

...and we shall teach Splunk to the world.

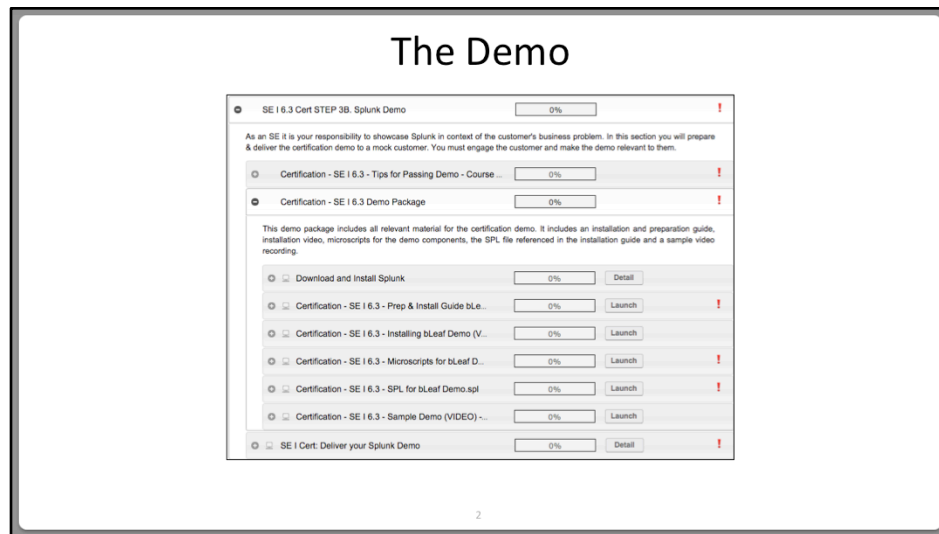
School of
splunk>

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splunk> listen to your data™

Tips for Passing Demo

Now that you've completed your presentation, it's time to prepare for the demo.



For your certification demo you will use the bLeaf demo. The bLeaf demo is a Splunk app that includes both an environment in which you will learn and prepare for the demo as well as a fully contained environment you will use for your demo scoring session.

In the Demo Package section on the portal you will find many resources.

First you'll find the link to download Splunk, in case you haven't done that already. Note that you will need version 6.3 or greater for the bLeaf demo.

Next you will find a very important document, the Prep & Install Guide. This document outlines how to use the SPL file to install the bLeaf app and it outlines how to use the app to practice and prepare for your demo and how to use the app for your scoring session. Be sure to read this guide so you are properly prepared for your demo. We'll review it slightly here, but always refer to the guide for the most up to date information.

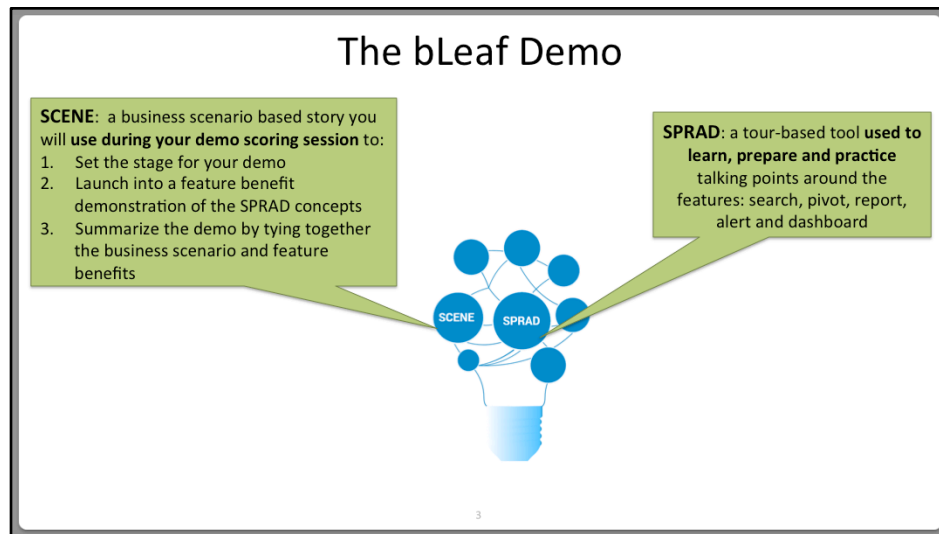
The next item on the list is a short video showing how to install the bLeaf app. As noted, this is also covered in the Prep & Install guide, but the video provides a visual how-to in case you get stuck. Note that the installation video does NOT cover all the content in the Prep Guide. It is important to review the prep guide in its entirety.

Following the installation guide you will find micro scripts for the demo. These are snip-its that you can use to prepare your talking points for the demo. There is no linear script for the demo. You are required to learn the talking points of the demo and be prepared to pivot the discussion based on what the customer tells you during the demo. These are included directly in the bLeaf app. Refer to the Prep Guide for details. But, if you want to print them out as you are learning, the micro scripts document makes that easy to do.

The fifth item in the demo package is the SPL file that you will use during the bLeaf installation.

And finally, there is a sample video illustrating how a scoring session might go. Remember, you should be prepared to pivot in the direction taken by the scorer during the scoring session. But this is one example of what that might look like.

Let's take a high level look at bLeaf. But remember to refer to the prep guide for current, up to date, details.

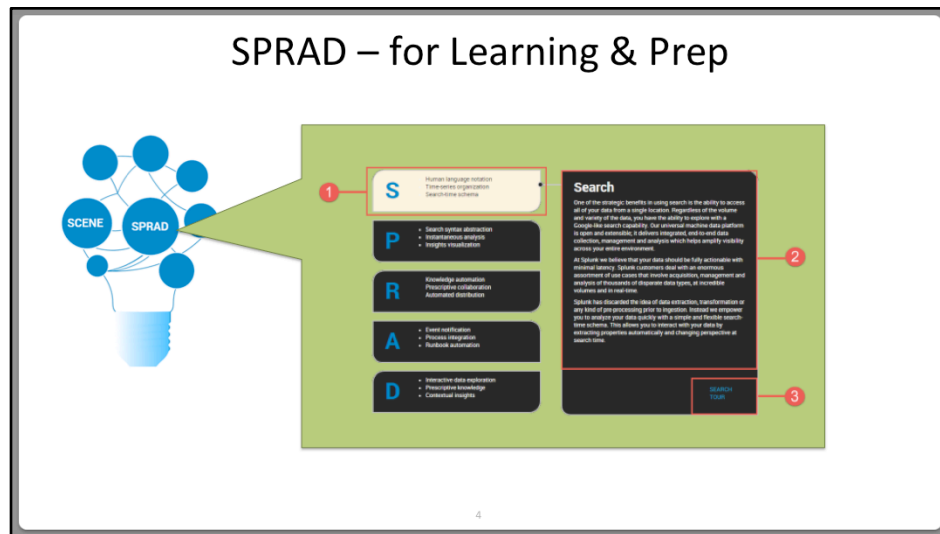


bLeaf is a Splunk App used for the Certification demo. It is used for both **preparation & practice** of your demo AND for **presenting** your demo during your scoring session.

You will use some components of bLeaf to learn, practice and prepare for your demo presentation. You will use other components of bLeaf during your scoring session.

SPRAD Tours: used to learn, practice and prepare key talking points for the Search, Pivot, Report, Alert, and Dashboard features of Splunk. **You will NOT use this portion during your demo presentation.** This is for **learning** and **preparation** only.

SCENE: used during your certification scoring session to introduce the demo scenario and data. Practice using SCENE to: introduce your demo, go into a live demo environment to showcase the SPRAD features, and summarize with the final Scene.



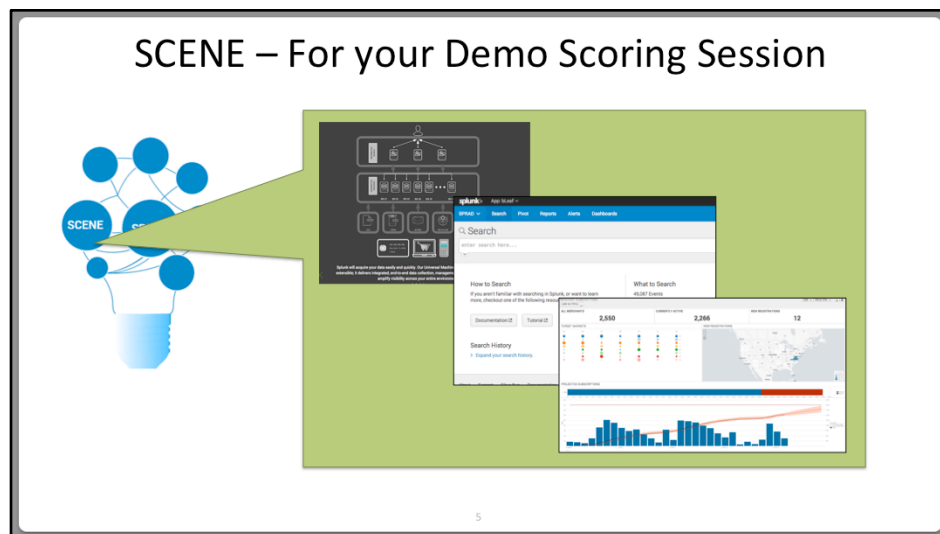
When you use the SPRAD tour, you will begin with this screen:

Use the boxes to the left in order to pick the desired tour for your practice round.

When you choose a topic, you are given a synopsis of the key highlights for the feature and the benefits associated with it.

You may choose to follow the interactive tour.

Refer to the prep guide for details on how to navigate the SPRAD tour.



After learning and practicing the SPRAD feature benefits, you will use SCENE. This is a scenario-based demonstration that is presented in a simple three-stage play. The idea is to:

- Introduce a use case in which a user is experiencing difficulty in achieving a business objective.
- Through the exploration of data, the user finds a potential issue with an application system.
- Finally, by drilling down right into the data, the user is able to ascertain the reason for the concern.
- Be sure to practice how you will balance your allocated time to each of the topics so that you cover them all.

The first part of the tour consists of 4 slides to help you introduce the demo scenario to the audience. During this part of the presentation you should relate the scenario to the customer. You should set the stage that you are now going to show them some of the feature benefits of Splunk, and then you will return to the business problem at hand to bring it all together.

When you reach the last page of the introduction you will navigate to enter the live demonstration environment. You should highlight the SPRAD components learned earlier while making it relevant to your customer. Be sure to ask questions so you know which parts of which features to highlight. You may use the menus at that top to help you navigate through the features.

When you are ready to tie it back to the business problem you will navigate to a series of business dashboards where you can highlight business intelligence from machine data.

Use Your Time Wisely



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You'll have 30 minutes to complete your demo, so be sure to practice your timing while leaving room for discovery questions and discussion.

Scoring Categories

1. Controlled the Meeting
2. Machine Data
3. Differentiators
4. Platform / Enterprise Solution
5. Feature Benefits
6. Business Value / Use & Proof
7. Presentation Skills

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There are 7 scoring categories for the demo.

Controlled the Meeting

1. Controlled the Meeting
 - Set expectations / goals for meeting
 - Role played during meeting
 - Used slides as a discussion tool
 - Provided meaningful summary and/or call to action
 - Was responsive and easy to work with when scheduling
 - Handled any technical issues professionally
 - Managed tangent discussions effectively
2. Machine Data
3. Differentiators
4. Platform / Enterprise Solution
5. Feature Benefits
6. Business Value / Use & Proof
7. Presentation Skills

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The first scoring category is controlling the meeting.

At the start of your allotted 30 minutes, you will determine a scenario with your scorer. If you have something in mind, use that. If not, the scorer will be happy to provide one for you. This should take just a few minutes.

Then, you'll enter role-play mode. During the role-play you are expected to present as if the scorer is a real customer.

You should start with a quick introduction setting expectations or outlining goals for the meeting.

During the demo you will be expected to engage the audience regularly to learn about their business needs and pains. Remember from our earlier learning, this is what buyers care about in the beginning. So, while we have a plan to illustrate certain points, we want to make sure the audience is interested along the way. If not, cover the topic briefly and move on. Skipping a topic altogether is not recommended, as the buyer may not realize they care yet. So show them quickly and if they don't change their interest level, move on.

Once you have learned about their business needs and pains, be sure to weave those into the demo. Keep coming back to it. This will keep it relevant to the audience, and we'll be looking for that.

Remember, the point of this meeting is NOT to get through all parts of the microscript. The POINT is to have a learning discussion in which YOU are the student. So, use the demo as tool to guide the discussion. You want to learn as much about the audience as possible so you can showcase the parts of Splunk that will get them excited.

At the end, be sure to provide a meaningful summary or call to action for next steps.

If, during the demo, you encounter technical issues such as the phone line drops or there are problems with the WebEx, handle them as you would on a live customer call. Unfortunately, these things can happen and it is good to have a plan. Be sure to manage the time well, you have managed to earn 30 minutes on the customer's calendar, but don't presume you can exceed that. Be sure to manage tangent discussions effectively with your eye on the goal of the meeting at all times. Your goal should be to be invited to do a demo or other next step.

Machine Data

1. Controlled the Meeting
2. Machine Data
 - Describe why machine data matters; pains & value
 - Create a sense of urgency to start looking at data
 - Talk about making the machine data actionable
 - Highlight the time-series nature of machine data
 - Highlight data as a record of behaviors and patterns
3. Differentiators
4. Platform / Enterprise Solution
5. Feature Benefits
6. Business Value / Use & Proof
7. Presentation Skills

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The next category is machine data.

In this category we are looking for you to highlight various features of machine data. You should highlight, as a reminder summary, the pains of looking at machine data and the business value it brings. You should create a sense of excitement which results in an urgency to get started. While highlighting the machine data cover aspects such as the time-series nature of the data, that it can be actionable and that is a record of both system and user behavior. Find ways to make machine data relevant to the business problem of the customer.

Differentiators

1. Controlled the Meeting
 2. Machine Data
 3. Differentiators
 4. Platform / Enterprise Solution
 5. Feature Benefits
 6. Business Value / Use & Proof
 7. Presentation Skills
- Mention at least 3 differentiators
 - Provide context; i.e. answer, 'why do I care?'

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The Splunk Differentiators should be highlighted in every conversation you have about Splunk. There is ALWAYS a way to tie them in.

The differentiators have been carefully crafted to help you hit the points that we've learned are hot buttons for our customers or things that really set us apart. And the more we repeat the differentiators, the more they become the voice in the head of the customer when they think about Splunk.

We'll be looking for you to focus on the differentiators that are relevant to your audience. We will be watching for you to make them a natural part of the conversation versus reading a list of bullets on a slide.

Consider the different turns the discussion can take and plan which differentiators you will focus on when the conversation pivots in that direction. It's best to mention most of them, but we'll be looking for you to highlight at least in the context of the current scenario.

Platform / Enterprise Solution

1. Controlled the Meeting
2. Machine Data
3. Differentiators
4. Platform / Enterprise Solution
 - Position Splunk as a platform/enterprise solution
 - Position Splunk as more than a search engine
 - Present Splunk as a multi use-case solution
 - Highlight different views for different users
 - Highlight benefits of data in one place
 - Highlight features such as correlation, lookups, pivot
5. Feature Benefits
6. Business Value / Use & Proof
7. Presentation Skills

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It is important to position Splunk as a platform or enterprise solution so customers can see the exponential ROI.

So, even if your audience represents one functional area or a single use-case, find ways to make mention of other areas that could be related. As you highlight the Splunk solution, ask questions and see if you can uncover other potential use cases. Ultimately it is important for the customer to identify with Splunk as more than just a search engine or log aggregator. Depending on the customer's situation you can highlight the increased ROI when multiple use cases are involved, or you might highlight the ability to expose the data to various users in different functional areas. If you learn the customer has a need to correlate disparate data sources or enhance the data with external sources you could highlight features such as correlation or lookups.

Feature Benefits

1. Controlled the Meeting
2. Machine Data
3. Differentiators
4. Platform / Enterprise Solution
5. Feature Benefits
 - Illustrate the SPRAD (search, pivot, report, alert, dashboard) features accurately
 - Illustrate point and click exploration/filtering of data
 - Highlight Splunk search language and benefits
 - Highlight the value and flexibility of visualizations
6. Business Value / Use & Proof
7. Presentation Skills

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The feature benefits category is where you will cover the SPRAD topics you learned from the SPRAD tours in the bLeaf demo.

These features are sandwiched between setting the scenario of a business problem and wrapping up with some nice business level visualizations. But, it is important to highlight the feature benefits of Splunk so the customer can see that Splunk can be applied to any use case. You should convey that all machine data has value and the core features of Splunk are what allow you to get at that data so easily. Spend time on the features that you uncover are important to the customer; touch briefly on features that are less important to them. During the demo you should illustrate the point and click exploration and filtering of data you can do in Splunk.

Business Value / Use & Proof

1. Controlled the Meeting
 2. Machine Data
 3. Differentiators
 4. Platform / Enterprise Solution
 5. Feature Benefits
 6. Business Value / Use & Proof
 7. Presentation Skills
- Relate the feature benefits to the customer's business problem
 - Highlight the ability to use data to make business decisions
 - Include customer success stories and metrics
 - Share customer anecdotes
 - Present 'imagine if' scenarios

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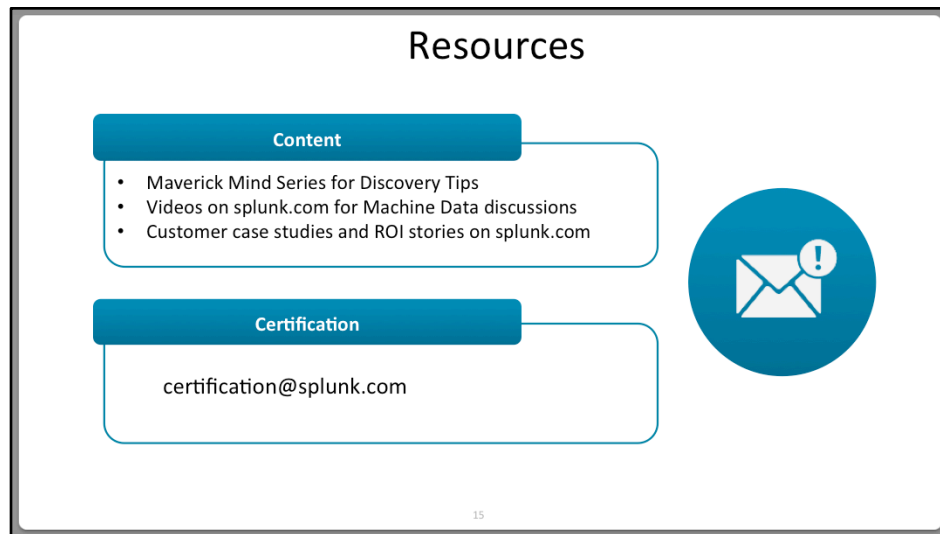
While the feature benefits part of the demo is important, we'll be looking for you to be relating it to the customer's business needs. They need to see how Splunk can help them solve business problems. The final scene will help you tell a quick story about how this all relates to the business. Don't get caught up in showing every panel on every dashboard. Refer to the prep guide or sample video for an example of how you might flow through the final demo scene with just a few clicks. Easy, fast time to value.

Presentation Skills

1. Controlled the Meeting
 2. Machine Data
 3. Differentiators
 4. Platform / Enterprise Solution
 5. Feature Benefits
 6. Business Value / Use & Proof
 7. **Presentation Skills**
- **Prepared** – fully prepared with ability to answer ad-hoc questions
 - **Confident** – projected themselves a subject matter expert
 - **Enunciated words** – is clear and concise in communication
 - **Managed pace and time** – exhibits respect of the audience's time
 - **Transitioned well between topics** – presentation has good flow/story
 - **Was self aware in front of audience** – retains focus on the audience, not themselves

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The last category is presentation skills. The scorer will be looking for a well prepared story with smooth transitions and continuous audience engagement. Do not simply read from the script; the scorer will stop you and ask you to reschedule. Be confident and project yourself as a subject matter expert. Be clear and concise, checking back with your audience every few minutes. Remember the presentation is about the customer, not you, and not Splunk.



In addition to the study materials in the certification path there are many other resources available to you.

If you're concerned about how to engage the audience or do good discovery, you might want to check out the Maverick Mind Series. You can find this under the Ninja Academy in the Partner Portal or the Internal Technical Enablement portal for Splunkers.

If you're not sure how to talk about machine data, check out a couple of the videos on splunk.com. The one on machine data is quite catchy and there are a few with the theme 'Why Splunk?'

If you need customer examples, there are plenty to be found on splunk.com under Customers.

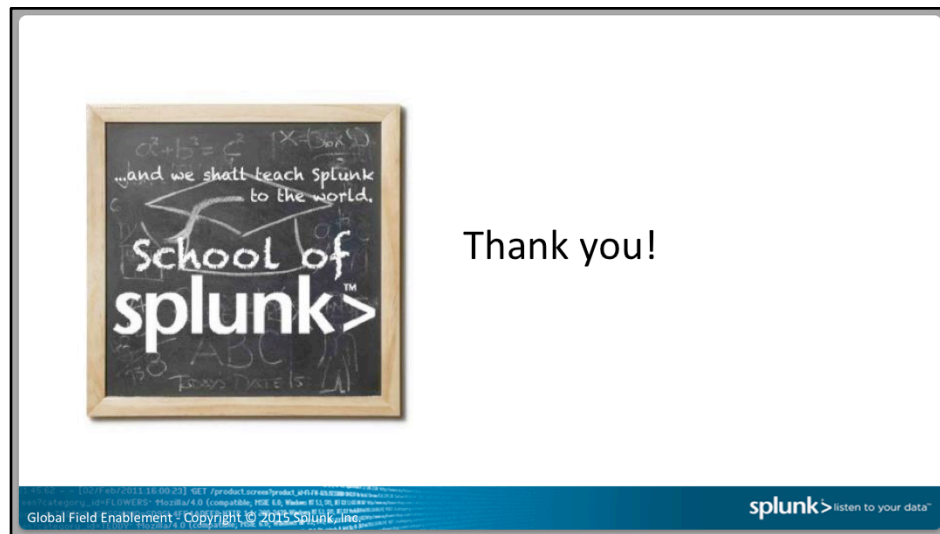
Scoring Categories

1. Controlled the Meeting
2. Machine Data
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4. Platform / Enterprise Solution
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6. Business Value / Use & Proof
7. Presentation Skills

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So, as you practice and prepare for your Splunk demo consider the 7 categories we've covered. And, good luck. We look forward to hearing your demo.



Thank you!

Thank you and good luck!