Splunk for Application Management

Resolve problems faster. Gain end-to-end visibility across all components of your application environment. Use IT operational data to get unprecedented business insights.

Traditional Approaches Fall Short in Today's Complex Environments

Traditional application management approaches are ill-prepared to handle the increasing complexity of today's IT environments. The rise of virtualization, SOA and DevOps methods have led to multi-layered, complex, siloed application environments—pushing established monitoring methods beyond their limits. Application management can fall short due to several challenges, including:

- Tools rely on summarized data and cannot drill down into granular source data, leading to incomplete analysis and longer problem-resolution times

- Point solutions cannot link events or transactions spanning the diverse components that make up an application or business service

- Developers are often unable to troubleshoot data in restricted-access production systems

- Data retention for historical trending, pattern detection and analysis is limited or non-existent.

- Data monitoring is limited or incomplete and does not account for the overall service—as a result it is usually considered unusable by business users

A New Approach

Splunk Enterprise is the scalable and versatile data engine for IT with a unique approach to solving difficult problems in complex application environments. Splunk can collect, index and harness the power of all your machine-generated data across the components of your large scale, multi-tiered application infrastructure.

Splunk allows you to make machine data from all components of your enterprise applications usable, from a single place, without complex parsers or adapters.

Splunk provides access to your data, allowing you to find and fix issues fast, with rapid drill down into source data, across every type of application including SOA and composite architectures, packaged applications, web services, databases, .NET or Java applications, middleware and transaction processing systems. Splunk customers routinely see MTTR/MTTI improvements of 60-80%—translating to less downtime and higher service levels.

Collect, index and correlate machine data across tiers of your environment including data from applications, servers, network devices, virtualization layers and operating systems. Splunk's powerful search language and statistical analysis capabilities link events or transactions across technology tiers allowing you to understand real service levels, detect

anomalies and deliver true service-level reporting. Splunk customers gain the ability to trace transactions across a heterogeneous infrastructure in seconds rather than hours or days.

Set up highly granular role based access controls to allow access to production logs, metrics and configurations without access to production systems. Splunk lets you empower front line staff to instantly find answers to routine questions and significantly reduce escalations. Provide developers central, secure, self-service access to production logs for faster problem-resolution, without having to access individual devices.

Proactively monitor and alert for previously identified causes of outages or performance issues across different components and make complex linkages in real time to avoid downtime.

Splunk's powerful visualization capabilities give you real-time views and custom dashboards, highlighting key application performance and availability metrics. Splunk also allows you to integrate non-IT data for additional analysis. The flexibility of Splunk lets you access untapped operational data, enabling more informed decision making for IT and the business.

Better Application Management

Reduce Downtime or Avoid it Altogether

Complex distributed applications introduce many points of failure. Problems are hard to find and fix, delaying incident response and creating costly escalations. Application developers and administrators don't have direct access to the machine data they need. The resulting downtime impacts operations, revenues and employee productivity. Splunk provides access to all your data, allowing you quickly fix problems, with rapid drill down into source data, across your infrastructure and applications. Splunk customers routinely experience dramatically less downtime with MTTR/MTTI improvements of 60-80%.
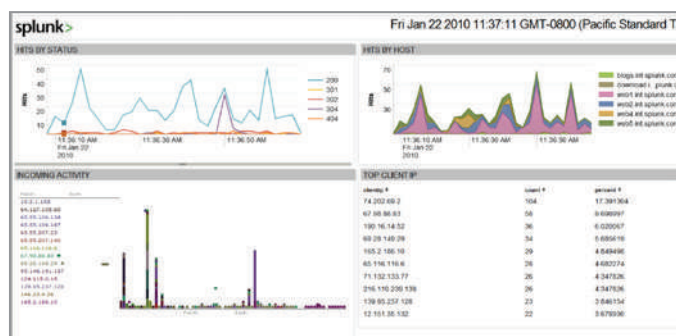
Achieve unprecedented operational insights with Splunk.

"Macy's.com stayed up for the 1st time in 6 years this season. Splunk helps us zero in on problems in seconds. Our MTTR has improved by 5x."
Camille Bali, Infrastructure Architecture Team, Macy's

Empower People, Reduce Escalations

Tier 1 service desk professionals are the first to know when there is an issue, but existing tools provide them limited information to diagnose and pinpoint root cause. Splunk lets you empower your service desk with secure access to pertinent data from across all tiers of your infrastructure, reducing escalations by up to 90%. The Splunk customizable interface and integration with Active Directory allows role-based access to support professionals as well as developers, enabling a faster root cause analysis and resolution while still maintaining compliance.

"Splunk reduced our escalations by 90% and our problem resolution time by 67%."
Paulo Carvalho, Director Operations, Vodafone

End-to-end Visibility

Modern day applications span many software and hardware infrastructure components. Tracing business transactions from end-to-end can be complex because of shared interoperable application components. The powerful Splunk search language flexibly links together transactions across various elements, enabling complete visibility and control over operations.

Splunk consolidates logs and other machine data such as SNMP traps, events, messages and configuration changes from disparate systems into a single view, providing end-to-end visibility across transactions in a single view.

"It used to take hours, even days to track transactions. Now our Tier 1 support can respond to inquiries in seconds, while the customer is still on the phone."
Pete Elhke, Architecture Team, Pegasus Solutions

Proactive Monitoring and Alerting

Recurring performance or availability issues can be anticipated before they impact the business with proactive monitoring and alerting. When you combine Splunk visibility across the different layers of your infrastructure with real-time monitoring, you can anticipate issues even before the customer calls. Splunk monitors transactions from end-to-end, watching for failures or bottlenecks between systems within each transaction, triggering alerts when specified service levels are not met.

"Splunk helps us to be smarter about our systems, predicting behaviors and addressing issues before they cause outages, errors - or customer complaints."
Flavio Mercato, Solutions Architect, Snap-On Tools

Business Metrics Reporting and Dashboards

Traditional management tools provide component-level reporting and metrics, which may not make sense to business users. With the Splunk end-to-end monitoring capabilities, and its ability to integrate data from non-IT sources, users can measure service levels in real time and provide easy-to-build reports/dashboards with a view that make sense to business users.

"Splunk dashboards provide both the up-to-the-minute and long-term trending data that our business users need to make decisions that impact revenue."
Director of Production Engineering, edmunds.com

Visibility Across the Virtualization Stack

Since virtualized applications are not pinned down to a particular piece of hardware, it is harder to troubleshoot issues across physical and virtual components. Hypervisors also make it difficult to diagnose when issues are related to the hardware, OS, applications or problems at the virtualization layer.

Splunk provides visibility across the dynamic virtual stack. Search and correlate events across virtual and physical components from one place, allowing for a true understanding of interdependencies. Splunk brings it all together for root cause analysis and complete end-to-end visibility.

"Splunk delivers critical visibility of our virtual infrastructure, helping diagnose when things go wrong!"
Joseph Rinckey, VMware Systems Engineer
Leading Managed Healthcare Provider

Free Download

Download Splunk for free. You'll get a Splunk Enterprise license for 60 days and you can index up to 500 megabytes of data per day. After 60 days, or anytime before then, you can convert to a perpetual Free license or purchase an Enterprise license by contacting sales@splunk.com.

splunk> listen to your data™

CONSIST Group
www.consist.co.il
info@consist.co.il
03-9204111