



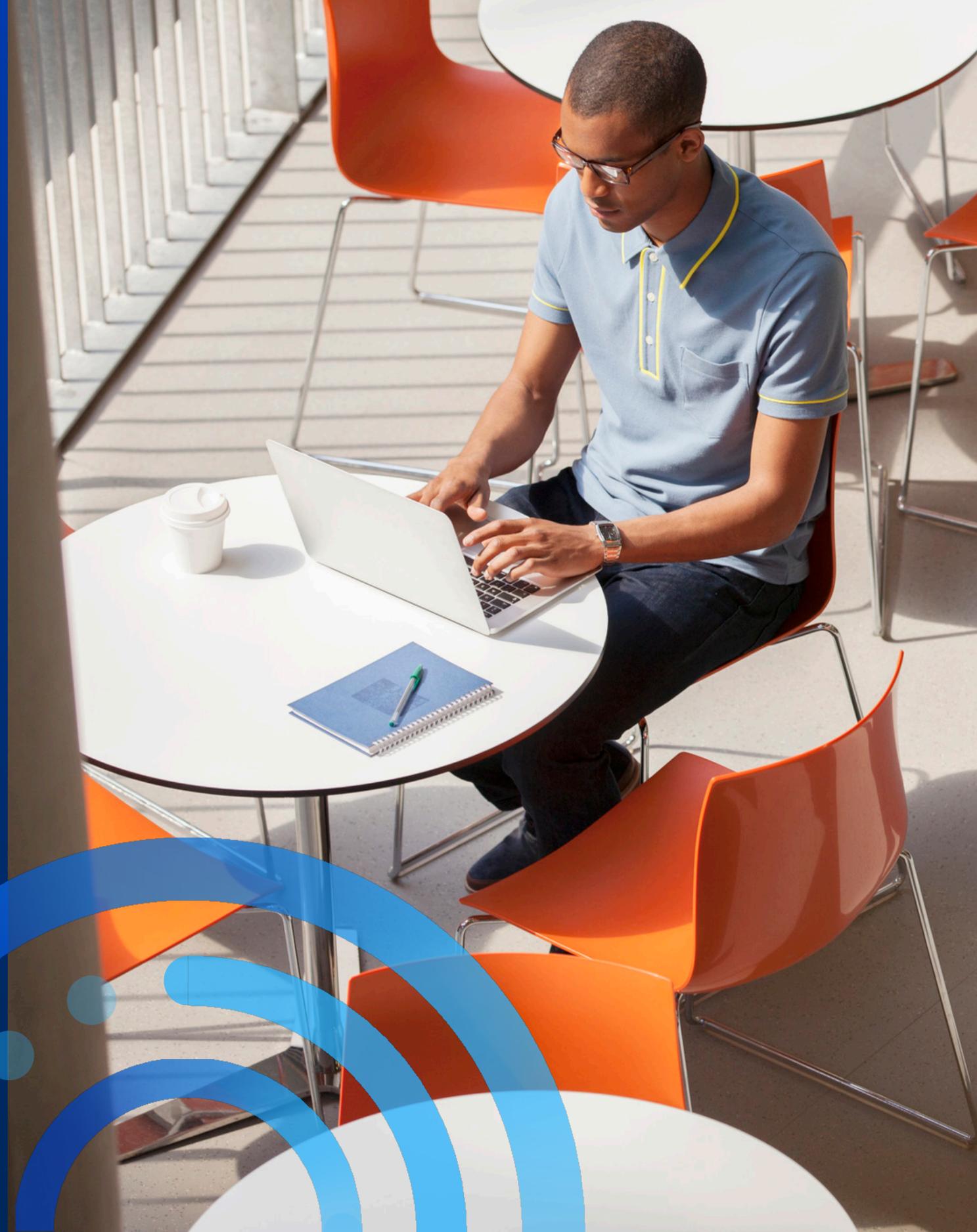
2025 Splunk Career Impact Report

Strategic Upskilling: Maximizing Splunk's Education and Training in the Cisco Portfolio

Keir Walker | *Senior Market Research Analyst*

January 2026

This Omdia eBook was commissioned by Splunk and is distributed under license from TechTarget, Inc.



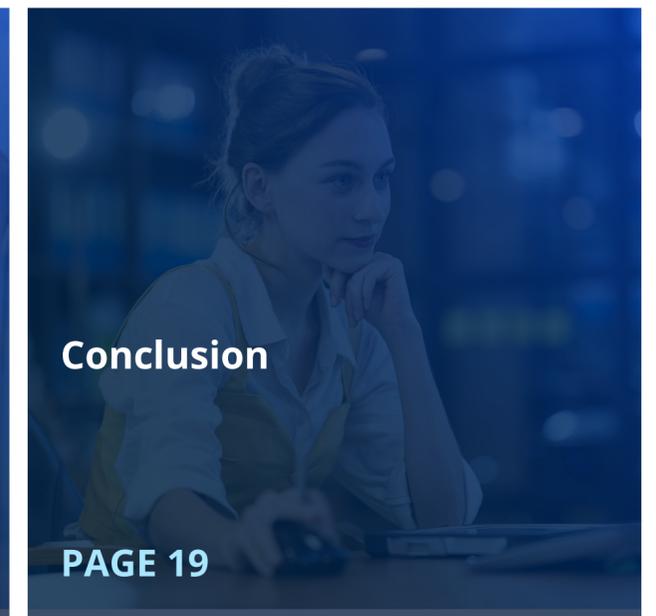
Introduction

Over the past five years, Splunk has partnered with Enterprise Strategy Group (now Omdia) to conduct year-over-year (YoY) research examining how learning Splunk impacts the careers of its users. This ongoing research has consistently validated that Splunk certification provides significant value, helping IT practitioners advance their career trajectories in a rapidly evolving industry. The hypothesis driving this research today is that several trends continue to demonstrate the value of certified Splunk expertise to employees hoping to advance their careers and level of Splunk practitioner expertise.

Splunk certifications are esteemed, industry-recognized credentials that highlight an individual's expertise in leveraging Splunk's advanced data analytics platform. These certifications validate skills in data management, security monitoring, and operational intelligence, establishing the certified professional as a valuable asset in today's data-driven world. Within the competitive tech industry, Splunk certifications serve as a powerful testament to one's proficiency, distinguishing them from other candidates and paving the way for career growth and advancement.

As Splunk certification enters a new chapter under Cisco's ownership, its value was examined by end users and the broader market. Now, eighteen months post-acquisition (at time of writing), research reveals a compelling narrative: The inherent value of Splunk certification has not only endured but has strengthened. This study ultimately delved into the perceptions and insights that highlight the certification's continued relevance and increasing appeal, reinforcing its position as a trusted and sought-after certification in the IT management space.

CONTENTS



Research Objectives

Splunk believes its data analytics platform positively impacts individual career advancement. The 2025 research tracks career impact trends for Splunk practitioners with updated metrics that look to confirm this belief.

THIS STUDY SOUGHT TO:

..... **Assess** perceptions and impact of Splunk products (particularly post Cisco-acquisition).

..... **Evaluate** how Splunk's user community translates perception of its products and capabilities into career development via certifications, education, and training.

..... **Explore** which Splunk certification, education, and training resources best resonate with Splunk users.

..... **Determine** the ROI those proficient in Splunk (i.e., certified/trained) are enjoying as it relates to their career development.

Note: Totals in figures and tables throughout this eBook may not add up to 100% due to rounding or organizations choosing more than one answer to select questions.

Key Findings

Splunk practitioner skill sets are resonating strongly post-Cisco acquisition:

Demand for Splunk practitioners has increased 2x since being acquired by Cisco.

Adoption of Splunk channels and community resources saw favorable gains in 2025:

In the aggregate, ~7 of 10 respondents rated each Splunk Education resource as excellent or good.

The value of Splunk certification, learning, and training is appreciated by end users:

Splunk's perceived importance (in learning and mastering its technologies) more than doubled to 43% in 2025.

Splunk certifications can be the difference to improved salary in these highly competitive times:

77% of certification holders said they increased their earnings because of Splunk proficiency.

Enhanced professional development and opportunities are aligned to Splunk certifications:

Certification holders claimed they were promoted (72%) or got hired (71%) because of Splunk proficiency.

A woman with dark hair, wearing a dark patterned shirt, is looking down at a tablet computer she is holding. The background is dark with out-of-focus lights, creating a bokeh effect. The overall color scheme is dark blue and black.

Perception Is Reality: Cisco's Acquisition
Has Elevated the Value of Splunk
Certification and Training

Cisco’s acquisition of Splunk is driving demand for Splunk skills and interest among users

In today’s competitive IT job market, it can be increasingly more difficult to stand out in the crowd. Whether internally positioning oneself for career advancement, job seekers hoping to rise above and stand out amongst massive job candidate pools, or workers simply driven by a work ethic that seeks constant learning, maximizing Splunk certification is proven to help IT employees. This hasn’t changed with Cisco’s acquisition of Splunk (see Figure 1). On the contrary, demand for Splunk practitioners has increased 2x since being acquired by Cisco, with 62% of end users garnering higher interest in continuing to increase Splunk skills, which represents a 107% increase from 2024 (see Figure 2).

Figure 1. What impact has Cisco’s acquisition of Splunk had on the demand for Splunk practitioners to date? (Percent of respondents by YoY)

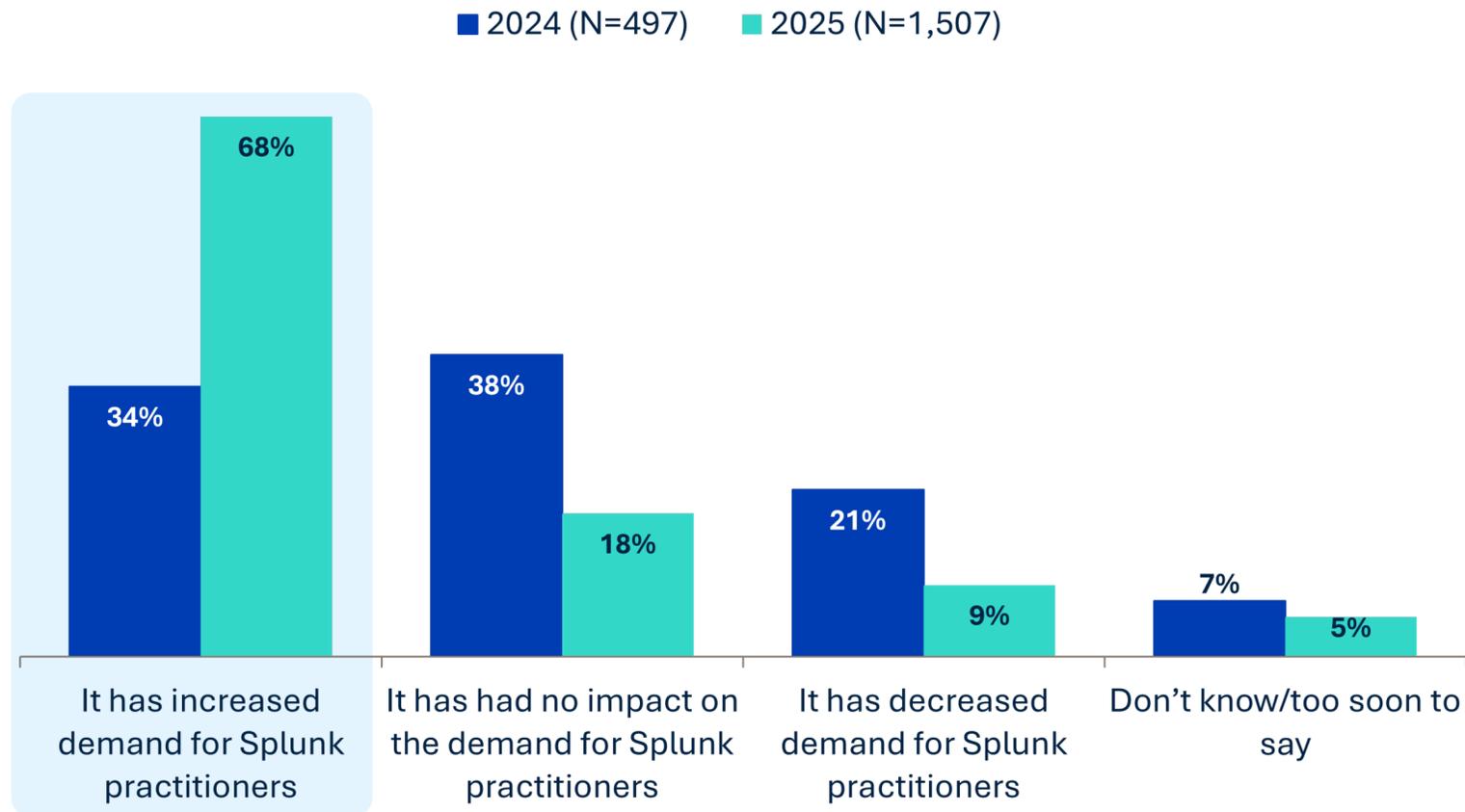
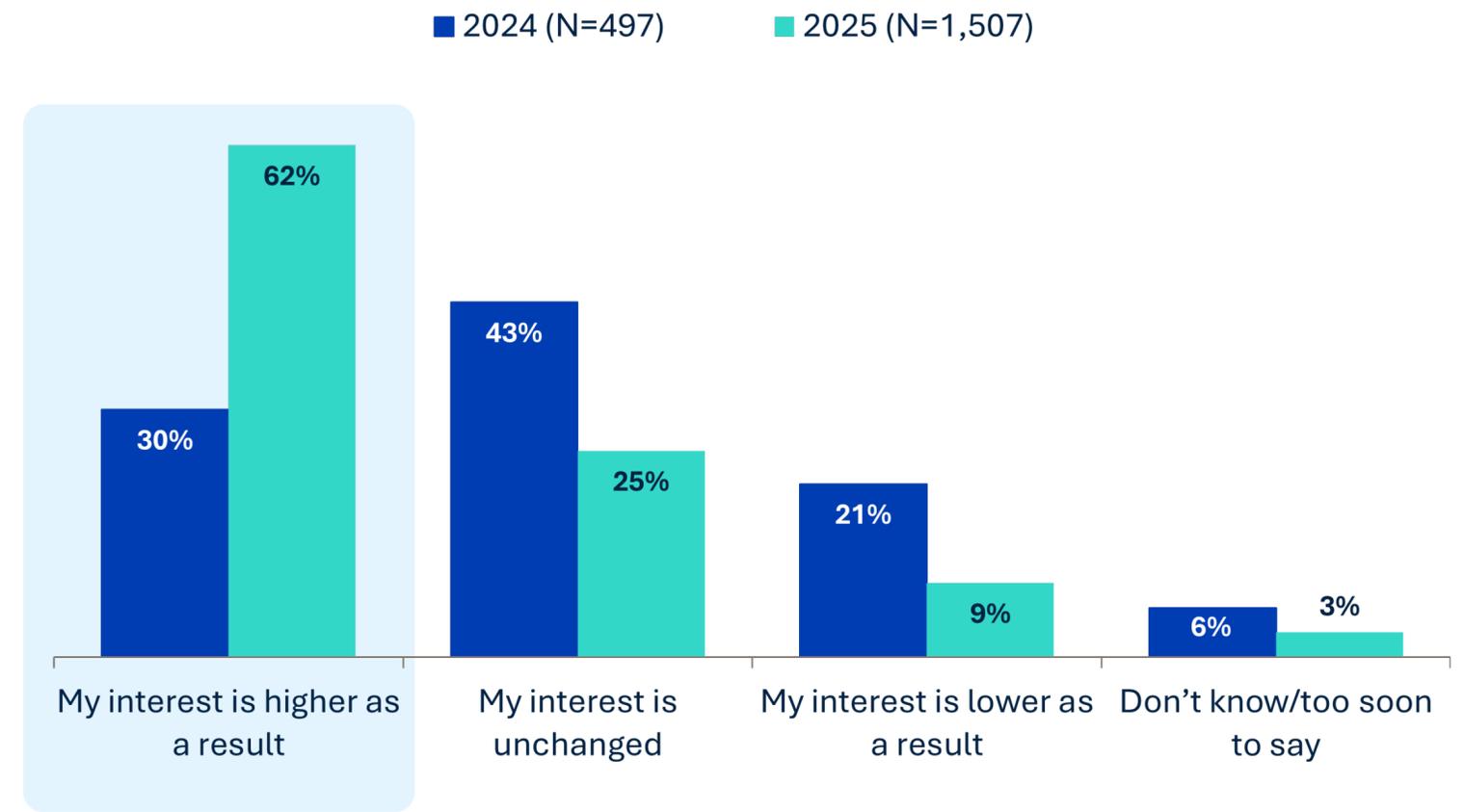


Figure 2. The impact of Cisco’s acquisition of Splunk on users’ interest in continuing to skill up on Splunk over the next few years. (Percent of respondents by YoY)



The background is a deep blue gradient with abstract, glowing fiber optic-like patterns. These patterns consist of numerous thin, light blue lines that fan out and curve across the frame, creating a sense of depth and movement. Interspersed among these lines are soft, out-of-focus bokeh spots in various shades of blue and white, adding a textured, ethereal quality to the overall composition.

Identifying the Value of Splunk Products and Capabilities

Several Splunk products are being used more regularly in 2025

Certifications in Splunk Cloud Platform, IT Service Intelligence, and Splunk Enterprise Security empower IT professionals to master critical technologies driving modern IT operations. From cloud administration and IT monitoring to advanced security optimization, these credentials validate specialized expertise and demonstrate a commitment to staying competitive in a rapidly evolving industry.

By solving real-world challenges and driving organizational value, these certifications not only enhance skills but also open doors to advanced roles and career growth opportunities.

YoY comparison (see Figure 3) revealed 2025 users were:



1. 2x as likely to report use of *Splunk IT Service Intelligence*.

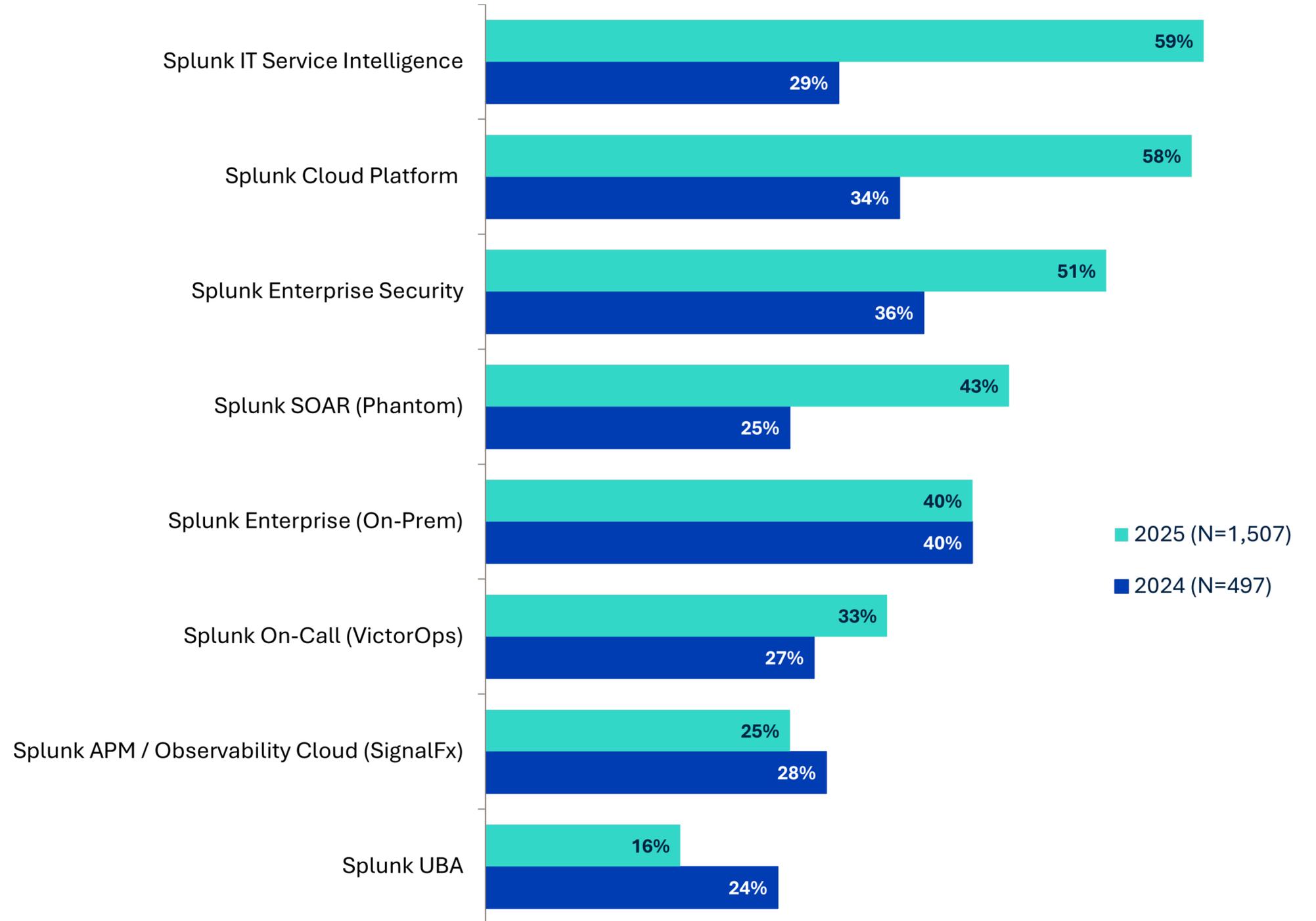


2. 71% more likely to report use of *Splunk Cloud Platform*.



3. 42% more likely to report use of *Splunk Enterprise Security*.

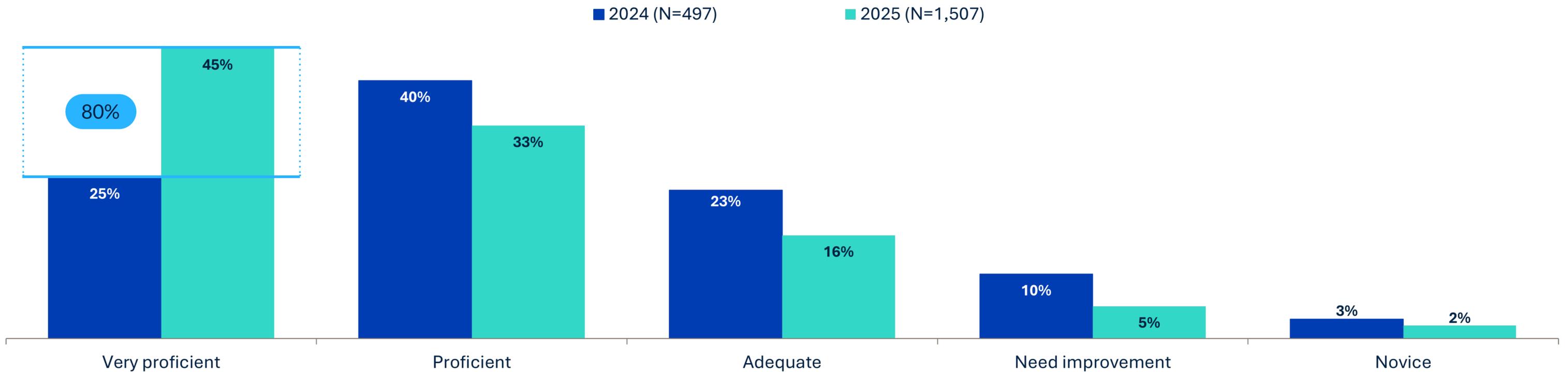
Figure 3. Which of the following Splunk products do you regularly use (i.e., as a user, admin, developer, or other capacity)? (Percent of respondents by YoY, multiple responses accepted)



Splunk proficiency is increasing along with interest and utilization

As previously mentioned, post-Cisco acquisition, there is an even greater significance and interest in acquiring Splunk expertise, reflected by 78% of all respondents identifying themselves as either proficient or very proficient in their Splunk skills (see Figure 4). The growing value of Splunk education and certification is evidenced by the fact that there was significant rise in the levels of Splunk proficiency. Respondents were 80% more likely in 2025 to report being very proficient with Splunk vs. in 2024.

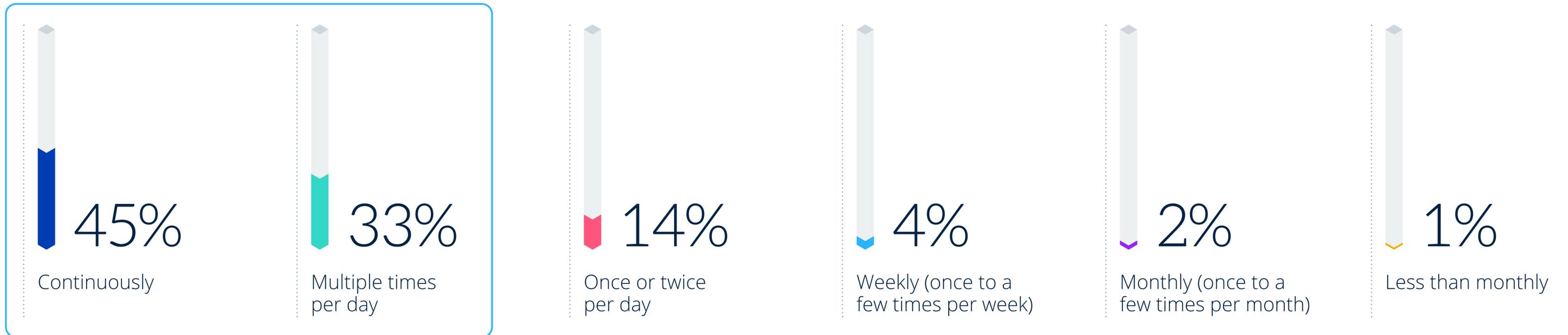
Figure 4. Generally speaking, how proficient do you feel you are with Splunk as it relates to your day-to-day responsibilities? (Percent of respondents by YoY)



Splunk usage showcases active participation in both the day-to-day rhythm and the periodic pulse of IT operations

An overwhelming majority of respondents (78%) use Splunk either continuously or multiple times per day, underscoring its critical role in their daily workflows (see Figure 5). This high frequency of use likely reflects Splunk’s centrality in managing and analyzing data in real time, a necessity for IT operations, security, and other data-driven roles. The smaller percentages of users engaging with Splunk less frequently (weekly or monthly) may represent individuals in roles where Splunk is used for periodic reporting, auditing, or specialized tasks rather than continuous monitoring or analysis.

Figure 5. How often do you use Splunk to perform your current job? (Percent of respondents, N=990)



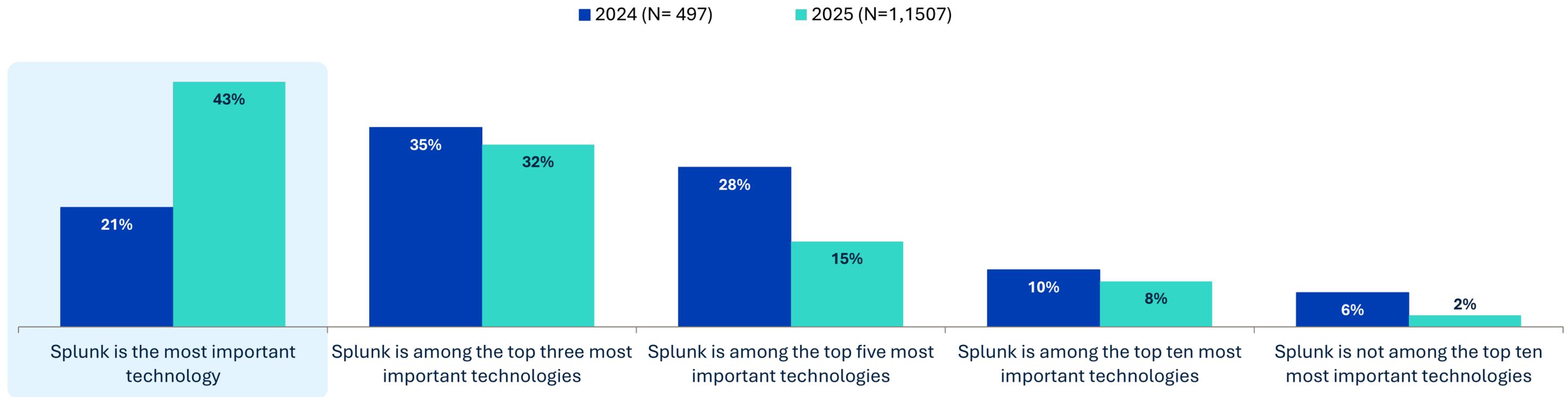


Transform Your Career Trajectory With Splunk

Catch the wave: Splunk certification popularity in 2025

In 2025, 76% of all respondents cited having earned one or more Splunk certifications. While that is a strong indicator of the value associated with Splunk certification, this value is even more evident viewed under the lens of Splunk mastery weighed against all other IT career-related technologies, where Splunk’s perceived importance more than doubled from 21% in 2024 to 43% in 2025 (see Figure 6). While much of this increase in perceived importance is consistent with YoY improvements enjoyed by Splunk practitioners, the brand-gravitas of Cisco enhances value. Additionally, the expansion of the Splunk channel partnership is growing as a result of post-merger integration with Cisco’s partner program and has invariably helped to elevate Splunk certifications’ cache.

Figure 6. Where do you rank Splunk in importance to your career relative to other technologies you must continue to learn and master? (Percent of respondents)



In search of increased IT management career benefits, the answer is Splunk certification

As a Splunk practitioner’s achievement of a Splunk certification is an investment in their ability to elevate their level of expertise, these efforts are translating to positive career-related ROI. Top benefits cited include increased influence among colleagues (79%), enhanced job security and portable skills (78%), and higher earnings (77%, see Figure 7). Certification holders are nearly nine times significantly more likely to experience these advantages compared to those without certifications, making Splunk proficiency a powerful driver of professional success (see Figure 8).

Figure 7. Have you achieved any of the following as a result of (at least in part) attaining your current level of Splunk proficiency? (Percent of respondents, N=1,507)

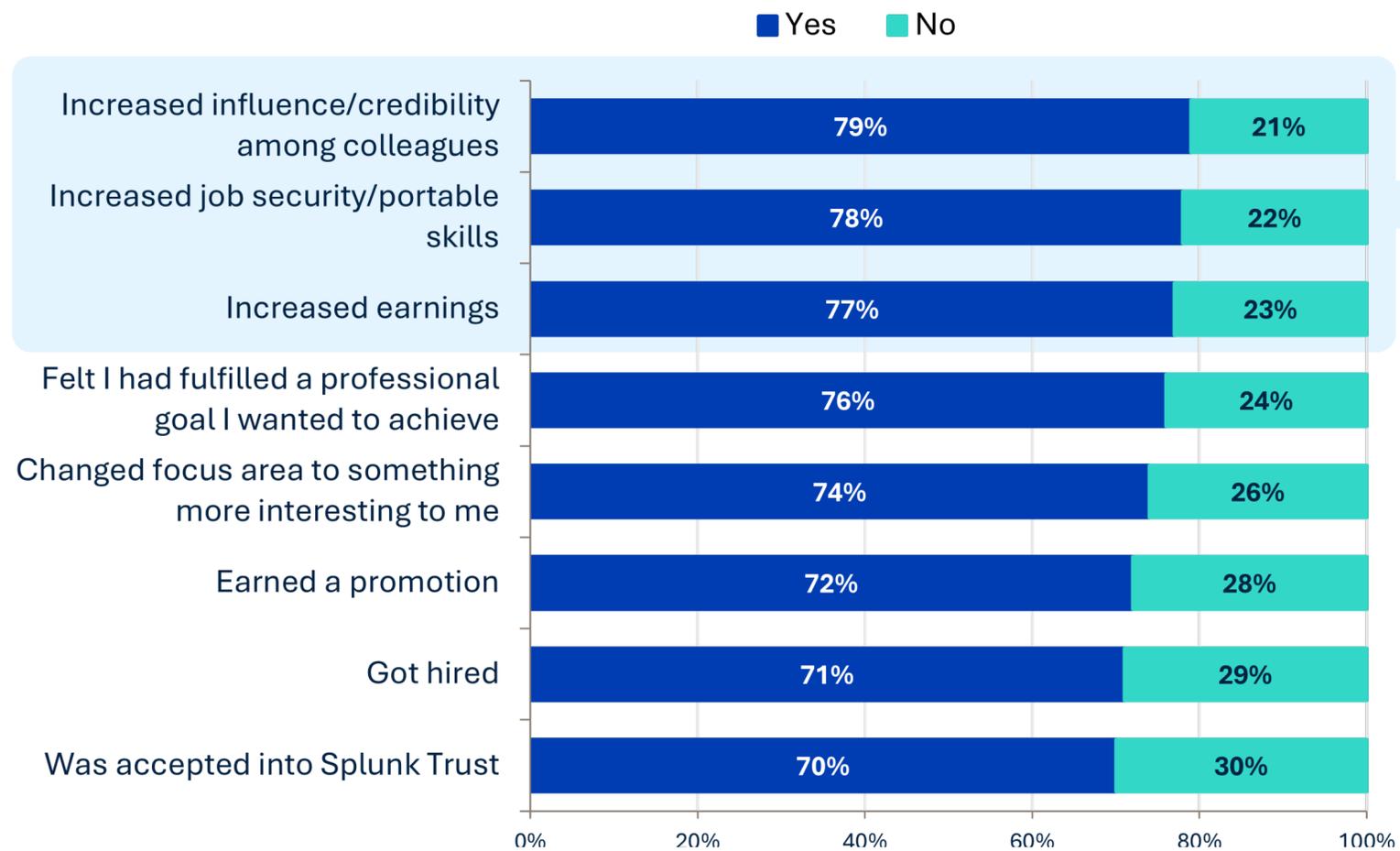
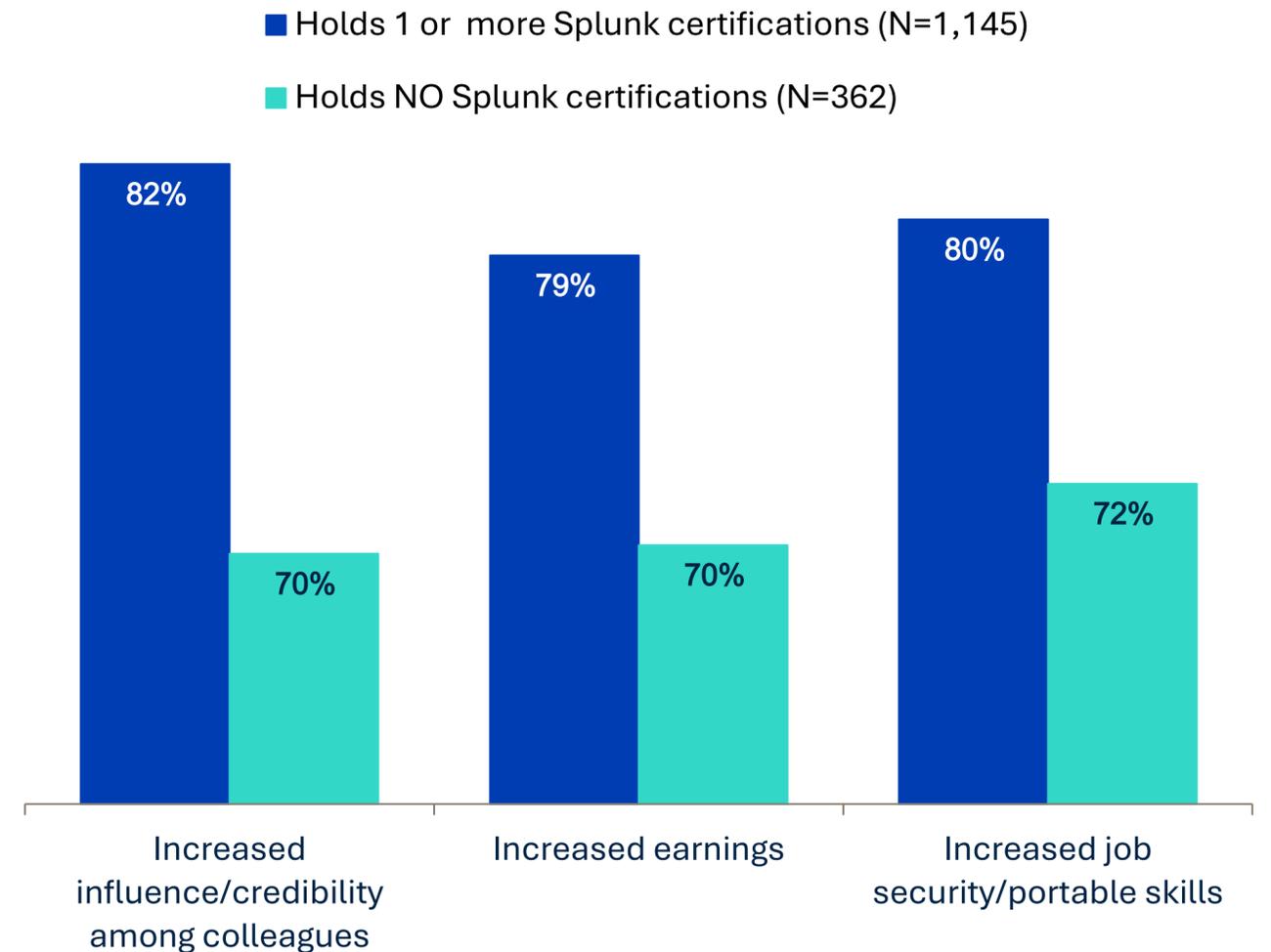


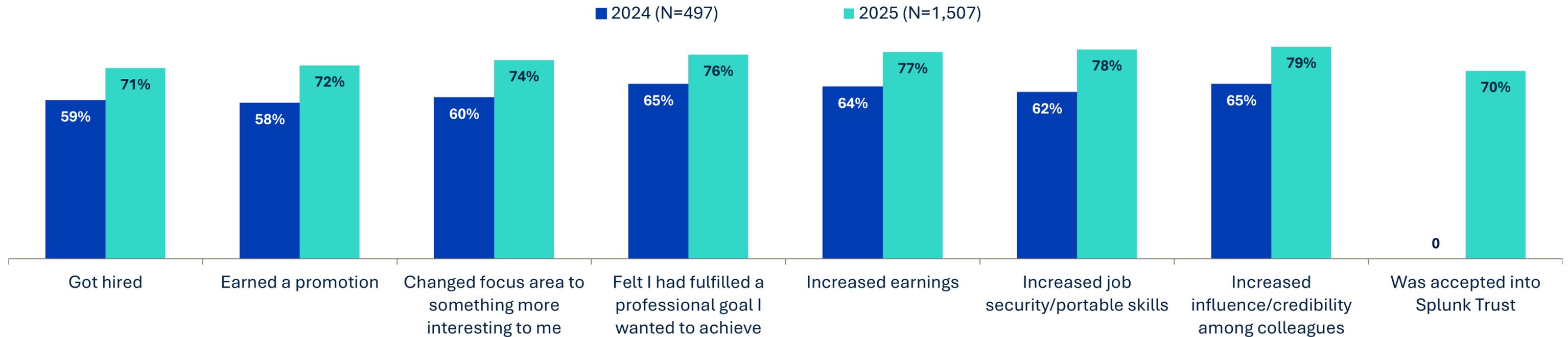
Figure 8. Top 3 ROI enjoyed by those holding/not holding Splunk certifications



2025 saw an increase in the response rate across all ROIs as a result of obtaining Splunk proficiency

Having seen the positive impact Splunk certification has on practitioners achieving certain ROI benchmarks, Omdia’s data also highlights that the propensity to achieve these ROI benchmarks has improved across the board between 2024 and 2025 (see Figure 9). Whether or not this is a direct or indirect correlation to the value of Cisco’s acquisition on Splunk certification is undetermined. However, what is certain is that YoY data on Splunk proficiency has resulted in an increased likelihood to enjoying career-related ROI.

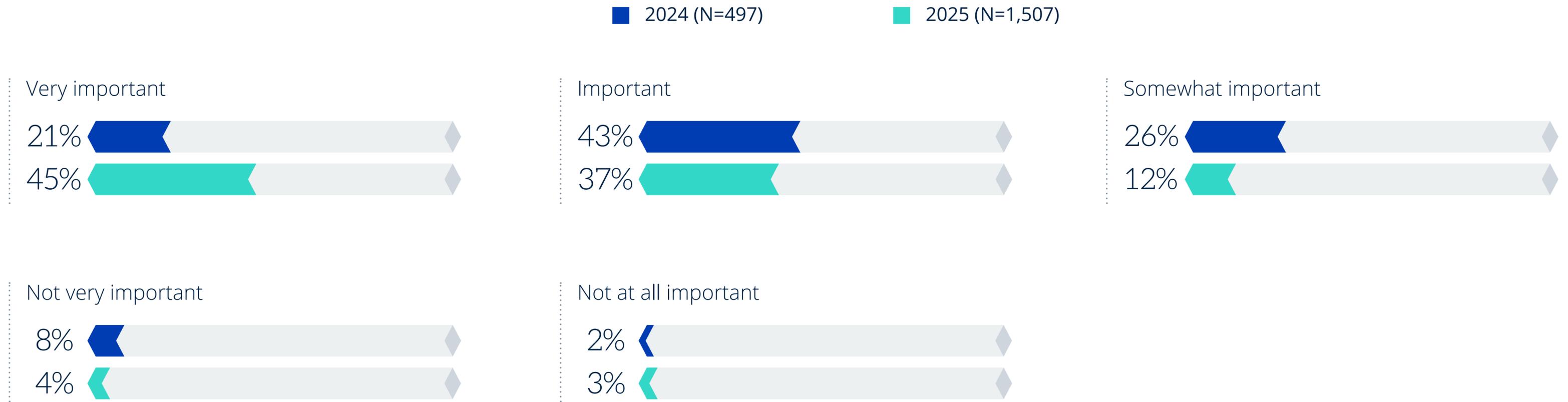
Figure 9. Have you achieved any of the following as a result of (at least in part) attaining your current level of Splunk proficiency? (Percent of respondents selecting “Yes”)



The ‘stickiness’ of Splunk technologies has risen year-on-year

Having seen the YoY improved likelihood to achieving career-related ROI, as well as elevated expertise inherent in completing Splunk certification, it comes as little surprise that practitioners considering new employers indicated a desire to maintain and leverage their Splunk expertise. As such, respondents were more than twice as likely to say it is very important to them that prospective employees utilize Splunk (see Figure 10). This door, of course, swings both ways, as organizations that employ Splunk will intrinsically find value in new hires with Splunk certification.

Figure 10. If you were to leave your current employer, how important would it be to you that your new employer/role also leverages Splunk? (Percent of respondents by YoY)



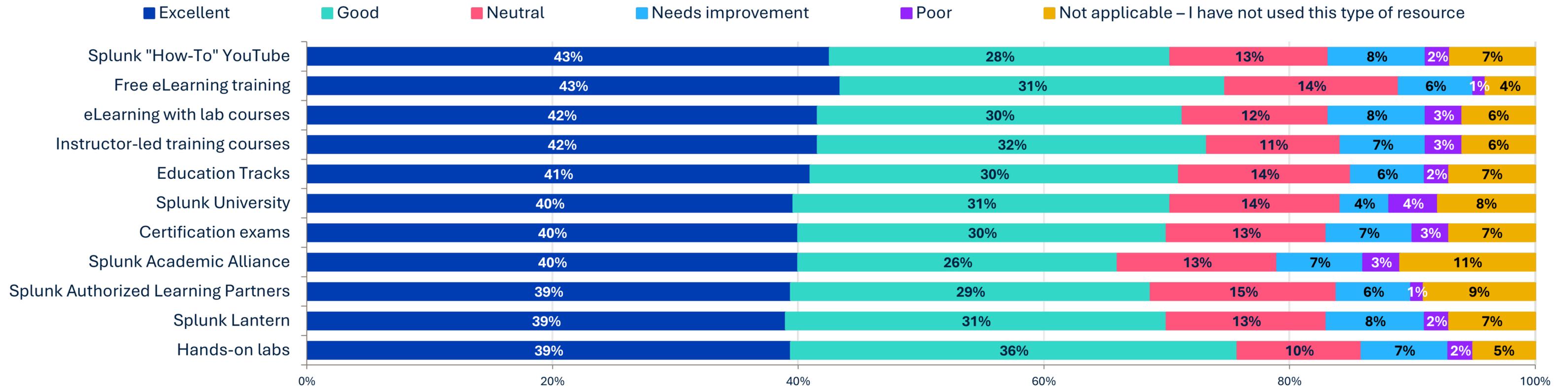
A group of people in a meeting, with a woman in the foreground pointing at a whiteboard. The image is overlaid with a blue tint. The text is white and positioned in the lower-left quadrant.

The Value of Splunk Community and Education Resources

In the aggregate, ~7 of 10 respondents rate each Splunk Education resource as excellent or good

Within [Splunk Users Group](#), there are a multitude of options to elevate Splunk end-user proficiency, many of which are free. The value of Splunk’s resources, whether fee-based or free, are resoundingly well received by the practitioner community, with nearly all responses cited by at least 70% of respondents as either excellent or good. Top responses reported as excellent or good include hands-on labs (75%), instructor-led training courses (74%), and free eLearning training (74%, see Figure 11).

Figure 11. If applicable, how would you rate each of the following Splunk Education resources? (Percent of respondents, N=688)



Why reliance on Splunk community resources has increased

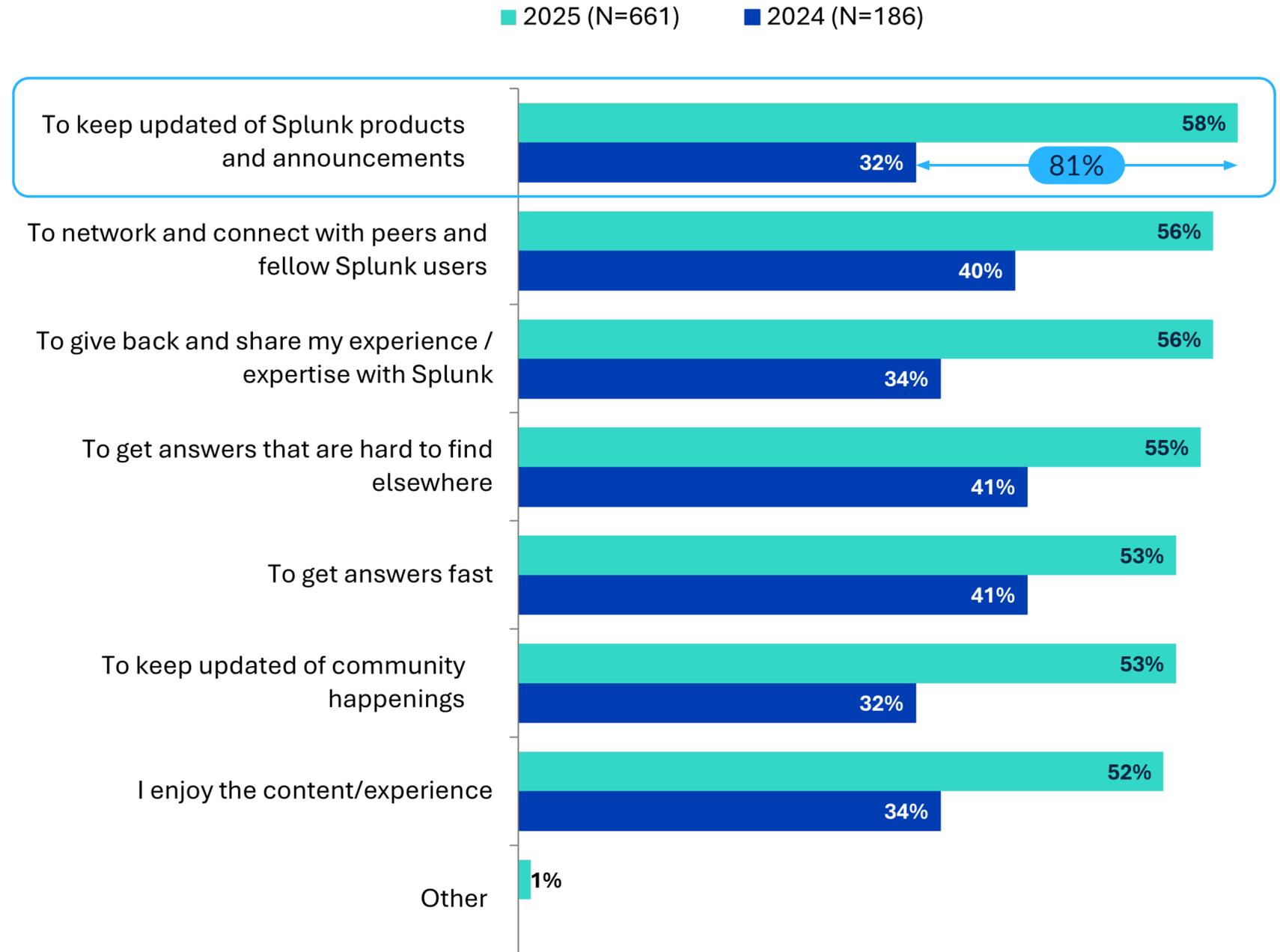
The increased engagement in Splunk community channels and resources is indicative of the value found by both end users and organizations, reflected in the variety of reasons reported for engagement.

Splunk technology is agile and constantly evolving, and it's imperative that end users hoping to maximize Splunk solutions keep abreast of the consistent changes.

Accordingly, topping the list of drivers as to why respondents engaged in online community resources is to keep updated of Splunk products and announcements, which saw an 81% increase between 2024 and 2025 (see Figure 12).



Figure 12. For which of the following reasons do you use Splunk’s online community resources? (Percent of respondents by YoY, multiple responses accepted)



A woman with her hair in a bun, wearing a white collared shirt and a yellow apron, is looking intently at a computer monitor. Her hand is resting on her chin in a thoughtful pose. The scene is dimly lit with a strong blue color cast, and the background is blurred, showing what appears to be a server room or office environment.

Conclusion

Conclusion

It's clear there are real, transformative impacts on individual career trajectories from acquiring Splunk certifications and training, as well as organizational value. Cisco's acquisition has amplified the perceived importance of Splunk expertise, driving demand for skilled practitioners and enhancing the credibility of its certifications. Furthermore, the strong adoption of Splunk's education resources and proven career benefits experienced by certification holders highlight the platform's role as a catalyst for professional growth and financial success. As organizations continue to prioritize data-driven decision-making, investing in Splunk proficiency emerges as a strategic move for both individuals and businesses aiming to stay competitive in the evolving tech landscape.

KEY TAKEAWAYS:



Increased Demand for Splunk Practitioners Post-Cisco Acquisition

Cisco's acquisition of Splunk has greatly enhanced the value of Splunk certifications and training, as reflected in the doubled demand for Splunk practitioners, emphasizing the increasing significance of Splunk expertise in the industry.



Career Advancement and Financial Benefits From Splunk Certifications

Splunk certifications have proven to be a key differentiator in career progression and salary improvement. Notably, 77% of certification holders reported increased earnings due to their Splunk proficiency, and similar percentages claimed promotions (72%) or that they got hired (71%) as a direct result of their certifications.



Positive Reception of Splunk Education Resources

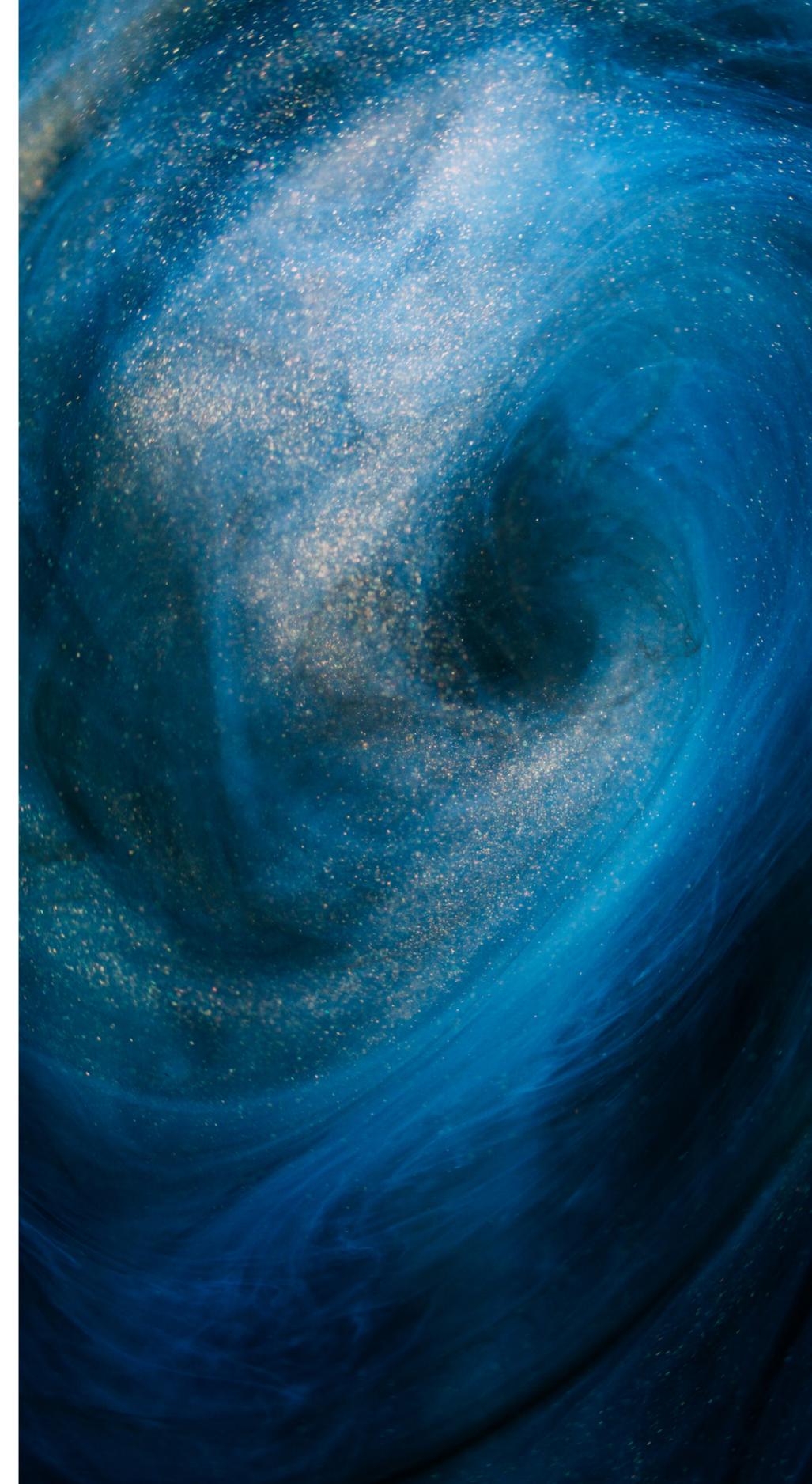
Splunk's community and education resources have become a cornerstone of user success, with nearly 70% of respondents rating them as excellent or good. This highlights their pivotal role in empowering users to master Splunk technologies and achieve professional growth.



Identify those Splunk products and capabilities most in-demand not only within your organization, but also in your job function. Take advantage of the numerous available Splunk resources.

Join [Splunk's Community Slack](#) and [user groups](#), and find Splunk Training and certifications [here](#) to improve your level of Splunk expertise and proficiency and propel your career trajectory!

Learn More

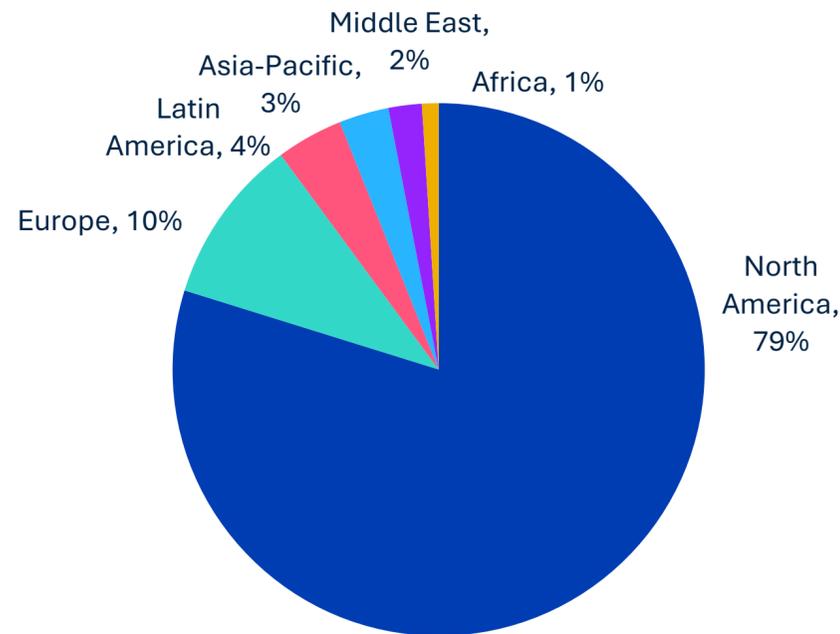


RESEARCH METHODOLOGY AND DEMOGRAPHICS

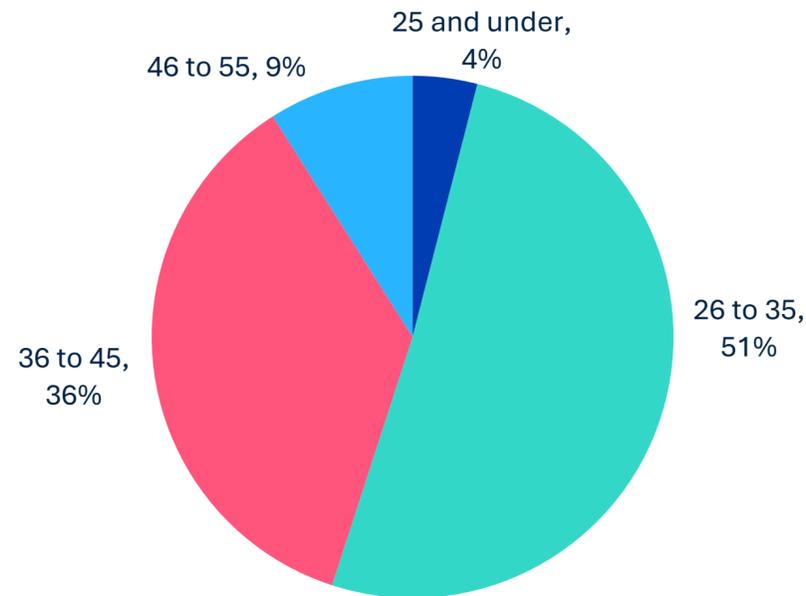
To gather data for this report, Splunk commissioned Omdia to conduct a comprehensive online survey of IT professionals from private- and public-sector Splunk community organizations in North America (United States and Canada), Europe, Middle East, Africa, Latin America, and Asia-pacific regions between August 27, 2025 and September 22, 2025. After filtering out unqualified respondents, removing duplicate responses, and screening the remaining completed responses (on a number of criteria) for data integrity, we were left with a final total sample of 1,507 IT and data professionals. All respondents were provided an incentive to complete the survey in the form of cash awards and/or cash equivalents.

The data in this report focuses on employed Splunk practitioners (i.e., individuals using Splunk products in a professional capacity, N=1,507 total respondents). The margin of error on a sample of N=1,507 is + or - 2.5 percentage points at the 95% confidence level. The following figures detail key demographics and firmographics. Totals in figures and tables throughout this report may not add up to 100% due to rounding.

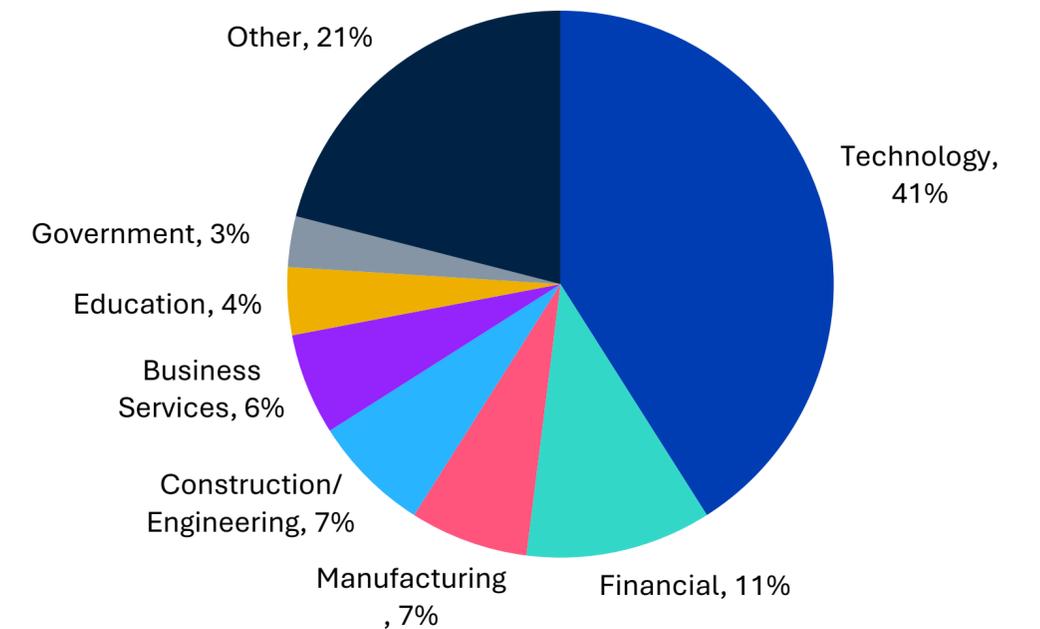
Percent of respondents by region



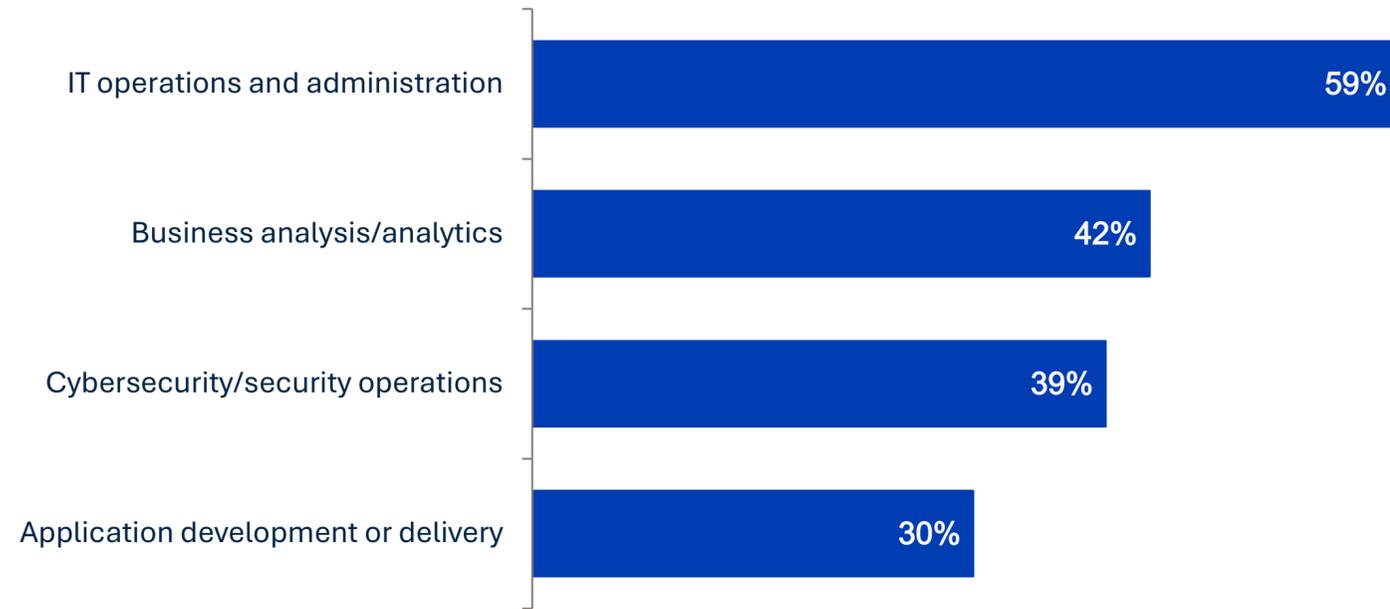
Percent of respondents by age group



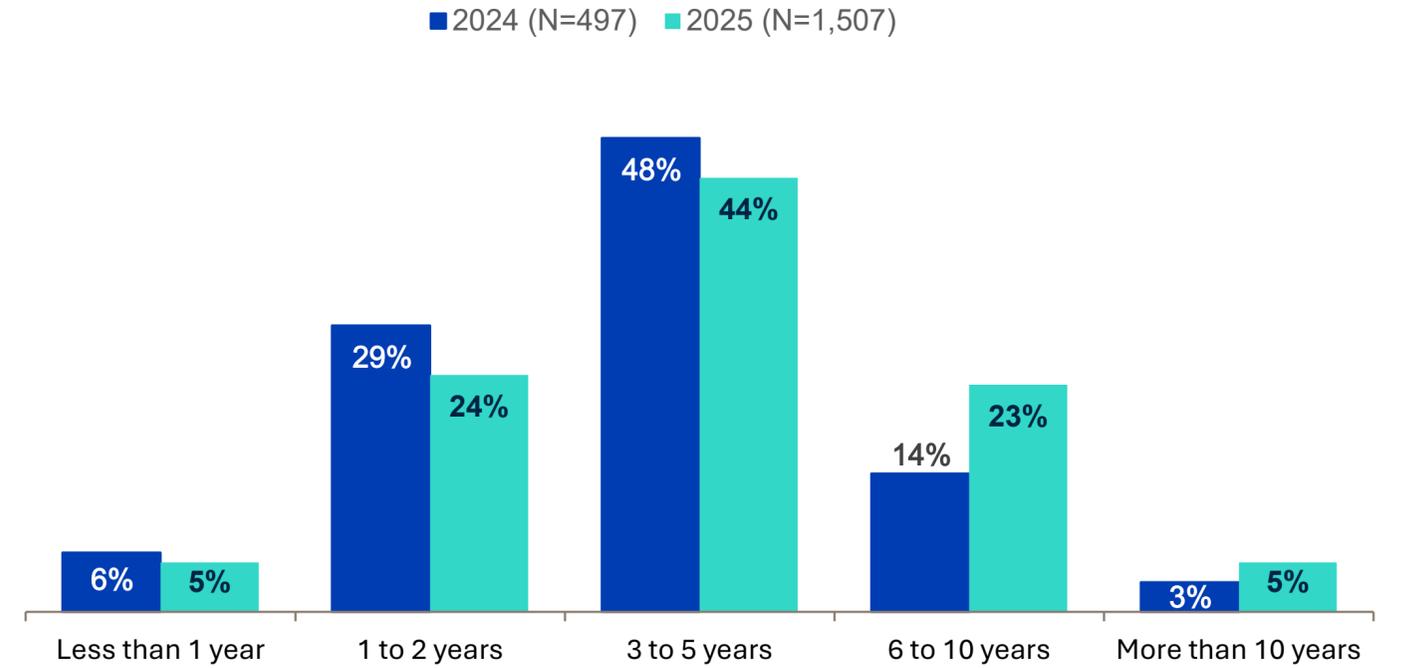
Percent of respondents by industry



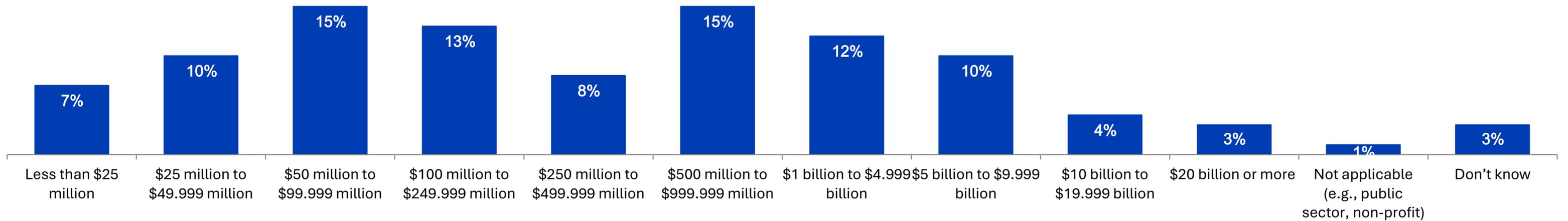
Percent of respondents by job function



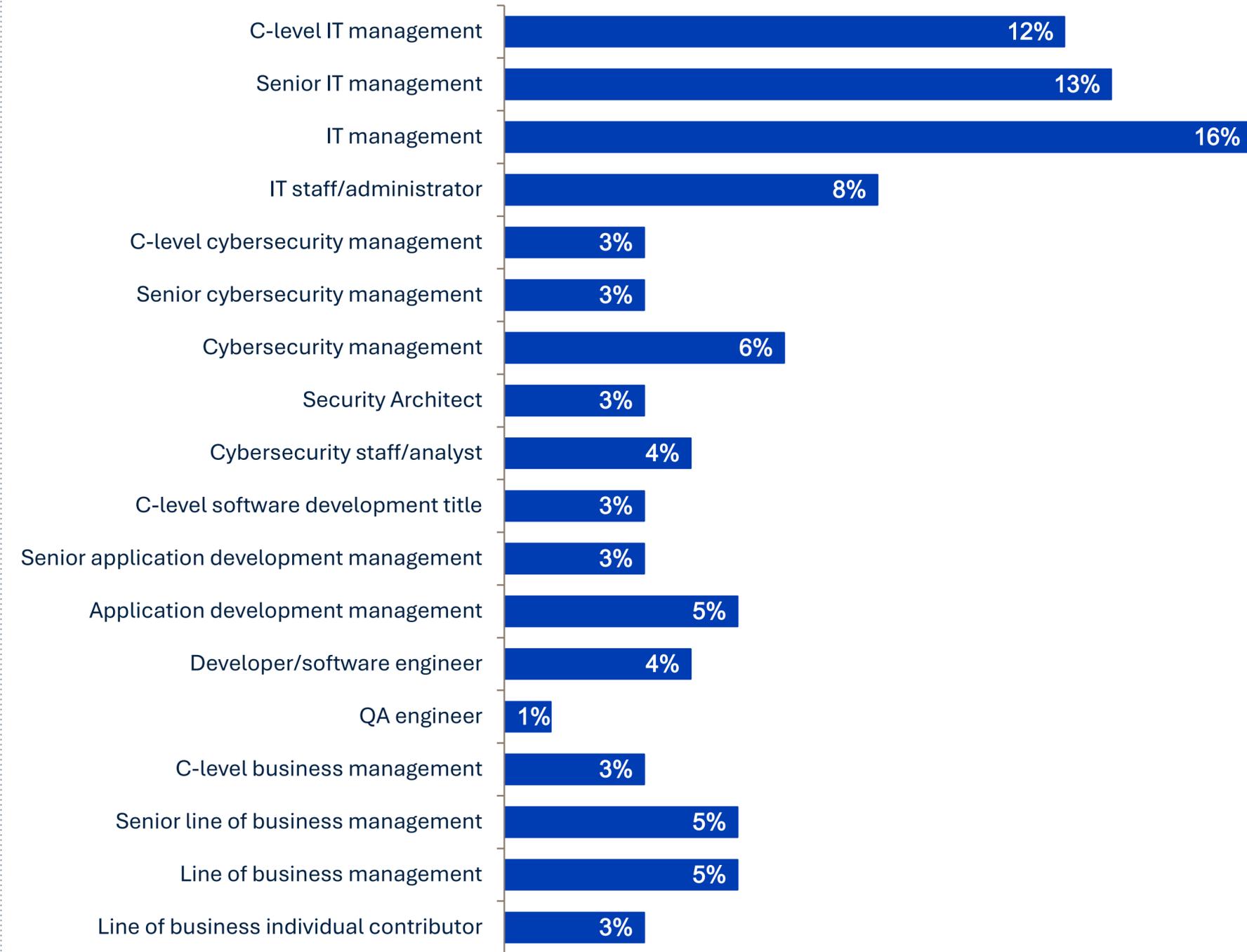
Percent of respondents by duration of Splunk usage (YoY)



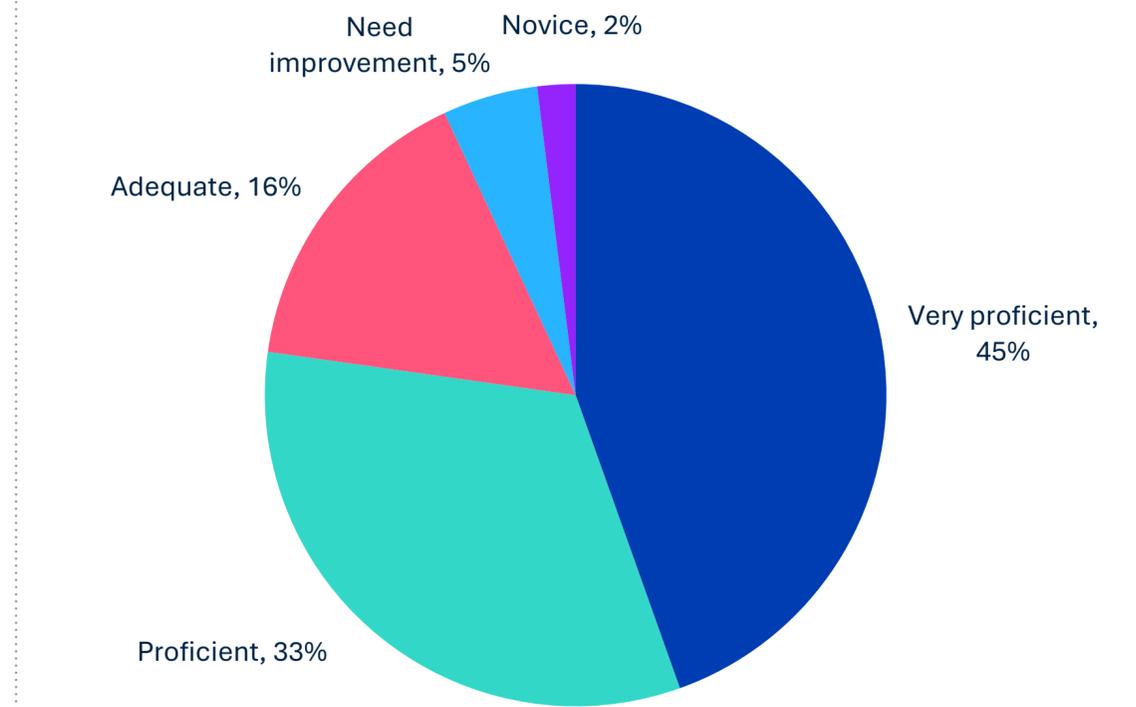
Percent of respondents by organization's annual revenue



Percent of respondents by job responsibility



Percent of respondents by Splunk proficiency



©2026 TechTarget, Inc. d/b/a Informa TechTarget. All rights reserved. The Informa TechTarget name and logo are subject to license. All other logos are trademarks of their respective owners. Informa TechTarget reserves the right to make changes in specifications and other information contained in this document without prior notice.

Information contained in this publication has been obtained by sources Informa TechTarget considers to be reliable but is not warranted by Informa TechTarget. This publication may contain opinions of Informa TechTarget, which are subject to change. This publication may include forecasts, projections, and other predictive statements that represent Informa TechTarget's assumptions and expectations in light of currently available information. These forecasts are based on industry trends and involve variables and uncertainties. Consequently, Informa TechTarget makes no warranty as to the accuracy of specific forecasts, projections or predictive statements contained herein.

Any reproduction or redistribution of this publication, in whole or in part, whether in hard-copy format, electronically, or otherwise to persons not authorized to receive it, without the express consent of Informa TechTarget, is in violation of U.S. copyright law and will be subject to an action for civil damages and, if applicable, criminal prosecution. Should you have any questions, please contact Client Relations at cr@esg-global.com.



Omdia provides focused and actionable market intelligence, demand-side research, analyst advisory services, GTM strategy guidance, solution validations, and custom content supporting enterprise technology buying and selling.

© 2026 TechTarget, Inc. All Rights Reserved. Unauthorized reproduction prohibited.