



Getting to Know Splunk

***Splunk makes machine data accessible,
usable, and valuable for everyone.***

Welcome to Splunk

Welcome to Splunk, the leading platform for Machine Data. Whether you are new to Splunk or perhaps looking to realize more value by expanding your Splunk implementation this short guide provides an outline of valuable resources (i.e. videos, documents, web pages) for you to quickly understand, explore, and get started with Splunk. Remember, “Nothing Splunked, Nothing Gained!”

Splunk Origin and Purpose

[Splunk Founders Story](#) (Video - 11:09)

[Why Splunk?](#) (Video - 3:01)

[Operational Intelligence: What Is It and Why You Need it Now](#) (.pdf – 2 pages)

Product Overview

Splunk Enterprise is the industry-leading platform for operational intelligence. It’s the easy, fast and secure way to analyze the massive streams of machine data generated by your IT systems and technology infrastructure—physical, virtual and in the [cloud](#).

Machine data is one of the fastest growing, most complex areas of big data. It’s also one of the most valuable, containing a definitive record of user transactions, customer activity, sensor readings, machine behavior, security threats, fraudulent activity and more.

Splunk Enterprise takes all your machine data, so you can troubleshoot problems and investigate security incidents in minutes, not hours or days. Monitor your end-to-end infrastructure to avoid service degradation or outages. Gain real-time visibility and critical insights into customer experience, transactions and other key business metrics. Splunk Enterprise makes your machine data accessible, usable and valuable across the organization.

Please refer to the [Splunk Product Datasheet](#) (2 page .pdf) for more details.

What is Machine Data?

[Splunk: What is Machine Data?](#) (Video - 2:59)

*Please complete “Our Machine Data” worksheet so we can take the next step and reveal the value of your company’s machine data.





Getting to Know Splunk

Experience Splunk - Join Us Live!

The fastest way to get started with Splunk is to register for a free [Weekly Live Demo](#) where you will learn about Splunk, the products, see a live demonstration, and have the ability to ask questions. After attending the Weekly Live Demo your Splunk Account Manager can then engage Splunk Technical Services to discuss and demonstrate specific capabilities of the platform that address your business needs.

[Weekly Splunk Overview and Demo](#) (every Wednesday 2:00 pm ET / 11:00 am PT)

* Can't wait for the live demo? Watch a [recorded demo](#) (Video 40:20)

[Bi-weekly Splunk for Security Demo](#) (every other Thursday 2:00 pm ET / 11:00 am PT)

[Splunk Lives!](#) (FREE 1 day events in most major cities globally – A must attend!!)

[.conf Worldwide User Conference](#) (3 days; Value for everyone – The ultimate event!!)

[Other events](#) (Industry events, Webinars, Regional Splunk User Groups, etc.)

Splunk – Services for your Success

Education – Splunk Education offers both on-site and virtual courses for every role including

- [Administrators](#) - Whether you're responsible for a single Splunk instance or a massive deployment, our Administrator curriculum teaches you the tasks, and best practices to keep your Splunk installation happy and healthy.
- [Power Users](#) - Learning path for power users takes you from investigative keyword searches to creating rich reports and visualizations to becoming a Splunk search ninja!
- [Architects](#) - Learn concepts and best practices for sizing, scaling, and deploying Splunk across your organization. After completing the Architect curriculum, take the Architect Certification lab to become a Certified Splunk Architect!
- [Developers](#) - Harness the power of Splunk's Web Framework. Create rich, interactive dashboards and forms, and package Splunk knowledge objects for distribution across your organization, or share your masterpiece with the world on the Splunk Apps site.
- [Security](#) - Learn to install, configure, manage, and use the Splunk App for Enterprise Security. Two learning paths cover both security analysts and Splunk administrators or architects.

Need help articulating the value of Splunk Education? Learn how [Education is Power for your Organization](#).

Certifications – Demonstrate your mastery of Splunk by becoming a:

- [Certified Splunk Administrator](#) - supports the day-to-day administration and health of a Splunk installation.
- [Certified Splunk Knowledge Worker](#) - creates and manages knowledge objects that are used across an organization.
- [Certified Splunk Architect](#) – designs, installs, and configures a Splunk architecture.

Professional Services - As your Splunk system grows, it's critical your infrastructure and architecture is sustainable and scalable. Splunk Professional Services can help you understand and adopt best practices for your enterprise deployment.





Getting to Know Splunk

Splunk Resources (What | Why | How)

[What is Splunk?](#)

Splunk is enterprise software made easy. Dive in to find out more.

- [Brochures](#)
- [Solution Guides](#)
- [Fact Sheets](#)
- [Technical Briefs](#)

[Why Splunk?](#)

Learn how our customers gain valuable operational intelligence and ROI with Splunk.

- [Case Studies](#)
- [ROI Stories](#)
- [Customer Videos](#)
- [Industry Analysts](#)
- [Webinars](#)
- [Whitepapers](#)

[Get Splunk!](#)

Download Splunk Enterprise or check out Splunk Cloud.

- [Free Download](#)
- [Universal Forwarder](#)
- [Splunk Cloud](#)
- [System Requirements](#)

[Using Splunk](#)

Learn all about Splunk—documentation, how-to videos, the Splunk book and more!

- [Apps](#)
- [Answers](#)
- [Developer Tools](#)
- [Documentation](#)
- [Education Courses](#)
- [How-to Videos](#)
- [Splunk Book](#)
- [Quick Reference Guide](#) (.pdf)

Splunk is for everyone!

Splunk is not just in the data center. Splunk is used on trains, cars, in the social scene and yes, even in the pizza shop. Listen to your data!

- [Splunk and the Internet of Things](#) (Video – 2:40)
The Internet of Things is everywhere around us. Industrial data is flowing from cars, planes, fitness devices and connected buildings. Splunk's VP of Engineering Stephen Sorkin talks about how customers are using Splunk to mine data from the Internet of Things to do everything from monitor energy consumption to secure patient data.
- [Connected Cars](#) (Video 3:15)
Ford's Open XC project project and Splunk4Good sync up to Splunk data from Ford gas and electric cars for insights into driving habits of electric versus gas drivers.
- [SXSW](#) (Video 5:32)
See Splunk mash-up social data from Twitter and Foursquare with Austin's SXSW event data in real-time to provide some fun insights into what's happening at the event.
- [Slicing Data for Domino's Pizza](#) (Video - 2:53)
Not only is Splunk helping Domino's keep its online e-commerce service up and running (even through the Superbowl!), it's helping marketing get a real-time sense of promotional coupons, going beyond IT to real-time business insights.
- [New York Air Brake](#) (Video – 2:41)
New York Air Brake is using Splunk Enterprise to index, analyze and visualize sensor data from thousands of rail cars. Watch this video to find out how Splunk helps New York Air Brake achieve safer railways and phenomenal cost savings for U.S. rail companies.

