Transforming
for the Future

How industry leaders harness the power of cloud

splunk>

What do a Formula 1 racing team, a 230-year-old U.S. government agency and the world's No. 1 pizza company have in common?

They all want to become more efficient, innovate faster and achieve better outcomes — and they're investing in the cloud to get there.

And they're not alone. As digital transformation becomes increasingly essential, organizations across industries and regions are shifting to a cloud-first strategy to enable new business operating models, become more agile and fuel success today and tomorrow.

To meet rising customer expectations and fend off disruptive competition, both digital-native and legacy organizations are becoming technology-first businesses. Whether it's McLaren reimagining Formula 1 racing or Domino's reshaping pizza delivery, the most successful companies now see themselves as technology companies that monetize through their goods and services.

Nearly every organization is at least starting the journey to the cloud to support this transformation. Beyond the clear economic and scalability benefits, cloud accelerates organizations' ability to innovate and digitize business processes and interactions — advantages that differentiate industry leaders from the middle of the pack.

The Cloud Is Now

Success in moving to the cloud does not mean simply shifting infrastructure costs from on-premises hardware to the cloud. To thrive in this more complex environment, organizations must ensure that critical business systems are highly performant while also controlling costs as resource needs surge. They must boost security to protect the flow of information across a greater attack surface. And they need to adopt cloud-native technologies and practices to quicken the rate of innovation.

The goals are straightforward — accomplishing them is the hard part.

Organizations having the most successful transformations are tapping into a valuable resource: real-time data. These organizations are using the data they generate and collect to help manage systems, build better applications and create a more secure environment. They're bringing data to every question, decision and action to accelerate their cloud-driven business transformation.

McLaren Racing Accelerates Decision-Making

In the high-octane world of Formula 1, a single millisecond can make all the difference. With such a thin margin for error, teams must use insights to fuel strategic, split-second decisions.

And McLaren is no stranger to making smart decisions.

Founded in 1963, the racing leader has a long list of victories to its name, from 20 World Championships and 182 Grands Prix to three Indy 500s and the 24 Hours of Le Mans. This level of success reveals a voracious desire for innovation and high performance — principles that help McLaren stay one step ahead of the competition.

"In Formula 1, if you're standing still, you're actually going backwards because of the teams' pace of development," says Zak Brown, CEO, McLaren Racing. "These are hundredths of seconds that all ultimately add up — so everything on our race car is data-driven."

Keeping up with that pace of development is no easy feat. Roughly 18,000 parts on McLaren's Formula 1 car change every six weeks, meaning that about 80% of the racing car will be different by the end of the season. On top of that, McLaren must set its race strategy in real time, streaming data from the car's nearly 300 sensors while adjusting for everything from weather changes to tire conditions. A single miscalculation or network interruption could be the difference between finishing on the podium, or not in the points at all.

With so much at stake, McLaren's IT team plays a critical role in the team's success. "Data literally drives everything, particularly in this company," says Karen McElhatton, CIO, McLaren Group. "Our job is to make sure our entire technology ecosystem is reliable and that our data is always available."

To combine reliability with the need for instantaneous insights, McLaren relies on a hybrid cloud infrastructure. "I think you can't talk about cloud now without thinking about hybrid cloud," says McElhatton. "In our world, we have to choose the right kind of environment for the right type of decision-making and data. Our cloud environment enables us to have better control and make decisions faster, wherever the team is in the world."

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— Karen McElhatton, Group CIO, McLaren

Yet managing such a tremendous volume of data across on-premises and cloud environments also creates a high degree of complexity — especially when teams need to access insights at a millisecond's notice. "Splunk gives us the ability to ingest data quickly and gives us far more reliable accessibility to secure data," says McElhatton.

"The Splunk platform allows us to analyze our data, make real-time decisions, then act on those insights to inform the experience that we're tailoring," McElhatton says, "We've always been data junkies, but it's this data-to-everything mindset that's made all the difference."

Domino's Delivers a Satisfying Omnichannel Experience

A decade ago, pizza companies weren't investing in digital transformation … except Domino's.

Repositioning itself as an "e-commerce company that happens to sell pizza," the global pizza chain was an early adopter of digital channels, cloud computing and emerging technologies — strategic decisions that have helped propel Domino's to success as the leader in global sales.

Taking a thoughtfully paced approach to its cloud migration, Domino's has, over time, moved all of its core systems — including digital ordering systems, enterprise resource planning (ERP), back-office operations and supply chain systems — to the cloud. This shift has enabled the pizza powerhouse to increase operational efficiency and lower costs while powering innovation.

A key factor in Domino's rise to the top has been reimagining the ordering and delivery process, providing customers with digital options that are convenient and fuss-free. Domino's now has 16 different digital ordering channels — from smart TVs and watches to mobile phone apps, social media, and Amazon Echo and Google Home devices — that collectively generate 65% of sales in the United States.

Yet Domino's has made sure that simplicity for the customer doesn't mean overwhelming complexity for those managing the technology — even during peak sales times. Domino's move to the cloud allows the company high availability and accessibility at effective cost during peak loads.

With the Splunk platform, Domino's has visibility into its entire cloud environment and distributed applications, giving teams as varied as digital infrastructure, e-commerce, marketing and in-store experience access to real-time insights that improve decision-making and accelerate innovation.

"Since I've been at Domino's, our biggest change has been the speed at which we move and the amount that we try to accomplish," says Mike Cox, operational intelligence architect at Domino's. "We only continue to grow and move faster." Rapid innovation demands a streamlined, efficient process for releasing new technologies online and throughout stores — and Domino's relies on Splunk to optimize functionality, monitor system health and ensure that the technology is ready and reliable for customers.

Cox says, "We begin by saying, 'How are we going to analyze this? How do we know it's healthy, performing and actually functioning?' And we don't put things into production until we have those answers. That's all through Splunk. Without the Splunk platform, we don't have eyes into our environment — across stores, e-commerce and all of our infrastructure."

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> — Mike Cox, Operational Intelligence Architect, Domino's

Arlo Ensures Peace of Mind

Helping people protect and connect with the people and places they love most, Arlo provides peace of mind to over 3.4 million households. Every day, Arlo's more than 13 million IoT devices — which range from wireless security cameras to video doorbells to advanced baby monitors — stream about 108 million videos to the company's cloud.

Yet with an increasing number of videos and an ever-expanding cloud environment, Arlo also faces rising complexity and a spike in the volume, variety and velocity of data. While this deluge of data could overwhelm many organizations, the Arlo team uses it to their advantage.

To provide better service to customers, Arlo uses the Splunk platform to understand the complex interplay between its entire ecosystem — from hardware to the cloud. With all its data in a single place, Arlo gains a better understanding of its ecosystem, helping leaders better manage systems, proactively mitigate threats and accelerate time to market.

"Our previous lack of visibility prevented us from moving at a fast pace," says Jishnu Kinwar, Arlo's vice president of cloud platform engineering. "Splunk allows us to see what's happening in real time across our cloud operations, security, DevOps and QA teams, so we can immediately act on our data and prevent issues. Splunk supports the team velocity to develop products and features faster while giving us the confidence to release sooner."

With this knowledge, the Arlo team is providing more reliable products, heightened security and a better experience to its customers. "For us, the No. 1 thing is that when we deliver the product into consumers' hands, we promise 24/7 high performance and a global cloud network to support that hardware," says Tejas Shah, Arlo's senior vice president of product and chief information officer. "Thanks to Splunk, we've been able to keep an eye on our ever-expanding environment to make sure we deliver on that promise to our customers."

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— Jishnu Kinwar, VP of Cloud Platform Engineering, Arlo

The U.S. Census Bureau Gears Up for the Transformation of the Decade

The U.S. Census Bureau has a mission of amazing complexity: to serve as the nation's leading provider of quality data about its people and economy.

Every 10 years, the Census Bureau sets out to provide a complete, accurate count of the population and housing in the entire United States. That means counting every person once, and in the right place, to provide the federal government with data to shape public policy, distribute more than $675 billion in funding and literally redraw the political map for the next decade.

It's not a new mission — the Census Bureau has been counting America since 1790. But as America's expectations and preferences have evolved throughout the years, the Census Bureau has had to transform to better fulfill its mission.

Cue the 2020 census, the country's first digital decennial census. This milestone allows the Bureau to harness the many benefits that digitization provides while expanding access to hard-to-reach regions, engaging historically undercounted communities and connecting with the population in modern, more convenient ways. And, in the midst of the COVID-19 pandemic, this digital option has been a cornerstone of success for the Census Bureau, allowing the organization to quickly adapt to the crisis.

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For us to monitor every component — whether network, database or middleware — in an automated way, we had to rely on Splunk."

— Atri Kalluri, Senior Advocate, Decennial Census Response Security and Data Integrity, U.S. Census Bureau

Using digitization and cloud technologies to its advantage, the Census Bureau has increased efficiency across its operations in multiple ways, including using satellite data to reduce manual door-to-door efforts and leveraging automation to recruit, hire and pay its 6,000 door-to-door enumerators. These efficiencies have advanced the Bureau's cloud-first strategy, causing teams to evaluate which components of the Bureau's infrastructure can be migrated to the cloud.

To support its extensive operations, cloud migration and new digital options, the Bureau relies on Splunk to monitor and optimize its complex environment. "We have so many components, from servers in the cloud to devices in the field," says Atri Kalluri, senior advocate of decennial census response security and data integrity. "For us to monitor every component — whether network, database or middleware — in an automated way, we have to rely on Splunk. The Splunk platform gives us visibility into all our operational aspects."

In pursuit of its mission, the Census Bureau will continue to harvest the benefits of digitization and the cloud while relying on Splunk to manage digital complexity and make informed decisions in a turbulent world.

The Cloud Can Be Yours

As these organizations illustrate, the shift to cloud isn't just a tech strategy. It's a business strategy that can fuel rapid innovation and set your organization up for continued success.
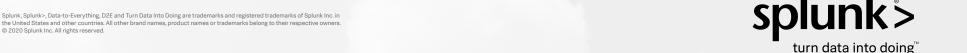
With the right data strategy to support your cloud strategy, you'll help your teams manage digital complexity and turn data into action — from security teams protecting the flow of information, to IT teams managing on-premises and cloud infrastructure, to DevOps teams deploying cloud-native apps.

Whether you're building cloud-native applications or are in the initial stages of your cloud migration, Splunk meets you where you are on your cloud journey. As the only Data-to-Everything Platform, Splunk will help you turn data of any structure, source and timescale into actionable insights that make your organization more efficient, secure and competitive. We'll partner with you to help you avoid common cloud strategy pitfalls and make success in the cloud a reality.

Discover how Splunk helps you bring data to every question, decision and action throughout your cloud journey.

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