



Splunk Customers Describe Resiliency Benefits of Converged Infrastructure Security and Observability at .conf22

June 29, 2022

By: [Mary Johnston Turner](#)

IDC's Quick Take

Splunk welcomed 5,000 attendees to its recent live [.conf22 customer event](#) in Las Vegas. They were joined by 13,000 participants online. The program provided an opportunity to introduce the Splunk community to the company's new President and CEO, cyber security industry veteran Gary Steele. Throughout the event Splunk featured a number of customers and partner success stories that emphasized the business resiliency, application performance, and cyber security benefits that result from using a shared data analytics platform for observability and security.

Event Highlights

Splunk .conf22 featured many customer and partner testimonials. Although each presented its own specific use case, they collectively confirmed that enterprises are facing extreme levels of business uncertainty and continuously increasing levels of cyber threats. Every customer that presented at the event emphasized that their organization has undertaken transformational digital business initiatives enabled by hybrid and multicloud infrastructure. They noted that cyber-attack surfaces are broadening and customer expectations for performance, availability and personal data protection are skyrocketing. Some of the customer use cases shared included:

Papa Johns

Papa Johns operates pizza restaurants and delivery services in fifty countries and has seen its digital business transform over the last 10 years, with online transactions growing from being 40% of the business to over 90% currently worldwide. The company engages with twenty-five million loyalty club members globally. Data access, connectivity and security drive the business. Customers have no patience for slow or unavailable ordering and payment processes and each store requires reliable connections to backend systems to link to corporate website and mobile ordering systems, as well as 3rd party sites such as DoorDash.

Each country conducts business in local currency and languages, offers local promotions, uses locally preferred payment methods and relies on store-based systems for many critical applications. In effect the stores have become mini data centers, which are all connected to cloud services. The ability to remotely optimize and secure store-based IT systems and connections to backend corporate systems and websites is critical. Over the last three years Papa Johns has partnered with Splunk to improve end to end digital business resiliency. The company started by using Splunk Cloud Platform to collect and analyze logs for web properties performance, and, has expanded the relationship over time to include store-based systems and software application optimization. More recently, the company has worked with Splunk to implement proactive security and performance anomaly detection and automated

notifications to ensure greater levels of performance and resiliency. The result has been a more stable end to end environment that delivers a better and more secure customer experience.

Heineken

With locations in over ninety countries, Heineken distributes more than thirteen billion gallons of beer annually. The company depends on multiple clouds and data centers to support over 4,500 applications that generate 25 to 30 million messages a month. This represents a 5X increase in messages over the last 3 years as the volume and complexity of the company's digital business application and analytics portfolio has increased. Real time connectivity, data integration and security are critical to meeting customer expectations for digital business performance and agility.

Heineken has worked with Splunk to drive down mean time to detect and resolve performance issues while maintaining data management compliance across a myriad of countries. They leveraged the Splunk platform to develop an internal self-service observability and monitoring application that is being rolled out to business groups around the world. It allows local teams to inspect the health and performance of all transactions and identify where messages are failing so local staff can take immediate remediation actions without having to depend on the centralized IT ticket system.

Using the Splunk Cloud Platform, Heineken enables real time data exchange between their five middleware platforms and 4,500 applications. The use of one shared dashboard allows business, applications and IT teams to view data in context for their specific roles while providing shared visibility to middleware, applications and infrastructure systems (e.g. CPU usage). It also allows them to proactively observe and optimize process health at global and local levels. At a worldwide level, the company has a color-coded world view to assess real time digital business status at the country level. The ability to ingest, analyze and take action on large volumes of performance and application data is contributing to improved distribution, customer experiences and reduced business risk.

IDC's Point of View

With the rapid intensification of digital business around the world, many organizations are recognizing that digital infrastructure security, observability and predictive analytics are tightly inter-related when it comes to ensuring digital business resiliency. Effective delivery of digital business depends on organizations being able to efficiently optimize performance and ensure data protection, privacy and compliance across complex, interconnected datacenters, edge locations and public cloud services.

The insights shared by Splunk customers illustrate how the ability to ingest, correlate, search, analyze and take action on large volumes of logs, traces and metrics -- in the shared context of security and performance optimization -- provides significant advantages to the business when compared to stand alone siloed tools. Internal analysts are able to more quickly identify dependencies and assess inter-related anomalies. The ability to deploy sophisticated self-service support services for remote locations is also enhanced with use of a shared platform. Predictive AI/ML analytics can benefit from a richer data set as well.

As enterprises expand their digital business footprints, it becomes almost impossible for traditional monitoring and infrastructure security tools to efficiently handle the rising volumes of monitoring data. Observability, predictive analytics and event driven automation are all critical enablers of the type of real time autonomous self-healing and self-driving infrastructure environments needed to support

digital business resiliency requirements. For organizations that are making significant investments in growing digital business capabilities, it is important to ensure that the observability and security analytics capabilities will be able to keep up with the next generation of real time demands.

Subscriptions Covered:

[Future of Digital Infrastructure - Agenda](#)

Please contact the IDC Hotline at 800.343.4952, ext.7988 (or +1.508.988.7988) or sales@idc.com for information on applying the price of this document toward the purchase of an IDC or Industry Insights service or for information on additional copies or Web rights. Visit us on the Web at www.idc.com. To view a list of IDC offices worldwide, visit www.idc.com/offices. Copyright 2022 IDC. Reproduction is forbidden unless authorized. All rights reserved.