

The Data-to-Everything Platform



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AVP, Splunk APAC

splunk> turn data into doing™

Our World Never Stops Evolving.

New Ideas. New Devices. New Processes.

Every Company Has a Universe of Real-time Data

Creating More Opportunities and Threats than Ever Before



Inventory
RFID'S

Assembly
Robots

Databases

Business
Apps

Warehouse
Utilization
Systems

Control
Units

New
Technology

New Data
Streams

Networks

New
Devices

Turning Real-time Data Into Action is Hard



splunk®

The Data-to-Everything Platform

**IT****Security****IoT****Biz
Analytics**

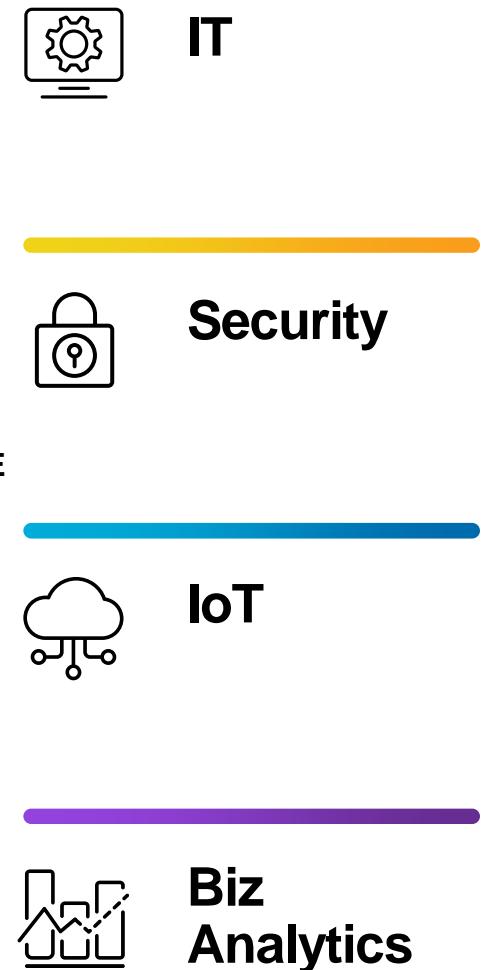


MONITOR

ACT

INVESTIGATE

ANALYZE



Splunk: The Data-to-Everything Platform

Bring data to every question, decision and action



IT

Cloud Monitoring

Application Lifecycle
Analytics

Application Release
Analytics

Container Monitoring

Infrastructure
Monitoring



Security

Advanced Threat
Detection

Insider Threats

Incident Investigation
and Forensics

SOC Automation

Compliance



IoT

Real-Time Monitoring
and Diagnostics

ICS Security

Predictive Analytics

Facilities Management



Biz Analytics

Business Process
Mining

Customer Experience
Optimization

Incident Management

Digital Marketing
Optimization

Data Electrified - Porsche is Bringing Data to Everything with Splunk and the Taycan

Who is Splunk?

85%
of Fortune100
rely on us

4500+
Employees

\$1.8B
FY'19 Revenue

371+
Patents

15K+
Customers



Companies Derive Value with Splunk

90%

Faster incident investigation

90%

Faster development

82%

Reduction of impact on business

50%

Lower risk of data breach and ID theft

50%

Improvement in time to market

Trusted by organizations with the

World's Highest Security Standards

Cloud & Online Services



Education



Energy & Utilities



Financial Services



Government



Healthcare



Manufacturing



Media & Entertainment



Retail



Technology



Telecommunications



Travel & Transportation





Do you know what's
happening?

Can you turn data
into action?

How do you build
for the future?



Do you know what's happening?

Our Investigative Approach

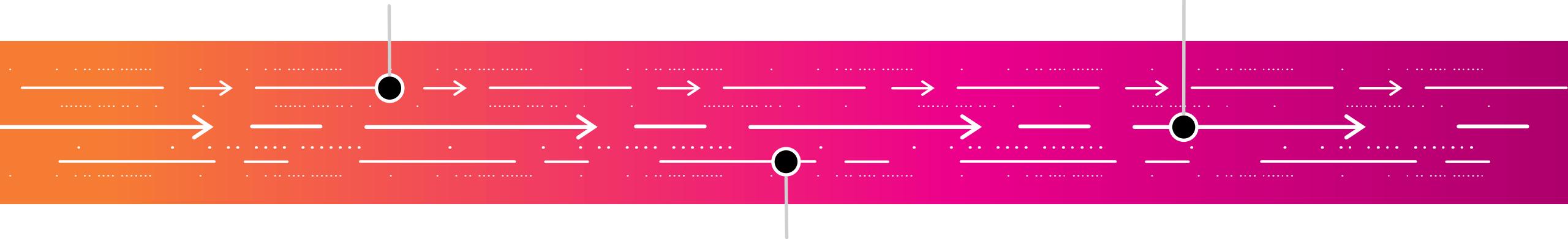
Adaptable | Real-Time | Fast To Value | Massive Scale

Send

unstructured data from all
systems, devices, and people

React

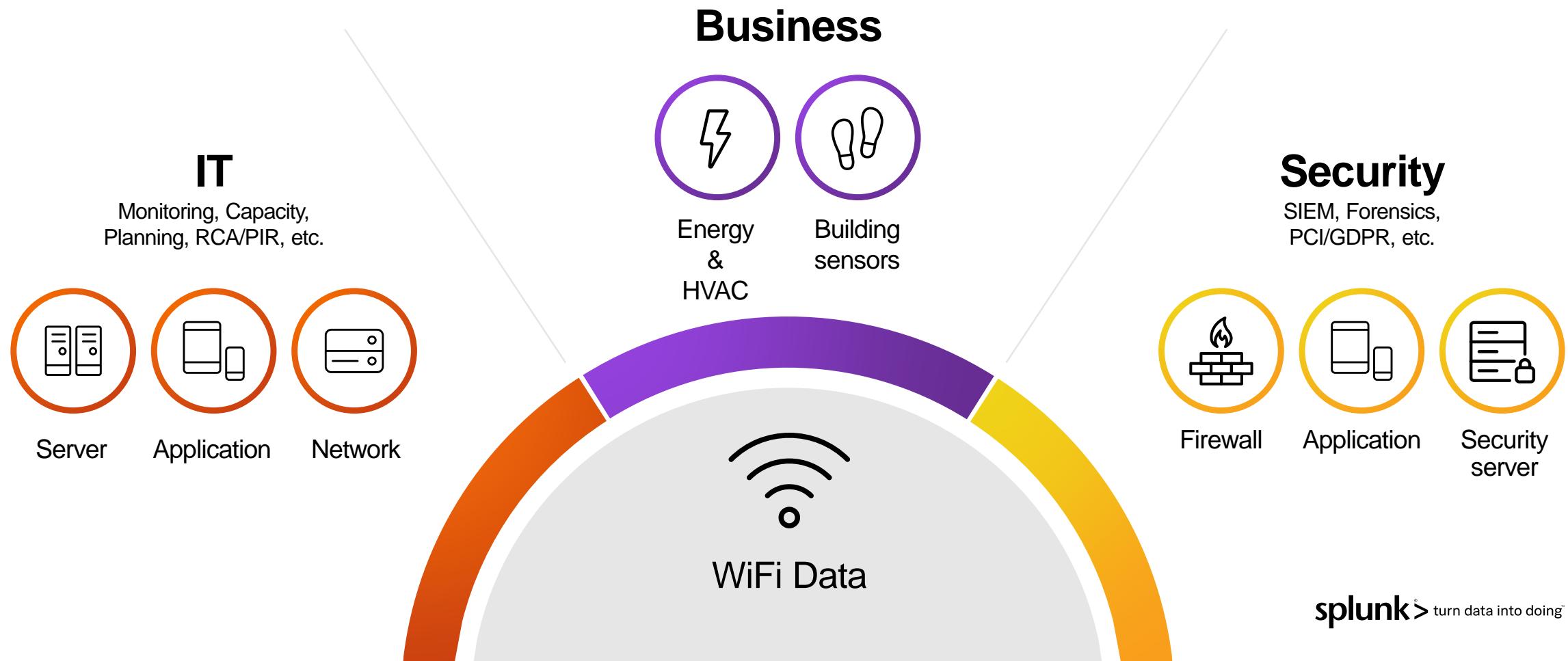
quickly to changing circumstances by
asking questions immediately

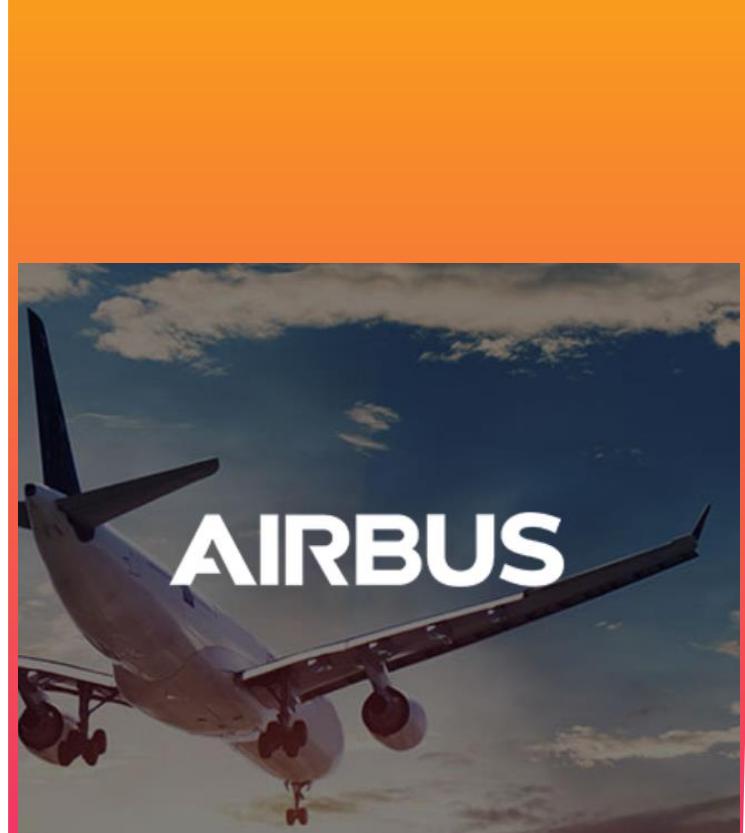


Don't Structure
your data until you are ready

One Platform

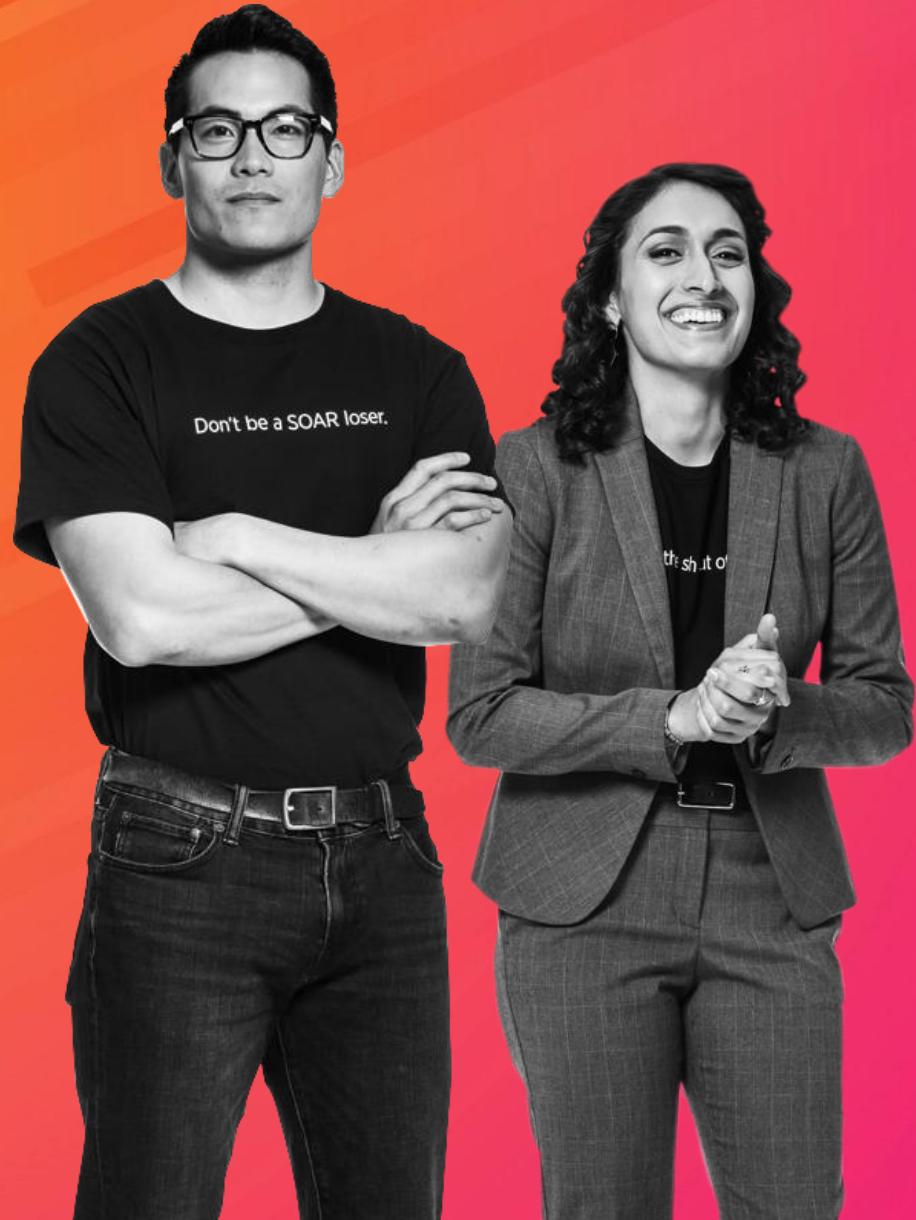
Built for Unlimited Uses





“Splunk enables us to fast track our time to value, time to insight for the whole organization. Not just IT.”

—Chris Taylor, VP Digital Accelerator, Airbus



**Do you know what's
happening?**

//////
**Can you turn data
into action?**

//////
**How do you build
for the future?**



Can you turn data into action?

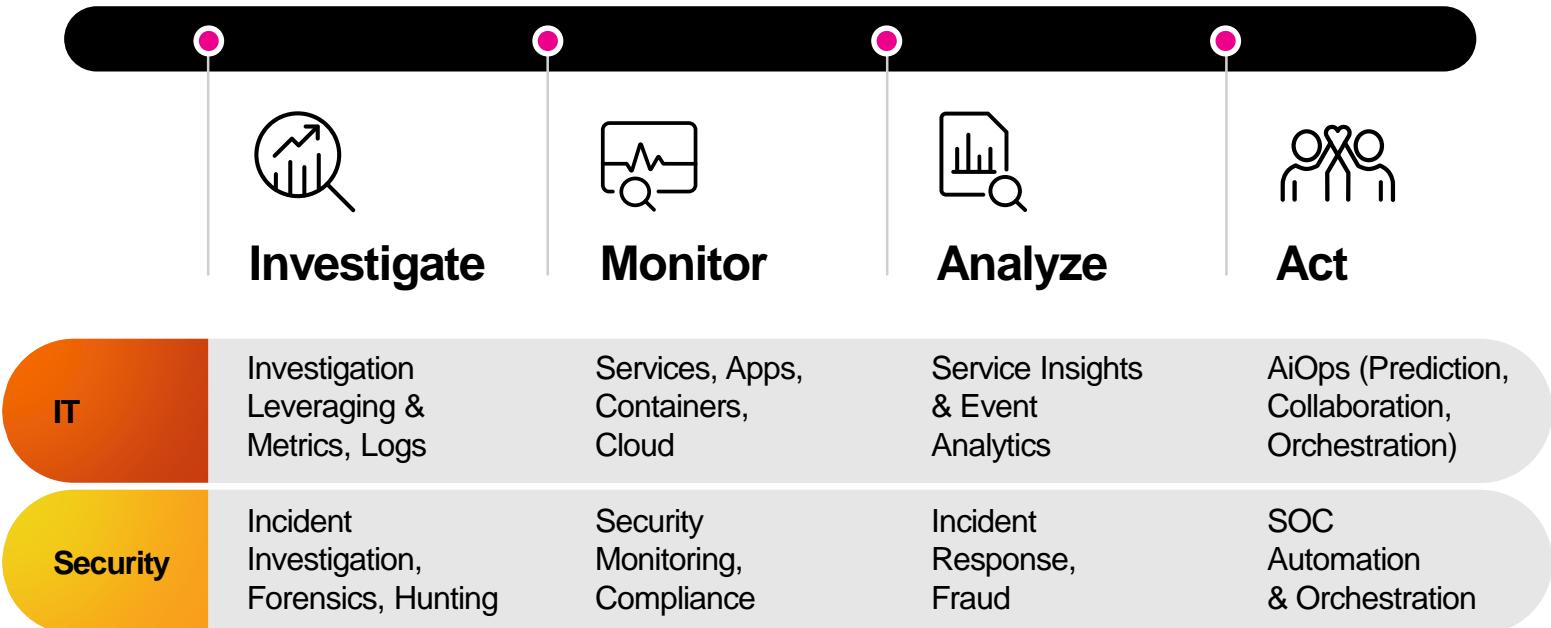
Splunk Guides Customers on a Complete Data Journey

Faster time to business outcomes



Splunk Guides Customers on a Complete Data Journey

Faster time to business outcomes



Each journey is unique, what's yours?

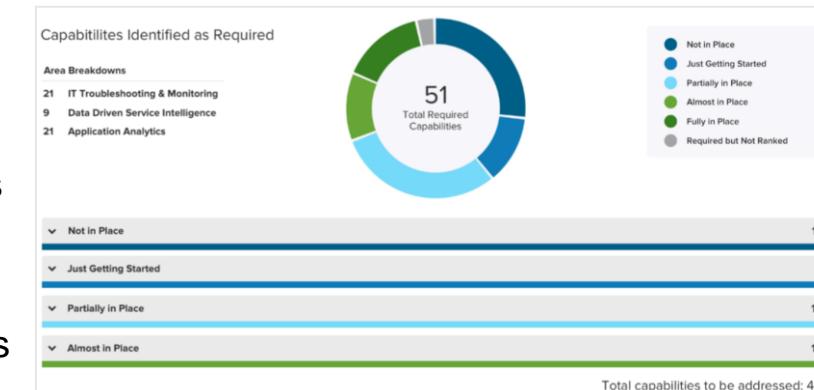
Splunk Offers a Prescriptive Value Path Exercise

Identify, map and prescribe the right adoption journey for your environment based on your maturity, your priorities and your data



Receive an Adoption Roadmap to Fit Your Purpose

- Consensus on current maturity and target end-state
- Key use cases and required capabilities
- Prescribed list of data sources and Splunk apps
- Expert service offerings to address gaps
- Measurable KPIs with target efficiencies



Purpose-Built Solutions



Faster time to outcomes

Expert support



IT



Splunk IT Service Intelligence

Splunk Insights for Infrastructure

Splunk Insights for AWS Cloud Monitoring

Splunk App for Infrastructure

Splunk VictorOps

SignalFx

Security



Splunk Enterprise Security

Splunk User Behavior Analytics

Splunk Phantom

IoT & Business



Splunk for Industrial IoT

Business Flow

Faster Time to Value on Your Data Journey

Admin on Demand | Validated Architectures | Instructors on Demand



Expert Knowledge

Best practices and implementation guidance built on thousands of customers and 15+ years of experience



Success Advisors

Knowledgeable experts help you maximize the value of your investment



Professional Services

Education, implementation and support resources that can adapt to your needs



35%
Faster time
to value

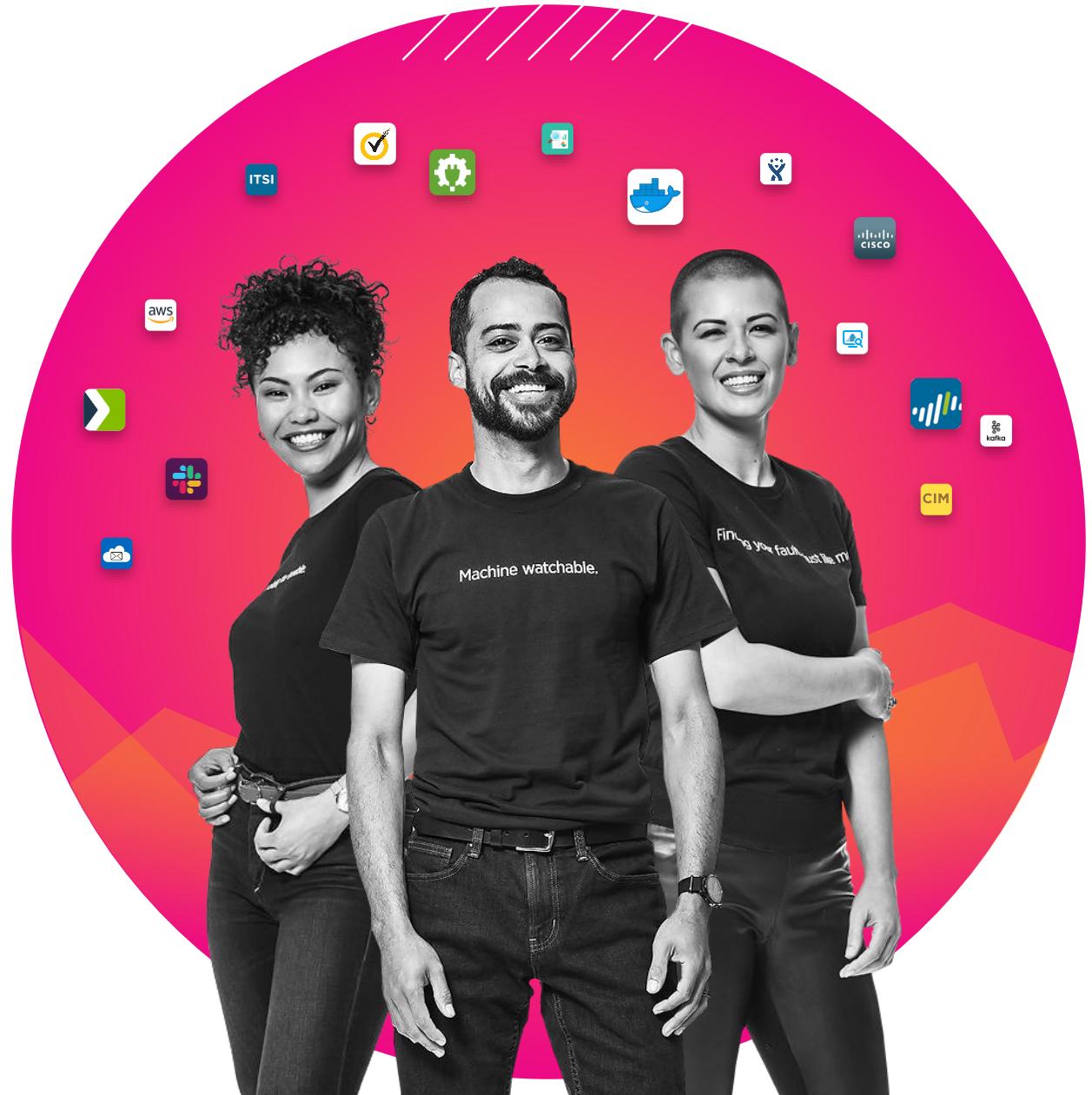
Our Welcoming
Community
and Ecosystem

86K+
Questions
answered

1800+
Apps on
Splunkbase

85+
User
groups

40+
ISVs
& SIs





**Do you know what's
happening?**

//////
**Can you turn data
into action?**
//////

**How do you build
for the future?**



How do you build for the future?

Data Challenges of the Future



Splunk Data Stream Processor

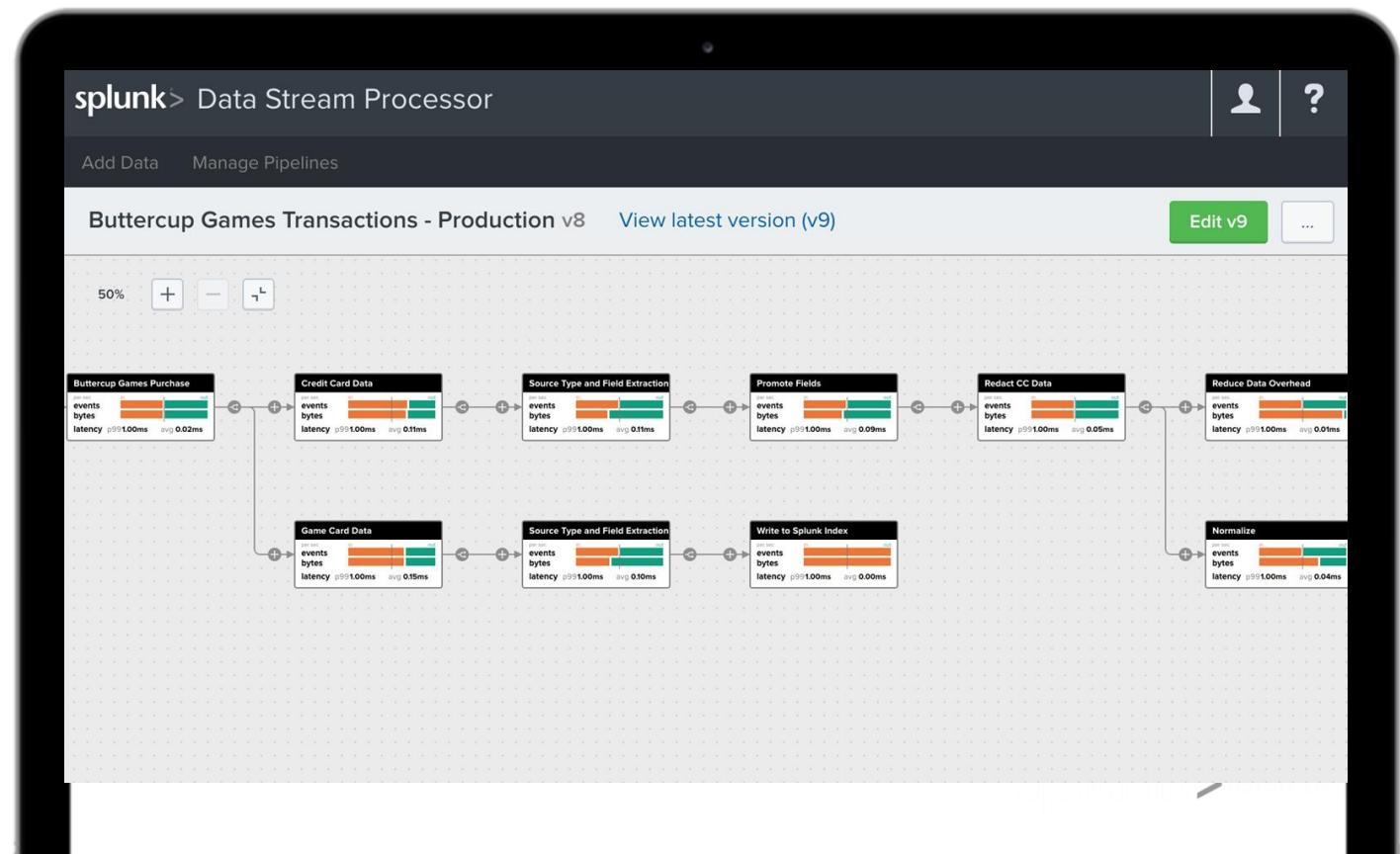
Evaluate and transform data while it is in motion

MACHINE LEARNING

MILLISECOND LATENCY
on TRILLIONS of events

VISUAL ROUTING
AND EDITING

Ingest **100TB+**



Splunk Data Fabric Search

Search without limits: Splunk, Hadoop, AWS S3...

ORDERS OF MAGNITUDE
Faster Search

splunk>enterprise App: S... fshuser Messages Settings Activity Help Find

Search Datasets Reports Alerts Dashboards DFS Comparison > Search & Reporting

New Search

```
| dfsjob
  [ union
    [! from federated:buttercup_mobile_americas]
    [! from federated:buttercup_mobile_asia]
    [! from federated:buttercup_mobile_eeme]
    [! from federated:buttercup_mobile_australia]
    [! from federated:buttercup_mobile_remaining_all]
  ]
  | stats sum(totalCount) by status,clientip
```

Last 15 minutes ▾

5,948,740 events (9/25/18 10:23:10.000 PM to 9/25/18 10:38:10.000 PM) No Event Sampling ▾

status	clientip	sum(totalCount)
200	10.2.1.101	63810
200	10.2.1.2	2738
200	10.2.1.21	102

Events Patterns Statistics (2,000) Visualization

20 Per Page ▾ Format < Prev 1 2 3 4 5 6 7 ... Next >

Computer

Seamlessly Process Millions, Even **BILLIONS** of Events

Splunk Connected Experiences

Bringing the power of Splunk to more users, anywhere

Splunk Mobile



Receive actionable alerts and view mobile-friendly dashboards on phones/tablets. Powered by Natural Language Processing.

Splunk TV



View Splunk dashboards on any peripheral device

Augmented Reality



Overlay Splunk KPI gauges on machinery or connected devices for an enhanced user experience

Thank You

splunk[®] > turn data into doing[™]