

splunk> Partniverse

# Program Launch Overview





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# A Message From Bill Hustad, VP of Alliances and Channel Ecosystems

## Welcome to Splunk Partnerverse!

You're a valued partner, and critical to Splunk's growth and our joint customers' successes.

We're excited to innovate with you to help customers on their cloud and hybrid cloud journeys.

With Splunk, those customers can unleash innovation, improve security and drive greater resilience. They gain access to an extensible data platform that delivers unlimited custom applications, unified security, and full-stack visibility.

The Partnerverse Program is purpose built to help you deliver value to your customers as they transition to the Cloud, and also help accelerate your growth. You get access to Splunk resources and tools to support your customers, quickly and effectively.

Partnerverse helps you:

- Easily enable your teams with the skills they need, and validate that expertise
- Showcase your expertise to customers – in cloud migration, security and all areas of observability

- Differentiate your offerings, amplify yourself in the marketplace and deliver customer success
- Configure Splunk Cloud for your customers more effectively, with powerful tools and enhanced access
- Gain access to more robust programs to build and expand your Splunk practices

Thanks to your valuable feedback, we are delivering a reimagined partner program. It has an optimal mix of foundational supplies, programs, incentives and benefits to help you accelerate customer adoption, time to value, and your own success.

One of our partners said it best:

**“This is a fresh, simple and valuable approach that builds on our successes and evolves our joint potential. We are excited by this program, which allows us to showcase our expertise in the cloud with the new badging system and creates differentiation of our offerings to our customers.”**

– Roger Niles, Vice President of Sales, ClearShark.

Thank you for putting your trust in Splunk – we're grateful for your partnership. The Splunk team and I look forward to working with you.

**Bill Hustad**

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# Introduction

**This Program Launch Overview outlines the resources available in Splunk Partnerverse to help you grow your business.**

Partnerverse helps you to build, validate, differentiate, promote and sell your solutions. It empowers a network of over 2,200 Splunk Partners around the world to strengthen their technical expertise, demonstrate core competencies with new Splunk Partner Badges, and showcase joint customer successes. This Program overview is your go-to resource to learn about what benefits are on offer, and to help you get started.

## Why Partner with Splunk?

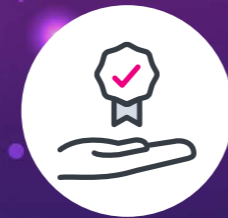
As a Splunk Partner you can:



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 Partner Badges.



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



Receive support from Partner Development Managers and Partner Technical Managers.



# Development Benefits

## School of Splunk

The **School of Splunk** serves as the central place for you to access partner sales and technical development resources. Those include messaging, customer-facing collateral, presentations, value-selling tools, product content and much more. It's designed to help you increase your Splunk knowledge and advance your opportunities. The School of Splunk is also the gateway to free training on a range of subjects and is home to our Accreditation paths. It contains hundreds of on-demand courses to learn how to be successful selling Splunk products and services.

## Certifications and Accreditations

Splunk Certifications and Accreditations validate your expertise and proven ability with Splunk products. Gaining credentials and demonstrating your Splunk technical acumen is a vital part of growing your Splunk practice. Splunk Certifications are key differentiators in the marketplace. They provide professional learning paths to guide you through the training process in a structured and meaningful way. Splunk Accreditations focus on role-based training offerings for Sales, Services and Sales Engineering roles. Both Certifications and Accreditations have checkpoints that enable you to validate your skills and abilities at specific points in time.

## Partner Enablement Credits

Splunk provides enablement credits to help you build competencies and earn badges.

## Splunk Cloud Sandbox

The Splunk Cloud sandbox provides additional demonstration capabilities. Being able to build and demonstrate your own Splunk cloud-based solutions is key to your own exploration and, when used as a sales tool, can help customers understand the impact of your solution. A Splunk Cloud sandbox is a 12-month persistent, non-production, 50GB cloud stack that Splunk Partners can use in a test environment for product demonstrations and training. You can use the environment to learn about Splunk cloud products, and build, test and demonstrate your solutions to prospective customers. It's available to Manage and Advise Partners at Associate, Premier and Elite level.

## Splunk Partner Portal

The **Splunk Partner Portal** is your one-stop destination for access to valuable Partnerverse program information and product updates. There are exclusive sales, technical and marketing resources. There's also Splunk news, training, certifications, development tools and much more. It's the always-on digital platform that gives you what you need, when you need it, and helps support your success in your partnership with Splunk.

## Licenses, Trials and Splunk Show

Providing access to resources for you to learn about, test and showcase Splunk products is a key part of the development resources available to you. Not-for-Resale (NFR) licenses for specific non-Splunk cloud products are available at no charge, for demonstration or non-production

## Benefits Overview

Splunk Partnerverse supports and rewards your growth through a series of benefits. Below is an overview of what's on offer to eligible Splunk Partners based on your Partnerverse Tier, Partner Badge achievements and Partner Motions. For more information on the benefits, including eligibility, please visit the **Splunk Partner Portal**.

purposes. NFR licenses can be used at your local training facilities and briefing centers, or to demonstrate Splunk software functionality, on site, to prospects. They can be requested from the Splunk Partner Portal. Free Trials are available to you on the Splunk website, such as the **Splunk Cloud Platform Trial**, the **Splunk Observability Trial** and **more**. Splunk Show also enables you to spin up a 7-day instance of any Splunk product.

## Account Management

Partner Development Managers (PDM) and Partner Technical Managers (PTM) are on hand to support you, and liaise between you and Splunk, as you build your Splunk practice. These specialists can help you with business planning, opportunity management, technical solution development and more. You may also get to work with a hand-picked team of account managers depending on your needs and business plan objectives. Access to PDMs and PTMs from Splunk, or from an Authorized Distributor, typically depends on your Partnerverse Tier and Partner Motion.



# Go-to-Market Benefits

## Marketing Hub

Splunk has created a Marketing Hub – a digital lead generation platform that’s available via the Splunk Partner Portal – to help you generate customer demand. The Marketing Hub provides a convenient and customizable way for you to execute turnkey email campaigns, download valuable assets, engage prospects and track leads. A marketing concierge service is also available to support you with campaign planning and execution. You can also gain access to branding guidelines and assets for co-branding. Those include display guidelines for logo and Partner Badge use on websites and in other marketing materials.

## Partner Badges

Partner Badges provide pathways to help you showcase your team’s skills, differentiate your competencies and enhance your offerings. Earning Badges also unlocks additional benefits. Partnerverse offers Motion, Services, Industry and Specialization Badges. Your customers and prospects will be able to find you based on your validated expertise and proven customer success.

## Partner Solutions Catalog Listing

The Solutions Catalog is an online catalog on Splunk.com to help Elite and Premier partners promote their Splunk-based offerings and services, and also to attract and connect with potential customers, globally. A partner listing includes your Partnerverse details – including Partnerverse Tier level and Partner Badges – plus any information you enter, like areas of expertise, solution guides, business location and customer success stories.







# Financial Benefits

## Free and Discounted Training

Splunk offers you discounts on all individual, instructor-led and self-paced training, plus free 12-month access to the eLearning versions of the selected courses in the Knowledge Manager and Search Expert learning paths. Additionally, the eLearning offerings with labs will enable you to access our labs up to three times over the 12-month period. Splunk Education courses, Certification exams and Technical Accreditations have associated fees payable by the Partner. For more information, please visit the Splunk [Partner Portal](#).

## Referral Incentive

You'll get a referral fee when you bring qualified leads and opportunities to Splunk directly. This Referral Incentive gives you the opportunity to establish new sources of revenue and extend your reach with minimal investment. Splunk offers two types of referrals: Finder Referral for simply passing on leads, and Facilitator Referral for deals with a technical engagement already completed.

## Base Discounts

Splunk offers you competitive pricing through various discounts on Splunk SKUs, based on your Partner Motion and Partnerverse Tier. For instance, Deal Registration gives Sell partners a simple and predictable discount approval, helping them increase deal profitability, and also protect any pre-sales investment in the customer or prospect.

## Rebates

Rebates help you to increase your deal profitability when you complete certain sales activities.

## Market Development Funds

The Splunk Market Development Funds (MDF) incentive is a proposal-based benefit you can use to drive revenue-generating activities. MDF is for Sell and Manage partners at the Premier and Elite level. It supports partner-led, co-funded marketing plans that are focused on informing prospective customers about Splunk products, and partners' services and solutions.



# Events and Information Benefits

## **Splunk News and Communications**

Stay closely connected with us to strengthen your Splunk Partnership and drive more business. Get the latest Partniverse Program information, product updates, training and development resources, sales and marketing collateral, and more. As a Splunk Partner, you can subscribe to the content that's most relevant to your business and areas of interest, and determine the frequency of your updates. Please visit **'My Preferences'** in the Splunk Partner Communications Platform to select your preferences.

## **Splunk Customer Events**

As a Splunk Partner you are invited to participate in customer-facing events such as '.conf' and 'SplunkLive!' These events also bring sponsorship opportunities for you to connect with customers and prospects to generate leads.

## **Global Partner Summit**

Attend Splunk's annual partner conference to find out about Splunk's corporate and product strategy, partner initiatives, industry and customer trends, and program enhancements. You can learn more about how to leverage Splunk technologies to deliver value for customers. It's also a great opportunity for you to connect with other partners, industry experts and Splunkers.

## **Partner Advisory Council**

Splunk Partner Advisory Councils (PACs) are a forum where Premier and Elite partners can foster deeper relationships with Splunk executives, and a select group of leaders from other partners. You'll be able to ask about product offerings, the market landscape, and partner successes and challenges.





# Get Started!



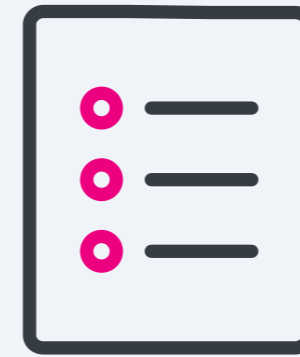
## Step 1

Engage your Partner Development Manager or Distributor.



## Step 2

Differentiate your organization by applying for motions and earning badges. Get started on the [Partner Portal](#).



## Step 3

Demonstrate success with Splunk by developing a business plan. A template is available on the [Partner Portal](#).



## Step 4

Showcase your customer successes by creating a success story. A template is available on the [Partner Portal](#).



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