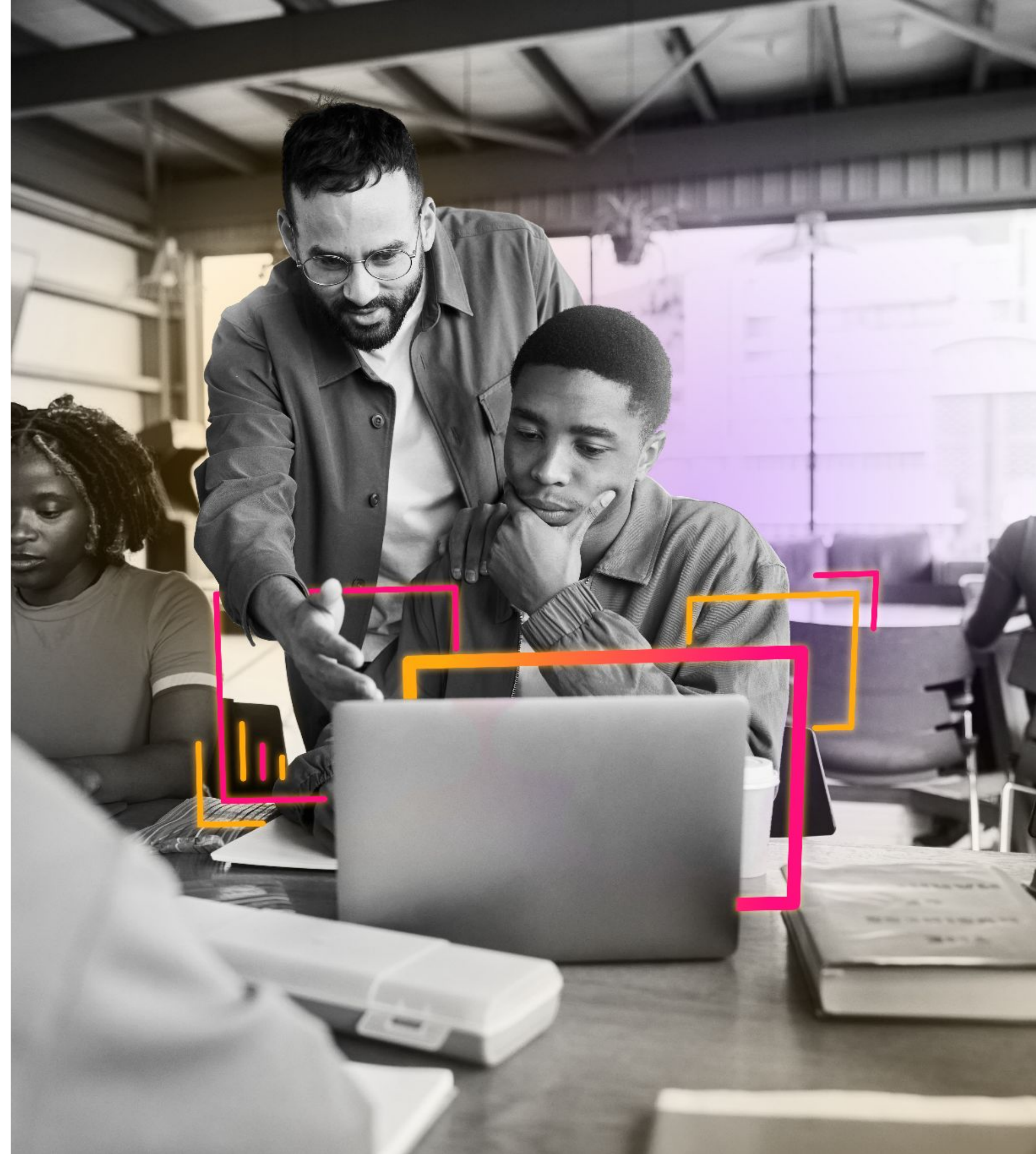


# Program Overview

Splunk, Splunk> and Turn Data Into Doing are trademarks and registered trademarks of Splunk Inc. in the United States and other countries. All other brand names, product names or trademarks belong to their respective owners. © 2023 Splunk Inc. All rights reserved.  
v.Jan.31.2025





# Table of Contents

Introduction ..... [3](#)

Splunk Partnerverse Program ..... [4](#)

Enrolling as a Splunk Partner ..... [5](#)

Choose how you want to Go-To-Market  
with Splunk ..... [6](#)

Sell Motion ..... [7](#)

Manage Motion ..... [8](#)

Build Motion ..... [9](#)

Advise Motion ..... [10](#)

Benefits Overview ..... [11](#)

How to Enroll..... [13](#)

Thank you ..... [15](#)



# Introduction

The Splunk Partnerverse Program Overview outlines the resources available to Splunk Partners and helps you to build, validate, differentiate, promote, and sell your Splunk solutions.

It enables a global network of over 2,400 Splunk Partners to enhance their technical expertise, highlight their core competencies through Splunk Partnerverse Program Badges, and showcase collaborative customer successes.

This is your guide to understanding the **Splunk Partnerverse Program**, its **key benefits**, and how to get started on your path to success.

If you're interested in becoming a Splunk or Cisco Partner, get started [here](#).

## Why the Splunk Partnerverse Program?

### Showcase and promote

your expertise and solutions on the splunk.com website.

### Improve your technical

skills through Splunk's clearly defined development benefits.

### Gain credibility and

stand out in the market by earning Splunk Partnerverse Badges.

### Access resources that

can help you reach new customers such as demos, PR, and marketing.

### Receive support from

Development Managers and Partner Technical Managers.



# Splunk Partnerverse Program

The Splunk Partnerverse Program North Star includes four key tenants that drive our mission statement. This program delivers a world-class Partner experience and enables Partners to accelerate revenue, profitability and customer outcomes, resulting in mutual success.

## Simplicity

A unified program offering tailored go-to-market journeys, showcasing partner expertise, and driving partner profitability.

## Consistency

Deliver a clear, Partner-led value proposition and experience by leveraging industry best practices to optimize program elements and rules of engagement.

## Transparency

Providing transparent Partner and Splunk expectations to communicate mutual Partnership goals, requirements, and benefits to deliver customer success.

## Adaptability

Capture and reward non-transactional Partner value, align the program to Partner and market opportunity and expand and automate program benefits to drive more value and profitability for Partners.





# Enrolling as a Splunk Partner

To enroll as a Splunk Partner, you must submit an application to Splunk, which may require, without limitation, a registration form and due diligence questionnaire. Any request to become a Partner will be subject to review by Splunk and may require an additional application. You must have a valid company website outlining your company offerings.

After being accepted into the Splunk Partnervse Program, your organization can access the Splunk Partner Portal and Splunk Education. This access will provide you with the tools needed to earn Associate, Premier, or Elite Tiers for your desired Motion(s). Please note **your organization cannot transact with Splunk or an Authorized Splunk Distributor until the Associate Tier in the Sell and/or Manage Motions are achieved.**

# Choose how you want to Go-to-Market with Splunk.

**A key step in a Partner's progression** within the Splunk Partnerverse Program is the enrollment into a selection of one or more of Splunk's Partner Motions. Partners can engage with Splunk across four different Motion types: Sell, Manage, Build and Advise. Each Motion has a corresponding set of requirements, an application and a may require a Motion-specific Partner Addendum. During enrollment, Partners select their primary intended Motion based on their preferred business model.



If your business model includes more than one Motion, you can apply to additional Motions once accepted into the Program.



# Sell Motion

**Value Added Resellers** drive product sales by enhancing presales value to end users, including activities such as facilitating proof of concepts and providing pre sales engineering and sales support.

In the Sell Motion, the customer retains the license entitlement.

Recognizes financial contribution, net new customer growth and core solution and product competency.





# Manage Motion

**Managed Service Providers** (MSPs, MSSPs, SIs, Telcos) are transactional Partners who embed Splunk technology into fully managed or co-managed solutions and offerings sold to their clients.

In the Manage Motion, the Partner commonly holds the entitlement to the Splunk license.

Provide opportunities for Partners to embed Splunk technology into the managed offerings sold to customers.





# Build Motion

**Technology Alliances and Independent Software Vendors (ISVs)** Partners that want to develop technology-based solutions and applications that interoperate with or depend on Splunk's data platform, including all Splunk products and technologies.

To progress in the Build Motion, you will be expected to develop and publish one or more Splunk Apps on [Splunkbase.com](https://splunkbase.com).

Support Partners in developing integrations with Splunk Technology to bring greater value to our mutual customers.





# Advise Motion

**System Integrators, ITSPs (Global or Regional)** design, implement, migrate, optimize, consult, integrate and offer ongoing IT resource management services.

**Advisory Firms & Consulting Firms** influence customers' IT purchases and deployment.

**Service Delivery** Partners who deliver value-added services and solutions directly to customers through implementation and management.

A non-transactional motion that creates profitable opportunities for Partners to deliver value through service capabilities, practice-building, and Partner-led services across the customer lifecycle.







# Benefits Overview

The Splunk Partnerverse Program supports and rewards a Partner's growth through benefits. It provides the resources to help Partners build, promote, differentiate and sell solutions.

Splunk Partnerverse Program benefits are categorized into **Financial, Development, Go to Market, Events, and Information.**

## Financial Benefits

Splunk provides our Partners with financial incentives that help build a profitable Splunk practice. Financial benefits include product and deal-based discounts based on the motion you are participating in and may also include promotional rebates and incentives.

## Development Benefits

Splunk offers our Partners a wide variety of tools, resources and training mediums to allow you to develop and expand your Splunk practice to enable you to effectively position, sell and manage Splunk environments or Splunk-based solutions for your customers with the goal of delivering an exceptional customer experience. Some examples include development, demonstration and selling tools, Splunk workshops, Splunk roadmap sessions, prospecting days and many others.





# Benefits Overview

Continued

## Go to Market

As a Splunk Partner, you'll gain access to a wealth of resources and tools designed to enhance your Splunk offerings, grow your presence in existing markets, and enter new ones. Go-to-market benefits include market development funds, participation in the Partner Advisory Board, access to our extensive campaign library, and inclusion in our solutions catalog. This allows you to highlight your unique value in the market and showcase your expertise through earned Splunk Partnerverse Program Badges.

## Events and Information

Throughout the year, Splunk will provide you with opportunities to engage with our team members in key events tailored for our Partner community based on your business's focus area. One example is our annual .conf event, at which we typically host over 7500 customers and provide our Partners with an opportunity to come together to meet teams across the Splunk organization at a Global event that offers unparalleled engagement opportunities.



# How to Enroll in the Splunk Partnerverse Program

**Program Enrollment and Motion Applications** will be reviewed and approved or denied by Splunk based on, but not limited to, the following criteria:

- **All prospective Partners and current Splunk Partners must have an active website outlining their business, offerings, and/or services as a Sell, Manage, Build, or Advise Partner defined by Splunk.**
- Splunk must have a business need in the country or territory for which the Partner is requesting to be onboarded and a business need for the services it offers to its customers.
- An application may be denied if it contains incomplete or inaccurate information.

## STEP 1

Select [Become a Partner](#), complete the application and accept the Partner General Terms (PGT). For assistance, contact your authorized Splunk Distribution Partner (check the [Splunk Solutions catalog listing](#) for a Distributor in your country).

## STEP 2

After being approved as a “pending Partner,” review the **Splunk Partnerverse Program and the Partnerverse Progression Paths (PPP)** tool, which can be accessed from the Splunk Partner Portal homepage menu. The PPP tool will outline the specific requirements and track your progress based on your selected Motion.

## STEP 3

Earn **Associate Tier status in your chosen Motion by completing the requirements.** Your organization can only transact and receive quotes for Splunk (through an Authorized Splunk Distributor) once you have achieved the Associate Tier in the Sell and/or Manage Motion.

After earning Associate tier/Motion your organization can apply for and earn Partnerverse Badges to differentiate your business to customers and progress through Partnerverse Tiers.

# Partnerverse Badges



Partners have to **apply** for a Badge to express interest and begin earning a Badge.



## Solutions Badges

1 required for Sell & Manage Premier Tier and 2 for Elite Tier

Security Solutions  
Observability Solutions  
Cloud Migration: Co-Delivery  
Splunkbase Developer

Enterprise Security Solutions  
Splunk SOAR  
IT Service Intelligence  
Security: Zero Trust Monitoring



## Services Capability Badges

Required for Advise Premier and Elite Tier

Platform Services Capability  
Observability Services Capability

Security Services Capability  
Portfolio Services Capability



## Industry Badges

Optional 3rd Badge for Sell, Manage, and Advise Elite Tier

Telecommunications | Energy & Utilities | Financial Services | Healthcare  
| Manufacturing | Public Sector | Retail



# Thank you

If you're interested in becoming  
a Splunk or Cisco Partner, get  
started [here](#).

