



# DELIVERING OPERATIONAL INTELLIGENCE

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Chief Security Strategist



#Splunk

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# Agenda

What is  
Splunk

Socializing  
Data


Demo

Q&A

# Safe Harbor Statement

During the course of this presentation, we may make forward looking statements regarding future events or the expected performance of the company. We caution you that such statements reflect our current expectations and estimates based on factors currently known to us and that actual events or results could differ materially. For important factors that may cause actual results to differ from those contained in our forward-looking statements, please review our filings with the SEC. The forward-looking statements made in this presentation are being made as of the time and date of its live presentation. If reviewed after its live presentation, this presentation may not contain current or accurate information. We do not assume any obligation to update any forward looking statements we may make. In addition, any information about our roadmap outlines our general product direction and is subject to change at any time without notice. It is for informational purposes only and shall not be incorporated into any contract or other commitment. Splunk undertakes no obligation either to develop the features or functionality described or to include any such feature or functionality in a future release.





**MOBILE AND CLOUD FIRST**  
**SOFTWARE-DEFINED DATACENTERS**  
**CONTINUOUS APP DELIVERY**  
**ANALYTICS-DRIVEN SECURITY**  
**INTERNET OF THINGS**

# Disruptive Approach to Unstructured Data

1980-2010

Schema at Write

SQL

ETL

Structured  
RDBMS

2010+

Schema at Read

Search

Universal Indexing

Unstructured



Volume | Velocity | Variety



The background is a dark blue gradient with a bokeh effect of out-of-focus light circles. On the left side, there is a curved surface displaying snippets of log data in a light blue font. The Splunk logo is centered in the upper half of the image.

# splunk® >

Make machine data accessible,  
usable and valuable to everyone.

# The Power of Splunk

**COLLECT DATA  
FROM ANYWHERE**

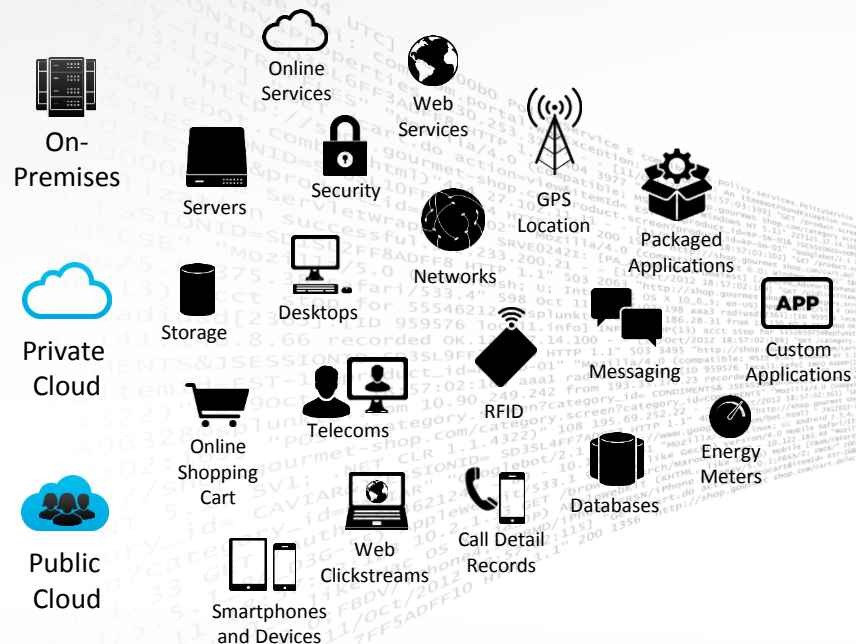
**SEARCH  
AND ANALYZE  
EVERYTHING**

**GAIN REAL-TIME  
OPERATIONAL  
INTELLIGENCE**

**splunk** >

# Turning Machine Data into Operational Intelligence

INDEX ANY MACHINE DATA: ANY SOURCE, TYPE, VOLUME



GAIN REAL-TIME VISIBILITY

Application Delivery

IT Operations

Security and Compliance

Business Analytics

Internet of Things



# Delivers Value Across IT and the Business

Application  
Delivery

IT  
Operations

Security,  
Compliance,  
and Fraud

Business  
Analytics

Industrial Data  
and Internet of  
Things

Developer Platform (REST API, SDKs)

splunk>

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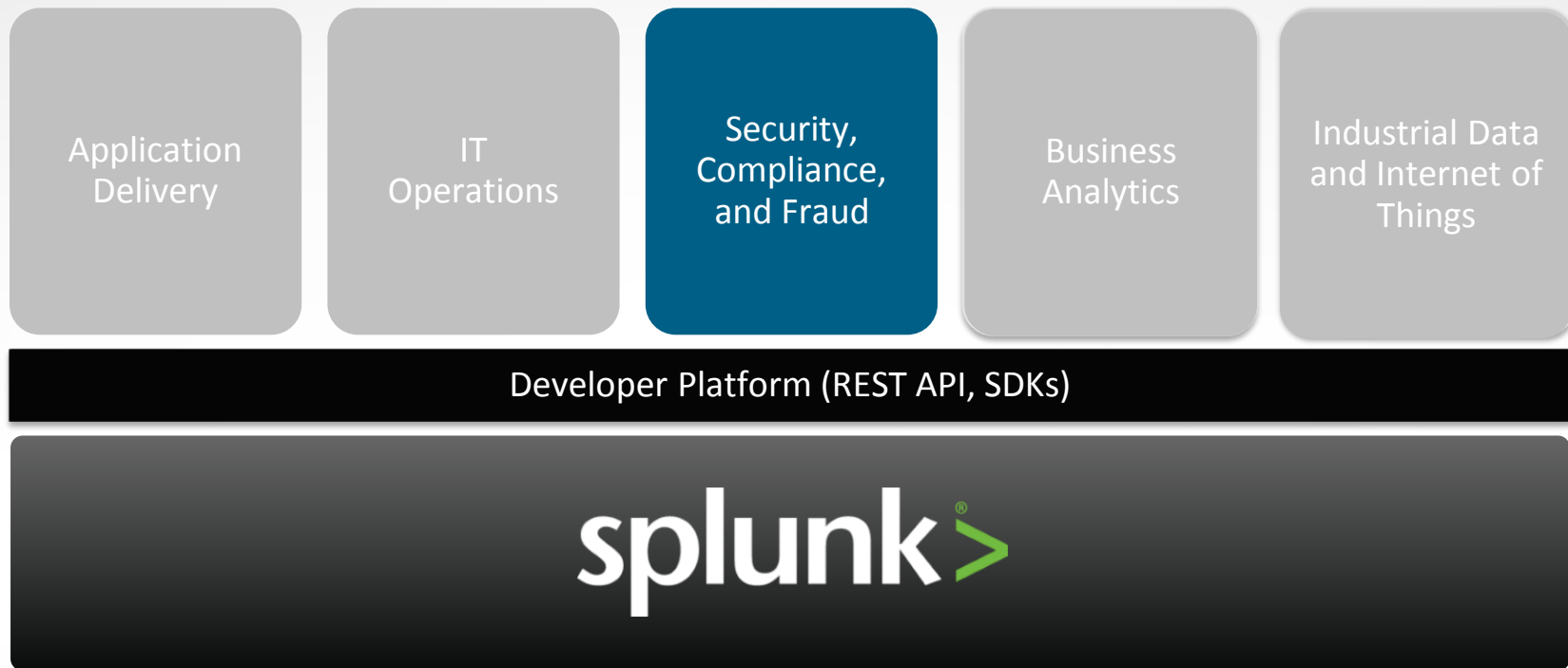
splunk>

# Why Home Depot uses Splunk for App and IT Management

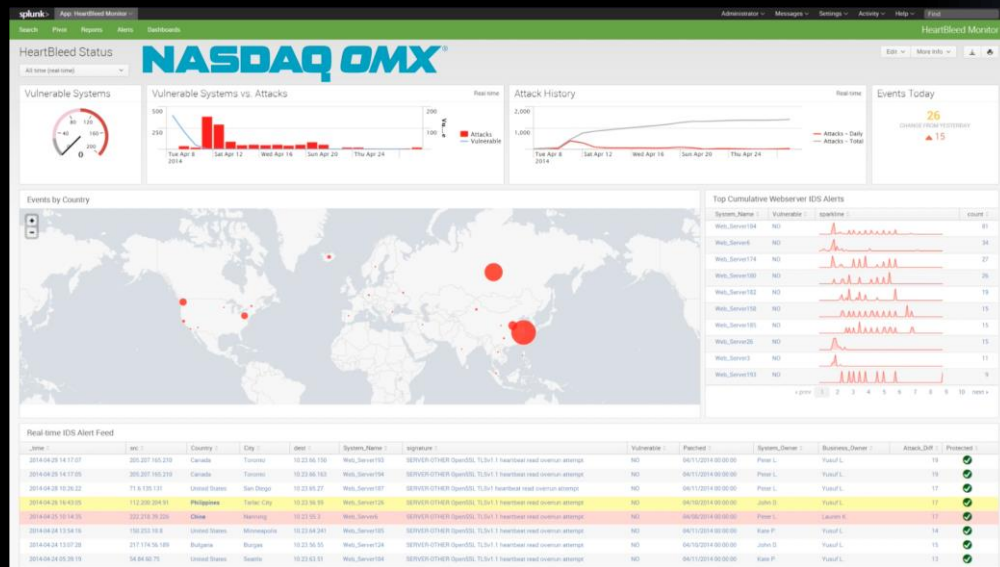
- Faster Troubleshooting – 43% Reduction in Severity 1 & 2
- Monitor Health of Entire Application Infrastructure
- Real-time Visibility for 1,200+ Applications
- CIO Dashboards on KPIs and Trends by Store



# Delivers Value Across IT and the Business



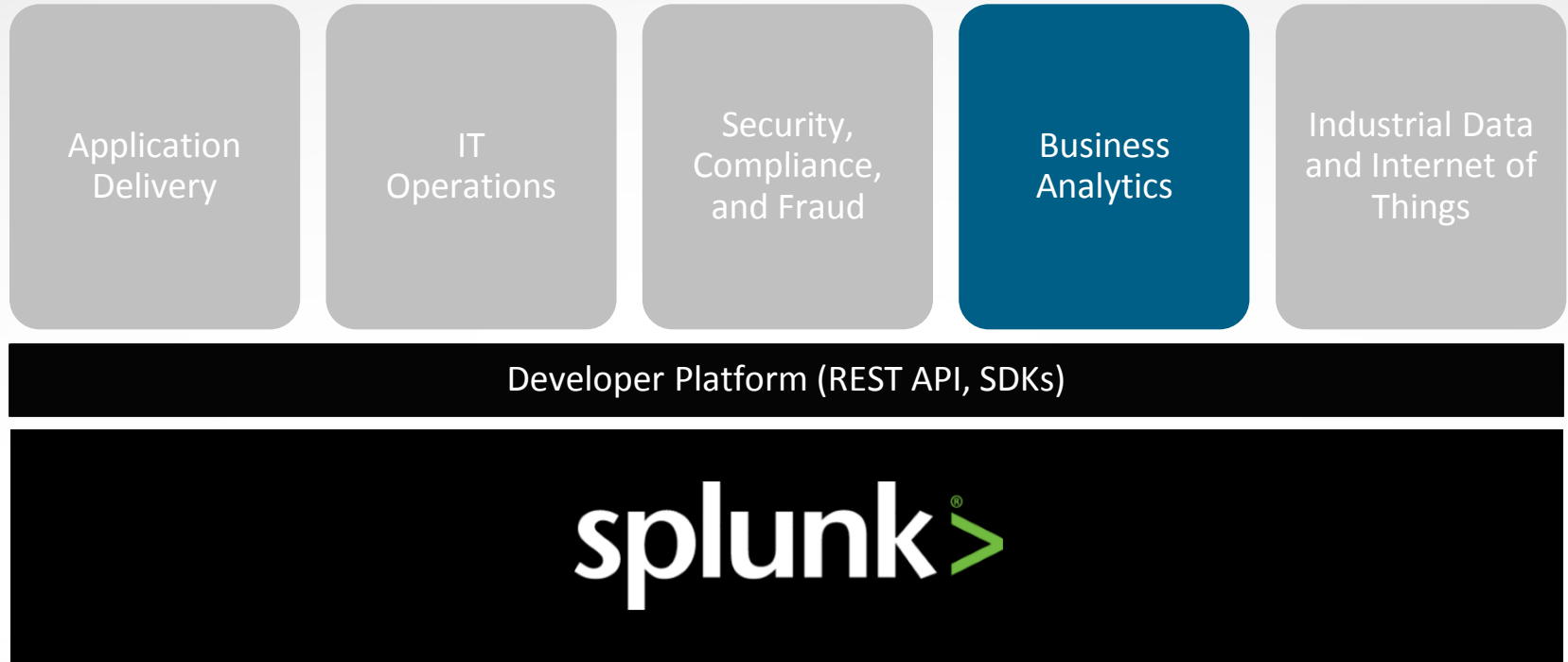





# Why NASDAQ Uses Splunk for Security



# Delivers Value Across IT and the Business





Understand  
device and app  
usage trends for  
orders

Real-time  
revenue  
insights from  
store data

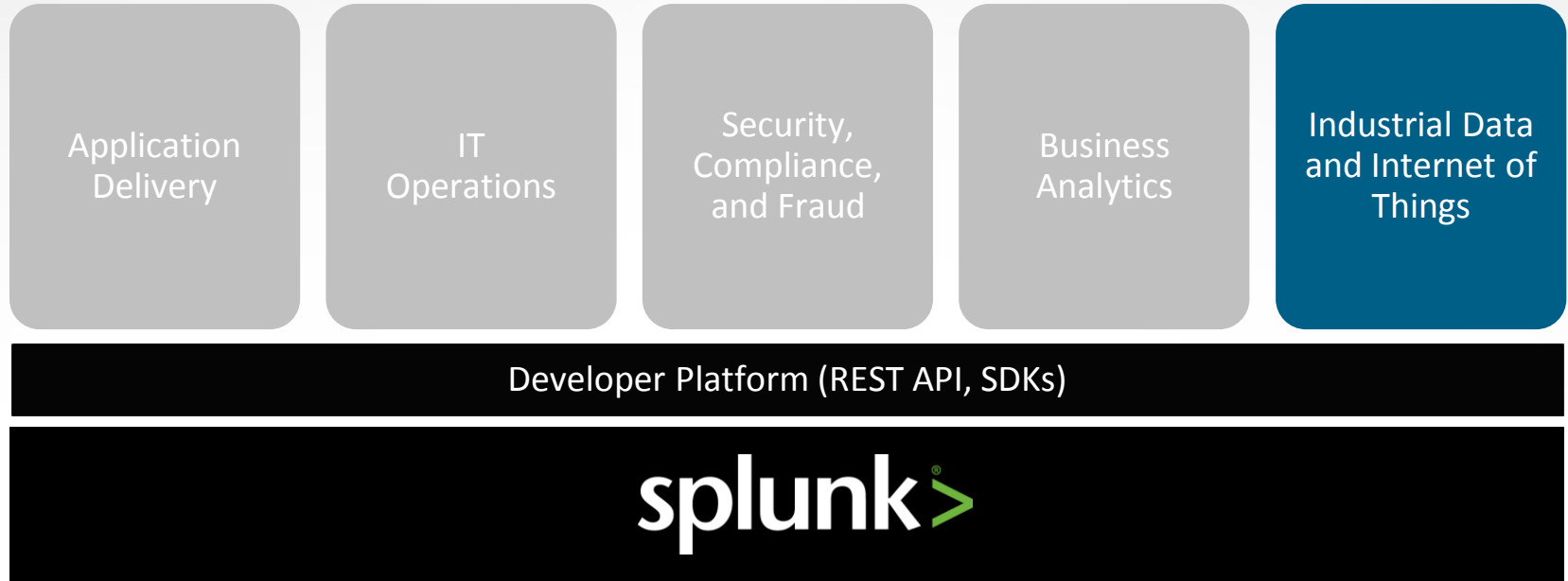
Visibility into  
online and  
mobile coupon  
redemption

Refine  
campaigns  
for higher  
conversion

# Why Domino's uses Splunk for Application Management and Business Analytics



# Delivers Value Across IT and the Business





# Building Smarter Transportation

Over \$1 Billion in Potential Savings



Improving Safety



Reducing Fuel Costs



Improving On-Time  
Operations

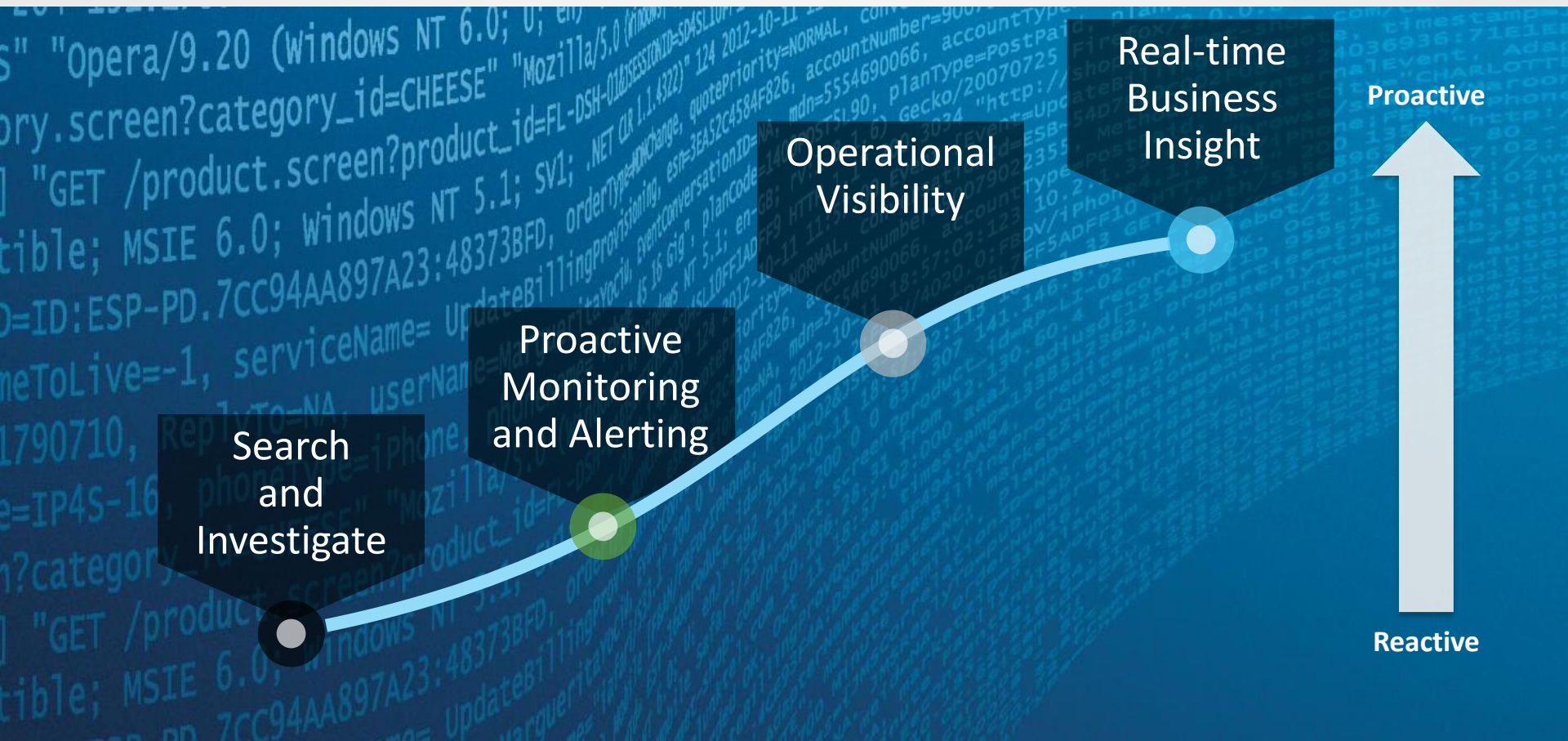
**NEW YORK AIR BRAKE**  
TRAIN DYNAMIC SYSTEMS DIVISION



# DEMO

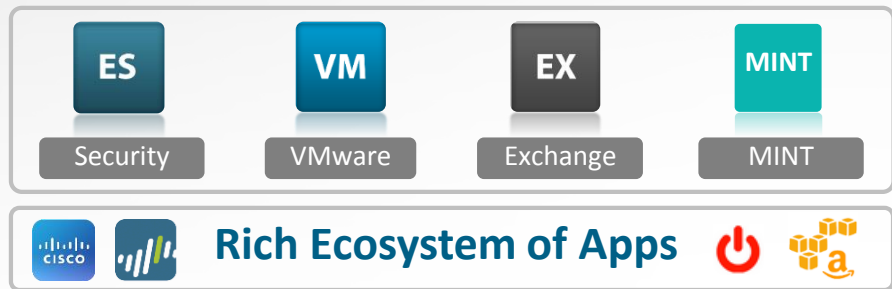


# Phases of Operational Intelligence



# The Splunk Portfolio

Across Data Sources, Use Cases and Products



splunk>enterprise

splunk>cloud

Hunk™

splunk>light

splunk> Platform for Machine Data



Forwarders



Syslog /  
TCP / Other



Wire  
Data



Relational  
Databases



Mobile



Sensors &  
Control Systems



Mainframe  
Data



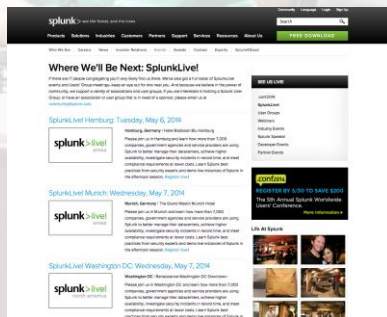
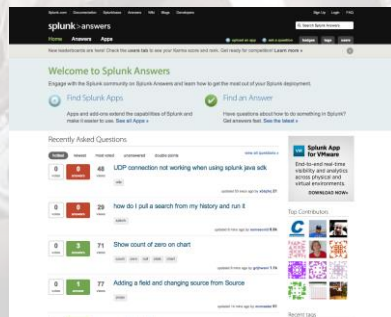
# Thriving Community

700+ apps

50,000+ questions  
and answers

Local User Groups  
and  
SplunkLive! events

Dev.splunk.com



# Proven at 9,500+ Customers in 100 Countries

Over 3/4 the Fortune 100



Cloud and Online Services



Education



Energy and Utilities



Financial Services and Insurance



Government



Healthcare



Manufacturing



Media



Retail



Technology



Telecommunications



Travel and Leisure

# Easy to Try & Get Started

**FREE  
ONLINE SANDBOX**

**1**

**FREE  
DOWNLOAD**

**2**

**FREE  
AMAZON MACHINE  
IMAGES (AMI)**

**3**



# The 6<sup>th</sup> Annual Splunk Worldwide Users' Conference

September 21-24, 2015 | The MGM Grand Hotel, Las Vegas

- 4,000+ IT & Business Professionals
- 2 Keynote Sessions
- 3 days of technical content
  - 150+ sessions
- 3 days of Splunk University
  - Get Splunk Certified
  - Get CPE credits for CISSP, CAP, SSCP, etc.
  - Save thousands on Splunk education!
- 50+ Customer Speakers
- 50+ Splunk Speakers
- 35+ Apps in Splunk Apps Showcase
- 65 Technology Partners
- **Register at**  
**[conf.splunk.com](http://conf.splunk.com)**





Thank You

Questions?



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