7 reasons why CIOs choose

splunk> over **DATADOG** + **LOGMATIC.IO**

Market / 3rd party analyst recognition

14+ years of market leadership
Security Operations leader - Gartner
ITOA leader with ~35%+market share -
IDC

ITOA - Datadog missing in action
Security Operations – vendor does not
have offerings in this market

Design Goals

Massively scalable big data analytics
platform. Built for real time integrated
Security, IT Operations and Service
Intelligence

Infrastructure operations focused tool.
Infancy in Application performance mgmt.
and Log mgmt. markets. Complex
deployment, limited searching and
correlations

Customer platform benefits

Single platform that addresses
infrastructure, application, IT Service
monitoring along with Security operations

Good tool for infrastructure monitoring.
Growing maturity with Application
monitoring. Siloed Log/unstructured data
ingestion and analysis

Technology support & Partner ecosystem

Splunkbase ~ 2000+ apps today. 95% of
technologies are already supported + a
mature ecosystem to develop custom apps
in hours/weeks vs. months

Minimal out of the box apps with basic
functionality. Custom development for un-
supported data sources

Instant support for new technologies

Schema on the fly. First in industry 'no-
schema' solution.

Legacy time consuming data modelling
based approach. In-ability to merge
datasets across structured and un-
structured log data

Higher innovation to investment ratio

Deploy quick and focus on business
innovation. One platform with users across
infrastructure, platform, apps, Security,
Business analytics, ioT

Siloed investment in infrastructure ops.
FTE intensive custom data sources and
integrations. Result = highly skilled
software team vs. business agility

Key reasons why customers move from Datadog to Splunk?

Because Splunk provides a mature
platform for Operations, Security, Service
intelligence, User behavior analytics and
Incident mgmt., triage requirements

90% of Fortune 100 trust Splunk for their
Security and IT operations requirements
by leveraging the richest ecosystem
integration system for fastest time to
value

splunk> listen to your data