

# Splunk for the Cloud

Achieve Better Visibility and Analytics Across your Cloud Computing Investment

## The Cloud Revolution

Cloud computing is revolutionizing how IT is being provisioned and changing the way companies do business. Cloud computing connects information and services to an end-user in real time, from any device with Internet access.

Today's cloud computing services can be divided into three categories:

- Software-as-a-Service (SaaS)
- Platform-as-a-Service (PaaS)
- Infrastructure-as-a-Service (IaaS)

Most well known among these are public cloud providers like SaaS provider Salesforce.com or IaaS providers like Amazon Web Services (AWS).

Many organizations opt for the scalability and time-to-market benefits of public clouds, but at the same time they want the security controls and compliance reporting of their own datacenters. As a result, these organizations are deploying virtualization-based private or hybrid clouds on-premise to deliver IT as a service.

No matter the type of cloud service, cloud providers and cloud users alike need better visibility and greater intelligence for their environments— capabilities that Splunk provides.

## The Challenge of Monitoring and Analyzing Clouds

Cloud consumers face many challenges when running apps in a cloud environment. They need to know how their applications are being used and how the underlying infrastructure is performing. They also need to keep track of the consumption, cost and usage of their cloud instance.

Cloud consumers can run many different types of apps in the cloud—web apps, mobile, social or gaming apps. Their “use and discard” method of consuming cloud services means they have time-sensitive demands within their cloud environments. They need immediate operational visibility to quickly troubleshoot problems and resolve issues. They are also looking for improved visibility and ways to achieve proactive, real-time monitoring to streamline the development process.

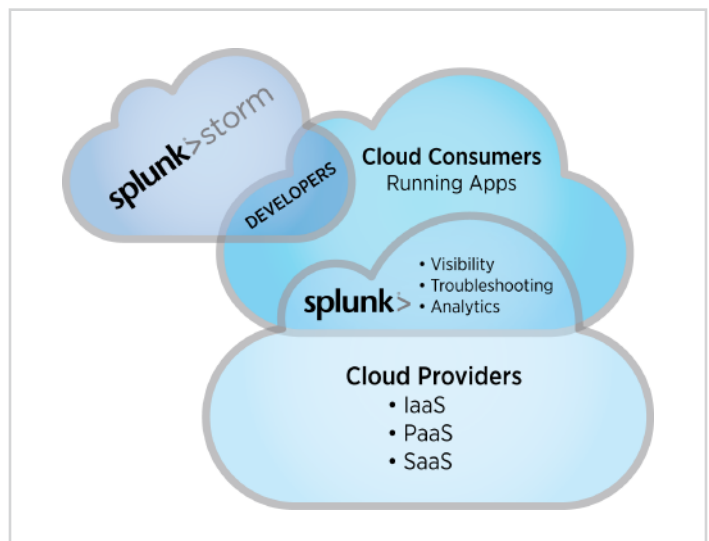
Cloud providers face different challenges. They must manage massive, scaled out infrastructures and are looking for ways to gain visibility across their service offerings. They must also face the challenge of maintaining secure and compliant systems

under highly shared environments. They also need better ways to understand usage analytics. This data can be used internally to inform infrastructure planning as well as shared externally as a service to their customers.

## Splunk for the Cloud

Splunk Enterprise is the engine for machine data. It collects indexes and harnesses the machine data generated by your infrastructure and applications—whether they are located in your datacenter or in a cloud environment. Splunk's unique ability to monitor and analyze machine data, regardless of where it's deployed, enables you to gain powerful operational insights from the cloud. Splunk gives you unique insights into your operational data and allows you to:

- Index any type of data in any format, without normalization or connectors since it's not reliant on back-end databases or predefined schemas
- Make sense of data and use it to troubleshoot or resolve problems easily with time-based correlation and ad-hoc discovery of fields and values
- Gain rich analytics from data such as user behavior, usage patterns, anomalies and deviations through its powerful search language
- Put your data in context of business problems with strong visualization, trending, reporting and statistical analysis capabilities



Splunk gives you real-time analytics for the cloud.

## Cloud Providers Using Splunk

### Heroku

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.



**“Splunk gives us the operational insight we need to deliver our always-on Heroku platform. Splunk delivers the visibility and business analytics everyone needs--from our support engineers to our marketing team.”**

Oren Teich, Vice President, Products, Heroku

### Salesforce.com

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.”**

Salesforce.com

## Cloud Consumers Using Splunk

### Cie Games

Developers of Car Town, currently ranked #12 among social games by monthly active users, leverage Splunk to model and monitor user experience. Cie Games run their entire operations in Amazon Web Services and use Splunk's real-time dashboards to know exactly what's happening within the game at any time. Splunk is used to calculate the new user funnel, user retention rates, detect monetization triggers, monitor the successful launch of new features or content, figure out which ads and promotions are most compelling and even calculate royalty payments from promotions to various automotive brands. Essentially, Splunk is the real-time BI solution for this cloud-driven business.



**“For us it wasn't a matter of proving ROI with Splunk. The value is obvious. It's incredible that we're able to analyze so much data so quickly. We can really ask Splunk almost any question about our business and get an answer in minutes. We can truly say we're a data driven business. Splunk gives us that ability—and in doing so, delivers a strategic advantage.”**

Matt Winkler, Monetization Analyst, Cie Games

### Optimizely

Optimizely offers a dramatically easier way for you to improve website effectiveness through A/B testing. Optimizely runs on AWS and instrumented Splunk into its product offering to enable better reporting and analytics for its customers. Splunk's advanced search language and its ability to scale easily to very huge volumes of data were big reasons why Optimizely chose Splunk over other data storage technologies.



**“We investigated many other options to aggregate and process results, but none came close to the scale or speed of Splunk.”**

Dan Siroker, CEO, Optimizely

### 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. After 60 days, or anytime before then, you can convert to a perpetual Free license or purchase an Enterprise license by contacting [sales@splunk.com](mailto:sales@splunk.com).