ROI of your services.

# Unified observability from Cisco

## Build a leading observability practice in the agentic era

### Splunk Observability



### Cisco Data Fabric

Powered by the Splunk Platform

## Build scalable managed observability services with Splunk

As customer demand and threats accelerate, MSPs are evolving. Splunk helps MSPs standardize observability delivery, reduce operational complexity, and unlock new, high-value managed solution offerings that drive recurring revenue and differentiation.

Join organizations worldwide that trust Splunk to power their managed observability capabilities and fuel business growth. Visit [our partner page](#) for more details.



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