

Splunk: From machine data to operational intelligence

We take your machine data and make sense of it.

IT sense. Security sense. Business sense. Common sense.

Splunk delivers real-time visibility and insights for IT and the business.

Every Company is a Data Company

Splunk was founded to pursue a disruptive new vision: make machine data accessible, usable and valuable to everyone. Machine data is one of the fastest growing and most pervasive segments of “big data”—generated by websites, applications, servers, networks, mobile devices and the like that organizations rely on every day. By monitoring and analyzing everything from customer clickstreams and transactions to network activity and call records—and more—Splunk turns machine data into valuable insights no matter what business you’re in. It’s what we call operational intelligence.

A New Approach

According to IDC, unstructured data, much of it generated by machines, accounts for more than 90% of the data in today’s organizations. Traditional technologies, built on relational or multi-dimensional databases, cannot handle the complexity or scale of today’s massive volumes of machine data. Nor do they allow the flexibility to ask any question or get questions answered in real time—which now is an expectation of users.

Splunk focuses specifically on the challenges and opportunities of effectively managing this type of data. That’s why many organizations now consider Splunk their platform for machine data. Splunk® Enterprise™ software collects, monitors, indexes and analyzes the machine data generated by IT applications and infrastructure—physical, virtual and in the cloud. This machine data is massive in scale and contains a definitive record of all transactions, systems, applications, user activities, security threats and fraudulent activity. This data is largely untapped; Splunk helps organizations unlock its value.

Our Customers

Since first shipping its software in 2006, Splunk now has over 3,300 customers in 75+ countries. These organizations are using Splunk to improve service levels, reduce operations costs, mitigate security risks, enable compliance, enhance DevOps collaboration and create new product and service offerings. With Splunk they break down traditional data silos, achieve new levels of operational intelligence and gain insights that benefit IT and business users.

Our Company

Splunk now has more than 400 employees worldwide, with headquarters in San Francisco and 8 offices around the world.

Splunk: The Product

Splunk is patented software with the flexibility to collect and index virtually any machine data. Splunk provides the scalability to handle massive live data streams from across the entire infrastructure and the power to provide deep drilldown, statistical analysis and real-time, custom dashboards for anyone in an organization. Splunk gives you a real-time understanding of what has happened, why it happened and what is happening across IT services, systems and infrastructure.

Typically, customers start using Splunk for one purpose but quickly discover Splunk’s value over a wide range of use cases, as described below:

Application Management

Splunk enables operational visibility across the application stack to dramatically reduce downtime and escalations. Splunk supports DevOps collaboration by providing developers secure access to the data they need without directly accessing production systems.

Security and Compliance

Splunk offers real-time security monitoring, historical analysis and visualization of massive data sets, providing security intelligence for both known and unknown threats. Splunk

facilitates data exploration of incidents in real time to perform comprehensive incident investigations, maintain a proactive defense and support the creation of ad hoc reports in minutes.

Infrastructure and IT Operations Management

Splunk provides the ability to detect and investigate network, server and storage issues—located within physical, virtual or cloud infrastructures. Splunk provides real-time monitoring and proactive alerting and the ability to drill down into the data to investigate and help teams resolve issues in dramatically less time.

Business and Web Analytics

Traditional BI and web analytics tools run in batch mode and provide a limited view of what's really happening right now. Get real-time, end-to-end visibility on digital asset views/usage, site performance, web sessions—including analysis of pages viewed, content in shopping baskets, value of dropped baskets and more with Splunk.

ROI and Splunk

Splunk customers typically achieve an ROI measured in weeks or months, sometimes even before being deployed into production. Splunk users can troubleshoot application problems and investigate security incidents in minutes instead of hours or days, dramatically improve service levels, reduce outages and deliver compliance reporting at a lower cost. This visibility, typically unavailable prior to Splunk, delivers a fast ROI, new productivity and powerful insights for IT and the business. Here are a few examples:

- One of the world's largest online travel sites demonstrated an annual ROI over \$14 million. This ROI was a combination of tools consolidation, retired licenses, outage avoidance and troubleshooting efficiencies gained using Splunk.
- A leading provider of healthcare management solutions avoided a \$100K SLA penalty—found during the Splunk evaluation phase. This same customer achieved an annual ROI of over \$700,000.
- One of the world's largest business publishers replaced their old server monitoring software with Splunk and other open source software. This eliminated maintenance fees and reduced operations costs by \$1.6 million/year.
- A major communications manufacturer avoided a \$1.5M software license upgrade for their existing SIEM, reassigned 5 full-time analysts to other duties (\$600,000/year) and now monitor new data sources to identify previously unknown attacks.
- The world's largest B2B poker provider, hosting 25 of the industry's top brands and up to 45,000 concurrent players at peak hours, reduced downtime by 30% and quantified an annual savings of \$1.9 MM (16x ROI in the 1st year).

Management Team

PRESIDENT & CHIEF EXECUTIVE OFFICER
Godfrey R. Sullivan (Hyperion, Autodesk, Apple)

CHIEF TECHNOLOGY OFFICER, VP ENGINEERING AND CO-FOUNDER
Erik Swan (Apple, Disney, Infoseek)

CHIEF ARCHITECT AND CO-FOUNDER
Rob Das (Avolent, Data Broadcasting, Lotus, Sun)

VP HUMAN RESOURCES
Sheren Bouchakian (Prebon Yamane, Alliance Capital Management, Allianz)

CHIEF FINANCIAL OFFICER
Dave Conte (IronKey, Opware, Ernst & Young)

VP BUSINESS DEVELOPMENT
Bill Gaylord (Hyperion, Oracle, Donaldson, Lufkin & Jenrette)

CHIEF INFORMATION OFFICER
Doug Harr (StrataFusion Group, Ingres, Portal Software)

VP SUPPORT
Lionel Hartmann (ArcSight, Siebel, Business Objects)

VP ASIA PACIFIC
Robert Lau (ArcSight, Portal Software, LSI)

SVP SOLUTIONS
Christina Noren (Sensage, Portal Software, Microsoft)

SVP WORLDWIDE FIELD OPERATIONS
Tom Schodorf (BMC Software, IBM)

CHIEF MARKETING OFFICER/SVP WORLDWIDE MARKETING
Steve Sommer (Portal Software, ArcSight, Informix)

SVP/GENERAL COUNSEL
Lenny Stein (Kendall-Jackson, Overture Services, QRS Corporation)

Milestones

2006: Splunk 1, Splunk 2; 150 customers

2007: Splunk 3; 350 customers

2008: APAC and EMEA expansion; 900 customers

2009: Splunk 4; 1,000 customers

2010: Splunk 4.1; First Worldwide Users' Conference; 2,000 customers

2011: Splunk 4.2; Seattle R&D office; over 3,000 customers

2012: Splunk 4.3

Strategic Partners

Technology Partners: Blue Coat, Cisco, Citrix, F5, Palo Alto Networks, Sendmail, VMware

Resellers: GlassHouse Technologies, Macnica Networks, NTT Data, SYSTEX

Investors

August Capital, Sevin Rosen Funds, JK&B Capital, Ignition Partners

Total Capital Raised: \$40M

Last Round: Series C, \$25M in 2007

Free Download

Download Splunk for free. You'll get a Splunk Enterprise license for 60 days and you can index up to 500 megabytes of data per day. You can convert to a perpetual Free license or purchase an Enterprise license by contacting sales@splunk.com.