



BVC Innovation achieved in Q3 and put into motion in Q4

Relevant for IT Ops and Security

RAW Deck with Talking Details

Exec Pitch: Value beyond Security

Triggering new opportunities with IT Ops and Security!

- ▶ in response to CISO demand, we now have a presentation that positions Splunk beyond Security, clearly showing the logical value journey **from Security to IT Ops** with an emphasis on data reusability, increasing value per GB and sharing costs between departments while achieving an enterprise platform
- ▶ This is extremely relevant for both Security and IT Ops because several CISOs have realized that they need sponsorship from their VP Ops to support data sharing needed for certain security correlations, and to support their need to expand Core and acquire ES while sharing the cost with other departments, which is leading to Security expansion opportunities and new IT Ops opportunities
- ▶ Our presentation was delivered to several C-Levels including CISOs and VPs, and all have agreed to sponsor a collaborative and broader DSA to cover Security and IT Ops, which is unlocked several opportunities
- ▶ **Plan:** BVCs will be promoting this technique during account planning and QBRs

Scaling Security DSAs

Accelerate Security expansion and land IT Ops use cases

- The Security DSA focuses on measuring maturity of individual correlation rules based on the most commonly indexed data sources and provides a unique perspective on value for IT Ops teams based on data reusability
- This is enabling us to review current security deployments, identify data gaps, measure how data can be reused to enable other use cases for IT Ops, and position expansion selling for both Security and IT Ops
- However this process requires tedious work from the SE, a BVC and sometimes a Security Specialist. To streamline this, the Security DSA process is being automated on the new SSEP platform and is expected to be released by SKO
- **Plan:** Release the Security DSA by SKO! Thanks to built-in correlation data maps provided by security specialists, we expect this design to enable non-security field resources to deliver highly prescriptive reports on a much larger scale!

Arming Territory Reps with an IVA Lite

Designed to quantify value within minutes for IT Ops and Security!

- ▶ A new and simplified version of the IVA has been specifically designed to help territory reps quantify the value of IT Ops and Security use cases within minutes
- ▶ Territory reps have asked for a simplified IVA as the full IVA contains too much information for smaller deals and too cumbersome to use for rapid deliverables
- ▶ The IVA Lite is designed to be used over the phone and will produce immediate results with much less effort, with a PPT report that has been adapted based on small deal business case requirements
- ▶ **Plan:** This is being piloted by David Banks and his leads, and an online version is anticipated to be ready for full adoption by SKO. We expect this will help unlock a wider range of sub \$100K opportunities.

CSM Value Log

Driving post-sale expansion selling for IT Ops and Security with CSMs

- ▶ The Value Log is designed to capture quarterly progress against key target metrics that were identified in the IVA or IVA Lite process
- ▶ This will allow CSMs to elevate their trusted advisor status through better customer success plans and to quickly identify success stories so they can be documented and socialized immediately
- ▶ Demonstrating value through success stories will provide broader and faster adoption of Splunk across the enterprise for IT Ops and Security use cases
- ▶ Doug May did an analysis last year that shows 268% greater bookings per quarter and 156% greater average order size when Pre-Sales and Post-Sales synergize on expand selling – the value log is our tool to making this consistent across the field.
- ▶ **Plan:** Working with Kevin Meeks and his team for a November launch

Splunk for Data Center Migration paper

Positioning large scale Data Center DSAs to address common challenges!

- ▶ Some reps and customer execs have asked for direction on how Splunk aligns with time sensitive data center migration projects (example Progressive)
- ▶ We now have an executive facing deck that positions Splunk using several IT Ops use cases that have been designed to address the most common data center migration challenges. This mostly addresses IT Ops but could also involve Security
- ▶ The deck has been presented to Progressive and the response was extremely positive, feedback from other Reps via chatter has also been highly positive
- ▶ A public sector version of this paper has also been written to address the DCOI program (Data Center Optimization Initiative). 24 agencies are required to comply with DCOI and according to an audit conducted by the Government Accountability Office (GAO), 20 agencies were either making no progress or going backwards.
- ▶ **Plan:** We anticipate these agencies will need to modernize their data centers which might lead to migration projects. PBST BVCs working with Jude Boyle and Frank Dimina to trial this and position large scale DC DSAs