Prelert Introduces Anomaly Detective, an Advanced Predictive Analytics Solution for Splunk Enterprise Environments

100 percent self-learning predictive analytics uses machine intelligence assistance to dramatically improve IT operations

FRAMINGHAM, Mass. — Jan. 23, 2013 — Prelert, the first company to provide 100 percent self-learning predictive analytics solutions to dramatically improve IT operations, today announced Anomaly Detective, an advanced machine intelligence solution for Splunk® Enterprise environments. The introduction of Anomaly Detective expands Prelert's line of diagnostic predictive analytics products that integrate with a customer's existing IT management tools and quickly provide value by finding problematic behavior changes hidden in huge volumes of operations data.

Anomaly Detective's self-learning predictive analytics with machine intelligence assistance recognize both normal and abnormal machine behavior. Using highly advanced pattern recognition algorithms, Anomaly Detective identifies developing issues and provides detailed diagnostic data, enabling IT experts to avoid problems or diagnose them as much as 90 percent faster than previously possible. IT personnel who utilize Splunk Enterprise software in infrastructure, applications performance and security can now additionally benefit from machine learning to automatically spot anomalies and isolate their root causes in minutes, saving time and resolving problems before the business is impacted.

Anomaly Detective is easily downloadable software that installs and provides value in minutes as a tightly integrated application for Splunk Enterprise. Because it leverages recent advances in machine intelligence, Anomaly Detective is 100 percent self-learning and requires minimal configuration. Anomaly Detective augments existing IT expertise, empowering IT staff to spend less time mining data, reduce troubleshooting costs and improve compliance with service-level agreements — all of which contribute to a rapid return on investment.

"Prelert Anomaly Detective is like a machine intelligence assistant, using advanced machine learning analytics to analyze the massive amounts of IT operations management data produced by today's online applications and services," said Mark Jaffe, CEO of Prelert. "We've packaged the power of big data analytics, normally focused on solving business problems, in easy-to-use machine intelligence solutions that are greatly needed in the real world of IT operations."

Splunk Validation
"We encourage users and vendors alike to develop applications that leverage and complement the power of the Splunk software platform. Prelert's Anomaly Detective is

an excellent example. Its ability to extend the advanced search and analytical capabilities of Splunk Enterprise to include the power of self-learning predictive analytics enables users to easily derive more value from machine-generated big data," said Bill Gaylord, senior vice president of business development at Splunk.

Customer Validation

"With the overwhelming amount of log data we generate every day, it can be very difficult to find subtle, previously unknown behavior changes that can cause issues," said Craig Merchant. Senior Security Architect at Responsys. "By using Prelert's predictive analytics on top of Splunk, I can spot anomalies in my data even though I may not have had the prior insight to look for it."

Reseller Validation

"Prelert extends the power of Splunk with machine learning analytics that significantly reduce the time and domain expertise required to solve complex issues. This allows customers to get more value, more quickly while increasing their visibility to the behavior of their IT environments," said Andrew Walley, Commercial Director at Eqalis. "Our customers will be able to leverage their investment in Splunk without the need to devote additional analyst resources to save them from drowning under the increasingly high volumes of data being generated by their IT estate."

Industry Validation

"Prelert is a real 'trailblazer' in the application performance analytics marketplace with its machine intelligence-based predictive analytics solution for Splunk," said Dennis Drogseth, vice president of research, IT Megatrends, Analytics and CMDB at Enterprise Management Associates Inc. "It provides a dynamic narrative around what comes first in a sequence of IT events to quickly triage issues caused by data anomalies. Prelert turns the diverse assortment of IT-generated data into valuable information for delivering higher-quality applications and services."

"Our research shows that the challenges and complexity around the usability of application performance data are increasing customers' demands for advanced application performance analytics," said Bojan Simic, president and principal analyst, TRAC Research. "Prelert is responding to this need with its Anomaly Detective machine intelligence-based predictive analytics for Splunk environments, which ensures the availability and delivery of the right information when it is needed."

Availability and Pricing

Prelert Anomaly Detective is now available and easily downloadable from the Prelert website and from Prelert resellers. Pricing is based on the amount of data analyzed per day, starting at $1,200 for environments indexing more than 500MB of data per day. For information on pricing for Splunk Enterprise, go to http://www.splunk.com/view/how-to-get-splunk/SP-CAAADFV.

Prelert Product Line

Prelert's predictive analytics products also include Prelert Real-Time — predictive analytics for Computer Associates, Microsoft and ITRS Geneos products — and Prelert Open SQL Database API for custom development.

About Splunk Inc.

Splunk Inc. (NASDAQ: SPLK) provides the engine for machine data™. Splunk® software collects, indexes and harnesses the machine-generated big data coming from the websites, applications, servers, networks and mobile devices that power business. Splunk software enables organizations to monitor, search, analyze, visualize and act on massive streams of real-time and historical machine data. More than 4,800 enterprises, universities, government agencies and service providers in more than 80 countries use Splunk Enterprise to gain operational intelligence that deepens business and customer understanding, improves service and uptime, reduces cost, and mitigates cybersecurity risk. Splunk Storm, a cloud-based subscription service, is used by organizations developing applications in the cloud. To learn more, please visit www.splunk.com/company.

About Prelert

The complex IT environments behind today's online applications and services generate more operations management data than a human can structure or analyze. Prelert is the first company to solve this problem by providing 100 percent self-learning predictive analytics solutions that augment IT expertise with machine intelligence assistance to dramatically improve IT operations. Prelert's patent-pending analytics automatically mine existing management tools to find answers hidden in huge volumes of operations data. Prelert products install in minutes, giving IT operations, application support and security personnel the ability to reduce diagnostic time as much as 90 percent. Prelert empowers IT experts with machine intelligence.

For more information, visit http://prelert.com/index.html.

Resources

Prelert Anomaly Detective Data Sheet

Prelert Anomaly Detective – Machine Intelligence for Splunk Demonstration

Prelert Anomaly Detective for Splunk 30-Day Trial Download

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