Safe Harbor Statement

During the course of this presentation, we may make forward looking statements regarding future events or the expected performance of the company. We caution you that such statements reflect our current expectations and estimates based on factors currently known to us and that actual events or results could differ materially. For important factors that may cause actual results to differ from those contained in our forward-looking statements, please review our filings with the SEC. The forward-looking statements made in this presentation are being made as of the time and date of its live presentation. If reviewed after its live presentation, this presentation may not contain current or accurate information. We do not assume any obligation to update any forward looking statements we may make. In addition, any information about our roadmap outlines our general product direction and is subject to change at any time without notice. It is for informational purposes only and shall not be incorporated into any contract or other commitment. Splunk undertakes no obligation either to develop the features or functionality described or to include any such feature or functionality in a future release.
Agenda

I. What is machine data?
II. Splunk overview
III. Industry use case
IV. Key elements of Splunk Cloud
V. Splunk Cloud industry use cases
VI. Splunk *.edu use cases
VII. Splunk academic research overview
## Splunk Company Overview

### Company
- Global HQs:
  - San Francisco
  - London
  - Hong Kong
- 1,400 employees globally
- Annual Revenue: $450.9M (YoY +49%)
- NASDAQ: SPLK

### Products
- Free trial to massive scale
- Splunk products:
  - Splunk Enterprise
  - Splunk Cloud
  - Hunk
  - Splunk Light
  - Splunk MINT
  - Premium Apps

### Customers
- 9,500+ customers
- Across 100 countries
- Small to large organizations
- 80 of the Fortune 100
- Largest license:
  - 400+ Terabytes/day
What Does Machine Data Look Like?

Sources

Order Processing

Middleware Error

Care IVR

Twitter

ORDER, 2014-05-21T14:04:12.484, 10098213, 569281734, 67.17.10.12, 43CD1A7B8322, SA-2100


05/21 16:33:11.238 [CONNEVENT] Ext 1207130 (0192033): Event 20111, CTI Num: ServID: Type 0:19:9, App 0, ANI T7998#1, DNIS 5555685981, SerID 40489a07-7f6e-4251-801a-13ae51a6d092, Trunk T451.16

05/21 16:33:11.242 [SCREENPOPEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092 CUSTID 10098213

05/21 16:37:49.732 [DISCEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092

{actor:{displayName:"Go Boys!!",followersCount:1366,friendsCount:789,link: "http://dallascowboys.com",location:{displayName:"Dallas, TX",objectType:"place"},objectType:"person",preferredUsername:"B0ysF@n80",statusesCount:6072},body:"Can't buy this device from @ACME. Site doesn't work! Called, gave up on waiting for them to answer! RT if you hate @ACME!!",objectType:"activity",postedTime:"2014-05-21T16:39:40.647-0600"}
Machine Data Contains Critical Insights

ORDER, 2014-05-21T14:04:12.484, 10098213, 569281734, 67.17.10.12, 43CD1A7B8322, SA-2100


05/21 16:33:11.238 [CONNEVENT] Ext 1207130 (0192033): Event 20111, CTI Num: ServID: Type 1981, DNIS 5555658981, SerID 40489a07-7f6e-4251-801a-13ae51a6092, Trunk 1451.16

05/21 16:33:11.242 [SCREENPOEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6092, CUSTID 10098213, Customer ID

05/21 16:37:49.732 [DISCEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6092

{actor:{displayName:"Go Boys!!",followersCount:1366,friendsCount:789,link:"http://dallascowboys.com",location:{dis: Dallas, TX},objectType:"person",preferredUsername:"BoysFan80",statusesCount:6072},body:"Can't buy this device from @ACME. Site doesn't work! Called, gave up on waiting for them to answer! RT if you hate @ACME!!",objectType:"activity",postedTime:"2014-05-21T16:39:40.647-0600"}
### Sources
- Order Processing
- Middleware
- Error
- Care IVR
- Twitter

### Machine Data Contains Critical Insights

#### ORDER, 2014-05-21T14:04:12.484, 10098213, 569281734, 67.17.10.12, 43CD1A7B8322, SA-2100

May 21 14:04:12.996    wl-01.acme.com: Order 10098213 failed for customer 569281734. Exception follows:
weblogic.jdbc.extensions.ConnectionDeadSQLException: Could not create pool. The DBMS driver exception was: [BEA][Oracle JDBC Driver] Error establishing socket to host and port: ACMEDB-01:1521. Reason: Connection refused

<table>
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<tr>
<th>Time Waiting</th>
<th>Order ID</th>
<th>Customer ID</th>
<th>Product ID</th>
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<tr>
<td>05/21 16:33:11.242</td>
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<table>
<thead>
<tr>
<th>Twitter ID</th>
<th>Customer’s Tweet</th>
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<tr>
<td>&quot;Go Boys!!&quot;, followersCount: 1366, friendsCount: 789, link: &quot;<a href="http://dallascowboys.com/">http://dallascowboys.com/</a>&quot;, location: &quot;Dallas, TX&quot;, objectType: &quot;person&quot;, preferredUsername: &quot;Boysfan80&quot;, statusesCount: 6072, body: &quot;Can't buy this device from @ACME. Site doesn't work! Called, gave up on waiting for them to answer! RT if you hate @ACME!!&quot;</td>
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<table>
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<tr>
<th>Company’s Twitter ID</th>
<th>Customer’s Tweet</th>
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<tbody>
<tr>
<td>@Boysfan80</td>
<td>Can't buy this device from @ACME. Site doesn't work! Called, gave up on waiting for them to answer! RT if you hate @ACME!!</td>
</tr>
</tbody>
</table>

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*Note: The diagram illustrates the connection between different data sources and the extracted critical insights from machine data.*
Turning Machine Data Into Knowledge

Index Untapped Data: Any Source, Type, Volume

On-Premises
- Servers
- Online Services
- Web Services
- Security
- GPS Location
- Packaged Applications
- Messaging
- Custom Applications
- Energy Meters
- Databases
- Call Detail Records
- Web Clickstreams
- Smartphones and Devices

Private Cloud
- Storage
- Desksop
- Online Shopping Cart
- Telecommunications
- RFID

Public Cloud

Ask Any Question
- Application Delivery
- IT Operations
- Security, Compliance and Fraud
- Business Analytics
- Industrial Data and the Internet of Things
Building Smarter Transportation

Over $1 Billion in Potential Savings

Improving Safety
Reducing Fuel Costs
Improving On-Time Operations
Splunk Cloud Available Worldwide
Splunk Cloud Value Drivers

- Instant
- Secure
- Reliable
- Hybrid

100% Uptime
Instant

splunk® > cloud trial

POC  ➔  Production
Secure

- SOC 2 Type 2 attestation complete*
- Encryption in-transit and optionally at rest
- Each customer has a dedicated cloud environment
- Splunk Cloud runs in an Amazon VPC (Virtual Private Cloud)

* SOC2 Type 2 Attestation is complete for Splunk Cloud customer environments provisioned for data ingestion of over 50GB/day.
Reliable

How We Deliver 100% Uptime

- Multiple AWS availability zones
- High availability across Indexers & Search Heads
- Dedicated Cloud environments

Splunk Cloud fully monitored using Splunk Enterprise
Hybrid Search

Single Pane of Glass Visibility
What We Do

Hardware setup
Storage
Scaling
Monitoring

What You Do

Forward data
Search
Monitor
Get value fast
Customer Breadth

Industries / Verticals
- Financial Services
- Public Sector
- Healthcare
- Consumer Brands
- Online Services
- Technology

Deployments
- 5GB/day – 12TB/day

Organization Size
- Startups – Global Enterprises
Reference Customers Include...
Why Customers Like Splunk Cloud

- Instant access to infrastructure and software
  - Faster POC
  - Faster deployment
  - Increased agility
- No need for in-house expertise
- For many customers, Splunk Cloud is lower TCO than deploying in-house
- Easy scalability – scales to 10TB/day+
Delivering Business Insights at MindTouch

“The entire process to implement Splunk Cloud was painless. Splunk Cloud is now 100% visible in the company, across executives, marketing and IT.”

Splunk Cloud used across the organization for:
- Real-time monitoring and troubleshooting
- Business analytics
- Customer support
Delivering Real-time Monitoring at Backupify

“Splunk Cloud saved us months of development time and we estimate a 60-70% reduction in production troubleshooting time.”

Splunk Cloud used by DevOps for:
- Production system monitoring
- Application debugging
- Customer service
Splunk at *.edus?

https://www.internet2.edu/products-services/cloud-services-applications/splunk/splunk-use-case-matrix/
Splunk in academic research?

- analyzing log files to optimize HPC efficiency
- computational biology
- EV energy consumption optimization
- internet fraud analysis
- machine learning on log files to detect cyber attacks
- medical records research
- mobile game usage correlated with energy usage
- MPEG streaming data analysis
- predictive analytics for museum donors
- real-time tracking of football players
- sensor data aggregation
- usage analytics on the Dark Web

- Global
- Various
- Small data, big data
- Need better scaffolding!