AppDynamics and Splunk – A Better Together Story

Ori Broit – Director of Product Marketing, Splunk

PSOOBS-1904

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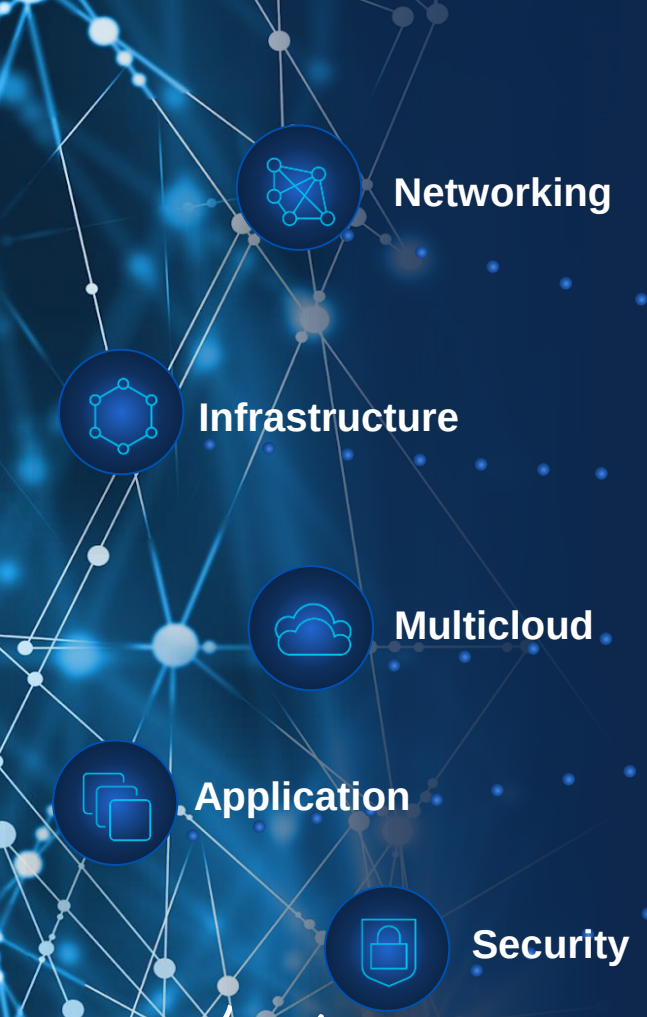
Agenda

- Background
- Vision
- Integration Strategy
- Conclusion

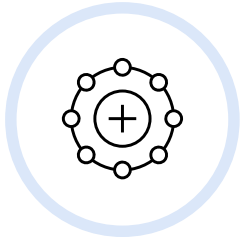
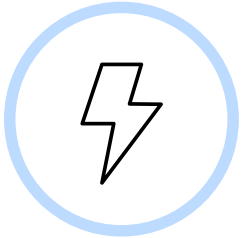
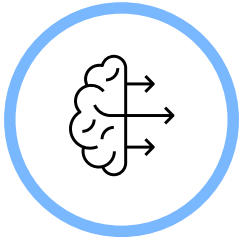
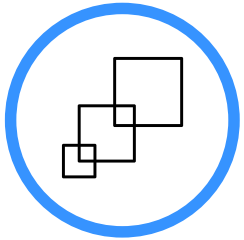


Full-Stack Observability

Business context and comprehensive real-time insights

We Continue to Innovate with AppDynamics

Areas of focus and recent releases

Simplified Onboarding	Faster MTTR, MTTD	Scale, Perf, Compliance	Multi-domain troubleshooting	Product Integrations
				
Smart Agent to manage agent lifecycle	E2E views of AppD and Otel instrumented services	2x APM + machine agent registrations	Monitor AI features and correlate to APM	Log Observer Connect

Investments across on-premises and SaaS

Cisco is Committed to Splunk and AppDynamics' Success

Cisco Closes $28 Billion Acquisition of Splunk, Betting Big on AI

Cisco and cybersecurity and analytics company Splunk will use generative AI to simplify complex tools so that non-technical people can use them

By Steven Rosenbush Follow

March 18, 2024 5:15 pm ET

https://www.wsj.com/articles/cisco-closes-28-billion-acquisition-of-splunk-betting-big-on-ai-836b6560

"Our job is not to screw up": Cisco CEO Chuck Robbins vows to make Splunk 'better' following acquisition

News By Rory Bathgate published June 13, 2024

ITPro, June 13, 2024

Casey said within the first 120 days, Splunk had delivered new integrations between AppDynamics, Splunk Observability Cloud and the core Splunk platform, along with Splunk IT service intelligence.

https://www.computerweekly.com/news/366611952/Splunk-and-Cisco-integration-moving-apace

May 17, 2024 - Real-time IDC Research® opinion on industry news, trends and events

Cisco Appoints Gary Steele as New Sales Lead to Drive Growth and Innovation

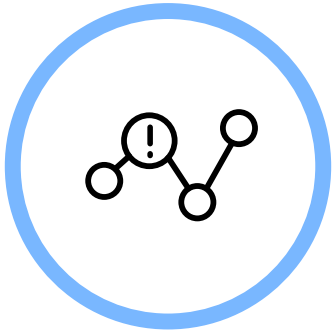
By: Chris Barnard, Len Padilla, Leslie Rosenberg

https://www.idc.com/getdoc.jsp?containerId=IcUS52171224

Our Vision for Splunk Observability

Provide visibility and insights across your **entire digital footprint**

Complete business visibility
across *any* environment and *any* stack



Earlier detection & faster investigation
of business-impacting issues

Better control
of your data and costs

Our Vision for Splunk Observability

Provide visibility and insights across your **entire digital footprint**

Delivered through a unified platform

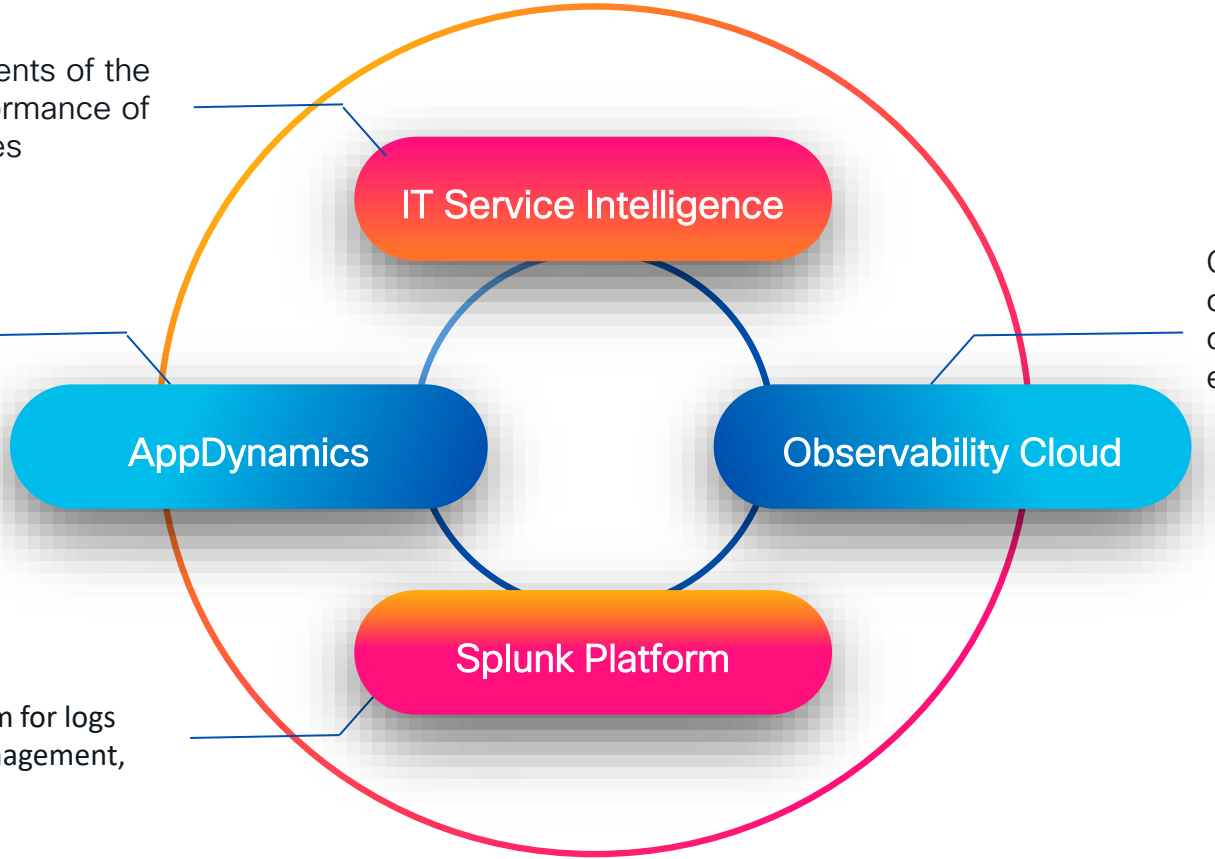
Encompasses *all* applications, traditional, hybrid, and cloud-native

Understands the health of the entire estate, including your Cisco portfolio

Supported, maintained, and developed by Splunk, a Cisco Company

Components of Splunk Observability

Ties all components of the IT stack to performance of business services

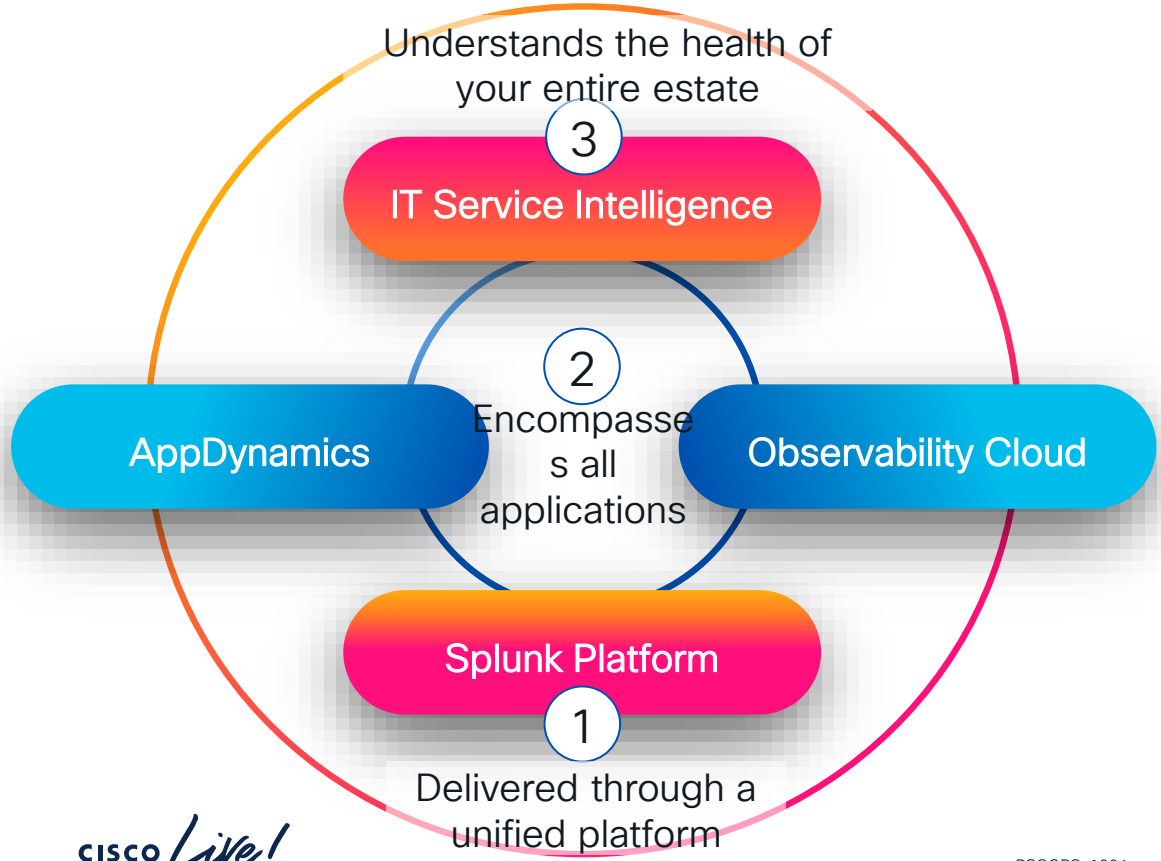


Observability optimized for 3-tier / n-tier and self managed environments

Observability optimized for cloud-native environments

Underlying platform for logs analytics, data management, and identity

Integration Strategy

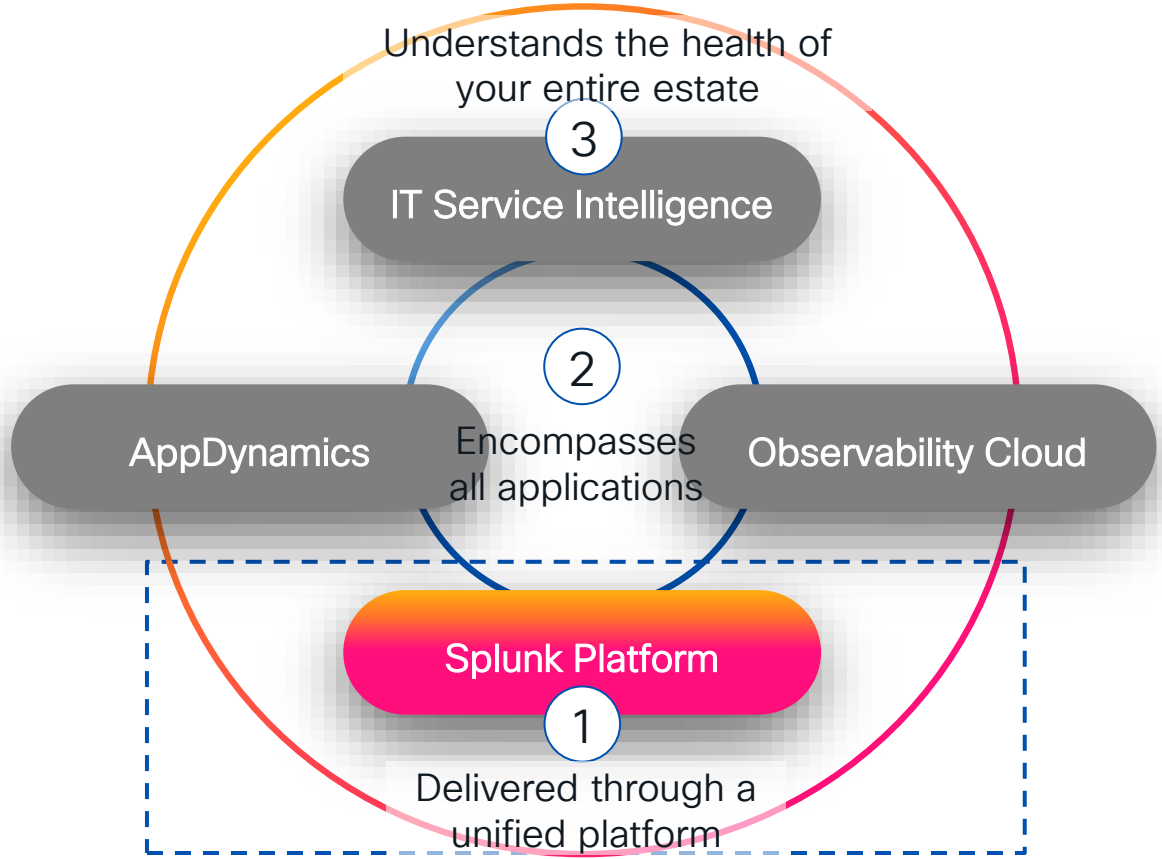


1. Splunk Platform unifying logs, data management, and identity for AppDynamics and Observability Cloud

2. AppDynamics and Observability Cloud as part of a single product experience for monitoring all applications

3. ITSI with AppDynamics, Observability Cloud, and the Cisco portfolio, to provide a cross domain view of service health

Integration Strategy



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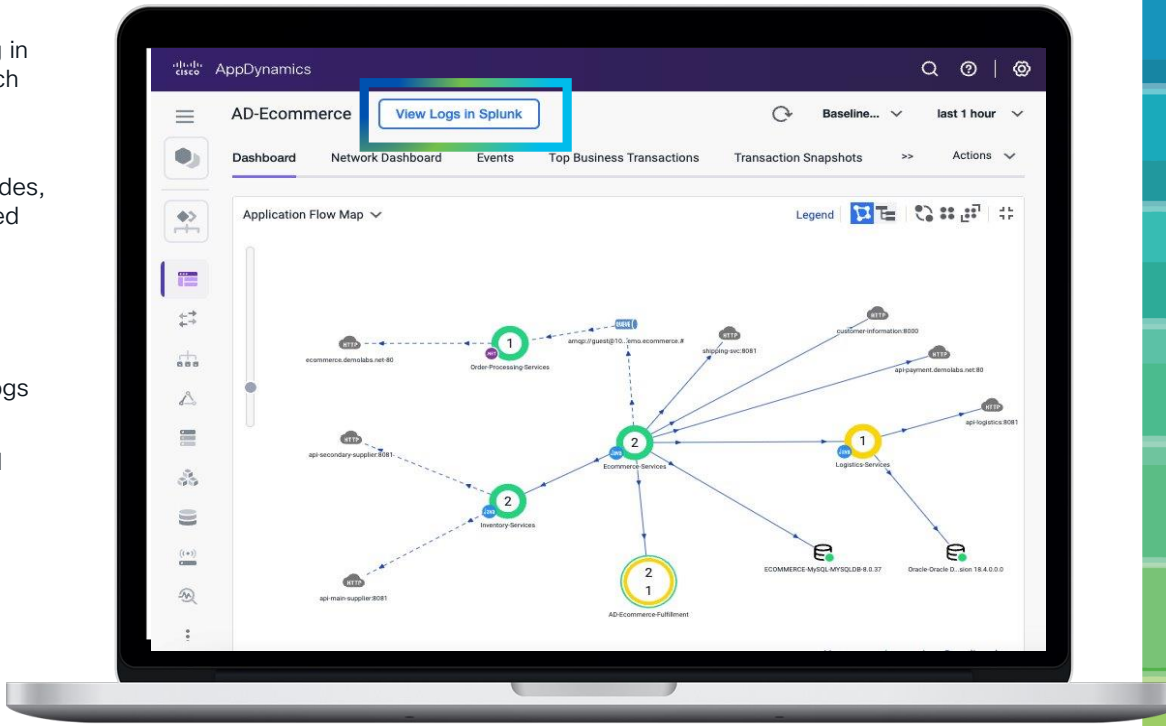
Delivered Through a Unified Platform

Recently Released

- Observability Cloud real-time metrics charting in Splunk Cloud, related content in Splunk search and reporting
- Maintain troubleshooting context while transitioning from AppD applications, tiers, nodes, business transactions, and snapshots to related logs in Splunk Cloud Platform
- AppD / Splunk Cloud single sign on, Unified identity Observability Cloud / Splunk Cloud

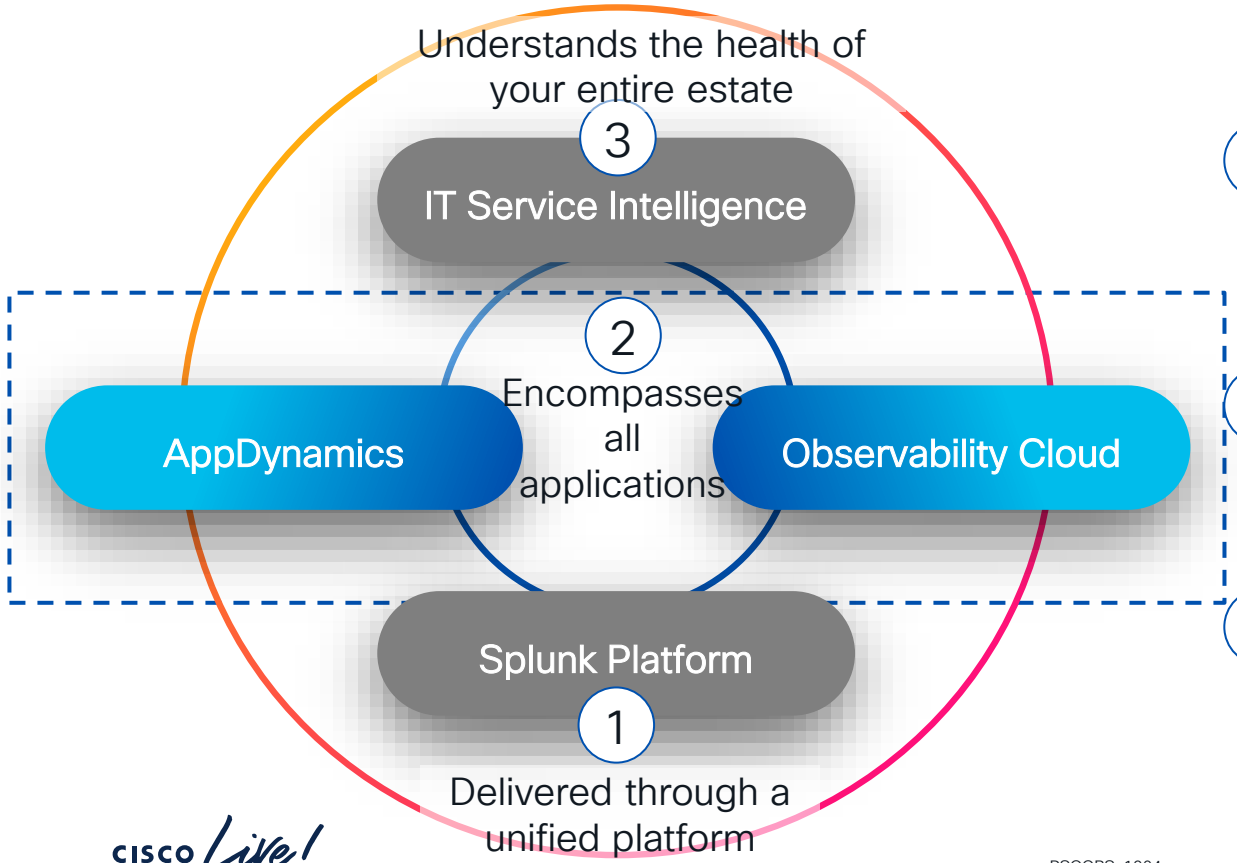
Roadmap

- Maintain troubleshooting context for related logs from AppD to Splunk Enterprise
- Unified identity across AppD, O11y Cloud and Splunk Platform
- Manage users/roles across multiple Splunk Observability orgs in Splunk Cloud
- Investigate logs “in-context” directly in AppDynamics
- SPL access to Observability data / content in Splunk dashboards
- Centralized alert management



Recently released “View Logs in Splunk”

Integration Strategy



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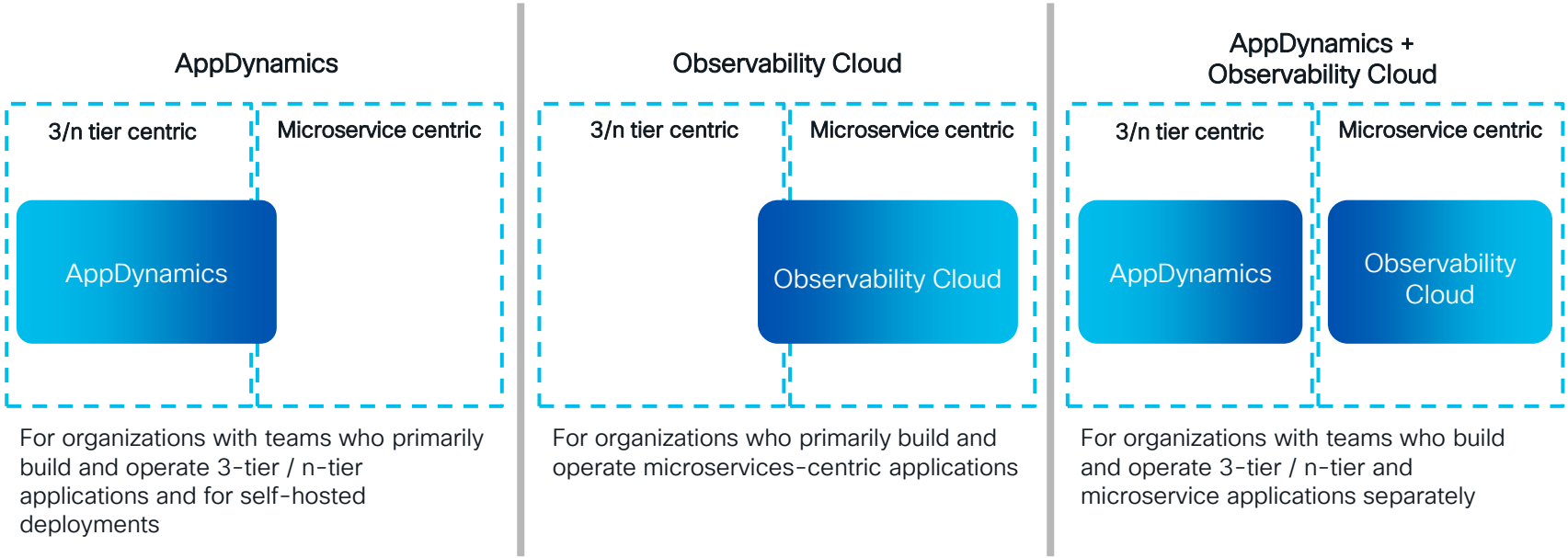
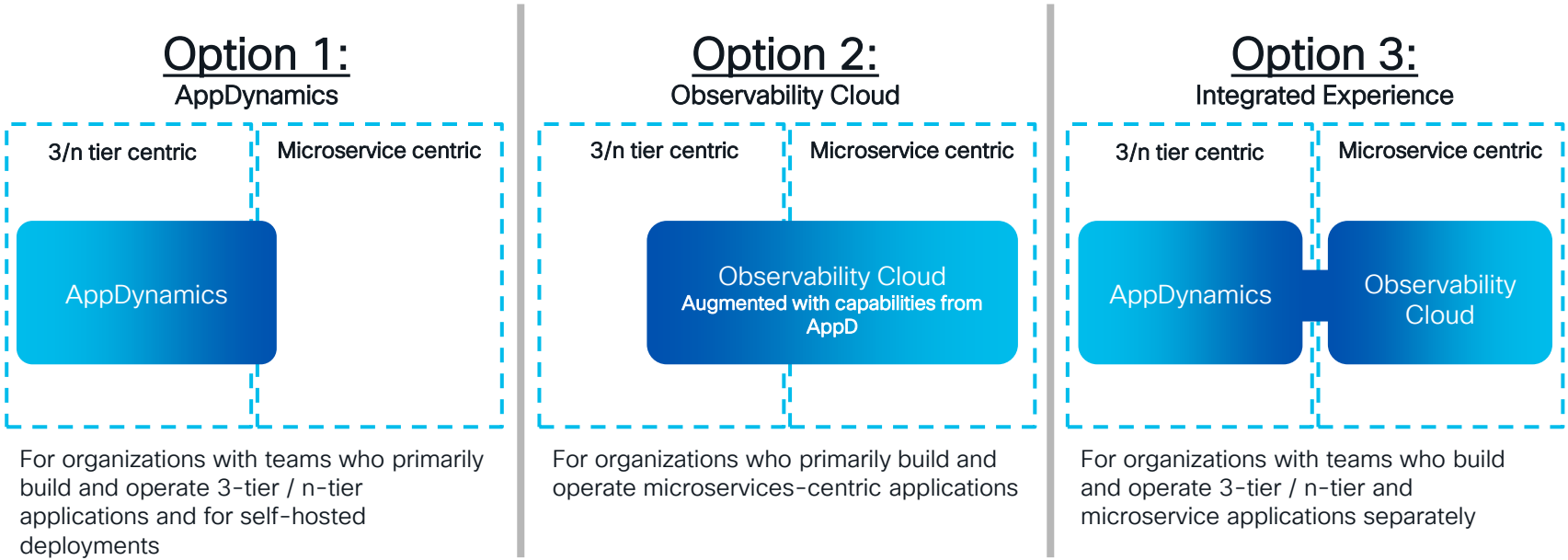
Today: AppDynamics And Observability Cloud

Best-of-breed solutions for tiered applications and microservices



North Star: Full-stack observability for any environment, any stack

3 options, depending on your organization's needs. All include deep integrations with Splunk platform and ITSI



All 3 options are active areas of investment for us for the long run

AppDynamics and Observability Cloud

Different architectures -> Different Strengths

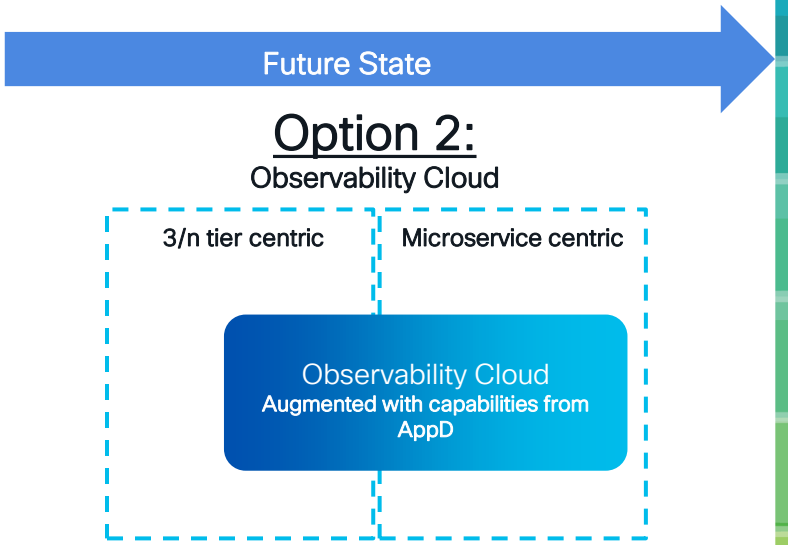
	AppDynamics	Observability Cloud
SaaS Deployment	Yes	Yes
Self-hosted / On-premise Deployment	Yes	No
OpenTelemetry	Limited	Yes (Native)
Rich support for Kubernetes monitoring	Limited	Yes
Cloud service provider monitoring (ie. AWS cloudwatch)	Limited (via extensions)	Yes
Developer-defined metrics (ie. “custom” metrics)	Limited	Yes
Business Transactions / Workflows	Yes	Yes
Business Metrics	Yes	No (roadmap)
Business Journeys	Yes	No (roadmap)

Encompasses All Applications

Option 2: Use Observability Cloud for traditional, hybrid, and microservice applications

Roadmap

- Observability Cloud will be extended to support traditional, 3-tier applications, including:
  - A **single, complete service map**, with support for business metrics and business transactions traversing microservices and traditional applications
  - **Enhanced digital experience monitoring** at feature parity with AppDynamics
  - **Rich database monitoring** for common SQL databases
  - **Business Journeys** for Splunk Observability Cloud



For organizations who primarily build and operate microservices-centric applications

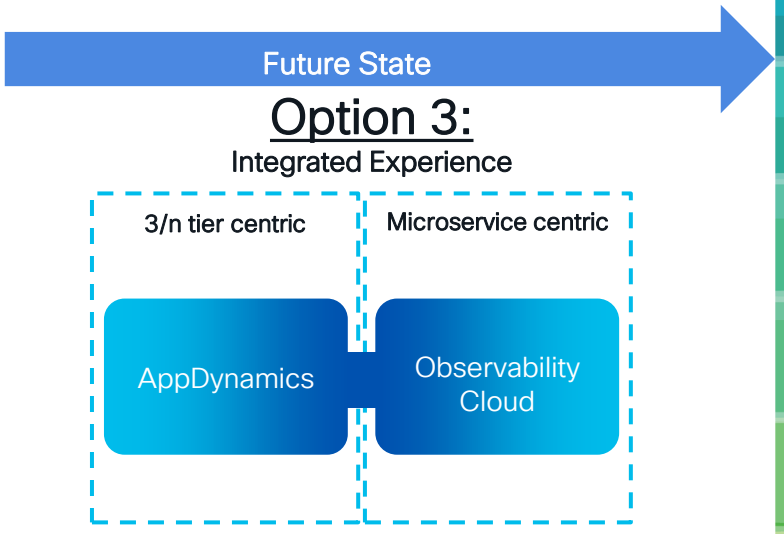
Encompasses All Applications

Option 3: Keep AppDynamics and add Observability Cloud for microservices

Recently Released

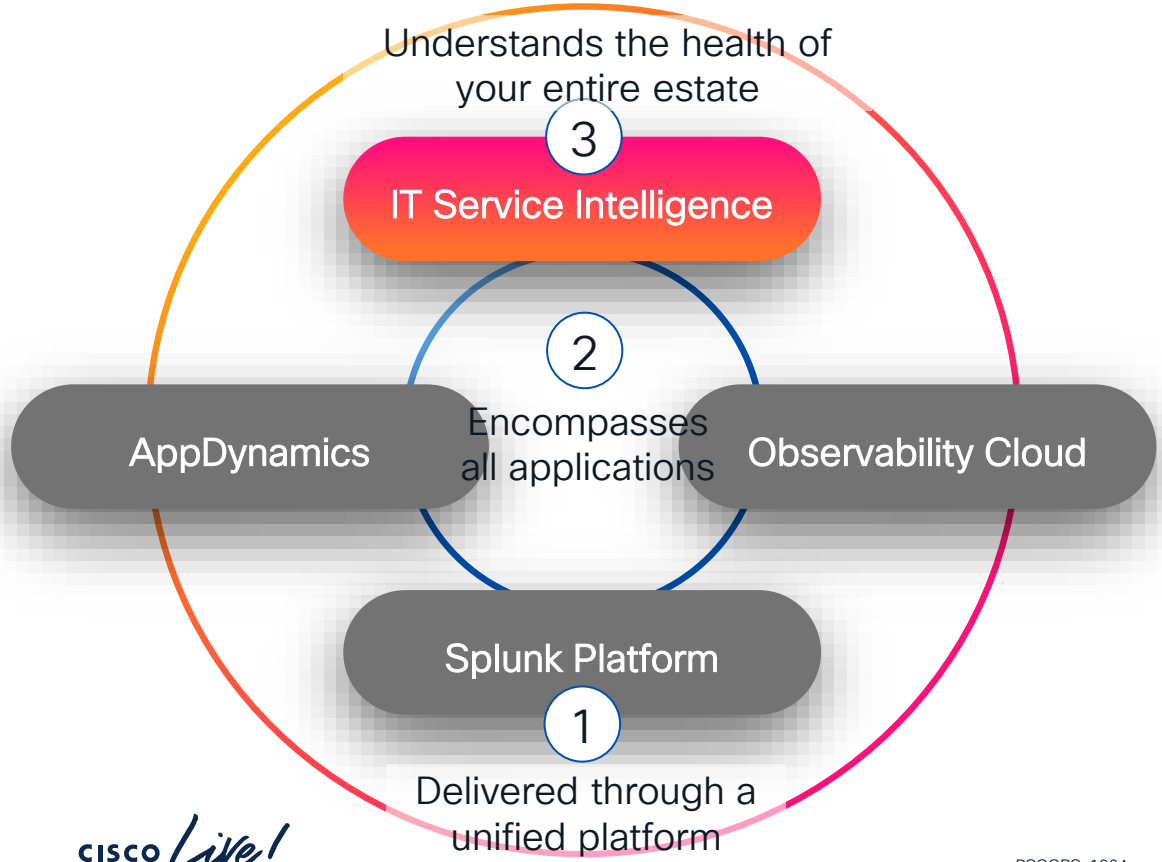
- Common look and feel across AppDynamics and Observability Cloud
- *Deep, contextual links* to enable correlation such as:
  - Application and infrastructure correlation for **Kubernetes** environments to accelerate root cause analysis
  - Application health correlation with **cloud services / cloud-provider** metrics to provide a complete view of cloud-hosted environments
  - **Unified flow map** linking AppDynamics and Observability Cloud for transactions traversing traditional and cloud-native environments

Roadmap



For organizations with teams who build and operate 3-tier / n-tier and microservice applications separately

Integration Strategy



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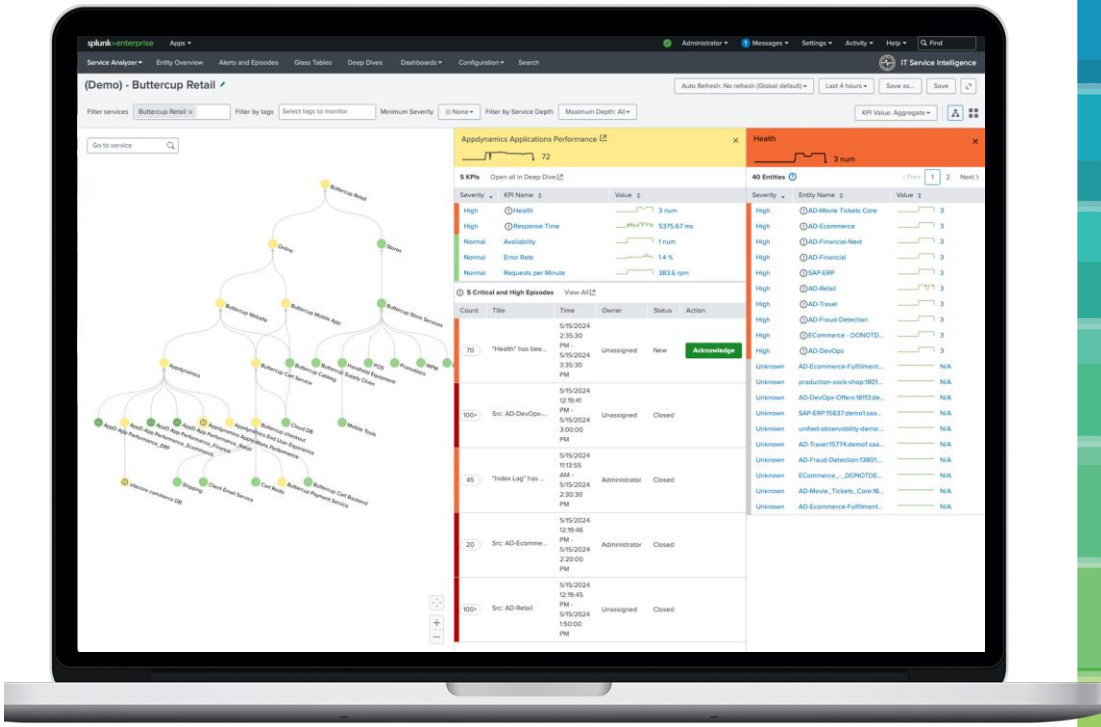
Understands the Health of Your Entire Cisco Estate with ITSI

Recently Released

- Integrate events, business metrics, and application performance data from **AppDynamics into ITSI** for alert noise reduction and visibility of service health
- **(Public Preview) Integration of ThousandEyes alerts** and metrics for Networks, Enterprises and Endpoints

Roadmap

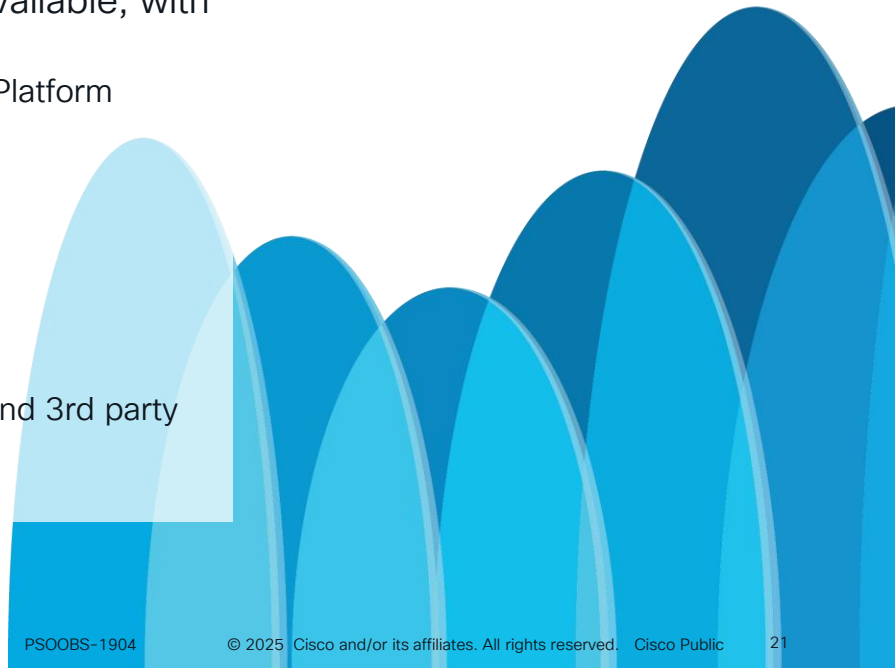
- AppD alerts and metrics integration into ITSI extended for database, infra; service topology for apps
- Integration of additional Cisco networking portfolio (Catalyst Center)
- Integration of additional Cisco networking portfolio (Catalyst Center, Meraki, ACI, SD-WAN manage etc.)



Recently released support for AppDynamics in ITSI

Summary

- Splunk is committed to investing in AppDynamics, both on-premises and SaaS, as part of the Splunk Observability portfolio
- A number of integration capabilities are already available, with many coming soon:
  - LogObserver Connect from AppDynamics in Splunk Platform
  - Data from AppDynamics into ITSI
  - Common look and feel
- Splunk is investing in providing:
  - A unified platform for observability
  - Best-in-class support for all applications
  - Health monitoring across the entire Cisco portfolio (and 3rd party tools)



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How

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2. Click “Join the Discussion”
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4. Enter messages/questions in the Webex space

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Contact me at: orbroit@cisco.com


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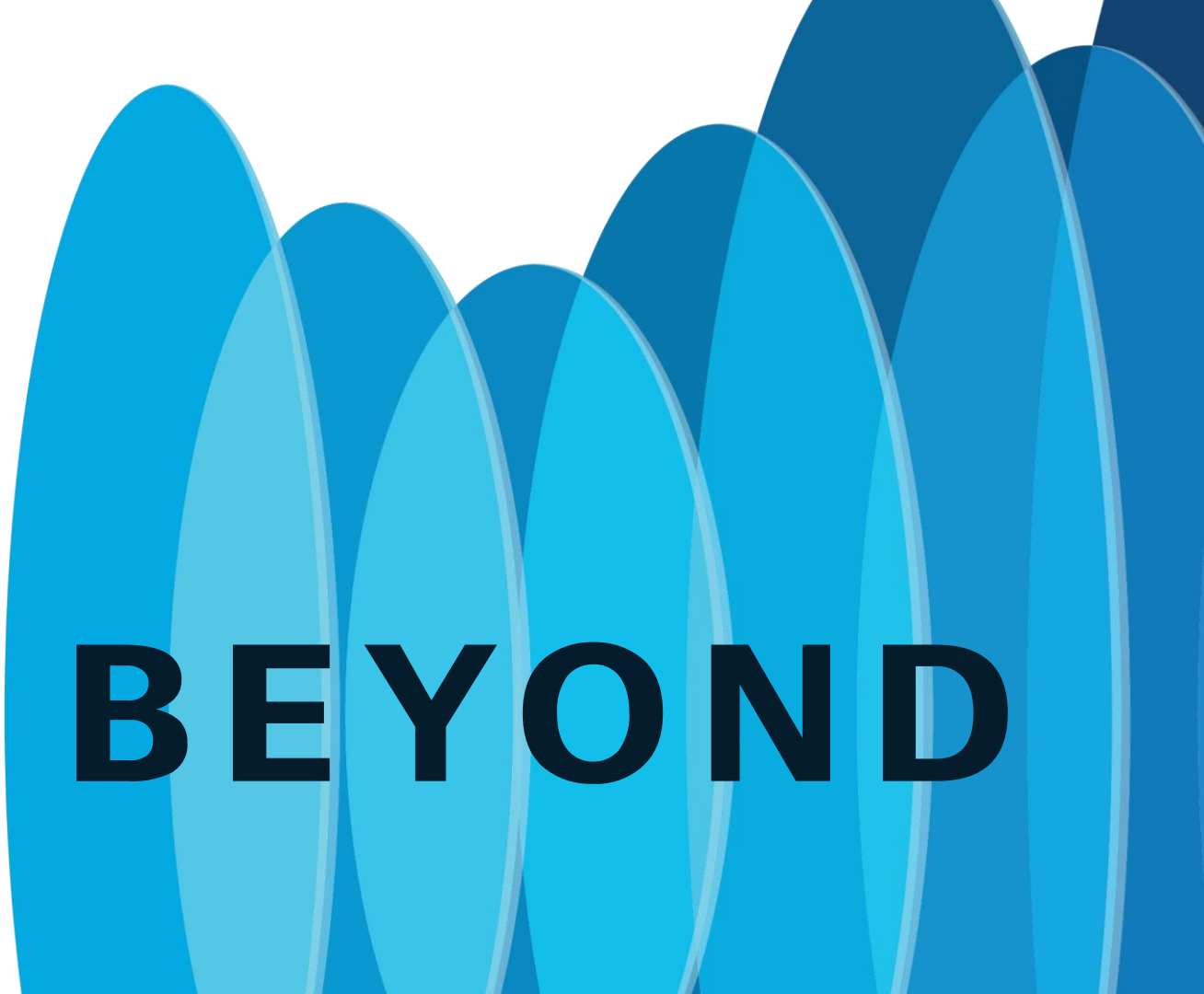

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