



# MAKE MACHINE DATA ACCESSIBLE, USABLE AND VALUABLE TO EVERYONE.

**Splunk turns machine data into answers.** Regardless of your organization's size and industry, Splunk can give you the answers you need to solve your toughest IT, security and business challenges—with the option to deploy on-premises, in the cloud or via a hybrid approach.

## WHY SPLUNK?

### Ecosystem

You need to be able to get insights from *all* of your data, so Splunk has a robust ecosystem of partners to ensure you can access and get value from the data generated by your existing technologies.

### Artificial Intelligence

We've integrated artificial intelligence across the Splunk platform and our premium solutions to help you automatically detect anomalies, predict future outcomes and sift through noise so that you can focus on what's most important.

### Privacy and Security

When working with Splunk, you can trust your data is private and secure. Security is a key part of our product design and development. We train all Splunkers on secure data handling and comply with international and industry standards.

## THE SPLUNK PLATFORM

Splunk Premium Solutions								
	Rich Ecosystem							
Splunk Platform								
	splunk > enterprise				splunk > cloud			
Forwarders	Syslog/TCP	Mobile	IoT Devices	Network Wire Data	Hadoop	Relational Databases	Mainframe Data	

## COMPANY OVERVIEW

## WHAT IS MACHINE DATA?

**Machine data is generated by everything that powers your organization—including applications, infrastructure security software and the Internet of Things. It's complex and voluminous, growing at 50x the rate of traditional business data. And it contains valuable insights, if you're able to make sense of it. That's where Splunk comes in!**

## SPLUNK STATS

Fortune 100 Customers

92

Splunk Apps

2,000+

Headquarters

San Francisco

Employees

4,700+ worldwide

Publicly traded

NASDAQ: SPLK

investors.splunk.com

# WHAT WE SOLVE



## Infrastructure & IT Operations

### HOW CAN I PREVENT DOWNTIME FOR MY CRITICAL IT SERVICES?

Gain real-time monitoring, proactive alerting and visibility into the health of IT services for any level of your organization.



## Application Delivery

### WHY IS MY APP PERFORMING POORLY?

Get real-time visibility across the entire application stack—providing end-to-end views into application performance, transactions and user activity, enabling you to deliver faster releases, reduce MTR and optimize application quality, performance and costs.



## Security & Compliance

### HOW CAN I SPEED UP SECURITY INVESTIGATIONS AND REDUCE THE IMPACT OF INSIDER THREATS?

Gain real-time security monitoring, historical analysis and visualization of massive data sets with the ability to perform comprehensive incident investigations, maintain a proactive defense and support the creation of ad hoc reports in minutes.



## Business Analytics

### DO I DRIVE MORE REVENUE THROUGH MY WEBSITE OR MOBILE APP?

Get visibility into complex business processes, customer behavior, product usage and digital marketing campaigns with timely and relevant business insights.



## IoT & Industrial Data

### HOW CAN I MONITOR AND ANALYZE DATA FROM TENS OF THOUSANDS OF SENSORS IN REAL TIME?

Monitor operations, analyze usage and integrate insights into an end-to-end view of your business operations by leveraging data generated by connected devices, control systems, sensors, SCADA and more.

# CUSTOMER SPOTLIGHT TRUECAR

TrueCar, a digital automotive marketplace, provides automotive pricing transparency. TrueCar initially brought in Splunk when it was migrating its technology infrastructure to the cloud. The company needed a solution that could scale and support cross-functional searching and reporting to manage its complex IT environment. Since then, TrueCar has realized the benefits of Splunk, specifically:

- **Immediate value—real-time insights in one day**
- **Accelerated software and product development**
- **Improved security insights and threat detection**
- **Additional visibility into Amazon Web Services (AWS) billing**

**“SPLUNK CLOUD JUST WORKS, AND IT’S ONE OF THE THINGS THAT PEOPLE RELY ON DAY TO DAY.”**

**David Giffin**  
Senior Vice President, Technology Platform,  
TrueCar