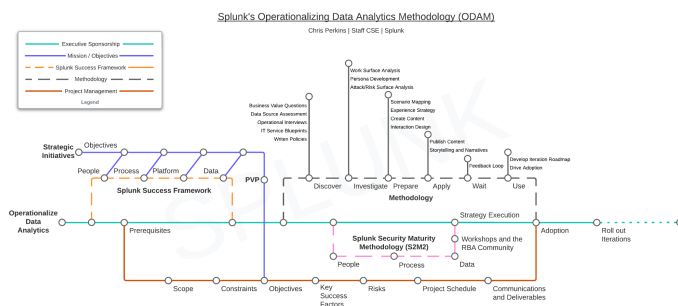


ODAM and the IT Service Blueprint Workshop

What is ODAM?

Splunk's ODAM (Operationalizing Data Analytics Methodology) is a game-changer for organizations looking to harness the power of data analytics and drive business value. ODAM is a comprehensive methodology that guides organizations on how to define, plan, execute, and measure data analytics initiatives, ensuring alignment with strategic goals and objectives. By operationalizing data analytics, organizations can make data-driven decisions that drive business value across multiple departments and use cases.



But ODAM isn't just about data analytics, it's also about increasing digital resilience. With a focus on building a strong data analytics program (also known as the Analytics Center of Excellence, or ACE), ODAM helps organizations improve their overall security posture and increase their operational resiliency.

Organizations are deploying the full power of data analytics using ODAM, a progressive framework that guides organizations through the journey from data discovery to mastery and innovation.

- **Discovery:** Starting Point
- **Foundation:** Building Blocks
- **Progression:** Stepping Stones
- **Mastery:** Milestones
- **Innovation:** Pioneers

ODAM provides a framework for defining, planning, executing, and measuring data analytics initiatives, including security analytics, compliance, anti-fraud efforts, IT operations, and application performance monitoring.

ODAM also helps organizations save money by identifying opportunities for automating manual, repetitive security processes, leading to increased efficiency and cost savings. It is a comprehensive and structured approach to addressing data analytics and security challenges, designed to help organizations mature and operationalize their data analytics capabilities.

How Does ODAM Work?

1. First, the organization must define the business problem or challenge.
2. Then, identify data sources that may have the data to help answer questions.
3. When you have access to the data, use data analytics to answer your questions, identify potential issues, or opportunities to increase efficiency.
4. Finally, take action with the most up-to-date and accurate insights your organization assembled.

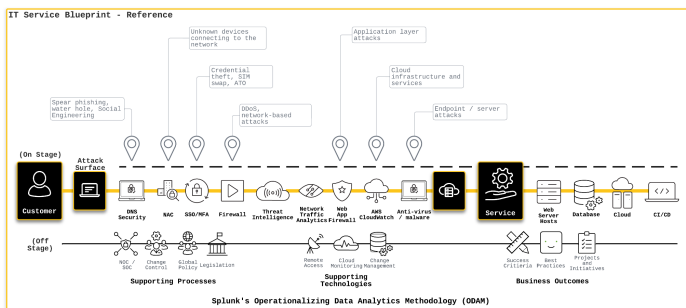
What problem is ODAM trying to solve?

ODAM aims to solve the problem of organizations not being able to fully leverage the potential of data analytics and make data-driven decisions. Without a clear methodology and framework, organizations may struggle to align their data analytics efforts with their strategic goals and objectives, and may not be able to maximize the value of their data assets. ODAM provides a structured approach to

operationalizing data analytics, enabling organizations to mature and operationalize their data analytics capabilities, and drive business value and support decision-making across multiple departments and use cases.

What is an IT Service Blueprint?

An IT Service Blueprint is a visual representation of the various components and processes that make up an IT service. It provides a comprehensive understanding of an IT service, including its stakeholders, customer needs, value proposition and the different components such as processes, technology, and people required to deliver the service. The purpose of an IT Service Blueprint is to help organizations understand the intricacies of their IT service delivery and identify areas for improvement. ODAM provides a structured approach for organizations to create an IT Service Blueprint that leverages data analytics to drive business value for stakeholders, end-users and customers.



One of the key benefits of the IT Service Blueprint is its ability to provide a common "big picture" view of the service, which can be helpful in understanding the service in a holistic manner. This view takes into account the situational and contextual factors that may impact the service, and helps to provide a point of view that is focused on the approach to delivering the service.

Benefits of the IT Service Blueprint

Using an IT Service Blueprint can bring a number of benefits to organizations, including:

- Breaking down silos and improving collaboration within the IT team.
- Revealing opportunities for improvement and optimization.
- Providing a common understanding of the "big picture" of the service.
- Giving a holistic view of the service and how its various components and processes fit together.
- Providing a situational and contextual understanding of how the service operates.
- Giving insight into how the service is perceived by different stakeholders.
- Defining the scope of the service and its approach to delivery.
- Planning for the future evolutions of the service.
- Monitoring the service in real-time and taking timely actions.
- Providing data and evidence across channels to understand usage and perception.

The ODAM Community

The ODAM Community is a platform where data analytics professionals can come together to share knowledge, best practices, and real-world experiences. Our mission is to empower organizations to operationalize their data analytics capabilities and drive measurable business outcomes. This community of experts, aims to provide a collaborative and supportive environment where members can learn from one another, share insights, and drive innovation in the field of data analytics. Together, we are dedicated to advancing the field of data analytics, and helping organizations achieve success with their data-driven initiatives.

Empower yourself with the knowledge and resources of the ODAM Community