

Splunk for Cloud Providers

Ensure Service Levels Across a Scaled Out Infrastructure and Meet critical Audit and Compliance Requirements

The Right Choice for Cloud and Managed Service Providers

Whether providing infrastructure as a service, platform as a service, application as a service or IT as a managed service, cloud/managed service providers face many challenges. The difficulties of running a massive, scaled out, distributed infrastructure include:

- Monitoring and troubleshooting highly complex IT environments with a wide variety of intermingled technologies
- Delivering availability and performance service levels while minimizing downtime across all components of your cloud services
- Meeting customer audit and compliance requirements
- Ensuring continuous situational awareness and securing the infrastructure

Operational Visibility at a Massive Scale

Splunk Enterprise provides visibility across your infrastructure without needing complex parsers or adapters. Index every type of IT data including logs, events, performance metrics, SNMP traps, syslog and database audit trails from every source. Splunk lets you monitor, alert and report in real time across your entire distributed infrastructure.

Splunk easily supports custom formats and multi-line logs from all types of application components as well as from the underlying server, storage and network devices and virtualization layers. Splunk's highly efficient MapReduce-based architecture lets you manage terabytes of data per-day from any scaled out infrastructure.

Reduced Problem Resolution Times

Splunk customers routinely see MTR/MTTI improvements of up to 70%, accompanied by reduced downtime costs and increased reliability of services. Splunk provides a highly proficient time-based correlation engine, allowing you to easily troubleshoot problems across many types of technologies from a central location—with role-based access controls to ensure compliance requirements are met.

Flexible Audit and Compliance Reporting

Splunk addresses a number of audit and compliance requirements that can accelerate customer adoption of cloud-based services. A primary concern of customers and auditors is the lack of transparency around where customer data is

stored and accessed. Improved visibility of data in the cloud and better monitoring of physical hardware is often required.

Splunk can collect this information and display it in the form of custom dashboards for users. Tracking customer data to specific cloud instances, cataloging data ownership, monitoring and reporting on data access and providing transparency to customers for audit and compliance purposes are good business practices and can be a service differentiator in an increasingly competitive service provider market.

Continuous Situational Awareness for Security

Splunk delivers situational awareness and continuous monitoring across your IT infrastructure as well as complex statistical analysis of real-time and historical data, allowing you to protect sensitive customer information and build more resilient policies against attacks.

Critical Operational Usage Analytics

Splunk provides flexible dashboarding and powerful analytics that extract value from previously untapped operational data sources to provide key insights into business areas such as service usage and capacity consumption rates. Splunk also integrates data from non-IT sources to enable more informed business decisions around usage-based pricing, vendor contracts, etc.

Cloud Providers Using Splunk

Heroku, a leading Ruby platform-as-a-service (PaaS) provider, delivers ease-of-use, automation and reliability for application developers. They use Splunk for operational visibility into key elements of their cloud platform infrastructure.



"We see Splunk as a key technology to delivering an always-on, Heroku platform. Splunk has helped us gain insight into both our ongoing operations as well as better visibility into our business analytics. Splunk has quickly become a favorite tool for everyone from our support engineers to our marketing team."

Oren Teich

Vice President, Products, Heroku

Salesforce.com, the industry-leading CRM software-as-a-service (SaaS) provider, uses Splunk to keep its distributed multi-tenant applications available and performing. Splunk is not only used by developers, QA, production support and operations teams, it is also used by product and

business managers for getting analytics on social services and applications usage on Force.com, as well as providing customers with additional services such as email campaign analytics.



“With Splunk, we have taken application performance troubleshooting for 87,000 customers to the next level. The fact that we had a data treasure chest was not obvious till Splunk came into the picture.”

Narayan Bharadwaj

Product Management Director,
Salesforce.com

Netsmart provides on-demand and traditional software solutions to automate key financial, clinical and management processes for more than 18,000 organizations in a variety of health and services sectors. Netsmart uses Splunk for capacity planning, compliance reporting, troubleshooting and incident investigations. With a multi-dimensional view across their entire physical and virtual infrastructure, Netsmart recently achieved SAS 70 certification for its on-demand environment—with the help of Splunk.



“The collaborative data available through Splunk has made us far more efficient overall, whether it’s backups, security or capacity planning.”

Keith Goedde

Director of Security & Compliance,
Netsmart

SendGrid is a cloud-based e-mail delivery and management service, which transparently handles DKIM, SPF, ISP rate limits, content inspection, bounces and spam reports to help users achieve higher deliverability. SendGrid uses Splunk to collect data on millions of daily email transactions, which enables their support people to track down and resolve issues quickly. In addition, the ability to index, search and analyze this data has been useful in understanding customer usage.

GoodData provides a complete business intelligence platform-as-a-service (BI PaaS)—data warehousing, analytics, reporting and dashboards, all hosted on Amazon Web services. GoodData uses Splunk to search through tremendous volumes and varieties of IT data. Splunk provides critical operational monitoring of data loading, report execution and application performance and is used in engineering to ensure a dev-ops focus to product development.

Genius.com provides SaaS-delivered social marketing automation, sales lead management and demand generation solutions. The company offers the leading marketing automation and demand generation solution on the Salesforce.com AppExchange. Genius.com is using Splunk across their infrastructure for application troubleshooting and network and security monitoring. With the help of Splunk monitoring and proactive alerting, Genius.com is staying ahead of critical issues before they result in failures and is better prepared to deliver its cloud-based offering.



“Splunk visibility has helped us reduce troubleshooting times from over a day to less than an hour. And by satisfying the secure centralized logging standard (SAS 70) most of our customers require, Splunk helps us close new business.”

Zaid Ali

Director Technical Operations, Genius.com

Hughes Network, the global leader in providing broadband connectivity, uses Splunk for daily IT operations management. They maintain compliance information and reports as well as monitor their entire infrastructure for outages or security incidents. Hughes used Splunk to centralize all IT operational data as well as to combine it with various customer related information systems to gain key business level insights required to optimize bandwidth usage, and balance top users to reduce transport congestion. .



“Using operations dashboards delivered by Splunk, our management has ongoing access to the timely information required to optimize bandwidth usage, balancing top users to reduce transport congestion.”

Greg Presbury

Director Network Security & Architecture
Hughes Network

Free Download

Download [Splunk](#) for free. You'll automatically get all of the Enterprise features of Splunk for 60 days and you can index up to 500 megabytes of data per day. After 60 days, or anytime before then, you can convert to a perpetual Free license or purchase an Enterprise license. Or if you want to get started right away with an Enterprise license contact sales@splunk.com.