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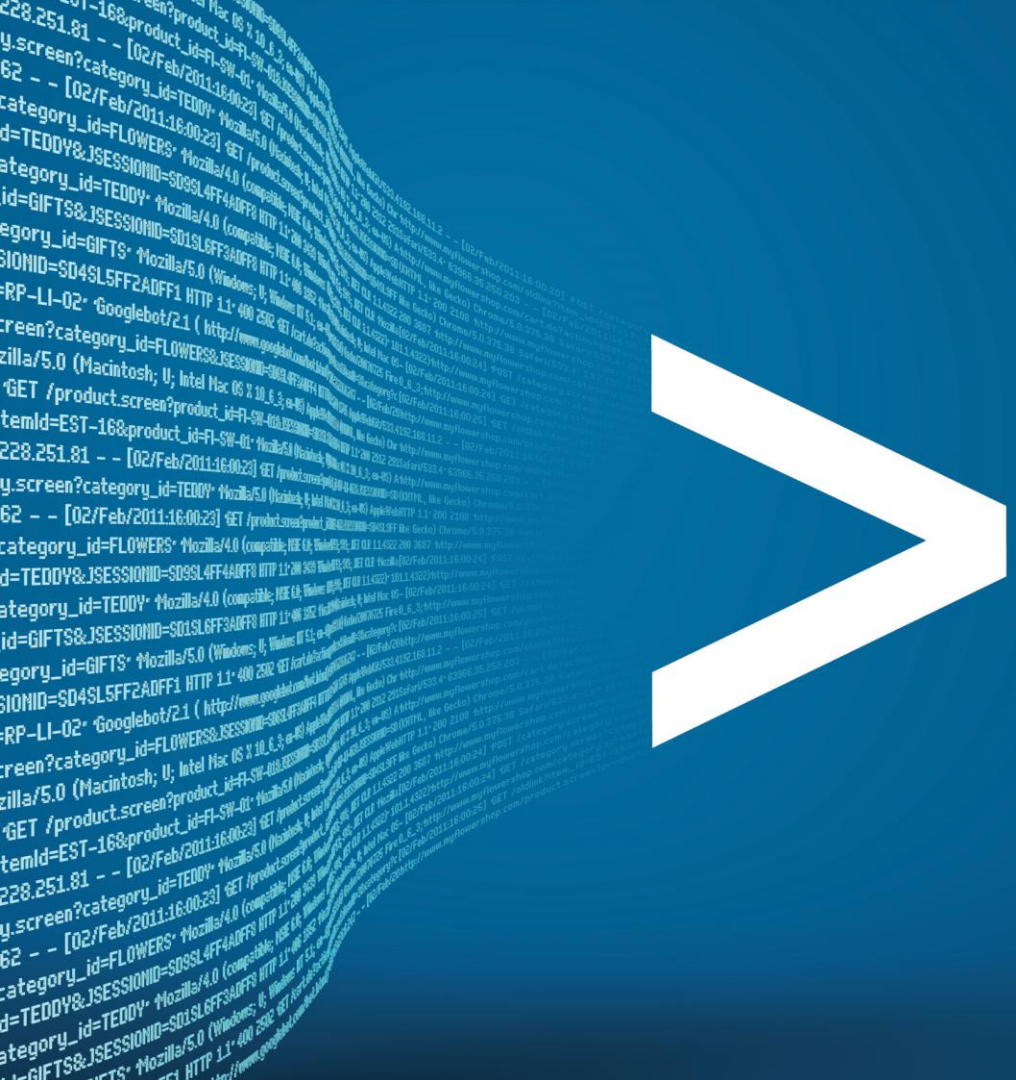


Splunk Overview

Philipp Putz

Sales Manager Austria

splunk>

Splunk Company Overview

Company

- Global HQs:
  - San Francisco
  - London
  - Hong Kong
- 2,700+ employees globally
- Annual Revenue: $950.5M (YoY +42%)
- NASDAQ: SPLK

Products

- Free trial to massive scale
- Splunk products:
  - Splunk Enterprise
  - Splunk Cloud
  - Splunk Light
  - Premium Solutions

Customers

- 13,000+ customers
- Across 110+ countries
- Small to large organizations
- More than 80 of the Fortune 100
- Largest license:
  - 3 Petabytes/day

Big Data Comes from Machines

Volume | Velocity | Variety | Variability

GPS,
RFID,
Hypervisor,
Web Servers,
Email, Messaging,
Clickstreams, Mobile,
Telephony, IVR, Databases,
Sensors, Telematics, Storage,
Servers, Security Devices, Desktops

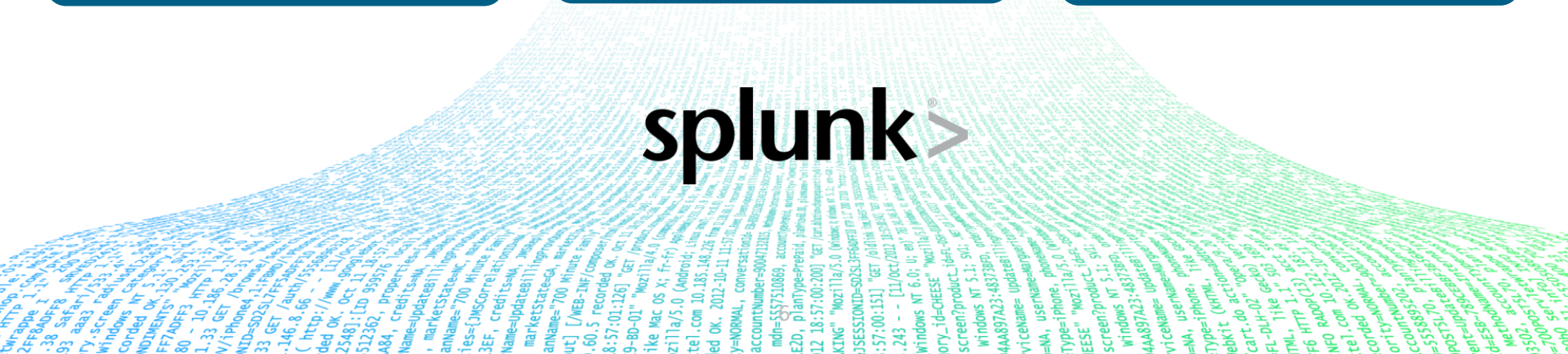
Make machine data accessible, usable and valuable to everyone.

The Power of Splunk

COLLECT DATA FROM ANYWHERE

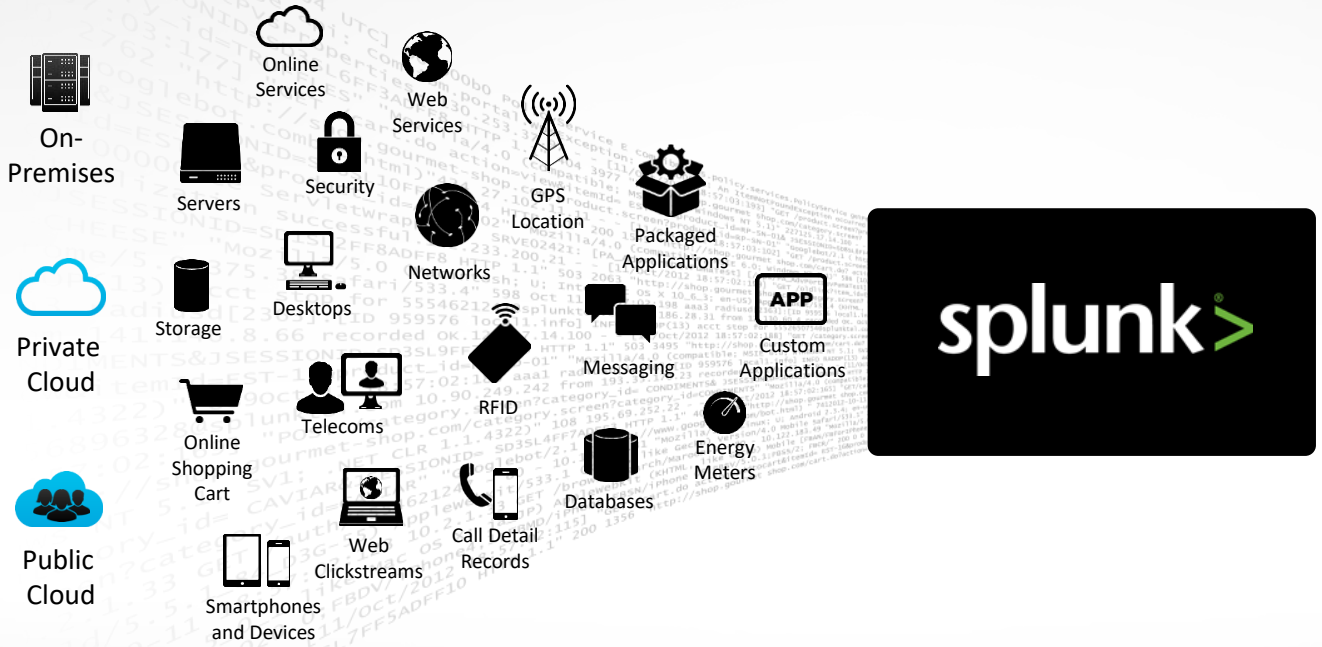
SEARCH AND ANALYZE EVERYTHING

GAIN REAL-TIME OPERATIONAL INTELLIGENCE



Turning Machine Data Into Business Value

Index Untapped Data: Any Source, Type, Volume



Ask Any Question

- Application Delivery
- IT Operations
- Security, Compliance and Fraud
- Business Analytics
- Internet of Things and Industrial Data

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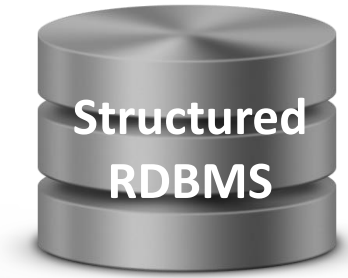
Splunk Approach to Machine Data

Traditional

Schema at Write

SQL

ETL



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Schema at Read

Search

Universal Indexing

Unstructured

Volume | Velocity | Variety

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Why Splunk?

FAST TIME-TO-VALUE

ONE PLATFORM, MULTIPLE USE CASES

VISIBILITY ACROSS STACK, NOT JUST SILOS

ASK ANY QUESTION OF DATA

ANY DATA, ANY SOURCE OR DEPLOYMENT MODEL

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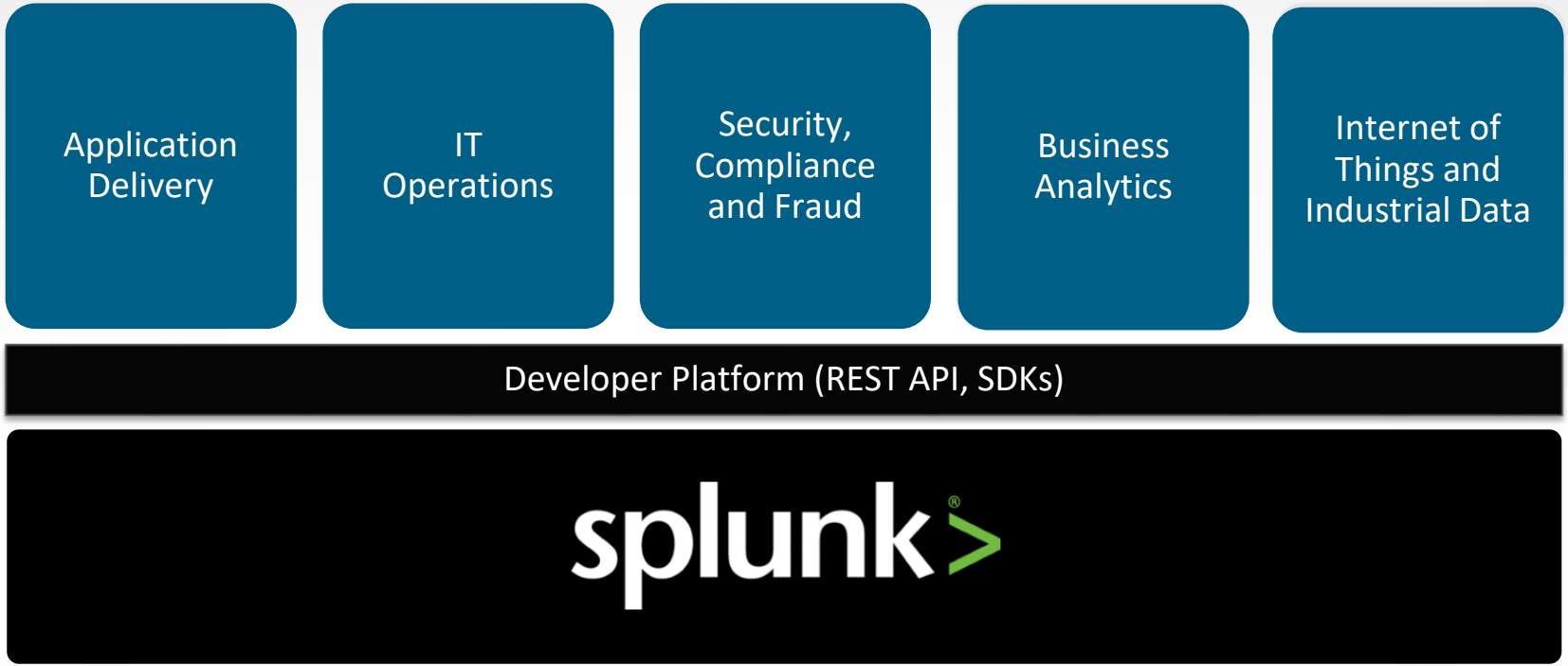
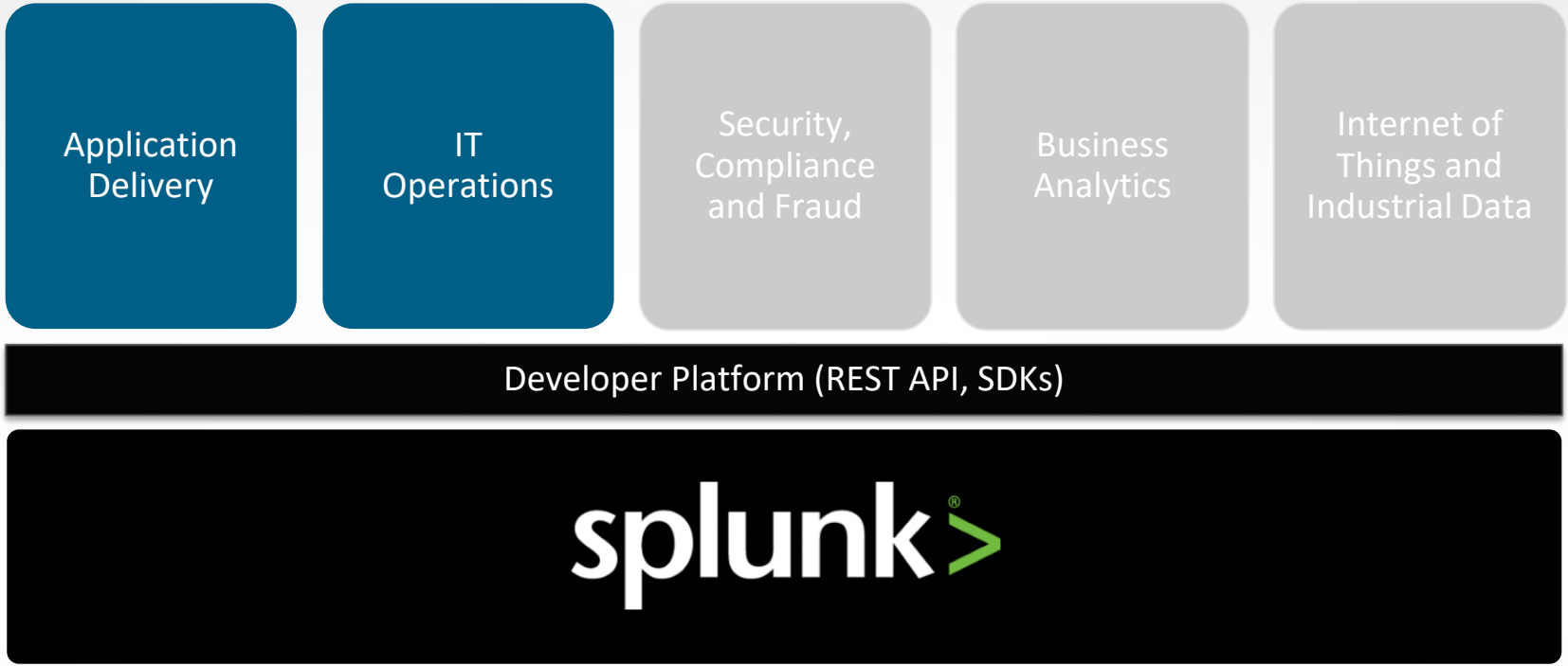
Delivers Value Across IT and the Business



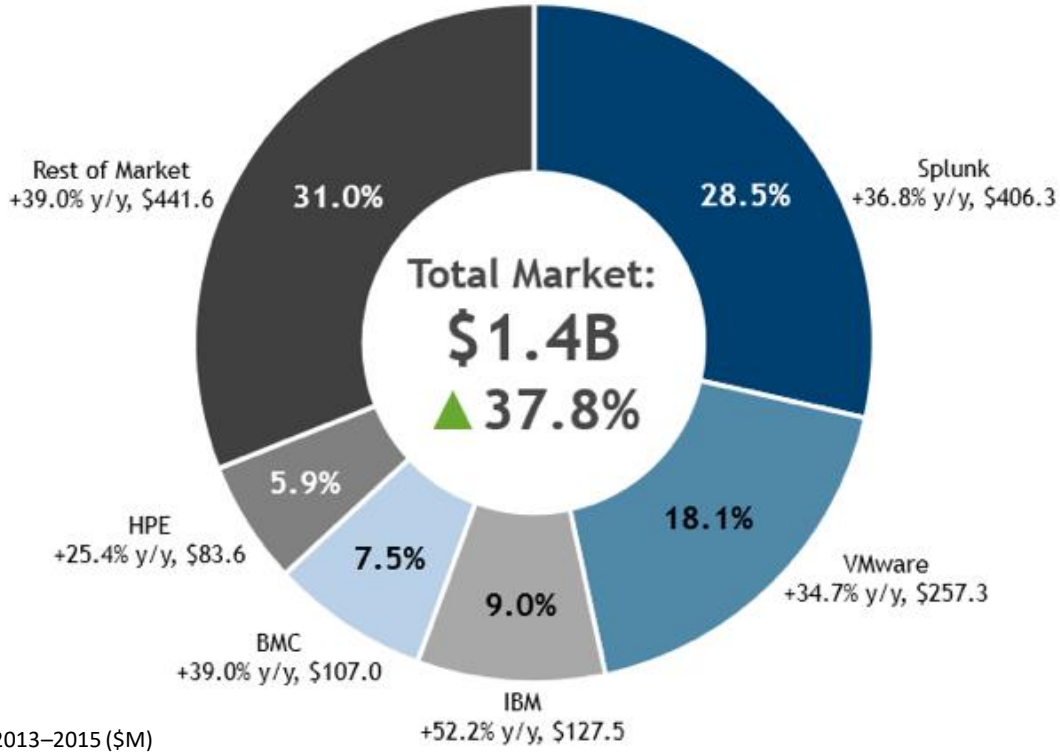
Delivers Value Across IT and the Business



Platform for Application Delivery and IT Operations

Splunk Ranked #1 in Worldwide ITOA Market Share*

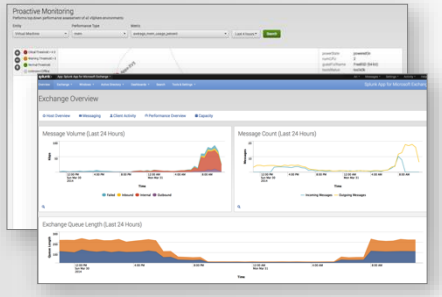
- #1 for 2nd year in a row
- Our number of data sources, volumes & use cases is driving increased customer adoption
- IDC expects Splunk to continue to expand data sources and use cases



*IDC, Worldwide IT Operations Analytics Software Revenue by Vendor, 2013–2015 ($M)

Apps for Application Delivery and IT Ops

Splunk Apps for VMware and Exchange



300+ IT Ops and App Delivery Apps

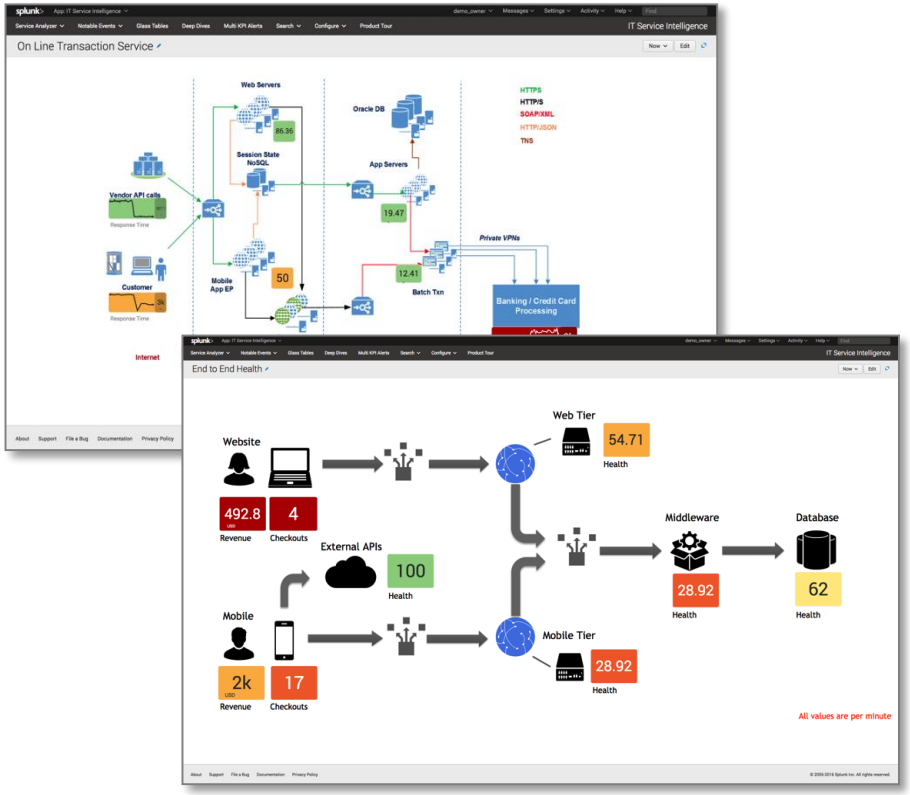
cisco · NetApp · amazon web services · Compuware · *nix · salesforce.com · vm · Windows Server Active Directory

Operational Intelligence for Mobile Apps

splunk>MINT

splunk>

Personalized Visualizations of Your Services



- Visualize contextual inter-relationships across service delivery components
- Illustrate business and service activity using indicators aligned with strategic goals
- Drive decisions by monitoring service health against performance indicators
- Create sophisticated dashboards in minutes

Splunk IT Service Intelligence™

splunk> listen to your data

Delivers Value Across IT and the Business

Single Platform for Security Intelligence

Splunk Complements, Replaces and Goes Beyond Existing SIEMs

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Splunk Positioned as a Leader in Gartner 2016 Magic Quadrant for Security Information and Event Management*

Four Years in a Row as a Leader

Furthest overall in Completeness of Vision

Splunk also scores highest in 2016 Critical Capabilities for SIEM report in all three Use Cases

*Gartner, Inc., 2016 Magic Quadrant for Security Information and Event Management, and Critical Capabilities for Security Information and Event Management, Oliver Rochford, Kelly M. Kavanagh, Toby Bussa. 10 August 2016 *This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Splunk. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.*

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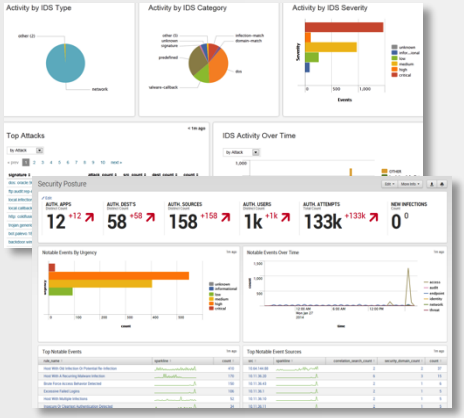
Products for Security and Compliance

390+ Security Apps

- PCI Compliance
- NetFlow Logic
- Blue Coat Proxy SG
- Palo Alto Networks
- F5 Security
- OSSEC
- Cisco Security Suite
- FireEye
- DShield
- Active Directory
- Symantec
- DNS

Splunk Enterprise Security



Splunk User Behavior Analytics

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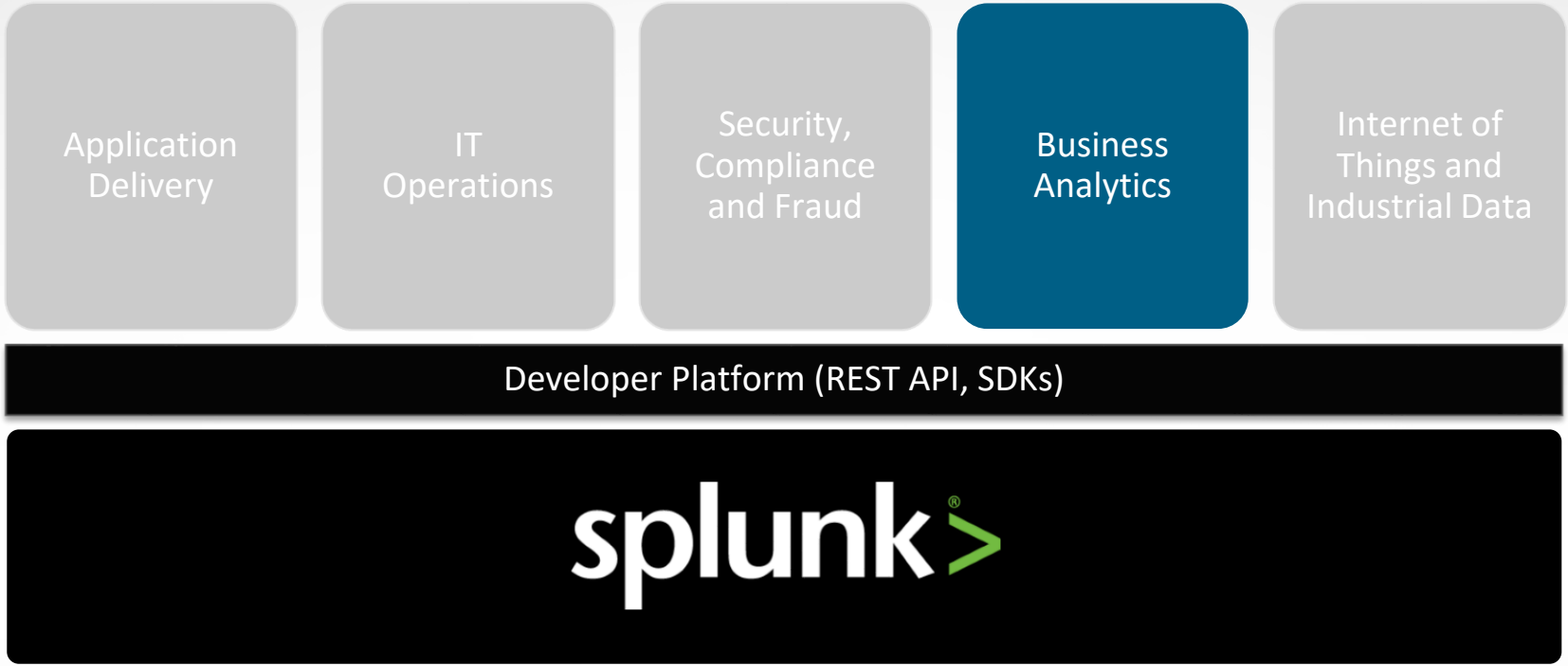
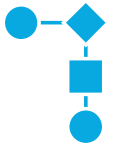
Delivers Value Across IT and the Business



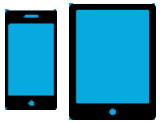
Splunk for Business Analytics



Business Process Analytics

Customer Experience Analytics

Product Analytics



Digital Marketing

splunk>enterprise

splunk>cloud

splunk> Platform for Operational Intelligence

Optimize Multi-Channel Marketing Campaigns

Initial WebOps Use Case

- WebOps – site monitoring, errors
- Troubleshoot issues with releases
- Reduced MTTR from days to seconds
- Network monitoring in real time

Expansion to Business Analytics

- Multi-channel analytics for web, mobile and 10,000+ store locations
- Real-time revenue insights, product mix and promotion effectiveness
- Marketing campaign optimization

Data sources: weblogs, mobile, app logs, transaction logs, in-store POS data

Apps & Capabilities for Business Analytics

Apps, Features & Partners

- DB Connect
- Stream
- ODBC Driver
- Data Models
- Pivot

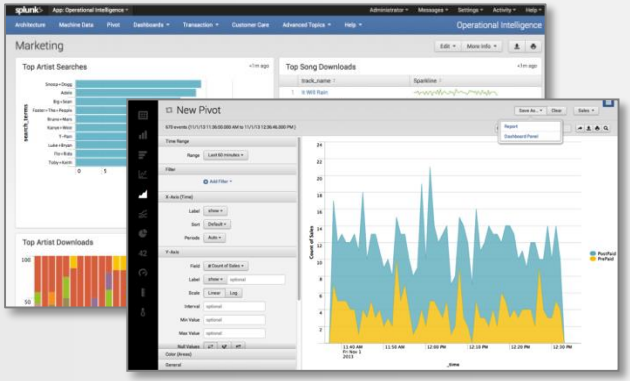


tableau SOFTWARE

MicroStrategy

TEALIUM

splunk>

Delivers Value Across IT and the Business

Splunk for the IoT and Industrial Data

Monitoring, Diagnostics

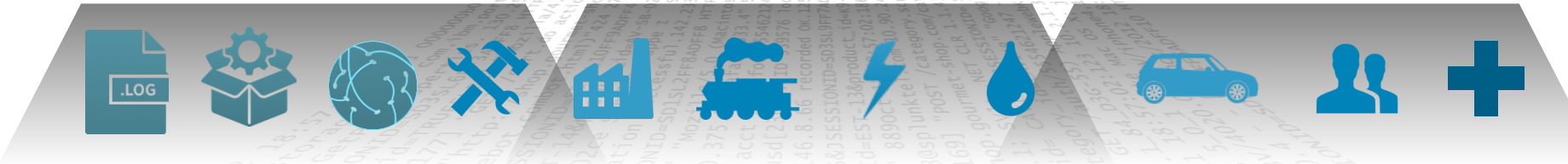
Security, Safety & Compliance

Predictive Maintenance

Asset Lifecycle Management

splunk>enterprise splunk>cloud

IT OT IoT



splunk> listen to your data

Industrie 4.0 = Big Data = Analytics

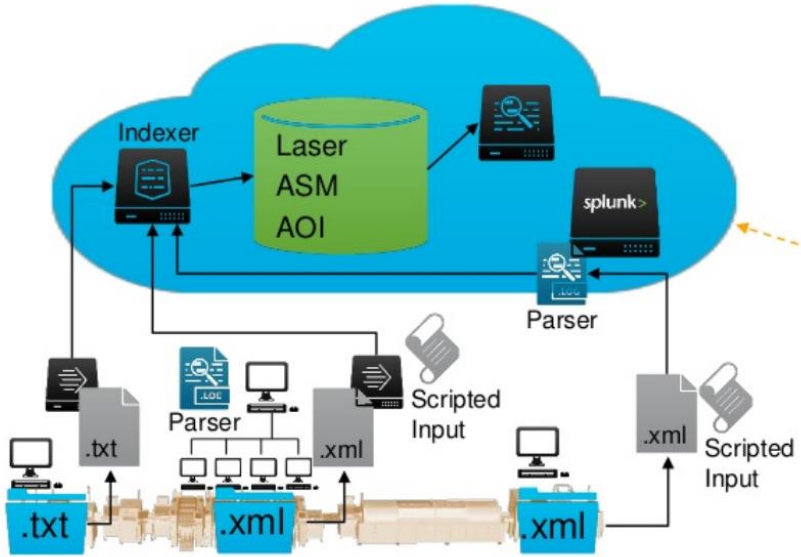
Das Projekt

Continental

Big Data
Public

INDUSTRY4.0

Aktuelle Architektur (Übersicht)



Continental

Big Data in SMD production – splunk> @ Continental Automotive
Public

3. April 2017
Thomas Kleinert © Continental AG

19

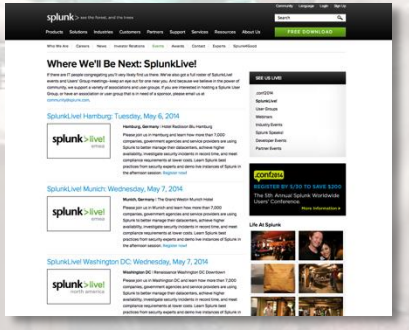
splunk> listen to your data

Thriving Community

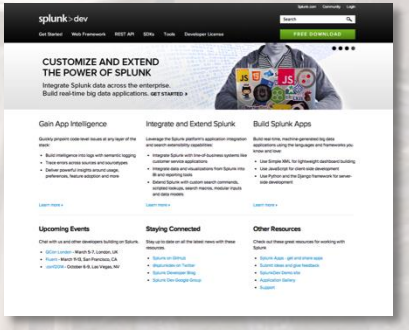
1,400+ apps

40,000+ questions and answers

Local User Groups and SplunkLive! events



Dev.splunk.com



Let's see Splunk in Action ☺

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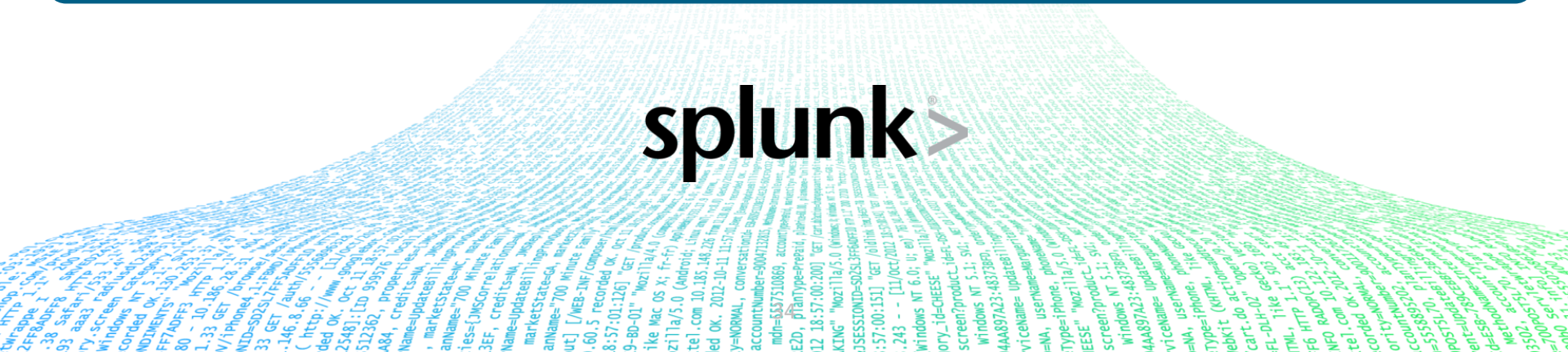
Beer Supply Chain

An die Mobiltelefone:

http://3clicks1beer.com



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ASK ANY QUESTION OF DATA

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Bacher Systems
www.bacher.at

Wie geht’s weiter?

Bacher Dienstleistungen zu Splunk

Bacher Systems
www.bacher.at

Bootcamp bei Ihnen

Zielgerichtet auf Ihre Zielgruppe, Bedürfnisse, gerne auch mit Ihren Logfiles

Proof of Concept

Knifflige Fragestellung? Erste konkrete Schritte? Immer her damit.

Splunk Integration

Von der Planung der Architektur, über die Implementierung bis hin zur Schulung Ihrer Mitarbeiter.

Christoph Siess

IT Consultant bei Bacher Systems

Christoph Siess

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