



# Power of Community with GOJAS

## The Way to Build the Largest Splunk User Group and Engage Splunk Fans

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# Who are we?

## We're GOJAS Committee



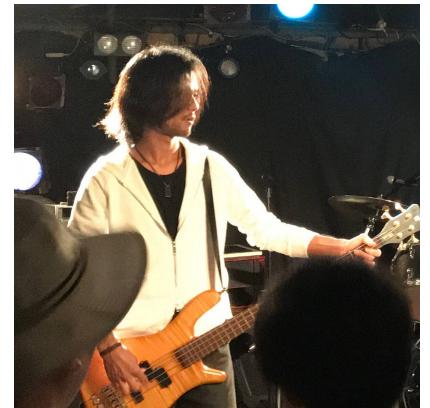
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We are ...

GO  
JApan  
Splunk

# Why We Start User Group?

“ I know Splunk is awesome!

**But**

Too difficult for me. ”

# Concepts

User Group  
of the user,  
by the user,  
for the user

# Objectives

# Fun with Splunk for Splunk Fans

# History of GOJAS

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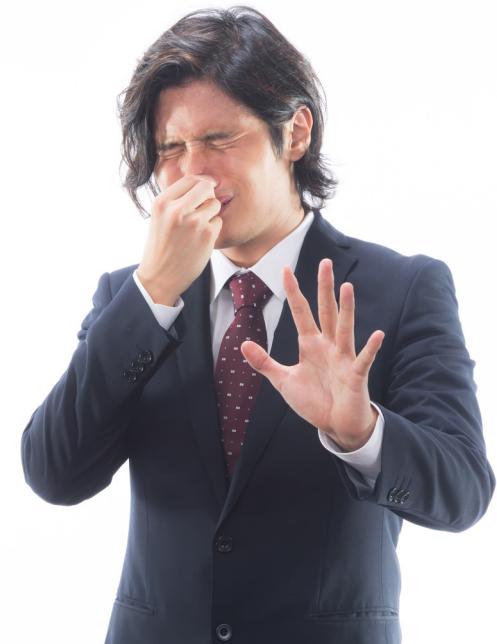
GOJAS

# As Splunk Partner (1/2)

# Sales activities are prohibited in GOJAS

# ► NO SALES!

- Japanese Splunk customers **do not like** aggressive sales activities.



# As Splunk Partner (2/2)

Splunk is so cool

► HAVE FUN!

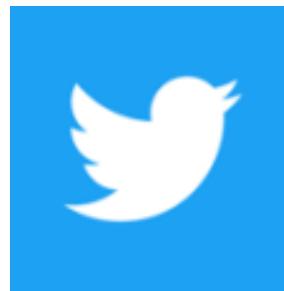


Splunk Inc.  
Technical Advisor to the  
President  
Mr. Johnathon Cervelli

# GOJAS activities

Please follow me!

## ► Manage SNS Accounts



- Set up a booth in Splunk events
- Meetup (once per quarter)



# Meetup photo



# Share knowledge in meetup

We are interested in everything



<https://www.slideshare.net/takashikomatsubara50>

Machine learning

Infographic



<https://www.slideshare.net/kotominakano5/20171107-cwt-kotomitanaka-83042149>



MineMeld

splunk> .conf18

# Activity result

## Splunk is getting popular in Japan

► GOJAS members : **667** (2018/08/29)



# How We Operate and Manage GOJAS

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GOJAS

# Purpose of activities

## Beliefs in community activities

- ✗ It is not to make a contribution to sales like the salesman.
- ✓ Improve the visibility of Splunk and make more **FANS**.





Provide a place to become a fan **HUB.**

The community staff has asked influential people like the **FIRST PIN** of bowling.



# The first theme is a “Case Study”.

The theme of the first event was intended to make Splunk more popular.

Even students can feel free to join the event, not only Splunk Ninjas.



# First impact

In the first event,  
there were...

# 100+ attendees



# Networking!

At the end of the event, we set up Networking. This is where you exchange information between attendees. Input and output improve the level of satisfaction of the attendees.

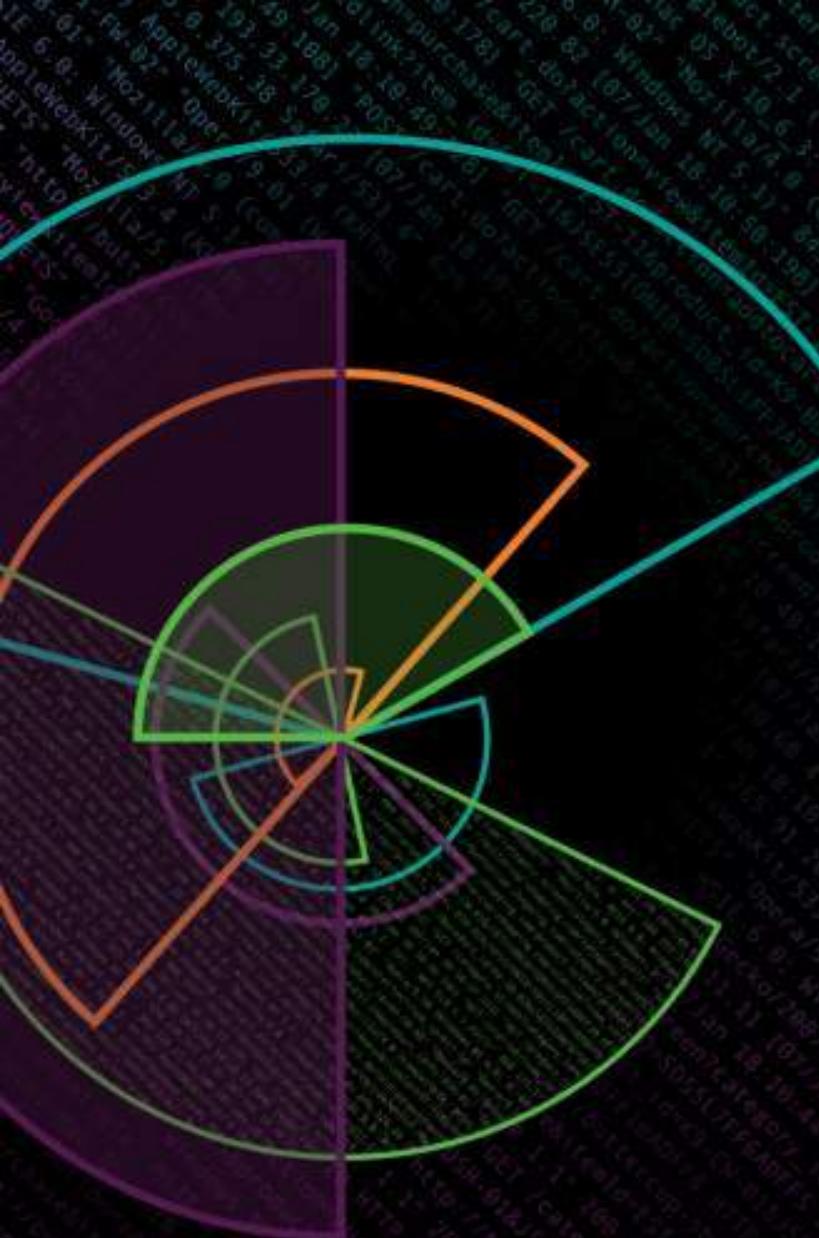


# Socializing party

Interaction between community staff is also important. Beer bash and picnic gatherings takes place every season.

Hanami 花見 Party →  
(Cherry Blossom)



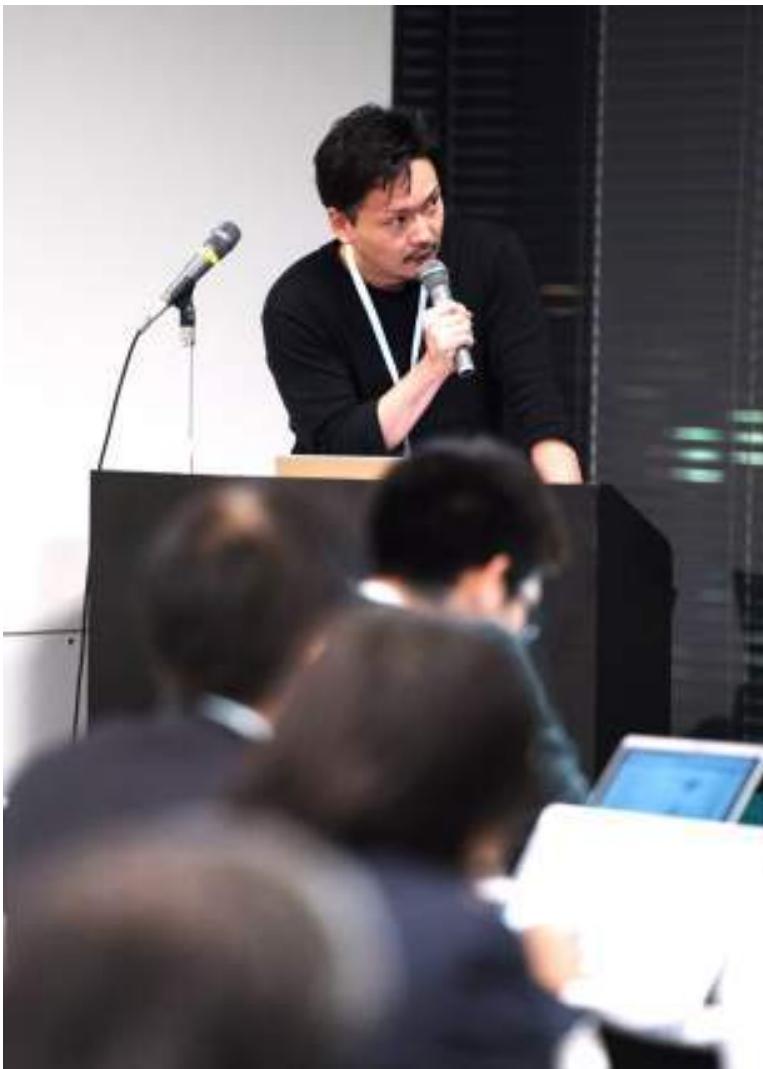


# Power of Community

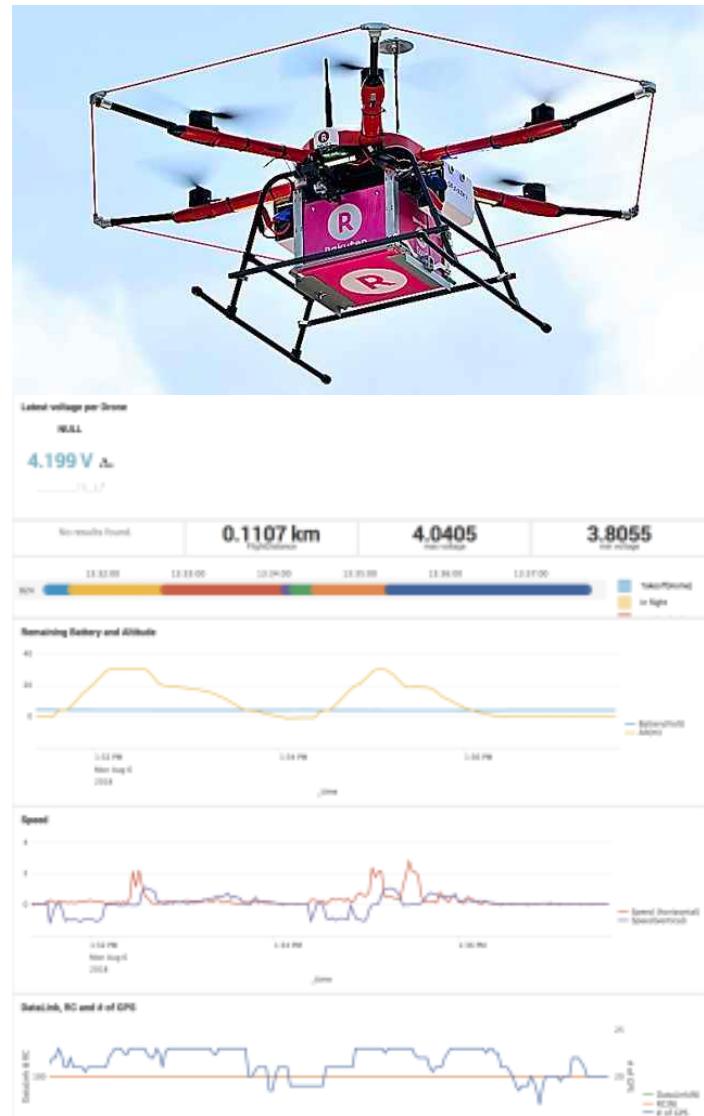
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GOJAS

# Knowledge sharing a great use case



## Splunk Driven Development



splunk> .conf18

# Talk on a social gathering

# The best part of meet-up is socialization!

We discussed more deeply  
use case of Splunk  
(of course, while enjoying  
drinking)



# Offer comes

**Public Sector Organization  
guys participated in GOJAS  
meet-up.**

**And he told me...**

**“I would like you to give a  
lecture on Splunk workshop  
at our department.”**



# Good Impact on Society

**I have shared the following things.**

- ▶ Our company use cases
  - ▶ Efficiently analyze data with Splunk
  - ▶ How to find new value with data



**They want to master Splunk to solve social problems and make better society.**

# Power of Community



We love Splunk,  
We are connected by Splunk,  
Build the future with Splunk.

# Thank You

**Don't forget to rate this session  
in the .conf18 mobile app**

