Cisco & Splunk
AI driven Platform for Digital Resilience

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In the AI era, digital resilience is the foundation for success.

Digital resilience is a $400B problem.

2.6% drop
in stock price drop after a single downtime event

74% of organizations
report slower innovation velocity due to downtime

Source: The Hidden Costs of Downtime, Splunk & Oxford Economics, Geo: EMEA

https://www.splunk.com/en_us/form/the-hidden-costs-of-downtime.html

It's hard to be resilient.

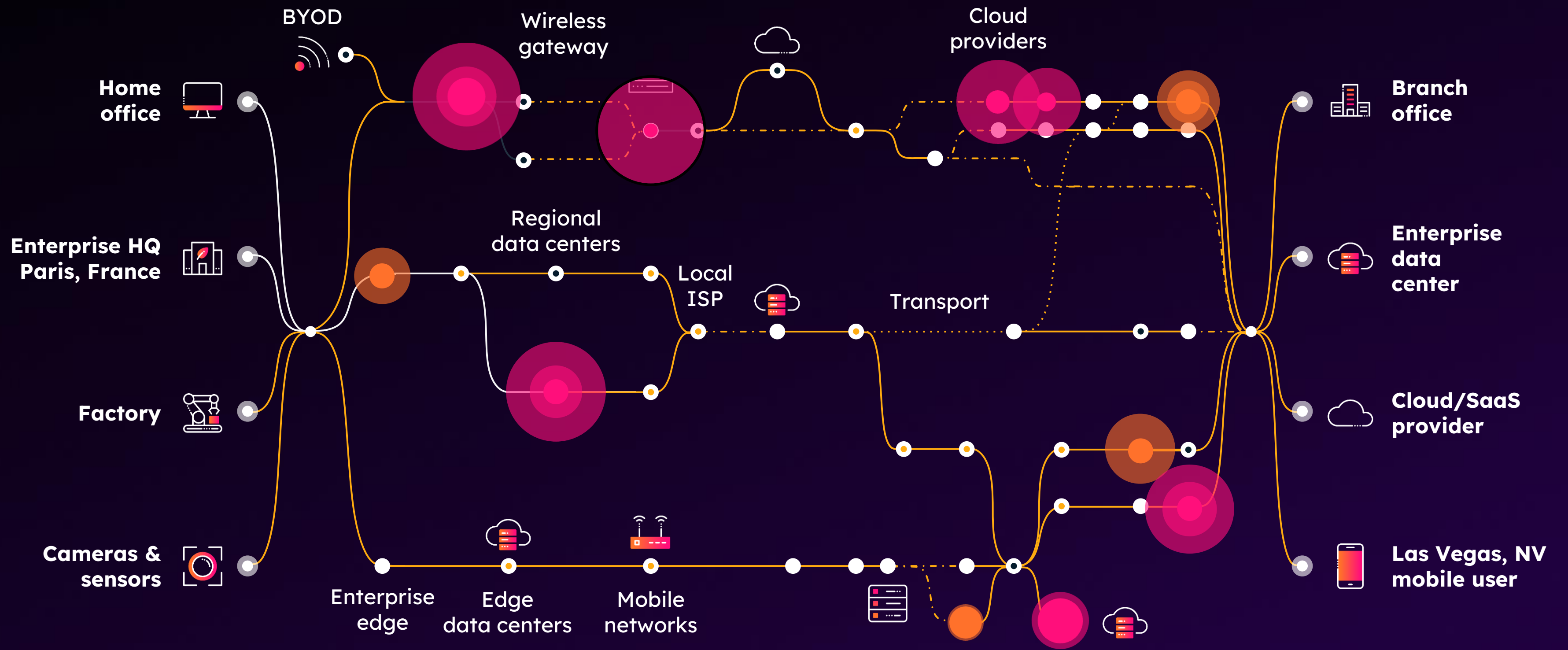Complex environments expand attack surface and failure points.

Growing data volumes sit in silos and are increasingly hard to manage.

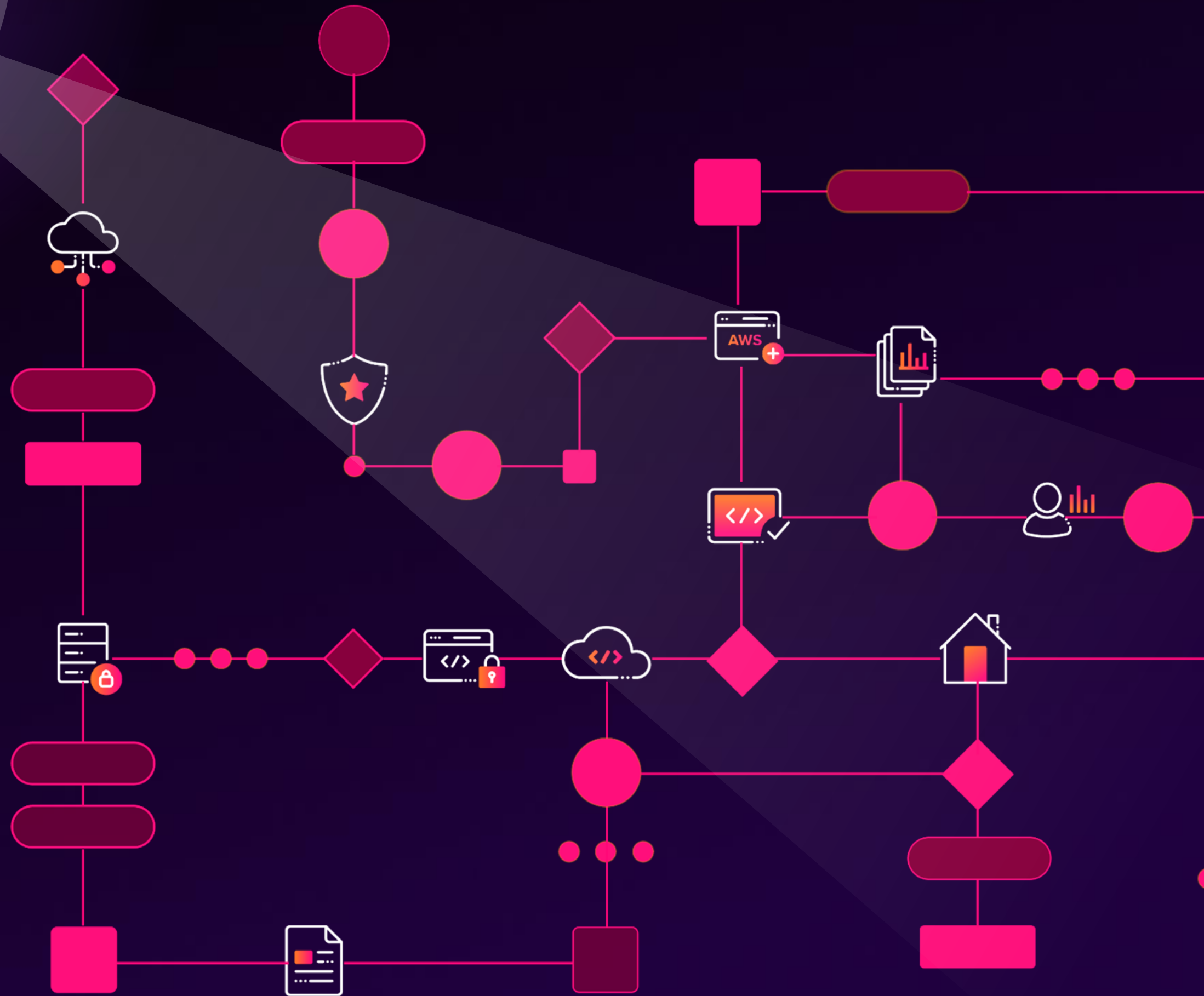Regulations require real-time risk assessments.

The AI era is accelerating all these challenges and creating entirely new ones.
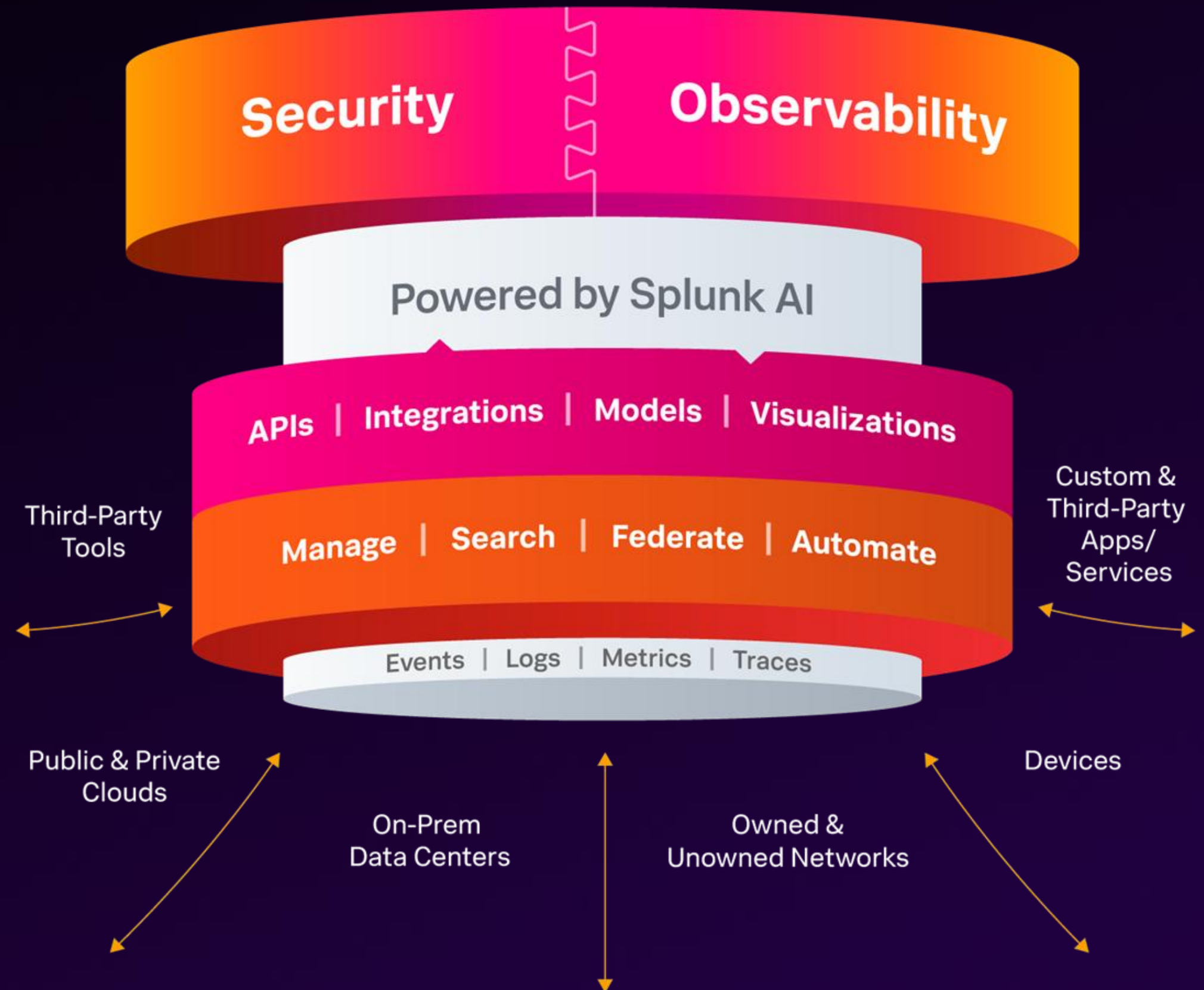
BYOD

Wireless gateway

Cloud providers

Home office

Branch office

Enterprise HQ Paris, France

Regional data centers

Local ISP

Transport

Enterprise data center

Factory

Cloud/SaaS provider

Cameras & sensors

Enterprise edge

Edge data centers

Mobile networks

Las Vegas, NV mobile user

Splunk
delivers
resilience

across your entire
digital footprint

Splunk is the only vendor recognized as a leader in the latest Magic Quadrant™ Reports for SIEM and Observability Platforms

Gartner

A Leader

Gartner® Magic Quadrant™ for Security Information and Event Management

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A Leader

Gartner® Magic Quadrant™ for Observability Platforms

Our AI Product Philosophy

Domain and Splunk Specific

Focused on Security and Observability

Human in the Loop

Human-assisted and trusted AI for detection, investigation, and response

Open and Extensible

Easily integrated with third party frameworks

Where are we investing?

Accelerate detection, investigation and response

Generative AI

Synthesize signal to improve user productivity and outcomes

Advanced AI

Make sense of the signal in vast amounts of data

Domain-Specific Use Cases

Security

Simplify workflows

ML powered detections

Risk based alerting

Guided response actions

Event correlation and alert noise reduction

Predictive analytics

Anomaly detection

Clustering

Observability

Probable root cause analysis

Anomaly and outlier detection

Adaptive thresholding

Alert correlation and prioritization

Assisted remediation

Proactive outage prevention assistance

Suggested responders

Predictive Analytics
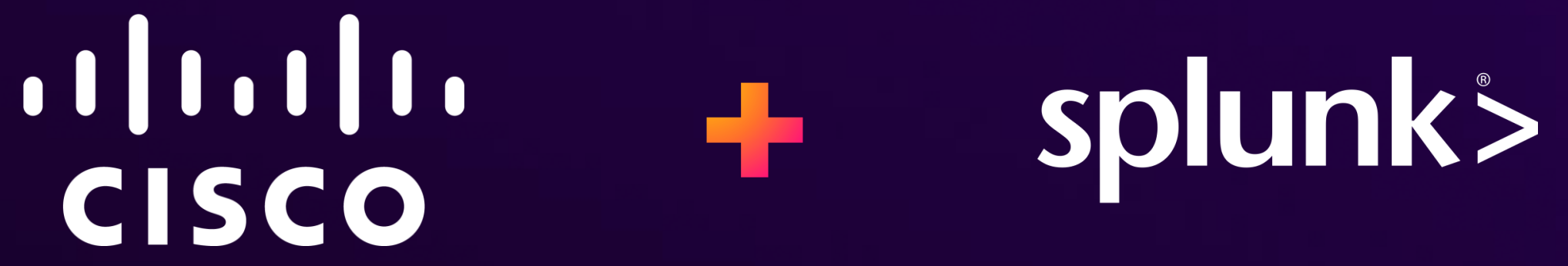
The **Splunk you love** will
get even better.

Better together.

"We won't mess this up."

Chuck Robbins

Cisco CEO

"Splunk is here to stay."

Gary Steele

President, Cisco | GM, Splunk

The power of Splunk and Cisco means you can unify data across the digital footprint to drive resilience and better outcomes

Unowned networks   Your infrastructure   Threat intel   Users

Cloud Infrastructure   Devices   Your apps   Third party apps

Security | Assurance | Observability

AI   Analytics

Data platform

Data

Automation
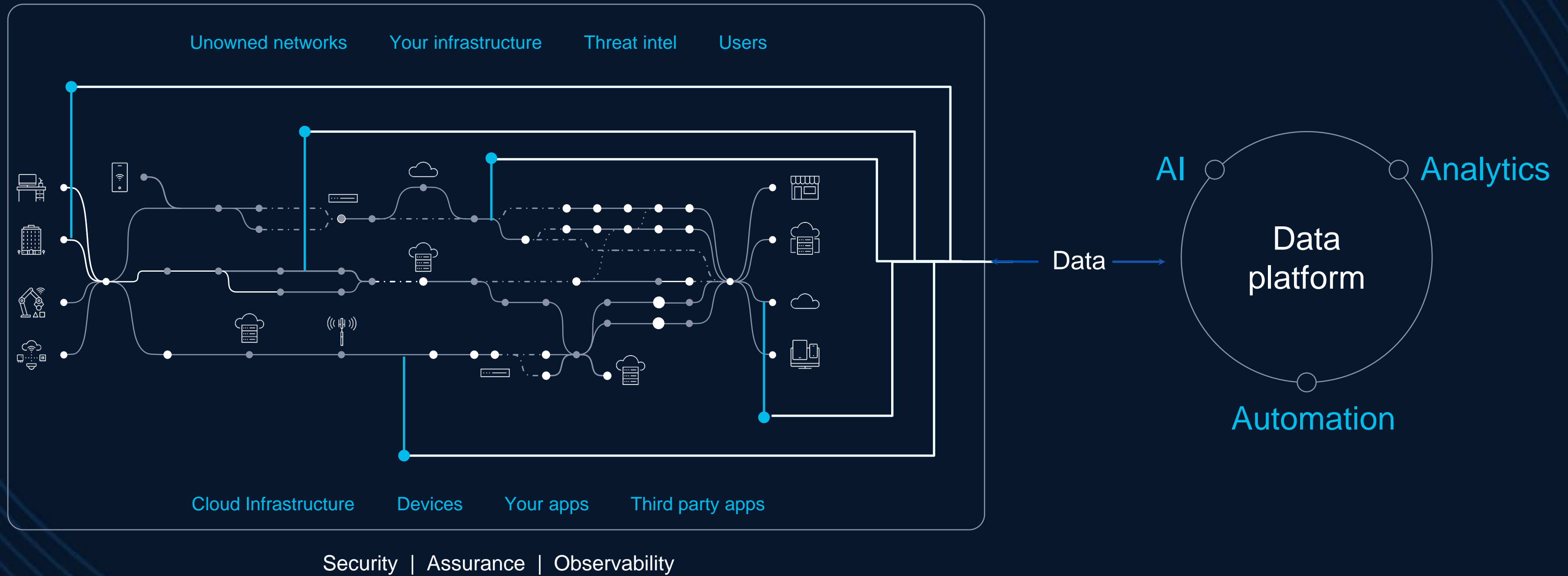
Cisco powers how people and technology work together across the physical and digital worlds

AI-ready data centers

Transform data centers to power AI workloads anywhere

Public and private clouds, on-premises, edge

Future-proofed workplaces

Modernize everywhere people work and serve customers

Campuses, branches, factories, homes, cars, hospitals, stadiums, hotels, and beyond

Digital resilience

Keep your organization secure, reliable, and performing with game-changing security, assurance, and observability across the entire digital footprint

Accelerated by Cisco AI

Our products and solutions
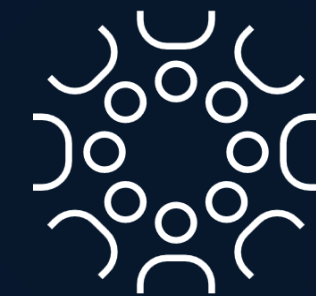
Digital resilience

Security

- XDR
- Splunk Enterprise Security
- Splunk SOAR
- Splunk Asset & Risk Intelligence
- Splunk Attack Analyzer

Assurance

- ThousandEyes

Observability

- Splunk Observability Cloud
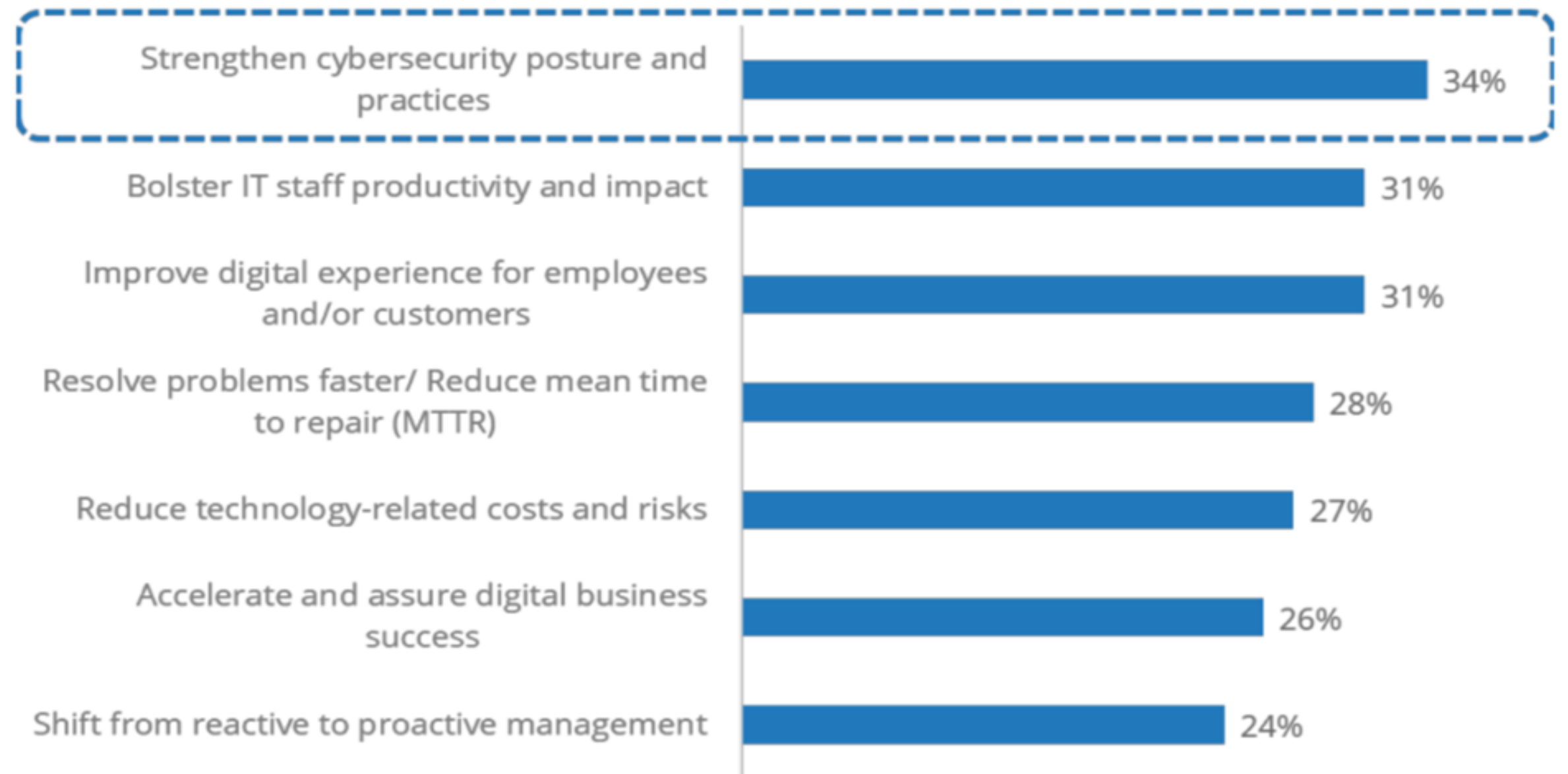- IT Service Intelligence
- AppDynamics

Organizations recognize that improving cybersecurity posture is a key benefit to advanced observability solutions tying the two together.

Unifying observability and security can bring a number of benefits:

- **Improves incident response**
- **Better prioritize remediation efforts**
- **Reduces alert fatigue**
- **Encourages collaboration and knowledge-sharing across teams**
- **Gain better context**

What are the top 2 expected benefits when applying advanced observability capabilities to the management of your digital infrastructure and applications?

Benefit	Percentage
Strengthen cybersecurity posture and practices	34%
Bolster IT staff productivity and impact	31%
Improve digital experience for employees and/or customers	31%
Resolve problems faster/ Reduce mean time to repair (MTTR)	28%
Reduce technology-related costs and risks	27%
Accelerate and assure digital business success	26%
Shift from reactive to proactive management	24%

IDC

Data is the differentiator for security and observability.

Thank You

want to know more? Let's keep in touch

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