The Past

Not long ago, IT was all about **perpetual licenses**. That’s what companies asked for, and that’s what we sold.

Customers liked “**owning**” software. But as the software began to age, they weren’t always keeping up with the latest releases, upgrades, or updates.

Infrastructure was most often hosted on-premises: sometimes in a dark basement or closet, and admins were responsible for managing **ALL** of this.

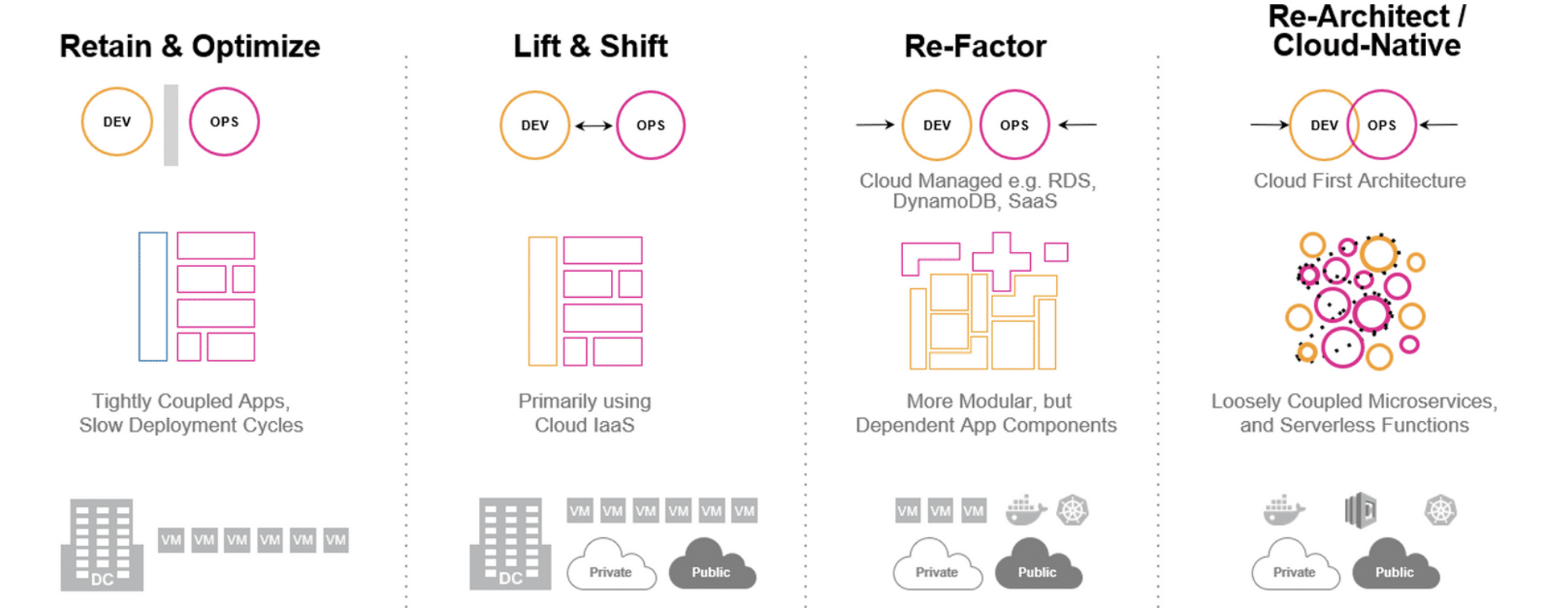
Today

In today’s IT world, Cloud has become a **megatrend**.

Cloud services enable customers to:

* Deploy applications and infrastructure **rapidly**.
* Focus on their **core business**rather than on managing software and hardware.

We know from our experience and from speaking with our customers that more and more organizations are moving to the cloud. Customers increasingly want services delivered in a **cloud environment** that can encompass everything they currently have.



Cloud is a key enabler of transformation now more so than ever. The **financial**, **scalability**, and **flexibility** benefits are clear.

What we typically see, is that companies migrate to the cloud in stages, such as:

1. Retain & optimize current applications.
2. Lift & shift their existing applications to cloud infrastructure.
3. Refactor their applications, breaking them up into smaller components.
4. Build cloud-native apps that leverage microservices and serverless functions

* More and more enterprises have a cloud-first strategy, which means they evaluate applications and services in the cloud before considering on-prem options.
* Companies are attracted to cloud solutions because they can see time to value is greatly accelerated by removing the time, cost, and effort associated with the deployment of on-prem infrastructure.
* Lastly, there is explosive growth in cloud-native data sources. Once customers have data in the cloud, they typically don’t want to bring the data back on-prem for analysis and insight generation.

**Why do Customers Care About Cloud?**

* The cloud enables customers to consume **infrastructure** and **software as a service**.
* This means someone else manages all the operational work and the customer simply uses the software.

Infrastructure can be consumed as a service

* Aws
* Compute
* Storage
* Networking
* Databases

Software can be consumed as a service

* Splunk cloud
* Salesforce.com

Increased business value

* Increased business focus and agility
* Reduced operational overhead
* Shift from CapEx to OpEx

Selling Splunk Cloud Platform aligns with market demands, simplifies your sales cycles, and improves transactional velocity by removing the deployment considerations.

**Market opportunity:**

* Companies are attracted to cloud solutions.
* They can see time to value is greatly accelerated .
* Removes the time, cost, and effort associated with the deployment of on-prem infrastructure.

**Why do Cloud Customers Care**

* The cloud enables customers to consume infrastructure and software as a service.
* Someone else manages all the operational work.
* The customer simply uses the software.

Selling Splunk Cloud Platform

* Aligns with market trends of cloud-first strategies.
* Simplifies your sales cycles.
* Improves translational velocity by removing the deployment considerations.

Who are my customer

**Top C-Level Priorities**

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* Executive priorities continually **change**.
* Today more and more C-level executives find that a cloud-first strategy can help them accomplish their objectives of **increased growth and agility**, as well as **improved analytics and customer experience**.

**Target Buyers**

The buyers of Splunk Cloud Platform are generally the same as Splunk Enterprise since the software features are similar.

On the buyers' side, look to **IT operations groups**, as well as **administrators in charge of infrastructure**. These groups are responsible for maintaining uptime and performance. These teams strive for 100% uptime - but struggle to keep it.

* What Can Splunk Do? Splunk Cloud Platform offers a **100% uptime SLA**and is **fully redundant** with three copies of data in 3 geographically dispersed locations.
* The business outcome for the customer is if there is an incident (e.g. cyber attack) and it impacts their system, this is when the customer needs monitoring tools the most. Having Splunk Cloud Platform monitor their network ensures that they can be alerted about the attack instantaneously and can **solve the problem quickly**.

Also look to **developers** and **architects**, who need effective ways to manage & deploy applications. These key buyers are moving to the cloud. **Security roles** are also key buyers. Developers and architects need to get code into production faster to meet business demands. Often they don’t have tools to know why the code isn’t performing well in production or they can’t access data about production systems and code performance.

* What Can Splunk Do? Splunk Cloud Platform has the **fastest time to value** to address these challenges.
* The business outcome is that walls are quickly broken down between the silos of data in Dev, QA, and Ops enabling the teams to **find and fix problems faster**, with better visibility of issues coming from their multiple tools all into Splunk Cloud Platform .

**Influencers**

* On the influencer side, look to **CIOs** or **CISOs** and **Line of Business Executives**, who increasingly have cloud-first strategies and want to avoid hardware wait times and costs.
* Roles with **cloud operations** or **development** in their title will generally exhibit a strong preference for a cloud service.

**Compelling Events for Cloud Migration**

Hardware refresh and new purchase

Term/M&S Renewal approaching

Need to ingest additional data; considering expanding Splunk Enterprise; require more hardware

Splunk Admin Turnover

Splunk admin stretched too thin

Data center move/consolidation

Need fast time-to-value

Moving compute to the cloud: AWS, Azure, Googe, etc.

Security, Segregation of Splunk from Network in case of breach

* Other compelling events include resources, such as if they are seeing high turnover rates for Splunk admins or the admins are stretched too thin. With Splunk Cloud Platform they would not have to be concerned about the availability of their resources - they are backed by the best Splunk specialists, with no job searches, hiring, and training processes.
* If a customer is doing a data center move or consolidation, it indicates they are could be considering alternative methods to address their infrastructure challenges.
* When a customer needs a solution with fast time to value - they must have results fast. The best way to get the services they need now is through cloud services.
* Watch for these types of compelling events and propose Splunk Cloud Platform first.
* Check out additional resources on the Splunk Cloud Platform Field Enablement Portal (FEP) page for more guidance on how to migrate Splunk on-prem customers to the cloud.

The key target personas for Splunk Cloud Platform are:

* Head of Operations
* Head of Applications
* Head of Security
* Line of Business owners

**Sales Motions for Autobahn**

Now that you understand the customer’s cloud readiness, let’s introduce another discovery tool for cloud, the **Autobahn POV**.

In your conversations, keep in mind Autobahn POV Program. With Autobahn, customers can begin to adopt Splunk by using Splunk Cloud Platform for free with their data. When the customer decides to purchase Splunk, we can just flip the switch and turn it to production. Autobahn is designed to accelerate sales, customer adoption, and increase customer success. Partners should work with their internal Splunk Rep to provision Autobahn.

There are four areas that have been most successful with Autobahn and where you should be positioning Autobahn with your prospects.

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1

**Product Replacements** - For example, we have replaced LogRythm, QRadar, Alienvault, Nitro, and Sumo with Autobahns. If a customer has struggled with another product, you can guarantee they will be looking for an “adopt before they buy strategy”, and a no-cost proof event with their data is the perfect strategy.

* 2

2

**Solution Fast**- If your prospect has a compelling event for a quick solution such as compliance requirement or they may have had an issue or breach and need a solution fast.  Several of our Autobahn wins were driven by a need to have a solution up and running quickly.

* 3

3

**Old or Stale Opportunities**- Autobahn is a great way to test your champions to see if the opportunity is still real and to qualify them for an “adopt before you buy” strategy. Baystate is an example where they had an 18-month-old opp, the sales rep applied the Autobahn sales play and in four months closed a $400K opportunity.

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**Cross Sell Opportunities** - Lastly, Autobahn is a perfect play when cross selling into current cloud customers again because of the “adopt before they buy strategy.”

The SE was enabled with a prescriptive toolset to execute the proof event quickly, instead of figuring out how to get a proof event started.

**Menno Vanderlist,  
 Sr. Sales Engineering Manager**

The SE was enabled with a prescriptive toolset to execute the proof event quickly, instead of figuring out how to get a proof event started.

Menno Vanderlist,  
 Sr. Sales Engineering Manager

**Keys to a Successful On-Prem Cloud Migration**

* Your approach matters
* Time is your biggest enemy
* Understand financial hurdles
* Give the customer technical confidence in Splunk Cloud Platform
* Give the customer migration confidence from On-Prem to Splunk Cloud Platform
* Review Splunk Migration Methodology, Sample Migration Project Plan/Timeline, and the Splunk Cloud Platform Technical Overview Deck with your customer and talk through the technical details
* Use the Migration Assessment App
* Align tightly with Splunk Professional Services
* Tie off any loose ends with Splunk Professional Services to strengthen the Services packages for the customer

Question on customer pains

* Do you have a tight timeframe to show results?
* Does your company have a Cloud First or SaaS first strategy?
* Will you be able to purchase and provision hardware/infrastructure easily and cost effectively?
* Do you have trained resources to deploy, administer and troubleshoot Splunk?

Sales motions for autobahn

* Use Splunk Cloud for free with their data.
* We can just flip the switch and turn it to production.
* Autobahn is designed to accelerate sales, customer adoption, and increase customer success.
* There are four areas that have been most successful with Autobahn
  + Product replacements
  + Need a solution fast
  + Old or stale opportunities
  + Cross-sell opportunities

Cross-selling

Autobahn is a perfect play when cross selling into current cloud customers again because of the “adopt before they buy strategy.”

**Key Learning Points**

Align your customer references to the key-value points for Splunk Cloud Platform.

For example, Raymond James for maximizing value from limited resources, Equinix for fast time to value, and Arlo for best-in-class service delivery. As always, refer to the Splunk Cloud  Platform FEP page, listed under Splunk as a service,  for more internal and external customer stories.

THE BASIC OF ANTI CORRUPTION

Splunk’s policy on bribery and corruption is clear – both are strictly prohibited!

Since our partners are an extension of Splunk in the market and with our customers, the rules that apply to Splunk apply to partners as well!

Integrity, honesty, and accountability are key to our success, and we count on you to drive these principles in your interactions in all countries in which we operate. At the end of the day, it isn’t just what we do at Splunk, but how we do it.

* 1. Splunkers and partners must never offer or give anything of value to any person for the purpose of obtaining or securing business or an improper advantage
  2. Even if we don’t actually receive a business advantage as a result of a bribe, the attempt to influence a business decision is enough to lead to a violation.
  3. Splunkers and partners must also never accept anything of value from any person for the purpose of obtaining or securing business or an improper advantage.
  4. The same standard applies whether or not anything was actually exchanged.
* **Be careful...**
* when giving gifts or paying for meals, entertainment or other business courtesies on behalf of Splunk.
* **Avoid the possibility...**

of gifts, entertainment or business courtesies being perceived as a bribe:

* Provide such courtesies infrequently
* Keep their value moderate in accordance with our [Anticorruption Policy](https://partners.splunk.com/prm/English/s/assets?id=33412).
* **Never...**
* give cash or cash equivalent gifts (including gift cards) or lavish gifts or courtesies. Please read our updated [Market Development Funds Addendum](https://partners.splunk.com/prm/English/s/assets?id=209967) for the most current details.
* **Make sure...**
* any gift, entertainment or courtesy is directly related to a legitimate business purpose, like discussing or educating the customer about Splunk or our products and services**.**
* **Follow...**
* the same guidelines when accepting gifts, meals, entertainment, or other gratuities from customers, vendors, or other third parties.

**US FOREIGN Corrupt**

Since we're headquartered in the United States, the Foreign Corrupt Practices Act (FCPA) applies to all employees, worldwide, whether you are or aren't a US citizen.

**UK Bribery**

Similar to the FCPA, the UK Bribery Act also prohibits bribery, but goes further to cover commercial dealings as well as dealings with foreign officials.

Most countries have anticorruption laws that address dealings with foreign and domestic government officials, employees, and family members of government officials.

Some laws are very broad and include more than government officials and employees – they also prohibit bribes to commercial customers and partners, and prohibit companies from accepting bribes from anyone.

The consequences of violating these laws can include steep fines, lost profits, imprisonment and reputational damage. Splunk's policy is clear – don’t bribe or accept a bribe from anyone, at anytime, for any reason.

**What to Avoid**

*Lesson 4 of 9*

One of the most important outcomes of this training is to assure you know how to protect yourself and Splunk from the risk of bribery and corruption. Here are a few examples of situations that can lead to potential risks.

**Cash Payments**

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* Direct cash payment to a government employee to obtain a permit.
* Cash or cash equivalents like gift cards, except for in limited circumstances per our current [exception guidelines](https://partners.splunk.com/prm/English/s/assets?id=209967).

**Donations & Favors**

* +Donating money to a government official’s favorite charity to influence their decision to purchase a Splunk product or service.
* Giving a Splunk internship to a customer's family member or helping a customer’s son get into a good school.
* Free Splunk software or services outside of a Splunk-approved program.

**Gifts**

* Giving a potential customer an extravagant gift (box seat tickets for a local sporting event or an all-expenses paid golf weekend) in order to secure a meeting with his/her/their boss.

**Travel & Expenses**

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* Giving a government official a first class ticket to attend a product demo or meeting, and paying for luxury lodging and a day of sightseeing during the trip.
* Meals or drinks beyond the dollar thresholds stated in Splunk policies.
* **Synopsis**
* In each of these cases there was strong cooperation, including resource and information-sharing, between US and international governments. Starting an investigation in one country usually means a regulator will look at other countries too – including our partners in those countries!

Traversing the waters

As you've probably seen, the gifting and expensing landscape is complicated and can be difficult to navigate. To add even more complexity, some countries' local policies and customs may not align or comply with Splunk’s policy and guidelines.

To keep from unwittingly falling prey to an infraction, keep the following in mind.

Local regulations and customs vary, so it's imperative that you understand the rules in the location in which you're doing business. Some may not comply with Splunk policies and guidelines, so refer to our T&E policy or ask Legal if you're unsure.

Partner Interactions with Splunk Customers

Since our partners are an extension of Splunk in the market and with our customers, the rules that apply to us apply to them as well.

Vendors & Consultants

All parties who assist Splunk are expected to comply with these requirements.

In order to avoid even the appearance of impropriety, remember the following:

* bullet

Avoid lavish gifts and entertainment

* bullet

Never offer kick-backs or gratuities to customers, vendors, or partners

* bullet

Don't make charitable or social contributions on behalf of Splunk unless vetted and approved by Legal

* bullet

Never agree to special processing or intervention fees

It's perfectly fine to send the cards, **once you get approval from Legal**, since:

1. The amount, per card, is less than $25
2. The total amount spent on the customer doesn't exceed $250
3. The customer is not in the Public Sector
4. We haven't held more than 4 events this year
5. The card is for a food delivery service

Yep – it's okay to gift the customer's attendance since the cost is under $100, and the event is promotional and product-focused.