



TOP FIVE HIGHLIGHTS

from Splunk .conf18

BUILDING TOMORROW WITH TODAY'S DATA

It never gets old to say that we had the best .conf yet. We packed nearly 10,000 IT and business professionals and Splunk partners into the magical world of Disney in Orlando to learn how companies are transforming their businesses with the power of data.

This year's event had everything. Innovation? We showcased it. Customer success? You brought it. The future of data? It's with Splunk and our customers. Amid all of the fun, including a night at Universal Studios, it can be easy to miss some of the biggest highlights of the week. But don't worry – we have you covered.

TOP 5 HIGHLIGHTS

- 1 Splunk Next: Introducing the Next Wave of Splunk Innovation**
- 2 Customer Success: Building Tomorrow With Today's Data**
- 3 Predictive Analytics: Using Data to See Around Corners**
- 4 Innovation Is Diversity of Thinking**
- 5 Making Things Happen With the Next Wave of Data**



Splunk Next: Introducing the Next Wave of Splunk Innovation



The future is no longer about collecting and processing data. It's about data outcomes. With this in mind, we're taking a giant leap forward in making data accessible and actionable for everyone.

With Splunk Next, we are enabling action-driven insights through AI, machine learning, automation, orchestration and collaboration. It's the power of Splunk accessible to more people, more use cases, more places and more data sources.

WHAT IS SPLUNK NEXT?

Splunk Next is a collection of pre-release, beta and limited availability release, products that let you work the way your data works so you can deliver limitless insights and meaningful outcomes. We're making it easier than ever before for anyone to bring Splunk's approach to data no matter its the source, state or location.

WHAT CAN YOU EXPECT?

Splunk Next experimental, pre-release features and products offer entirely new approaches like to leveraging data. For instance, Data Stream Processor and Data Fabric Search mean you can refine and adjust data as it moves across the stream, then search across multiple instances in Splunk or elsewhere, while scaling to take on billions... even trillions of events worry-free. Additional announcements including Splunk Business Flow and Splunk Mobile empower new users, regardless of the technical skillset or physical location, to investigate, monitor and act on their data no matter where it lives.



 [Learn more about Splunk Next](#)



Customer Success: Building Tomorrow With Today's Data

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Customers in every industry and all over the world are driving better business outcomes with Splunk. From the use of augmented reality to natural language search (NLS), customers are leveraging their data like never before to get insights that are changing the way they work while delivering the best experience to their customers.

BMW DRIVES CHANGE

BMW pushes forward with the power of Splunk Machine Learning Toolkit 4.0 and Splunk Natural Language Search.

- **Smarter Driving:** With one month's worth of historical data and the Machine Learning Toolkit, BMW is able to predict car driving events for the following week — down to every hour of every day.
- **Speaking My Language:** Natural Language Search has made it possible to ask questions by speaking. In just 4 months, BMW went from project readiness to setting up its environment, to getting the proof of concept running. You get answers about your data without the need to dive into SPL by simply saying, "Alexa, ask Splunk: What are the top three streets by traffic next week?"
- **Optimizing Production:** With Splunk Industrial Asset Intelligence (IAI), maintenance planners can self-serve on the production floor to easily correlate data or perform advanced analytics with no SPL programming required and little IT involvement.
- [WATCH KEYNOTE](#)

STARBUCKS KEEPS THE COFFEE FLOWING

- **Orchestrating Efficiency:** Automation via Splunk Phantom was core to Starbucks' strategy to go in-house with its security since it allows the Security Operations Center (SOC) team to run 16 hours a day instead of 24.
- **It Takes Seconds:** Starbucks used to spend 30+ minutes manually collecting all the information needed to assess an event. Now, Splunk Phantom does all of this automatically — allowing the SOC team to take action faster based on enriched data that's available in seconds/minutes versus half an hour or more.
- [WATCH KEYNOTE](#)

CARNIVAL CRUISES INTO THE FUTURE

- **Managing Floating Cities:** Every day of the year, Carnival has almost 250,000 guests onboard its 100+ ships all over the world. About 12 million people will cruise with Carnival this year alone — so they generate a lot of data!
- **All Hands on Deck:** Splunk is used for monitoring connectivity on the ships, monitoring the mobile apps for the cruise lines, and keeping Carnival's and its guest data safe.

[See How Carnival Navigates Data with Splunk](#)



Predictive Analytics: Using Data to See Around Corners



Predictive analytics. We all want it, we all need it. But having true predictive insights is not easy. Teams need tools with capabilities that let them react and remediate faster and that let them predict problems before it's too late. Splunk is here to help.

IT

Splunk IT Service Intelligence 4.0 helps customers shift from a reactive to proactive stance — event predicting and preventing issues up to 30-40 minutes in advance.



IoT

Equipment downtime can cost hundreds of millions of dollars per year. With the inclusion of the Machine Learning Toolkit in the Splunk for Industrial IoT bundle, customers can understand what “routine” machine performance looks like and start to predict when catastrophic failure will occur.

SECURITY

With Splunk User Behavior Analytics 4.2, you can improve your threat detection accuracy, anomaly customization and data ingestion performance by incorporating user feedback from machine learning models.



Innovation Is Diversity of Thinking



For businesses to thrive in the 21st century, they need to innovate and at its core, innovation comes from a diversity of thinking. Gender diverse companies are 15 percent more likely to succeed financially than gender imbalanced companies, and ethnically diverse companies are 35 percent more likely to succeed. Put simply, creating diverse teams that work well together is a business imperative for sustained innovation and success — and ultimately for driving positive social change.

“A diverse group, aligned on a common goal with a work process that fosters true inclusion — equal respect, an equal voice and equal opportunity for each team member — will outperform a homogeneous group every time.”
— Arnold W. Donald, CEO at Carnival

Broad and inclusive teams bring more to the discussion, surfacing insights for the whole group. In this light, Splunk held [9 .conf sessions](#) focused specifically on diversity and inclusion, championed by our head of Diversity & Inclusion, Suzanne McGovern.

We also heard from Arnold Donald, CEO of Carnival Corporation, the world’s largest travel and leisure company. Carnival’s ten cruise brands visit all 7 continents and maintain a fleet of more than 100 ships with 120,000 employees around the world — and serve more than 12 million guests a year. He has been a key part of transforming industries in his career by purposefully engineering diverse teams. His incredible work is a testament to why improving diversity and developing a culture of inclusion is essential to business success and driving positive social change.



 [Learn how companies are using Splunk to address modern security challenges.](#)



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Making Things Happen With the Next Wave of Data

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As more diverse data sources and platforms come online, spotting failures and opportunities that can drive your business forward has become harder than ever before. Our new core product features and functions improve performance, scale and manageability, and dramatically reduce total cost of ownership. For instance, **SmartStore** allows the independent scaling of computing power and data storage to maximize data management flexibility and maintain search performance. Moreover, **Splunk Cloud's Dynamic Data: Active Archive** option helps you meet regulatory and compliance requirements with cost-effective storage of your infrequently used data.

For IT, **Splunk ITSI 4.0** offers KPI Prediction, Predictive Cause Analysis, and Seamless Integration with VictopOps. **VictorOps** complements Splunk by providing alerts to the right people and teams to acknowledge, collaborate across teams, and quickly solve problems.

In security, Splunk now delivers on its Nerve Center vision through the combination of **Security Incident & Event Management (SIEM)**, **User Entity & Behavior Analytics (UEBA)**, and **Security Orchestration, Automation & Response (SOAR)** technologies—enabling organizations to accelerate their security workflows, scale their operations, and defend the enterprise.



Finally, **Splunk for Industrial IoT** is a new bundle packaging Splunk Industrial Asset Intelligence (IAI), Splunk Enterprise, MLTK and Industrial TA's that gives industrial customers the ability to address multiple use cases such as monitoring and diagnostics of ICS systems, monitoring of industrial assets, OT security and predictive maintenance.

The learning doesn't stop. If you'd like to know about specific sessions, explore over 750 sessions and replays at [.conf18 online](#).

 [Learn more about Splunk Next](#)