Splunk Forum Korea 2021

Keynote Speech

데이터를 행동으로!

Dan Brassington | 기술 고문 | Splunk APAC

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데이터를 행동으로!

Keynote Speech

댄 브레싱턴
아태지역 수석 기술고문

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Our Mission

To remove the barriers between data and action, by turning data into doing so that everyone thrives in the data age

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Unpredictability

is the only thing that is predictable

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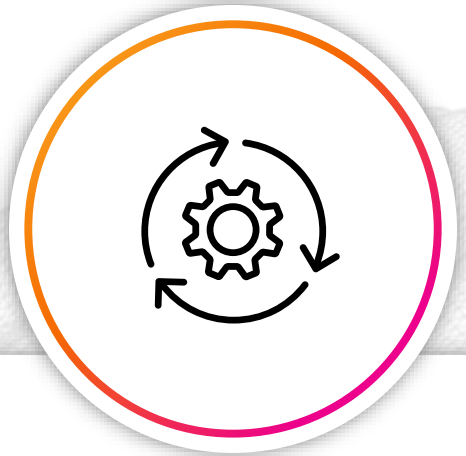
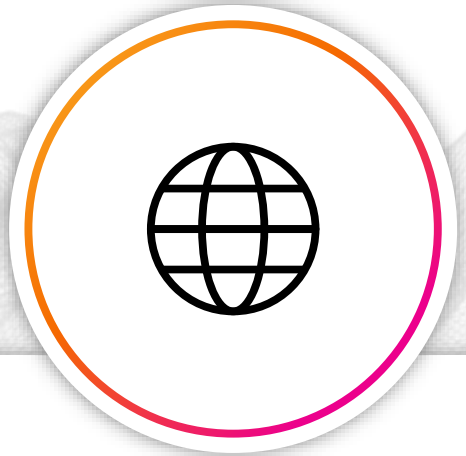
You have been asked to deliver outcomes during a **volatile** and **unpredictable** time

Security
Growing cyber threats



Developers
More cloud-based code



IT
New challenges, legacy code

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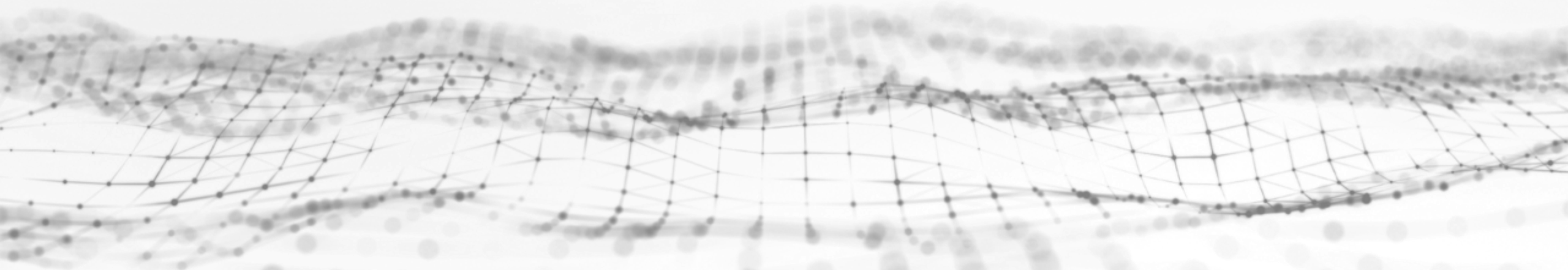
These are all data ~~problems~~



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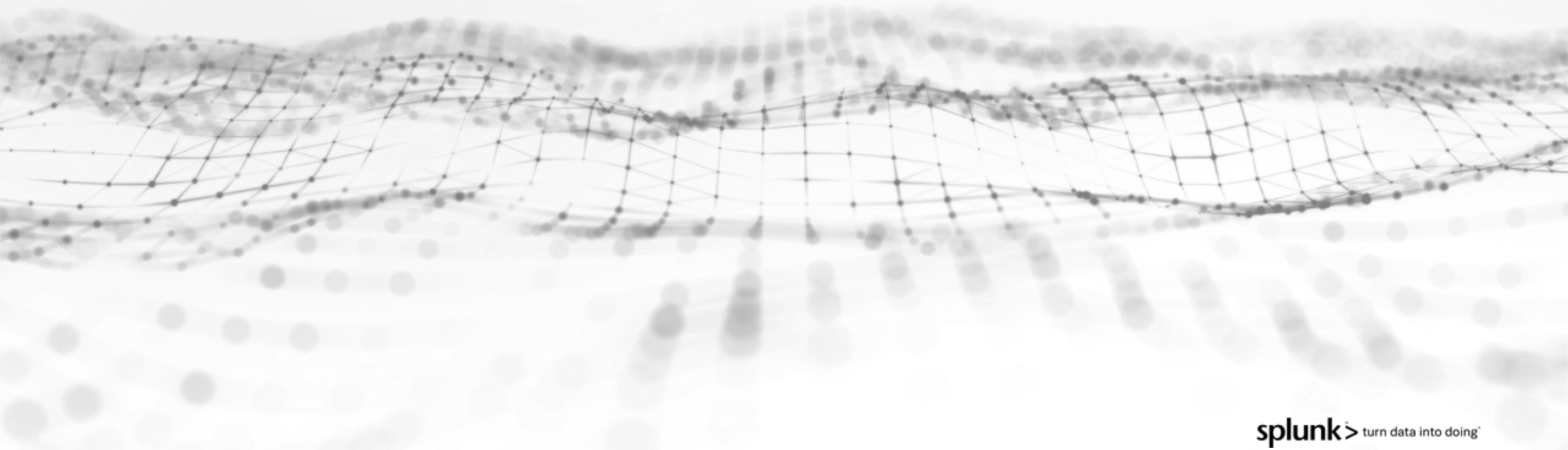
These are all data **opportunities**



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Data Heroes

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Improve Security

Drive Resilience

Power Innovation

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Becoming a Data Hero is

not easy

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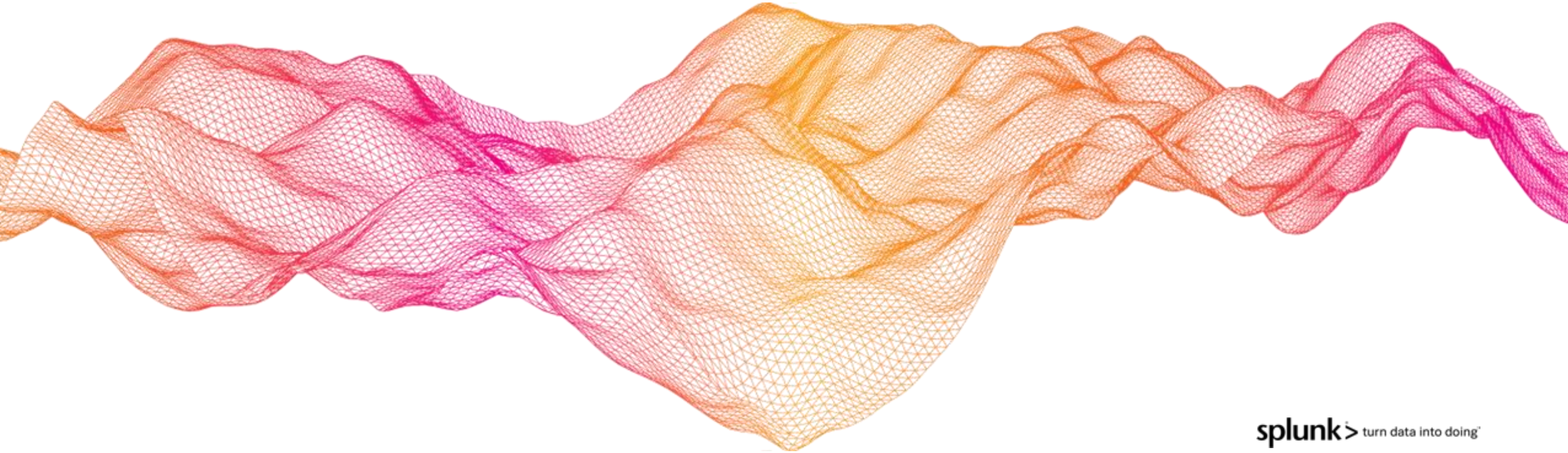
Yesterday’s data strategies won’t prepare you for

today’s challenges



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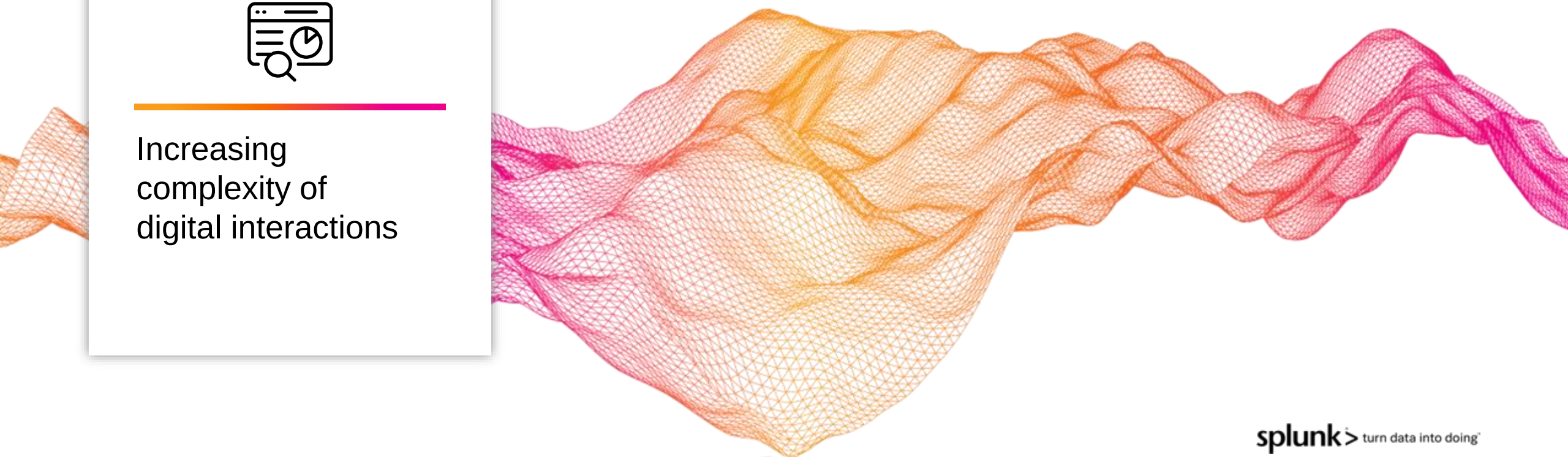

Increasing complexity of digital interactions

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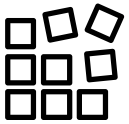
Yesterday's data strategies won't prepare you for

today's challenges

Increasing complexity of digital interactions



Data fragmentation resulting in blind spots and a lack of context

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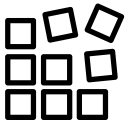
Yesterday's data strategies won't prepare you for

today's challenges

Increasing complexity of digital interactions



Data fragmentation resulting in blind spots and a lack of context

Evolving security landscape and regulations

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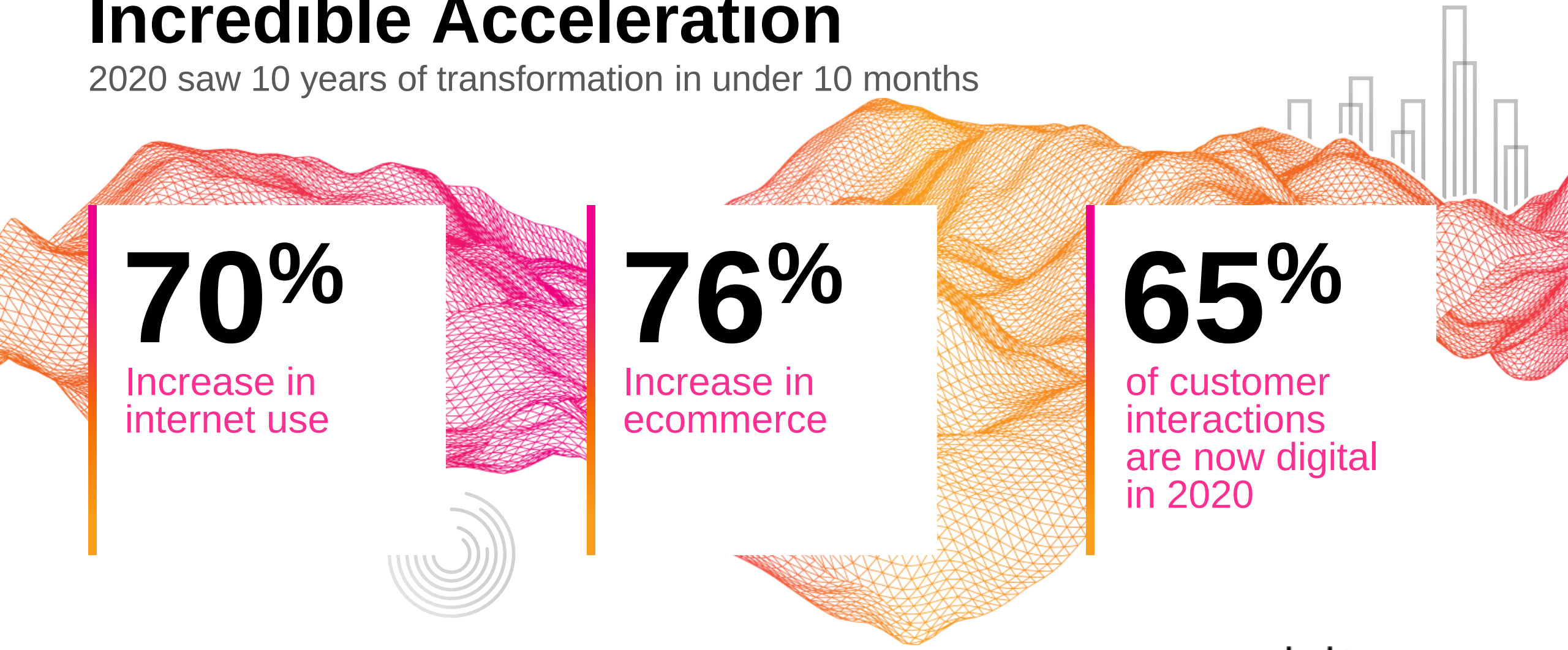
We Are Living Through an Incredible Acceleration

2020 saw 10 years of transformation in under 10 months



70%

Increase in internet use

76%

Increase in ecommerce

65%

of customer interactions are now digital in 2020

Sources: Forbes Article. “COVID-19 Pushes Up Internet Use 70% and Streaming More than 12%”, March 2020.
Digital Commerce 360 Article. “Charts: How the coronavirus is changing ecommerce”, August 2020.
McKinsey & Co Article. "How COVID-19 has pushed companies over the technology tipping point", October 2020.

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Strong

Data Foundation

Data is Now an Essential Service

Organizations will make things happen with data or cease to exist

Supporting Increased Demand On Digital Systems

Driving Cloud and Digital Transformations

Solving Our Health, Supply Chain and Education Challenges

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Every organization needs to be a digital organization, powered by data, running in a multi-cloud world

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Cloud acceleration brings new demands

System stress

10

Years of ecommerce growth in three months during COVID-19 pandemic

Multicloud management

7.3

Average number of private and public clouds used

Security can't keep up

60%

Of security professionals believe their enterprise's cloud initiatives move faster than their ability to secure them

Innovation imperative

60%

Of enterprises will become prolific software producers by 2025, releasing code daily

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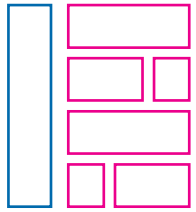
Cloud takes many forms

Security, IT and DevOps require different approaches

Retain & Optimize

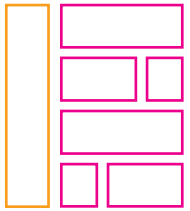
Existing apps + services



Tightly Coupled Apps,
Slow Deployment Cycles

Lift & Shift

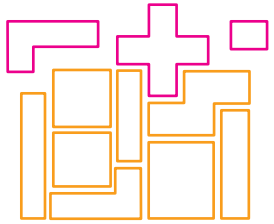
Existing apps moved to
cloud infrastructure



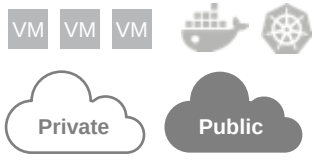
Primarily using
Cloud IaaS

Re-Factor

Break up applications to
take advantage of cloud

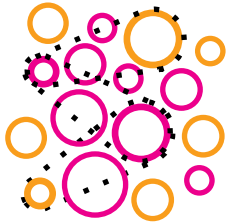


More Modular, but
Dependent App Components



Cloud-Native

Build or rebuild to scale
and accelerate innovation



Loosely Coupled Microservices,
and Serverless Functions

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Cloud Is a Critical Enabler of Transformation but Increases Complexity

Retain & Optimize

Tightly Coupled Apps,
Slow Deployment Cycles

Lift & Shift

Primarily Cloud IaaS

Re-Factor

More Modular, Dependent
App Components

Re-Architect / Cloud-Native

Loosely Coupled Microservices,
Serverless Functions

More services to monitor and secure

More data across an expanded attack surface

More points of failure and unpredictability

More frequent releases and risk

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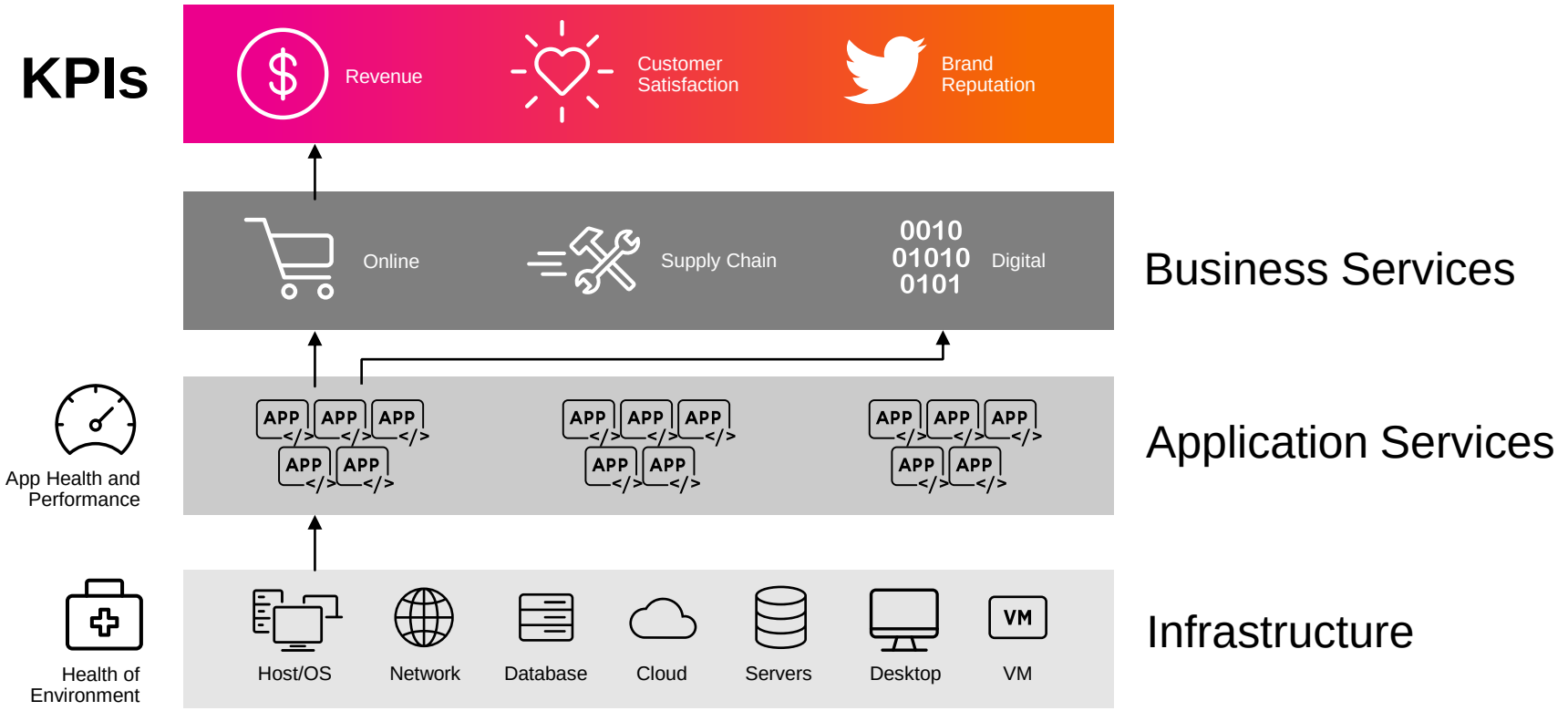
Business Service Health Is Difficult To Understand

Teams struggle to correlate cause & effect



Legacy solutions only focus on this altitude ->

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What would it mean if you could **manage the complexity?**

Manage costs

- Control consumption
- Optimize multi-cloud architecture

Ensure resilience

- Overcome blindspots
- Minimize downtime

Secure what matters

- Be an accelerator to innovation
- Manage compliance, privacy, risk

Go to market faster

- Enable DevOps and cloud-native
- Accelerate releases

Capture value of data

- Find optimization opportunities
- Turn data into doing

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Success depends on a cloud data strategy

End-to-end visibility and troubleshooting

Vendor-specific tools create silos

Control over a unified cloud security posture

Security teams can be enablers of transformation

Ability to detect issues before they occur

Need to tie business and technology data together across systems

Observability to enable rapid innovation

Reliance on legacy tools for the new world doesn't work

Ability to make decisions and act in real time

A common data platform to generate insights from all data from all sources

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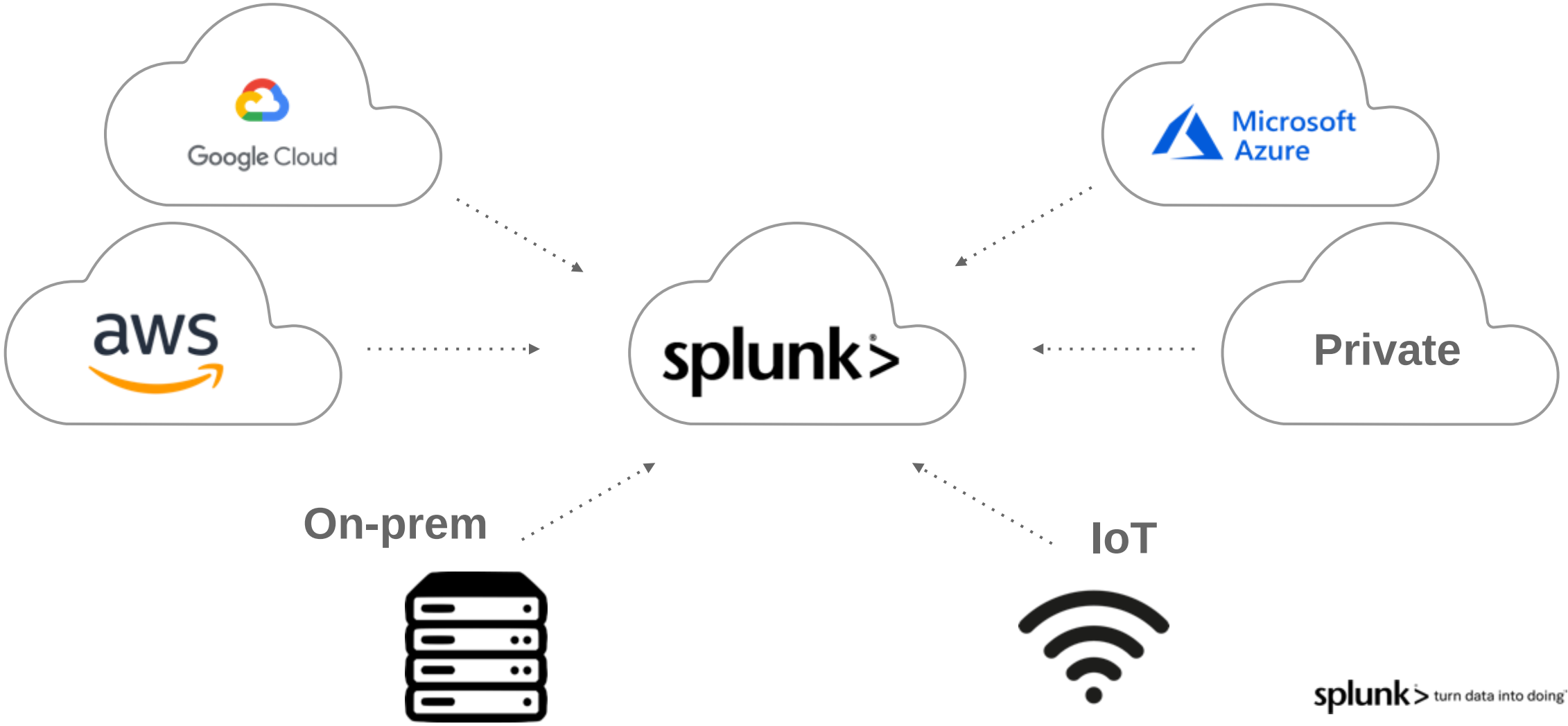
A scalable platform for end-to-end visibility in a multi-cloud and hybrid world



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Turn Data Into Doing with Splunk

Disjointed security and monitoring	**Consistent security and observability**
Limited use case applications	**An open and extensible data platform**
Coverage for only slices of the cloud journey	**End-to-end: from multicloud to edge**
Challenging to identify root cause	**Powerful investigative techniques**
Long time to detect and resolve issues	**Rapid time to action**

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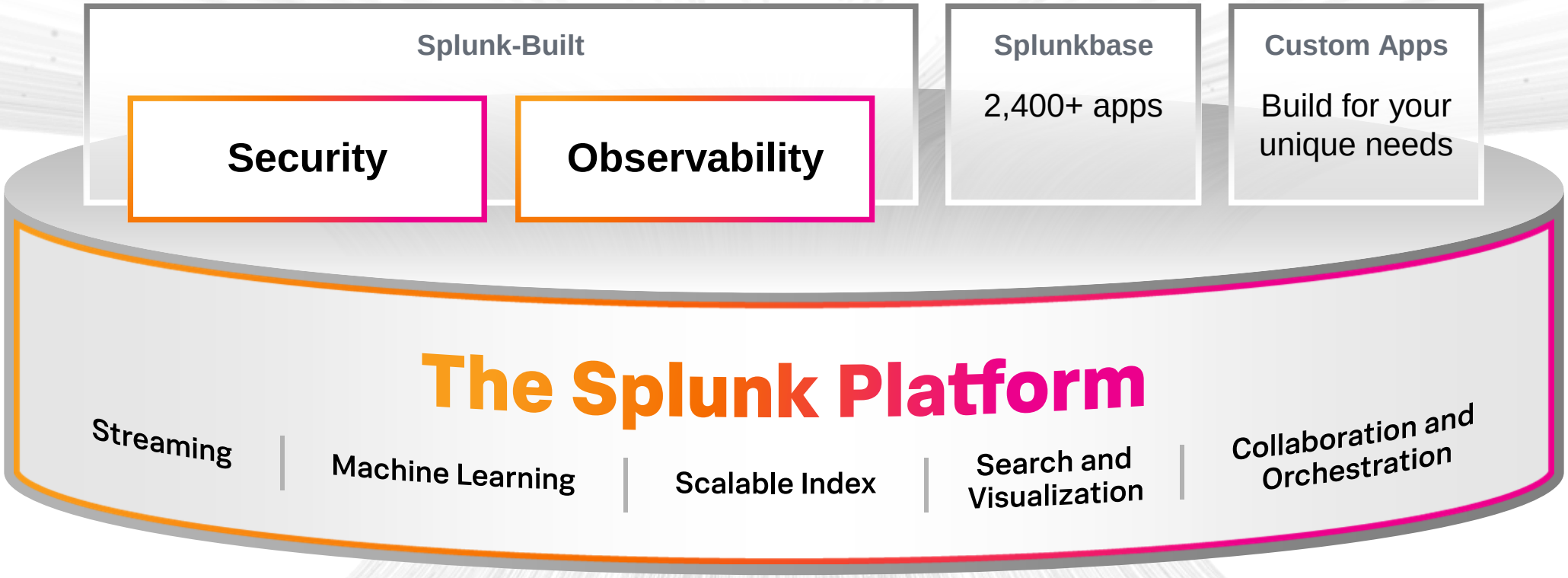
The Data Foundation for the Hybrid World



0010 01010 0101 **Logs** | **Metrics** | **Traces** 0010 01010 0101

Public Clouds | Third-Party Tools | **On-Prem Data Centers** | Apps / Services | **Edge**

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Building for the Future

- Machine Learning
- Serverless
- Global Scale
- Multicloud and Hybrid
- Edge

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2200+ Partners

helping you achieve your mission

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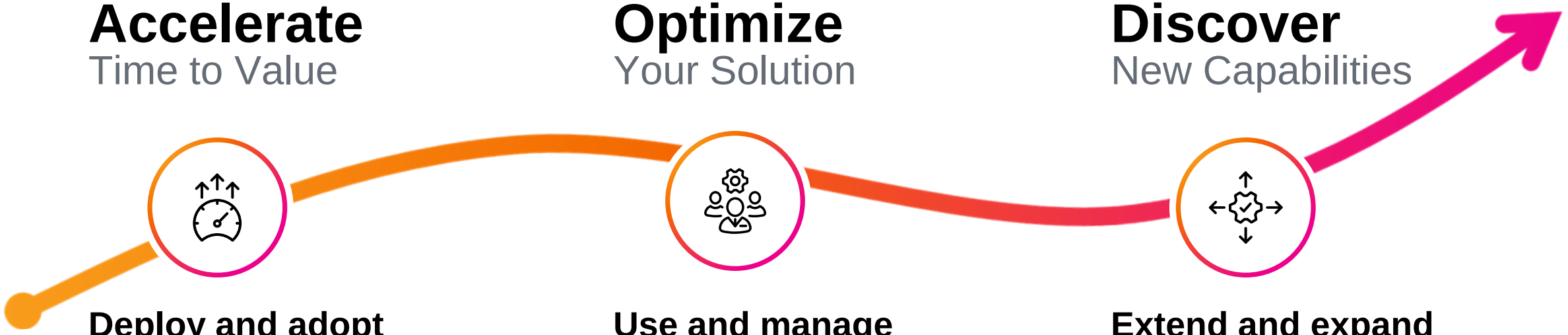
Partnering on Your Data Journey

Maximize your Splunk investment

Accelerate
Time to Value

Optimize
Your Solution

Discover
New Capabilities



Deploy and adopt
Implementation services
Adoption services

Use and manage
Expert advisory
Modernization services

Extend and expand
Strategic advisory
Industry solutions

Education + Premium Support

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New technologies Will transform the future of business.

But data will fuel it.

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Our Commitment

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Thank You