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.conf21 Observability FAQ

About This document

This document summarizes the activities and product announcements happening for Observability at .conf21, and the near future.

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What is being announced at .conf21 related to Observability?

*GA = Generally available before or on 10/18

*Preview = Anticipated GA by the end of Q4 FY22

Splunk APM AlwaysOn Profiling (Preview)	Splunk APM now includes AlwaysOn Profiling for Java applications, providing app developers and service owners visibility of code level performance to troubleshoot production issues faster.
Splunk APM Database Visibility (Preview)	Splunk APM's enhanced database visibility now helps you find slow queries causing service performance issues, without having to instrument your database.



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Splunk RUM for Mobile Apps (GA)	Splunk RUM now supports real user monitoring across mobile applications, both iOS and Android.
Splunk Log Observer Connect (Preview)	Preview of Splunk Log Observer integration with Splunk Enterprise. IT and DevOps teams will be able to use Log Observer's intuitive interface to explore and troubleshoot any logs in Splunk <i>Note: Splunk Cloud Platform integration will come at a later time</i>
Splunk Infrastructure Monitoring Autodetect (Preview)	Preview of Out-of-the-box detectors for Splunk Infrastructure Monitoring for increasingly common data sources (integrations) such as Kafka.
Splunk Observability Cloud for Mobile (GA)	A free iOS and Android native mobile application, which allows users to access their Observability Cloud Platform from anywhere at any time. In this release, Observability Cloud for mobile users will have access to Dashboards and Alerts views.
OpenTelemetry eBPF Collector Donation	Splunk's donation of the OpenTelemetry eBPF Collector to the OpenTelemetry project has been accepted by the CNCF. The OpenTelemetry eBPF Collector enables network observability for modern applications using extended Berkeley packet filter (eBPF) technology.
Splunk App for Content Packs (GA)	The Splunk App for Content Packs acts as a one-stop shop for ITSI & IT Essentials Work providing prepackaged content and out-of-the-box searches and dashboards for common IT infrastructure apps and services including new Content Packs for managing Microsoft365, 3rd party APM tools, Synthetic Monitoring (all GA) and Observability Cloud (Preview).
Microsoft365 Content Pack (GA)	Enables full visibility into the performance, availability, security, incidents, and messages across your cloud-based Microsoft 365 services like Exchange, SharePoint, PowerBI and more
3rd party APM Content Pack (GA)	By bringing your APM data into Splunk ITSI or IT Essentials Work, you can better manage the performance of all your applications alongside the rest of your IT environment.
Synthetic Monitoring Content Pack (GA)	With prebuilt dashboards and common KPIs available, you can better manage the performance of your web applications by identifying and viewing Synthetic Checks



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Observability Cloud Content Pack (Preview)	Provides integration of Splunk APM, Splunk Infrastructure Monitoring and Splunk Synthetic Monitoring data into a single, unified Service Analyzer view within ITSI making monitoring and troubleshooting even easier for IT admins with in context linking from Splunk ITSI to Splunk Observability Cloud
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Where can I direct customers to learn more about these announcements?

For all announcements:

- **All-Up Observability Blog** - Link available 10/19
- **Observability Press Release** - Link available 10/19

Splunk APM AlwaysOn Profiling (Preview)	Customer Facing: Blog - link available 10/21 BETA Sign-Up - link Sessions: DVO1290 - Introducing Splunk Profiling DVO1290 - Using Splunk Profiling to troubleshoot service performance
Splunk APM Database Visibility (Preview)	All-Up Blog - link available 10/19
Splunk RUM for Mobile Apps (GA)	Blog - link available 10/25 Demo - link Docs - link available on 10/18 (will just redirect to general docs in meantime) Session: DVO1164 - Get started with Splunk Real User Monitoring for Mobile Apps in 5 minutes
Splunk Log Observer Connect (Preview)	Session: ITO1763 - Getting Started With Logs for Observability, For Splunk Enterprise Customers General Log Observer - https://www.splunk.com/en_us/observability/log-observer.html



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Splunk Infrastructure Monitoring Autodetect (Preview)	Blog - link available 10/25
Splunk Observability Cloud for Mobile (GA)	Blog - link available 10/25 Docs - link available on 10/18 (will just redirect to general docs in meantime) Demo - link
OpenTelemetry eBPF Collector Donation	Press Release - link Blog - link Session: DVO1137A - Channel Your Network Observability Superpowers with eBF Technology
Splunk App for Content Packs (GA)	Blog - link Session: ITO1085C - (IT Essentials) ITO1779C (What's new in ITSI)
Microsoft365 Content Pack (GA)	Blog - link Session: ITO1418C (Microsoft 365 CP)
3rd party APM Content Pack (GA)	Blog - link
Synthetic Monitoring Content Pack (GA)	Blog - link Session: ITO1640C - Using Splunk Synthetic Monitoring Inside Splunk IT Service Intelligence
Observability Cloud Content Pack (Preview)	N/A

All Observability Sessions: [Session Catalog](#)

Super Session:

- DEV1826 - Innovate and Modernize Faster with Splunk's Comprehensive Enterprise Observability Solutions (AMER)
- DEV1963 - Innovate and Modernize Faster with Splunk's Comprehensive Enterprise Observability Solutions (APAC)
- DEV1962 - Innovate and Modernize Faster with Splunk's Comprehensive Enterprise Observability Solutions (EMEA)

Customer:

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- DVO1312B - Debating Logs vs. Traces: Lessons Learned Adopting Distributed Tracing at **Shopify**
- DVO1334B - Establishing System Reliability With SLIs, SLO and Error Budgets at **Raymond James**
- DVO1565B - Observability As Code at **Diligent**
- DVO1377B - Observability From the Ground Up: Using OpenTelemetry and Splunk APM at **Care.com**
- DVO1179B - **Progressive's** Journey to Observability; From Hand-Rolled to Shrink Wrapped
- ITO1425B - Accelerating Remediation **@T-Mobile**: Using ML-based Anomaly Detection for T-Mobile Messaging Services
- ITO1457B - Driving Business Insights at **Agero**... It's No Accident
- ITO1399B - Driving Campus Sustainability With Your Wireless Data
- ITO1407B - Edge Computing: Transforming Retail & Hospitality IT Operations with Splunk & **Reliant**
- ITO1391B - From API to "Oh My!" - An Automated IT DevOps Self-Healing Services - **Lockheed Martin**
- ITO1254B - Health of **Transport's** Critical IT, Business Services and Their Infrastructure Health on the Go
- ITO1704B - How a Government Agency Unified Operational Silos and Improved the Lives of Its Citizens Using Insights Provided by Splunk - **CalPers**
- ITO1281B - How **Grainger** Uses Splunk ITSI to Accelerate Root Cause Analysis and Visualize Service Insights
- ITO1330B - How to Get Stakeholders Standing in Line for Dashboards: **Chipotle's** Digital Journey Using Splunk
- ITO1627B - How to Leverage Splunk for Complete & Accurate Business Process Monitoring - **Freddie Mac**
- ITO1544B - How to Surf the Big Wave of Observability Like a Pro - **Atlassian**
- ITO1469B - **Intel** IT's Search to Maximize Splunk Performance and Cost Savings in a Hybrid Cloud World
- ITO1418C - Microsoft 365: Flying in the Dark at What Costs - **Wells Fargo**
- ITO1743B - Microsoft Add-Ons: Ingestion and Parsing That Would Make Bill Gates Proud! - **American Transmission Company**
- ITO1416B - Question: Why is the Wireless Network Always So Slow? - **Jeffco Public Schools**
- ITO1617B - Using Splunk to Scale and Drive Cloud Financial Management Processes at **Yelp**

Best Practices/ General Observability/ Better Together:

- DVO1766C - Data Science for Observability
- DVO1178C - Deep Dive Into How Splunk Observability Can Help You Reduce Infrastructure Downtime
- DVO1261C - Extending Monitoring With Observability
- DVO1111C - Getting Started with Splunk Observability
- DVO1136C - How Observability Enables Distributed Incident Management
- DVO1822C - I Have Splunk Cloud Platform. What Can I Do to Add Observability?
- DVO1818C - Observability for the Rest of Us

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- DVO1584B - Observability the Observers: How Splunk Cloud Platform Uses Splunk Observability
- DVO154C - Seeing RED, Using USE: Why Monitoring Patterns Matter
- DVO1603B - The Challenges and Solutions for Modern Infrastructure Monitoring and Troubleshooting
- ITO1779C - An Introduction And What's New Over the Past Year
- ITO1694C - Better Together Like Chocolate and Peanut Butter: Splunk Observability + ITSI
- ITO1185B - Botify Splunk to Improve Collaboration, Cost and MTTR
- ITO1117C - Data Drivers: Racing to Observability in IT
- ITO1085C - Fast Pass to Getting Started with Splunk for IT Operations Use Cases
- ITO1515C - IT Incident Post Mortem Done Right: Best Practices for Using ITSI and Splunk On-Call to Improve Your Incident Management Process
- ITO1306C - Seven Habits of Successful Operations Teams that Use AIOps

OpenTelemetry:

- DVO1500C - Getting Started with OpenTelemetry Collector
- DVO1537B - OpenTelemetry at Splunk and Google: How We Use it, How Our Customers Use It, and How You Can Use It
- DVO1498C - OTel Me Why

APM (A lot of APM focused content in general observability sessions):

- DVO1290A - How Splunk Speeds Up Troubleshooting With Code-Level Visibility

DEM (RUM & Synthetics):

- DVO1585C - Introduction to Splunk Synthetic Monitoring for Availability, Functionality and Performance of Your Websites and APIs
- DVO1723C - Measure, Monitor and Optimize Front-End Performance with Splunk Observability
- DVO1227B - Splunk Real User Monitoring - Every Second Counts
- DVO1253C - Synthetic Monitoring and Single Page Apps: How to Increase Control, Visibility and Performance
- ITO1150C - Workforce Analytics to Improve End-User Experience and Performance

Infrastructure Monitoring:

- DVO1726C - Kubernetes Observability for Beginners: How Splunk Helps you on Your Journey
- DVO1164A - Mobile App Observability for iOS and Android
- ITO1564B - Scaling Kubernetes with Splunk And AWS

Log Observer:

- DVO1712B - Splunk Log Observer - Log Investigations Designed for Observability
- ITO1763 - Getting Started With Logs for Observability, For Splunk Enterprise Customers

ITSI:

- ITO1576C - Adaptive Thresholding... Demystified!
- ITO1256B - Application Integration Monitoring Using Splunk ITSI
- ITO1640C - Enriching ITSI Services Using the Content Pack for Splunk Synthetic Monitoring
- ITO1233B - Gain Real-Time Insights into SAP with Splunk IT Service Intelligence and PowerConnect



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- ITO1165C - How to Build and Scale Services and KPIs Using Service Templates in IT Service Intelligence
- ITO1176C - Splunk and Your CMDB - Getting the Best of Both
- ITO1662C - Understanding Why Your Business Tomorrow Needs AIOps Today
- ITO1233B - Using Splunk to Monitor SAP: The Good, The Bad and The Ugly

Can you share more details about these announcements?

Product: Observability

Announcement	Splunk APM - AlwaysOn Profiling - Preview
New or Momentum?	New
Details	<p>Splunk APM now includes AlwaysOn profiling, providing app developers and service owners visibility of code level performance to troubleshoot production issues faster.</p> <p>Extending Splunk APM's NoSample, full-fidelity tracing and retention, AlwaysOn profiling analyzes code-level performance in context with trace data to find and fix service bottlenecks, and identify resource optimization opportunities anywhere in your environment.</p> <p>With AlwaysOn profiling, teams using Splunk APM can now analyze and improve both intra-service performance of code heavy monoliths, and inter-service performance of microservice based architectures, to troubleshoot bottlenecks and optimize service performance at any stage of cloud migration.</p>
Audience	<p>Practitioners: IT Ops, SREs, App Developers/Service Owners (secondary)</p> <p>Decision Makers: VP/Director of Engineering, DevOps, Apps, Cloud, and Infrastructure</p>
.conf Positioning	<p>For app developers and service owners who build, troubleshoot, and optimize services, and require code-level visibility to troubleshoot performance issues, Splunk AlwaysOn profiling continuously measures code-level performance of production environments in context with unsampled trace data, helping find and fix service bottlenecks and improve resource performance, with minimal overhead.</p>



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Announcement	Splunk Log Observer Connect (Integration with Splunk Enterprise) - Preview
New or Momentum?	New
Details	<ul style="list-style-type: none"> - Preview of Splunk Log Observer > Splunk Enterprise integrations - Note: Splunk Cloud Platform integration will come at a later time.
Audience	<ul style="list-style-type: none"> - SREs, Developers - people that are performing triage and troubleshooting tasks and realize some of the data they need resides in Splunk Enterprise. They tend to not know SPL, so having LogO's no-code exploration capabilities is important to navigating data in Splunk Enterprise - Splunk champions in enterprises looking to add O11y capabilities in Splunk but unsure how to make Splunk useful for the developers, performance teams and others who
.conf Positioning	We will offer our preview of Splunk Log Observer integration with Splunk Enterprise later this year. With this integration, IT and DevOps teams will be able to use Log Observer's intuitive interface to explore and troubleshoot any logs in Splunk, even the logs you're already sending to Splunk Enterprise.

Announcement	Splunk APM Database Visibility - Preview
New or Momentum?	New
Details	<p>Splunk APM's enhanced database visibility now helps you find slow queries causing service performance issues, without having to instrument your database.</p> <p>On-call Service owners and SREs can quickly identify if a database is causing performance issues, isolate the query responsible, and pinpoint root cause within distributed systems, to troubleshoot faster.</p> <p>Users can easily find slow and high execution queries, compare aggregate trends in query performance against historical time windows, slice and dice queries alongside multiple system components like index tag, availability</p>



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	zone, or infrastructure element, without a change code. This APM feature is available for SQL databases at no cost to users.
Audience	Practitioners: SREs, App Developers/Service Owners Decision Makers: VP/Director of Engineering, DevOps, Apps, Cloud, and Infrastructure
.conf Positioning	While APM solutions typically provide database visibility, only Splunk shows queries and latency specific to a service and database interaction, which finds issues faster in distributed systems. Splunk APM users automatically view slow and high execution queries in context with service maps, aggregate performance against historical time windows, and can correlate query performance against index tags, infrastructure elements, availability zones, and more, all without having to instrument the database.

Announcement	Splunk RUM for Mobile Apps - GA
New or Momentum?	New
Details	Splunk RUM now supports real user monitoring across mobile applications, both iOS and Android.
Audience	Practitioners: Front-end developers, SREs Decision Makers: VP/Director of Engineering, DevOps, Apps, Cloud, and Infrastructure
.conf Positioning	<p>Splunk RUM for Mobile Apps extends our full-stack, end-to-end observability to mobile devices and delivers comprehensive performance monitoring and directed troubleshooting to help optimize and improve mobile app user experiences.</p> <p>With Splunk RUM for Mobile, front-end teams can track app performance metrics beyond crashes and errors, and understand which app versions, screens, and network requests are leading to user frustration and drop-offs. Guided workflows enable DevOps engineers and developers to quickly assess the root cause of issues, as well as the radius of impact of recent changes that led to app hiccups.</p> <p>Splunk RUM for Mobile is the only solution that connects front-end and back-end developers together with full-fidelity, end-to-end tracing (based on OpenTelemetry standards) which helps them deliver reliable and seamless</p>



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	end user experiences.
Pricing	Free with Splunk RUM license

Announcement	Splunk Infrastructure Monitoring - AutoDetect - Preview
New or Momentum?	New
Details	Out-of-the-box detectors for Splunk Infrastructure Monitoring for increasingly common data sources (integrations) such as Kafka. This feature will be in Preview at .conf21 and will be GA at the end of Q4'22/early Q1'23.
Audience	Practitioners: IT Ops, SREs, Developers/Service Owners (secondary) Decision Makers: VP/Director of Engineering, DevOps, Apps, Cloud, and Infrastructure
.conf Positioning	AutoDetect accelerates time-to-value for infrastructure teams by automatically discovering popular services and reducing setup and instrumentation time for Splunk Infrastructure Monitoring. With AutoDetect, IT and Cloud Ops teams can accelerate onboarding and anomaly detection, automate alert creation, and visualize and respond to performance issues across their entire stack more quickly and seamlessly, resulting in lower MTTR.

Announcement	Splunk Observability Mobile - GA
New or Momentum?	New
Details	Allow access to the Observability Cloud from anywhere. The Splunk Observability Mobile app provides the tools that SREs and DevOps engineers need to make decisions quickly no matter where they are. (Observability Mobile is focused on the end user, on-call experience. The majority of the experience is focused around the wartime use case. The minority will focus on very specific peacetime experiences.)
Audience	DevOps and SRE engineers who are on-call.



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.conf Positioning	Observability anywhere. With Splunk Observability Mobile, you can stay connected to your Splunk Observability Cloud to quickly view, respond to, and triage incidents right from your mobile device. Splunk Observability Mobile gives on-call SREs the flexibility to be responsive and productive no matter where they are in the world, dramatically driving down incident resolution times.
Pricing	Free App for existing Observability Cloud, Splunk Infrastructure Monitoring, Splunk APM or Splunk RUM Customers

Announcement	Splunk App for Content Packs and new Content Packs for Microsoft365, 3rd Party APM and Synthetic Monitoring - GA
New or Momentum?	New (3rd Party APM and Synthetic Monitoring-GA, Observability Cloud-Preview) / Momentum (Microsoft 365)
Details	The Splunk App for Content Packs acts as a one-stop shop for prepackaged content, and out-of-the-box searches and dashboards for common IT infrastructure apps and services, including new Content Packs for managing Microsoft365, 3rd party APM tools, Synthetic Monitoring (all GA) and Observability Cloud (Preview).
Audience	IT Admins, Splunk Admins, Service Delivery Managers
.conf Positioning	<p>In the past, you may have had to install and manage individual apps like Splunk App for VMWare and Splunk App for Windows Infrastructure. Now, with Splunk App for Content Packs, you can eliminate the need to manually install, manage, and update these individual Splunk apps used for investigation and troubleshooting.</p> <p>Splunk App for Content Packs not only offers a fast path to value with preconfigured IT use cases, but it also offers a new experience to stay up to date with the latest content designed to continue maturing your IT operations. Users no longer have to use the backup/restore functionality to install content packs, as one app now updates ALL content packs together. This ensures you're always using the latest and greatest version of each, with significantly less effort. New Content Packs include:</p> <ul style="list-style-type: none"> • Microsoft365 - Enables full visibility into the performance, availability, security, incidents, and messages across your cloud-based Microsoft 365 services like Exchange, SharePoint, PowerBI and more • 3rd Party APM - By bringing your APM data into Splunk ITSI or IT Essentials Work, you can better manage the performance of all your applications alongside the rest of your IT environment • Synthetic Monitoring - With prebuilt dashboards and common KPIs available, you can better manage the performance of your web

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	<p>applications by identifying and viewing Synthetic Checks</p> <ul style="list-style-type: none"> • Observability Cloud* (Preview/Beta) - Provides integration of Splunk APM, Splunk Infrastructure Monitoring and Splunk Synthetic Monitoring data into a single, unified Service Analyzer view within ITSI making monitoring and troubleshooting even easier for IT admins with in context linking from Splunk ITSI to Splunk Observability Cloud
<p>Additional Comments / Dependencies</p>	<p>Splunk App for Content Packs must be used with IT Service Intelligence (ITSI) or IT Essentials Work (ITE Work) 4.9 or later. Users may need to install Splunk Add-ons for specific Content Packs. Note: The App for Content Packs & individual Content Packs are free add-ons. *V1 of Observability Cloud Content Pack will not include Splunk RUM or Splunk Log Observer integration.</p>

<p>Announcement</p>	<p>OpenTelemetry eBPF Collector Donation</p>
<p>New or Momentum?</p>	<p>New</p>
<p>Details</p>	<p>Splunk's donation of the OpenTelemetry eBPF Collector to the OpenTelemetry project has been accepted by the CNCF.</p> <p>The OpenTelemetry eBPF Collector enables network observability for modern applications using extended Berkeley packet filter (eBPF) technology. This important extension to OpenTelemetry enables developers and DevOps teams to build an accurate, complete model of service dependencies and service health without change to application code or container images. It also allows them to measure the impact of cloud network problems on the performance and reliability of distributed services.</p>
<p>Audience</p>	<p>Practitioners: IT Ops, SREs, App Developers/Service Owners</p>
<p>.conf Positioning</p>	<p>At Splunk, we've been strongly committed to making the OpenTelemetry project a powerful and complete framework for collecting, generating and exporting observability data. This donation gives OpenTelemetry an out-of-the-box solution for generating high fidelity, detailed, pairwise network telemetry using eBPF; a low latency approach that exposes a wide range of application and kernel telemetry that extends on the type and scope of data collected by OpenTelemetry today with negligible overhead.</p> <p>This important extension to OpenTelemetry enables developers and DevOps teams to build an accurate, complete model of service dependencies and service health without change to application code or</p>



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container images. It also allows them to measure the impact of cloud network problems on the performance and reliability of distributed services.

Pricing Questions?

For GA products, what is the new pricing information?

Everything we're announcing in **GA** is free as long as the underlying product is licensed.

- Splunk **RUM for Mobile Apps** - Free with Splunk RUM License
- Splunk **Observability Cloud for Mobile** - Free with Splunk Observability Cloud, Splunk IM, Splunk APM, or Splunk RUM License

For more information on pricing, please see

https://www.splunk.com/en_us/software/pricing/devops.html

What About Analyst Relations/ News?

.conf21 analyst programming starts 10/11 this week with announcement pre-briefs for Gartner and IDC. We're conducting these calls for our top analysts who aren't able to join us at our live Analyst Summit to ensure they have a clear understanding of the key messages, product announcements, customer validation and overall vision we'll be sharing at .conf21.

Last week, we saw two Observability-themed reports publish from 451 Research and Gartner.

Liam Rogers at 451 released the report [Observability Primer: Is it just monitoring 2.0?](#), which provides an overview of Observability that largely aligns to Splunk's POV. It serves as a nice piece of third party validation for our perspective on the market.

Gartner posted their annual [Cool Vendors in Monitoring and Observability](#), which showcases younger, up-and-coming companies in the market. This year, Gartner recognized Cribl, Komodor, Observe and Rookout. More notably, the research is an opportunity to reflect on how far Gartner has come in its perspective on monitoring vs. observability. Just 18 months ago, Gartner defined the market in terms of monitoring, and observability was perceived as a vendor-only pitch. In this research, Gartner writes: "The term observability has become ubiquitous, and 2021 is shaping up to be 'the year of observability.'"