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Goals of a Splunk Team

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Agenda

- Selling a Service

- Scope of Service

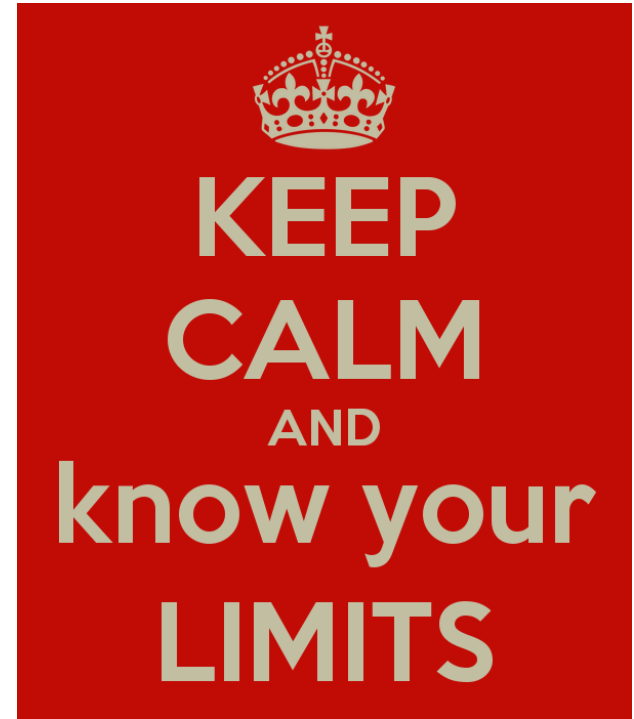- Funding

- Organization

- Solicit Feedback

Sell a Service

- The tool is not what you are selling
- Sell to get funding
- Sell to expand the platform
- Sell to help get the full value from your investment

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"Someone calling themselves a customer says they want something called service."
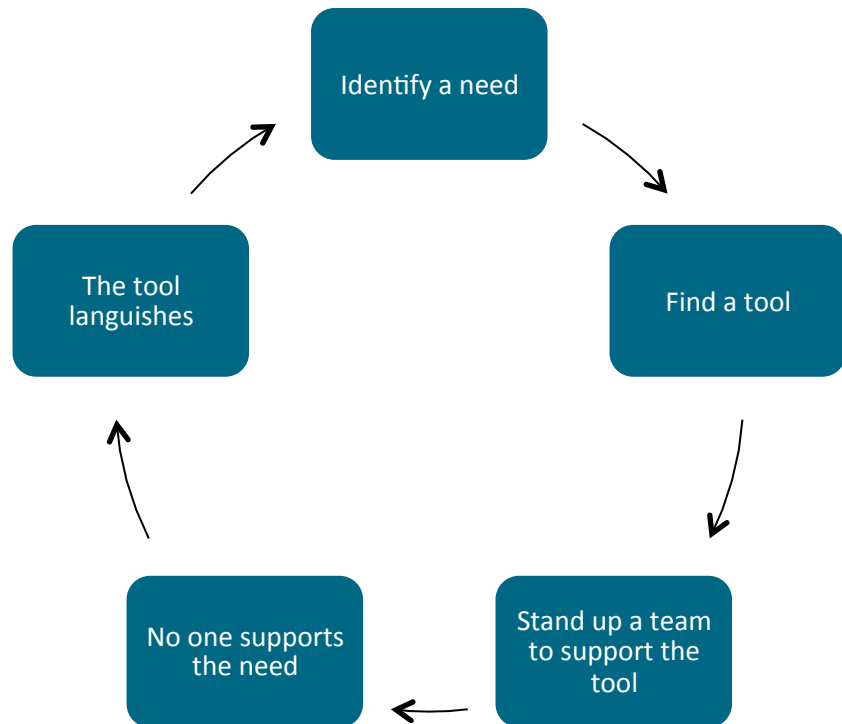
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Support Limits

- Be upfront and clear about limits
- Do you support Splunk or support the service
- Bigger team – more service
- Team support - Superstar versus lowest common denominator

KEEP CALM AND know your LIMITS

Service versus Tool

- How many of you have a tool in your company whose value has been marginalized?

Identify a need

Find a tool

Stand up a team to support the tool

No one supports the need

The tool languishes

Funding for the Service

- Why is this important?

- Who gets charged?

- What level in the organization gets charged?
  - Too low discourages usage
  - Chargeback based on costs, logs ingested or queries ran?

- Funding for "keep the lights on" or for "market differentiator"?

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Organize for the Service

- Learn your customers needs/ language/pain points
  - Don't start from scratch with each question

- Teach versus doing – Splunk isn't a data warehouse

- Align based on the customer
  - Reorganizations will happen
  - Think of the service offered by the customer – how does your service help them with their service?
  - No apps for other

Prod/Test Support

Security

Other

Organize for Success

- To be successful with Splunk
  - 75% - Know the logs
  - 25% - Know Splunk

- Organize to maximize log knowledge
  - App server (WebLogic, WebSphere, .Net, etc.)
  - Transaction Logs
  - Security
  - Etc.

Grow the Platform

- Seed Training throughout various groups

- Reach out to teams that could benefit

- Run a User Group

- Run a Developer Group

- Newsletter

- Have your users sell the platform – solicit feedback

Service – Start to End

- All of the decisions should be based on the service

- Abstract the tool
  - Splunk is replacing many tools that used to be considered required

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THANK YOU