

# Intelligent observability for the modern infrastructure

**Orange Business and Splunk provide the speed and flexibility to improve insights and uptime of critical business services while delivering an optimal user experience.**

The solution delivers insights and brings value to your data, with that data coming from the cloud application up until the end user or IoT device in your production area. Orange Business delivers the expertise to define, build, and operate value-added use cases based on this data within the Splunk environment for the optimum impact on your business.

IT infrastructures, cloud estates, and other areas in the IT landscape, such as customer experience, user experience, e-commerce, and microservices, are increasingly complex. IT teams struggle to get clear visibility and maintain continuous business processes over this distributed landscape. Traditional monitoring tools can no longer provide the clarity to track and respond to issues in these dynamic environments.

To address these issues, Orange Business has teamed up with Splunk. Our intelligent observability solutions deliver an unrivaled end-to-end view of how infrastructure health and application performance impact your business.

Everybody talks about end-to-end, but Splunk goes one step further with IT Service Intelligence (ITSI). Firstly, hybrid transaction begins in the cloud (microservices and containers) and ends on-premises (SAP, mainframe) or can even incorporate IoT data.



## Improve digital resilience via one unified experience

Poor visibility, ineffective management tools, and siloed teams lead to inefficient cross-functional communications and slow remediation times from an organizational standpoint, outages and performance degradation present risks of regulatory failure, lost revenue, poor customer experience, and damage to brand reputation.

**30% of enterprises implementing distributed system architectures will have adopted observability techniques to improve digital business service performance by 2024<sup>1</sup>.**



**Business**

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Orange Business Observability powered by Splunk is the only solution that provides end-to-end visibility across hybrid estates – from on-premises to cloud-native web applications. It provides AIOps capabilities to correlate metrics, events, logs, and traces to predict and prevent issues before they cause expensive downtime. AI-enabled troubleshooting analyzes unsampled telemetry data to spot anomalies that may impact performance.

Orange Business and Splunk provide joint professional consultative and operational services as part of the solution, including tool integration.

### Orange Business Observability powered by Splunk at a glance

- Unified solution for security and observability on one platform, providing end-to-end visibility across your entire cloud landscape.
- By using Open Telemetry, customers have maximum flexibility and vendor independence. This approach enables Splunk to provide customers with comprehensive visibility of their data from end-to-end with business context and without data sampling, based upon a full-fidelity approach.
- It is a scalable platform enabling organizations to effectively manage and use data from the complex tech landscape across SecOps, ITOps, and engineering use cases.
- The platform is extensible and customizable, with thousands of Splunk-built and partner-built apps and integrations, and also supports custom-built applications.
- The solution predicts and detects issues before they impact performance and workflows. It also provides focused troubleshooting and guidance on where to look to pinpoint problems.



### Mature observability provides increased reliability

Organizations that build intelligent observability with AIOps into their broader IT landscape can detect hard-to-catch problems faster and fix them quicker. This significantly enhances IT teams' ability to meet application availability and overall performance requirements.

# 33%

**According to research, early observability adopters have 33% fewer disruptions a year than others<sup>2</sup>.**





## **AIOps & observability: pivotal to successful digital transformation**

Digital transformation and fast-moving technology environments are putting massive pressure on IT teams. Modern data environments, including cloud architectures, microservices, containers, and distributed systems, produce vast amounts of volume and log data, making it difficult to get clear visibility into the health of dynamic infrastructures.

AIOps extends the capabilities of observability and translates data into action. Full-stack observability data is fed into Splunk's AIOps solution to correlate events, spot anomalies, and resolve issues.

## **Aligning IT intelligence with business**

Splunk offers an AI and analytics solution that enables teams to predict potential issues before they impact business operations.

Using AI and machine learning (ML), Splunk correlates data collected from monitoring sources and delivers a single live view of relevant IT and business services, cutting back on alert noise and proactively working to prevent downtime. This increases efficiency and productivity while reducing costs.

**90%** of G2000 CIOs will use AIOps solutions to drive automated remediation and third-party solutions including cost and performance metrics, improving resiliency and agility by 2026<sup>3</sup>.

Predictive performance dashboards monitor service health. They can be integrated with IT service management (ITSM) and orchestration tools like ServiceNow to centralize data flows through the entire incident lifecycle.



## Why work with Orange Business as your certified Splunk partner?

We understand that every organization is unique, as is the view of its IT and cloud estates. Intelligent observability and AIOps thus require a flexible approach. Not all enterprises have the skills and resources to implement the Splunk platform to maximize investment.

Splunk is a broad and highly scalable platform, providing a centralized hub where different teams can access the same information, providing a single source of the truth. Orange can guide and help you with your data management and observability journey.

Splunk's solution is based on Open Telemetry enabling maximum flexibility and vendor independence. This includes early integration of logs, metrics, and traces. Unlike other vendors that use Open Telemetry, but still use proprietary agents, Splunk is Open Telemetry-native. No matter the instrumentation or data collection agent, Splunk can easily pull out the data.

In addition, Splunk's solution takes a full fidelity approach to telemetry collection in two ways: Firstly collected data sets are not sampled, secondly data is streamed into the system and not polled. This is not required for Open Telemetry compliance, but Splunk believes full fidelity is an absolute requirement, given the modularity and ephemerality of modern systems.

Orange has been dealing with complex IT and operating solutions for decades, having a wealth of experience to draw on. Orange can help you set up common use cases to start harvesting insights and assisting you in achieving real business benefits. This can be extended to focus on specific environments that can be implemented together. The overall approach allows for the continuous evolution of observability within your organization.

Orange is uniquely positioned to deliver on the business outcomes the Splunk solution helps generate via a comprehensive end-to-end solution. Our global team of business use case consultants, IT, and integration experts can put you ahead of the curve in observability, enabling you to gain significant long-term value right across your business.

### Orange provides:



**Elite Splunk partner**



**Experience in deploying observability and AIOps solutions suite**



**Experts in AIOps and IT-related Solutions: ServiceNow, Thousand Eyes, SolarWinds, etc**



**Certified security and privacy experts**



**80+ Splunk Certified experts**



**100 + Observability projects executed**



**3,900 Digital & Data experts alongside 8,000 connectivity, 2500 cloud & 2700 security experts worldwide**



**5 major service centers covering all continents**

**Learn more about how Orange Business and Splunk can help you transform valuable operational data into effective operational intelligence. For further details, contact Digital Solutions Europe:**

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1. Gartner Cool vendors in monitoring and observability  
<https://www.gartner.com/en/doc/756867-cool-vendors-in-monitoring-and-observability>
2. Splunk State of Observability Research 2023
3. IDC Futurescape top 10 predictions for the future of digital infrastructure  
<https://www.apmdigest.com/idc-futurescape-top-10-predictions-for-the-future-of-digital-infrastructure>

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