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**NIAGARA
SUMMIT**

**CONNECTING
THE WORLD**



Digital Transformation

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IoT Advocacy and Evangelism

Splunk

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For most, the digital business transformation is well underway

55%

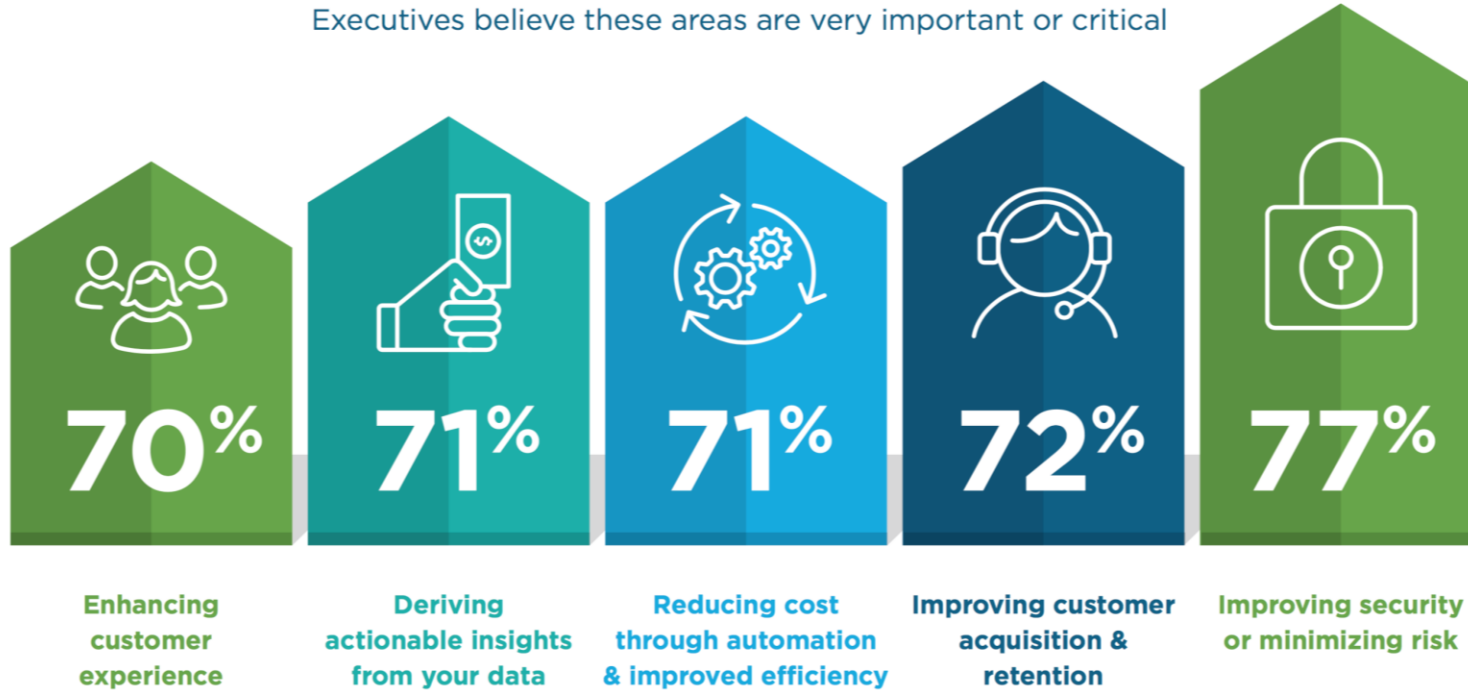
Of executives feel they are moving with the masses in their progress with the digital business transformation.



Digital Business Transformation means adapting the organization to go “digital first” by revising and redefining business processes, organizational structures, and employee, customer and partner engagement by leveraging such technology as big data and analytics, mobile, social, cloud or IoT.

Top Drivers For Adoption

Executives believe these areas are very important or critical



So how do you stand out?

Tap into the power of your machine data.

Organizations that are more advanced in their digital journey are more likely to recognize the value of machine-generated data.

53%

of organizations that are making department level changes believe machine data will have the potential to provide business value.

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In fact
68%

of executives rate the ability to
derive real-time insights and
business value
from machine
data as critical or
very important
for their organization.

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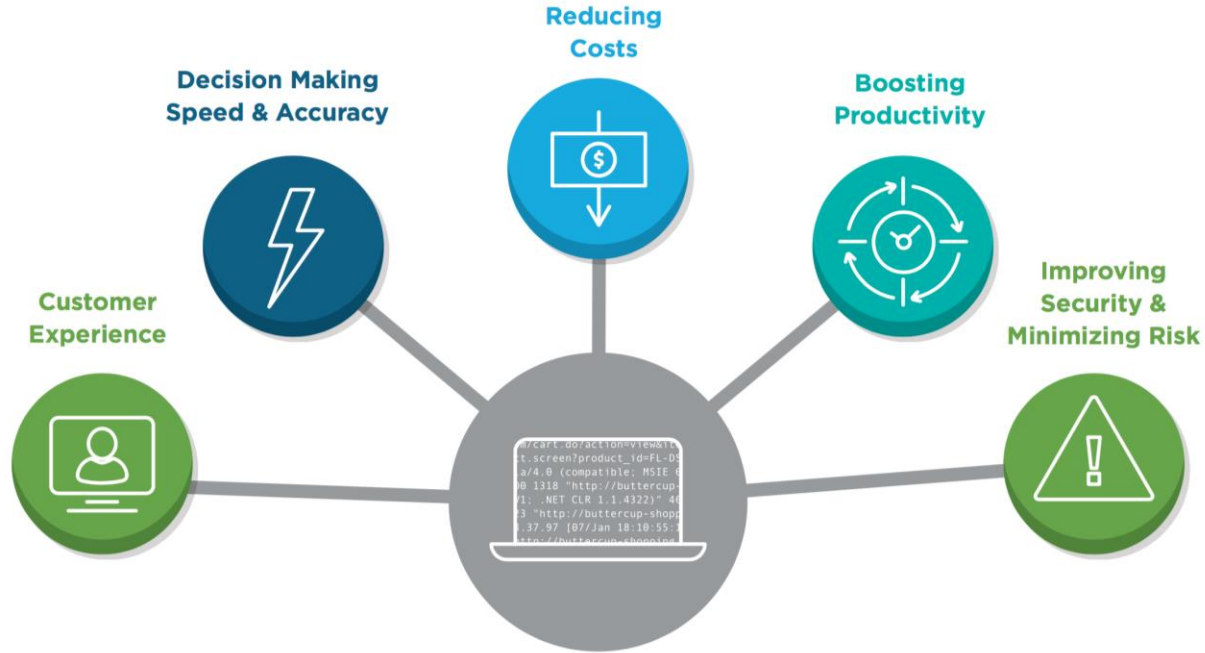
Get more from your data

Executives anticipate many business benefits as they gain critical insights from their machine data.



of respondents believe enhancing customer experience will be the top benefit from turning machine data into valuable insight.

Executives expect machine data to add value to their business

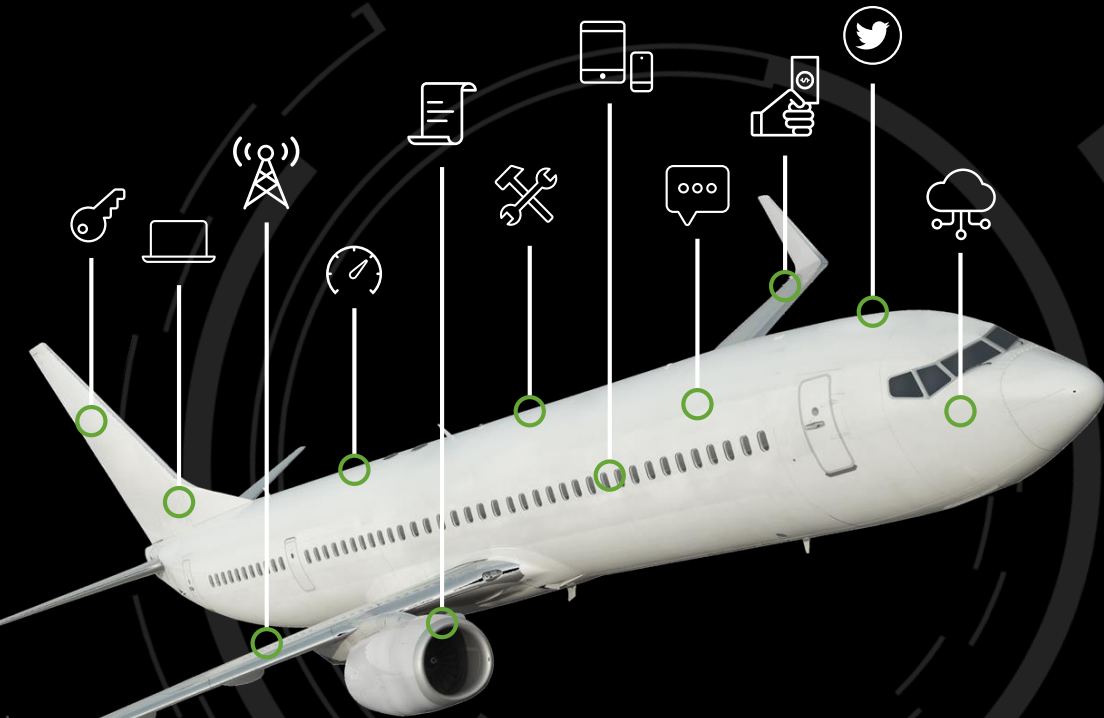




MACHINE DATA

Your data is talking. Are you listening?

What is Machine Data?



Application data

Mobile app and website data

People use mobile apps nearly 3 hours per day*

IT infrastructure data

Network servers, cloud services

Average cost of downtime for a datacenter is \$300,000 per hour.*

Security data

Firewall data, endpoint data

Cybercrime will cost the world in excess of \$6 trillion annually by 2021*

Customer-generated data

Social media data, support call logs

There are 2.8 billion social media users worldwide*

Internet of things data

Temperature control, speed instruments

8.4 Billion Connected "Things" Will Be in Use in 2017*

130.66
128
[07/Jan 18:10:57:153] "GET /category.screen?category_id=611&sessionId=5D55L9FF1ADF3 HTTP/1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=yew&itemId=EST_68&product_id=611" 17.376.80
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http://buttercup-shopping.com/cart.do?action=purchase&itemId=EST_68&product_id=611

Use machine data to meet customer expectations.



I expect network uptime and a secure IT environment



I expect 360° visibility into how my business is performing



I expect seamless, personalized interactions



I expect you to protect my data

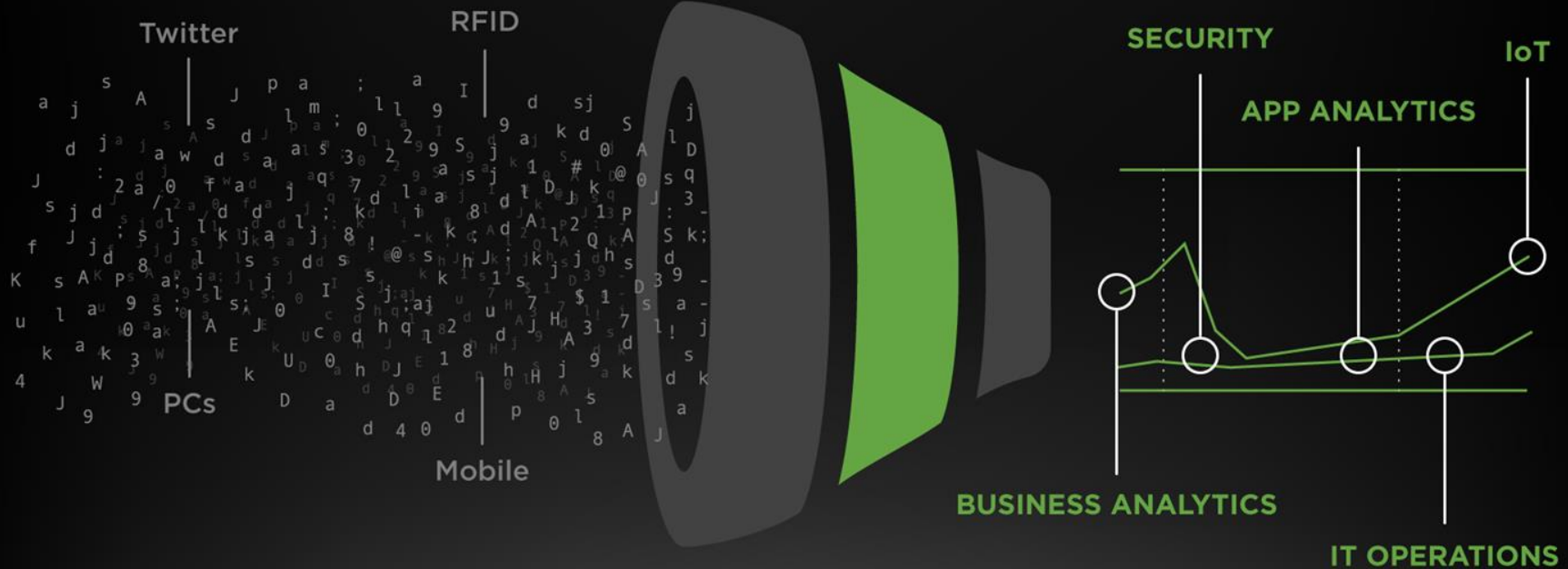


I expect detailed app usage analytics



I expect you to minimize my equipment downtime

Turning machine data into answers



Finding Answers You Need to Take Action

IT Operations

How do I predict service-level degradation before it occurs?

Application Performance Analytics

Is my poor app performance due to code-level errors or infrastructure?

Security and Compliance

How can I speed up security investigations and reduce the impact of insider threats?

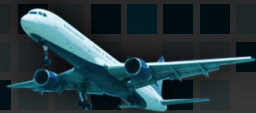
Business Analytics

Do my marketing campaigns drive more orders through the website or mobile app?

Internet of Things

How can I improve passenger flow and customer experience?





Airport of the Future



Dubai Airports
Connecting the World



**TODAY: 90M
TRAVELERS PER YEAR**

**2020: 100M
TRAVELERS PER YEAR**

**TOP 5: CUSTOMER
SATISFACTION**



AIRPORT STATISTICS



BAGGAGE

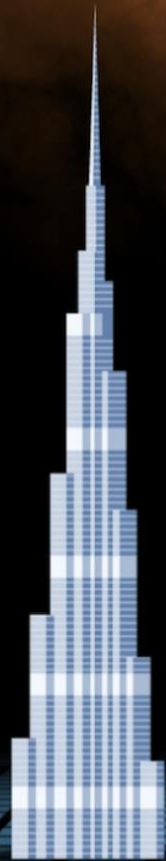
SECURITY

SENSORS: 3D CAMERAS
& METAL DETECTORS

ENERGY MANAGEMENT

WIFI

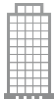






Machine Data from Smart Buildings

Sources



Building Controls

02/26/2017T10:24:17GMT assetID="AHU-04-17" airFlowCFM="2750" staticPressureInH2O="3.85" fanSpeedPct="100" intakeDamperPct="100" supplyAirTempF="58.8" returnAirTempF="79.2"



Work Orders

"AHU-04-17", "Supply Air Filter, "Aprilaire 410 Replacement Media", "Replace Media", "03/31/2017", "12/31/16", "replaced 6' media, cracked frame", "25663", "complete"

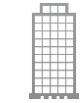


Energy Meters

02/26/2017T10:24:17GMT meterID="EC2-9-31" demandKW="121.7" consumptionKWH="1239211", dailyAvgDemand="84.8"

Correlation Creates Insight

Sources



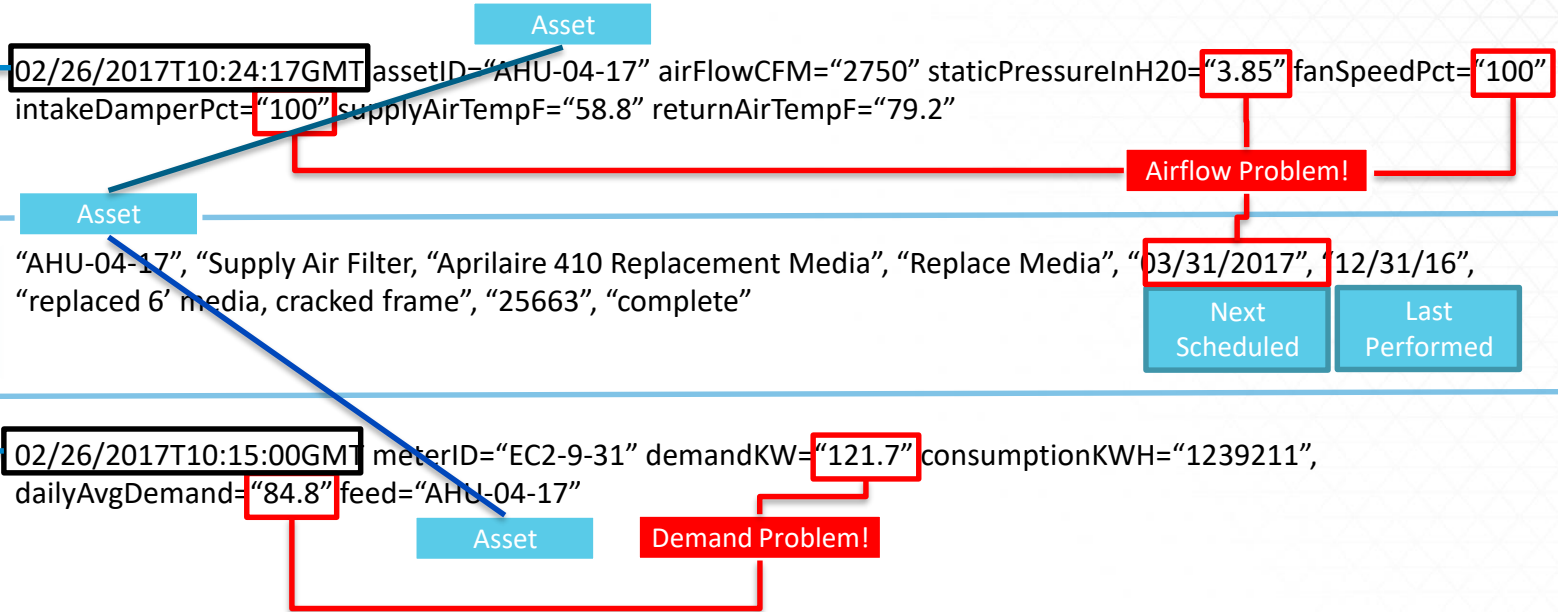
Building Controls



Work Orders



Energy Meters



Tell Us What You Think!

<https://ponypoll.com/ns18splunktrans>



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NSIB-Splunk-Sec

splunk>PonyPoll

QUESTION 1
How would you rate this session?

Quality of content



Relevance to my business



Speaker's presentation skills



Splunk Values: innovation, passion, disruption, openness, fun



1 of 3



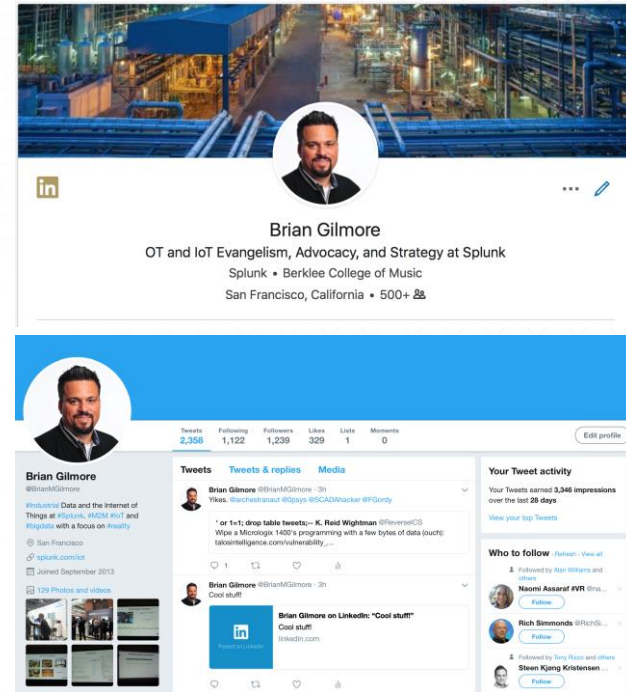
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Web: www.splunk.com/iot



Thank You!