



Assignment 3: Business Model Canvas

Student ID: 261032796

Name: Ahmed Ibrahim

Email: ahmed.ibrahim6@mail.mcgill.ca

Organization URL: <https://www.splunk.com/>

Explanation: Below, some additional details or definitions are provided for some sections of the canvas. These details were added to this sheet to assist readers in making the canvas more comprehensible and insightful.

Key Partnerships

- Managed service provider partners sell services that leverage Splunk tools.
- Original equipment manufacturer (OEM) embedded partners sell products or services that integrate a or multiple goods from Splunk.
- Other acquisitions include Flowmill, Streamlio, Omniton, KryptonCloud, VictorOps, Phantom Cyber, Rocana, SignalSense, Drastin, Caspida, Metafor, Cloudmeter, and BugSense.

Key Activities

- DevOps is a set of practices that combines software development (Dev) and IT operations.
- API stands for an application programming interface.
- Data streaming, also known as event stream processing, is a data technology that continuously directs data from various sources, and it is also processed, stored, analyzed all in real-time.

Value Propositions

- Data solutions can be initiative specific (ex: cloud transformation), function-specific (ex: security, IT, DevOps), or industry-specific (ex: aerospace & defense, communications, energy & utilities, financial services, health care, higher education, manufacturing, non-profits, online services, public section, and retail).

Customer Segments

- Executives needing data-driven insights for their corporations.
- Their data solutions can vary based on function, industry, initiative, or other unique requirements for the segmented customers.

Revenue Streams

- Subscription fees can be derived from three pricing systems: workload or infrastructure-based pricing tiered pricing options that scale predictably, or volume-based pricing options (ex: GB per day).