Building the Interconnected Enterprise Together
In a rapidly digitizing world, customer loyalty is only as strong as the quality of experiences you deliver. A slow application might as well be a broken application and the competition is always just one small click away.

In this landscape, the speed of software delivery and operations (SDO) can define the difference between success and failure.

Compare the SDO dashboards of a digital-native high-performer and a company struggling to keep pace.
As you continue to accelerate the velocity of your SDO and evolve your own IT infrastructure, it will be critical to build an interconnected enterprise that allows you to manage complex and fast-evolving microservices, elastic and ephemeral infrastructure, and a culture of observability where troubleshooting is a team sport. As your partner in infrastructure investigation and monitoring, and now observability, Splunk is here to help you make sure you have all the data you need, when you want it.

Key Enabler: Observability

Observability isn’t a substitute for monitoring; they work together. But it’s nearly impossible to have effective monitoring without a culture of observability.

Observability as a culture is the degree to which a team or company values the ability to inspect and understand systems, their workload and their behavior. Companies that have a strong observability culture often have observability teams, although they may not be named as such.

The Value of Observability
- Improving uptime and performance
- Understanding your systems and customers
- Improved problem-solving and root cause analysis
- Powering more useful incident reviews
- Improved organizational efficiency and productivity
- Planning, optimization and development

We believe that there are three keys to unlocking an interconnected, cloud-native future:

1. Enterprise Production-Ready: Observability that’s built for the enterprise and battle-tested in countless real-world scenarios.

2. Unified Tool Orchestration: An elimination of vendor sprawl that provides a single source of truth for everyone in the business.

3. Future-Proofed Observability on Open Standards: Monitoring, troubleshooting, investigation with speed, full-fidelity, rich analytics built on a foundation of open standards.

“To deliver the digital experience necessary to remain competitive, enterprises... must go beyond infrastructure and make their digital business observable.”

– Gartner

The business benefits are clear:

- World class customer experiences
- Successful digital transformation strategies and initiatives
- Improved, interconnected enterprise outcomes between business, operations and dev teams

The shift to cloud-native application development from traditional bespoke application development leads to a 30–40% increase in productivity, a reduction in time to market from quarterly to daily, and flips the change versus run ratio from 30:70 to 70:30

Source: McKinsey
Where You Are, Where You’re Going

A “cloud migration” is an apt descriptor for many enterprises. Scores of applications are at different stages of evolution as enterprises move from hybrid cloud and multicloud toward cloud-native architecture with loosely coupled microservices and serverless functions leveraging Kubernetes-orchestrated containers.

The Rocky Road to Digital Transformation

The ever-evolving complexity gap

Enterprises at any stage of cloud adoption can find themselves stalled by complexity issues that prevent them from realizing the full benefits of modern IT infrastructure. According to McKinsey, only 14 percent of companies launching digital transformations have seen “sustained and material performance improvements.”

In a Deloitte survey of C-suite executives, 47% said cloud complexity will have the most negative impact on cloud computing’s ROI over the next five years.

In a recent survey, 451 Research found that of respondents, 83% are either actively seeking new monitoring services or have plans to expand or improve their approaches to monitoring.

The need for speed

Since containers allow developers to collaborate quickly, efficiently, and with unprecedented interoperability, a container-based infrastructure represents the future of the interconnected enterprise. By design, containers are ephemeral and dynamic, which creates a need for faster and more scalable monitoring tools.

Observability: The Evolution of Monitoring

Monitoring is about looking out for the threats you know about. Observability is about keeping watch for unexpected failures from unexpected places. Put another way, monitoring tells you what happened and observability explains why something happened.

What’s Required for Observability:

1. All the data about your environment at full fidelity and without sampling.
2. A real-time, scalable telemetry engine to process the data as it comes in and produce insights instantly.

The struggle with silos and tool sprawl

Disparate technologies create partitions or silos, inside organizations that stifle innovation and spawn competing strategies when alignment is what’s needed to drive the business forward. Customer experiences suffer when teams aren’t looking at systems through a single pane of glass.

Gartner identifies tool sprawl as the number one technology mistake made by ITOM leaders.
Cloud-Native Nirvana

The truth is, there is no permanent state of nirvana in IT. It’s always evolving and IT leaders need to make the decisions based on their best understanding of where IT and their respective industries are headed. It’s clear that customers expect seamless, glitchless application performance and cloud-native application development makes this all possible.

The payoff of the cloud-native, interconnected enterprise is superior customer experiences, real digital transformation, performance at scale across environments, consolidated tools, coordinated teams, and developers freed from managing infrastructure and able to focus on building applications that yield better business results.

Enter Splunk:
The Data-to-Everything Platform

The speed you need
At the heart of the interconnected enterprise is a multicloud environment. Monitoring a multicloud environment requires a single platform that offers deep insight, breaks down operational silos, and empowers teams to detect, respond to, and resolve problems quickly.

Scale into tomorrow
With Splunk Infrastructure Monitoring the interconnected enterprise has best-in-class monitoring and troubleshooting with true platform flexibility, paving the way forward for a cloud-first architecture based on containers, microservices and serverless functions.

Analytics for the Enterprise
The interconnected enterprise needs battle-tested monitoring and troubleshooting tools that can scale to any size and offer the real-time analytics teams managing distributed systems need to fix problems and provide the business with actionable intelligence before customers and the business are impacted.

Cloudreach: A Mini Case Study

Challenge
Cloudreach, a global cloud software and services provider, manages and operates cloud environments for hundreds of global brands through a combination of software, services, and third-party applications.

But existing monitoring tools didn’t cover application or business metrics. Cloudreach couldn’t accurately see their client’s environments. The consequences of this fractured view included:

- Long sample rates didn’t provide an accurate view into performance
- Limited ability to tune alerts
- No visibility into traces

Solution
Cloudreach opted to standardize on Splunk’s Infrastructure Monitoring and Microservices APM™ solutions.

Results
Cloudreach can now understand and quickly respond in real-time to issues across its clients’ infrastructure and applications layers. And observability allows Cloudreach to accelerate digital transformation across its customer base.
As you accelerate the pace of your digital transformation, move workloads to the cloud, refactor existing applications, and build new, cloud-native applications, Splunk is here to help you navigate today’s highly dynamic landscape. Splunk Infrastructure Monitoring provides the tools you need to avoid the steep price of downtime and deliver superior customer experiences.