Introducing Splunk 6
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.
Splunk Company Update

**Company (NASDAQ: SPLK)**

- **2004** founded
- **2006** first software release
- **HQ** San Francisco

**Business Model / Products**

- On-premise
- In the **cloud**
- **SaaS**

**Customers 6000+**

- **60+** of the Fortune 100
- **100** Terabytes/day

**Largest license:**

- Terabytes/day
Industry Recognition

**Fast Company**

- #1 Big Data Innovator
- #4 Most Innovative

**Gartner**

- 2013 SIEM Magic Quadrant LEADER
- 2012 Security Market Growth #1 Worldwide
- 2012 IT Operations Market Growth #3 Worldwide

**SC Magazine**

- Best SIEM North America
- Best Enterprise Security Solution EMEA
### The Accelerating Pace of Data

**Volume | Velocity | Variety | Variability**

<table>
<thead>
<tr>
<th>Machine data</th>
<th>is the fastest growing, most complex, most valuable area of big data</th>
</tr>
</thead>
</table>

**GPS, RFID, Hypervisor, Web Servers, Email, Messaging, Clickstreams, Mobile, Telephony, IVR, Databases, Sensors, Telematics, Storage, Servers, Security Devices, Desktops**
What Does Machine Data Look Like?

Sources

ORDER, 2013-05-21T14:04:12.484, 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:"Just bought this POS device from @ACME. Doesn't work! Called, gave up on waiting for them to answer! RT if you hate @ACME!!",objectType:"activity",postedTime:"2013-05-21T16:39:40.647-0600"}
Machine Data Contains Critical Insights

<table>
<thead>
<tr>
<th>Sources</th>
<th>Customer ID</th>
<th>Order ID</th>
<th>Product ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>Order Processing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middleware Error</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Care IVR</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**ORDER, 2013-05-21T14:04:12.484, 10098213, 569281734, 67.17.10.12, 43CD1A7B8322, SA-2100**


<table>
<thead>
<tr>
<th>Time Waiting On Hold</th>
<th>Customer ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/21 16:33:11.238 [CONNEVENT] Ext 1207130 (0192033): Event 20111, CTI Num: ServID: Type 198#1, DNIS 5555685981, SerID 40489a07-7f6e-4251-801a-13ae51a6d092, Trunk 7451.16</td>
<td></td>
</tr>
<tr>
<td>05/21 16:33:11.242 [SCREENPOPEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092, CustID 10098213</td>
<td></td>
</tr>
<tr>
<td>05/21 16:37:49.732 [DISCEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092</td>
<td></td>
</tr>
</tbody>
</table>

**Customer’s Tweet**

```json
{actor:{displayName:"Go Boys!!",followersCount: 1366,friendsCount: 789,link: "http://dallascowboys.com/"},location:{displayLocation:"Dallas, TX"},objectType:"person",preferredUsername:"B0ysF@n80",statusesCount: 6072},body:"Just bought this POS device from @ACME. Doesn't work! Called, gave up on waiting for them to answer! RT if you hate @ACME!!",objectType:"activity",postedTime:"2013-05-21T16:39:40.647-0600"}
```

**Company’s Twitter ID**
<table>
<thead>
<tr>
<th>Customer ID</th>
<th>Order ID</th>
<th>Product ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>10098213</td>
<td>569281734</td>
<td>67.17.10.12,43CD1A7B8322,SA-2100</td>
</tr>
</tbody>
</table>

ORDER,2013-05-21T14:04:12.484,10098213,569281734,67.17.10.12,43CD1A7B8322,SA-2100

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.

05/21 16:33:11.238 [CONNEVENT] Ext 1207130 (0193033): Event 20111, CTI Num:ServID:Type 98#1, DNIS 5555685981, SerID 40489a07-7f6e-4251-801a-13ae51a6d092, Trunk 451.16
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:"Customer’s Tweet objectType:"person",preferredUsername:"B0ysF@n80",statusesCount:6072},body:"Just bought this POS device from @ACME. Doesn’t work! Called, gave up on waiting for them to answer! RT if you hate @ACME!!!",objectType:"activity",postedTime:"2013-05-21T16:39:40.647-0600"}

Company’s Twitter ID

Twitter
Make machine data accessible, usable and valuable to everyone.
Industry Leading Platform for Machine Data

Any Machine Data

Operational Intelligence

Search and Investigation
Proactive Monitoring
Operational Visibility
Real-time Business Insights

HA Indexes and Storage
Commodity Servers

Online Services
Web Services
GPS Location
Packaged Applications
Messaging
Custom Applications
Energy Meters
Networks
Desktops
Telecoms
RFID
Smartphones and Devices
Call Detail Records
Web Clickstreams
Databases
Energy Meters
Call Detail Records
RFID
Smartphones and Devices
Call Detail Records
Web Clickstreams
Databases
Online Shopping Cart
Servers
Storage

Online Services
Web Services
GPS Location
Packaged Applications
Messaging
Custom Applications
Energy Meters
Networks
Desktops
Telecoms
RFID
Smartphones and Devices
Call Detail Records
Web Clickstreams
Databases
Online Shopping Cart
Servers
Storage
Industry Leading Platform for Machine Data

Any Machine Data

Operational Intelligence

Search and Investigation
Proactive Monitoring
Operational Visibility
Real-time Business Insights

Any amount, any location, any source

Schema-on-the-fly
Universal forwarding
No back-end RDBMS
No need to filter data

Online Services
Servers
Storage
Online Shopping Cart
Smartphones and Devices

Online
Services

Web

Servers

Security

GPS

Location

Storage

Desktops

Networks

Packaged Applications

Custom Applications

Messaging

Telecoms

Online Shopping

Cart

Energy

Meters

Call Detail Records

Smartphones and Devices

RFID

Web Clickstreams

Databases

Web Services

Servers

Commodity

Servers

HA Indexes and Storage

HA Indexes

Universal forwarding

No need to filter data

Real-time Business Insights

Online Services

Web

Servers

Security

GPS

Location

Storage

Desktops

Networks

Packaged Applications

Custom Applications

Messaging

Telecoms

Online Shopping

Cart

Energy

Meters

Call Detail Records

Smartphones and Devices

RFID

Web Clickstreams

Databases

Web Services

Servers

Commodity

Servers

HA Indexes and Storage

HA Indexes

Universal forwarding

No need to filter data

Real-time Business Insights
Turning Machine Data Into Operational Intelligence

- Reactive Search and Investigate
- Proactive Monitoring and Alerting
- Operational Visibility
- Real-time Business Insight

Proactive

Reactive
Operational Intelligence for IT and Business Users
Splunk Delivers Value Across IT and the Business

- App Dev and App Mgmt.
- IT Operations
- Security and Compliance
- Digital Intelligence
- Business Analytics
- Industrial Data and Internet of Things

Developer Platform (REST API, SDKs)

Setting the Standard for Operational Intelligence

**Versions**

1 2 3

- **Tool**
  - “Google for the datacenter”
  - 2006-2008

4 4.1 4.2 4.3

- **Engine**
  - “Engine for machine-generated data”
  - 2009-2011

5

- **Platform**
  - “Platform for operational intelligence”
  - 2012

Brand: “Google for the datacenter”

Brand: “Engine for machine-generated data”

Brand: “Platform for operational intelligence”
What’s Next

What do organizations need
Drive Value Across the Enterprise

Simplify management of enterprise Splunk deployments
Enable faster and easier analytics for a broader set of users
Accelerate development of enterprise apps using Splunk

Deliver Operational Intelligence for Everyone
Introducing Splunk 6

Powerful analytics anyone can use

Up to 1000x faster over Splunk 5
Powerful Analytics Anyone Can Use

**Pivot**
Enables non-technical users to build complex reports without learning the search language.

**Data Model**
Provides more meaningful representation of underlying raw machine data.

**Analytics Store**
Acceleration technology delivers up to 1000x faster analytics over Splunk 5.
Easy-to-use Analytics Interface

Pivot

- Drag-and-drop interface enables any user to analyze data
- Build complex queries and reports without learning search language
- Click to visualize any chart type; reports dynamically update when fields change

All chart types available in the chart toolbox
Save Report to share
Time Window
Select fields from data model
Define Relationships in Machine Data

Data Model

- Describes how underlying machine data is represented and accessed
- Defines meaningful relationships in the data
- Enables single authoritative view of underlying raw data

Hierarchical object view of underlying data

Add constraints to filter out events
Deliver Analytics Up to 1000x Faster

High Performance Analytics Store

- Transparent acceleration technology
- Retrieval speeds up to 1000x faster than previous Splunk versions
- Used to accelerate data models - created at the click of a button

Check to enable acceleration of data model

Time window of data that is accelerated
The Path to Analytics

1. **Explore** and Understand
2. **Model** and Accelerate
3. **Analyze** and Visualize

- **1. Explore and Understand**
  - splunk

- **2. Model and Accelerate**
  - Data Model
  - Analytics Store

- **3. Analyze and Visualize**
  - Pivot Data
Empowering Users Across the Enterprise

- **IT Professional**
  - Create and share **Data Models**
  - Accelerate **Data Models** and custom searches with the **Analytics Store**
  - Create reports with **Pivot**

- **Developer**
  - Leverage **Data Models** to abstract data
  - Leverage **Pivot** in custom apps

- **Analyst**
  - Create reports using **Pivot** based on **Data Models** created by IT
Additional Analytics Features

Maps
• Integrated GeoIP map that display geographic data and summaries

Predictive Analysis
• Find patterns in data to predict system capacity and resource utilization
Powering Security Intelligence

Splunk Enterprise 6

- Normalization without data reduction
- Customized for different data types
- Supports converged IT Security and IT Operations data ontologies
- Support for fast reporting

Example of security data models
Other New Features in Splunk 6

**INTUITIVE USER EXPERIENCE**
Improve users’ productivity enabling instant access to relevant apps and content

**SIMPLIFIED MANAGEMENT**
Deliver simplified and scalable management for enterprise Splunk deployments

**RICH DEVELOPER ENVIRONMENT**
Rapidly build Splunk apps using standards-based web technologies
Increased User Productivity

New Home Screen

- New menu system enables rapid navigation to apps, data and content relevant to user
- Removes need to open apps in order to explore content
- Customizable to different users and roles
Redesigned Search and Reporting

Enhanced Search Experience

• Search and analyze data from a unified interface
• Simplified authoring and editing of reports
• Instantly navigate to create new visualizations, tables and dashboard panels
Centralized Cluster Management

Simplified Cluster Management

• Monitor Splunk high availability services for business critical deployments at scale
• Automatic search workload and data rebalancing when clusters change
• Easier and more transparent app deployment to indexers
• Faster recovery from failures
Easier Deployment, Configuration

Forwarder Management
- New visual management interface to deploy and monitor thousands of configurations
- Track status of roll out and easily track down errors
- Monitor deployment activity
- Enables management of forwarder configuration

![Forwarder Management Interface]

- Number of forwarders being monitored
- Number with errors
- Number that have downloaded a config
- Information about forwarder
Powerful Dashboard Customization

Enhanced Dashboard Editor

- Build interactive dashboards and user workflows without writing Advanced XML code
- Easily add custom styling, behavior and visualizations
- One-click access to develop in the Splunk web framework
Familiar Developer Environment

Web Framework

• Quickly and efficiently build Splunk apps using familiar web technologies
• Client-side development with Splunk JavaScript components and JavaScript libraries
• Server-side development support with Python and the Django framework

Build Splunk Apps

Extend and Integrate Splunk

Web Framework

Simple XML
JavaScript
Django

SDKs

Java
JavaScript
Python
Ruby
C#
PHP

Data Models

Search Extensibility
Modular Inputs

REST API

splunk
Summary

**Powerful Analytics**
Faster and easier analysis and visualizations for business users

**Simplified Management**
Easier management of enterprise-scale Splunk deployments

**Intuitive User Experience**
Powerful productivity features for end users

**Rich Developer Environment**
Rapidly build Splunk apps using standard web languages and frameworks
Thank You
www.splunk.com/6