

# Driving Career Success: Leveraging Splunk Certifications and Education in the Cisco Ecosystem

Splunk certifications have consistently proven their value in advancing career trajectories within the rapidly evolving tech industry. These esteemed credentials validate expertise in data management, security monitoring, and operational intelligence, positioning certified Splunk practitioners as indispensable assets in today's data-driven world. Post-Cisco acquisition, the value of Splunk certification has not only endured but has grown stronger, solidifying its reputation as a trusted and sought-after credential for career advancement in IT management.

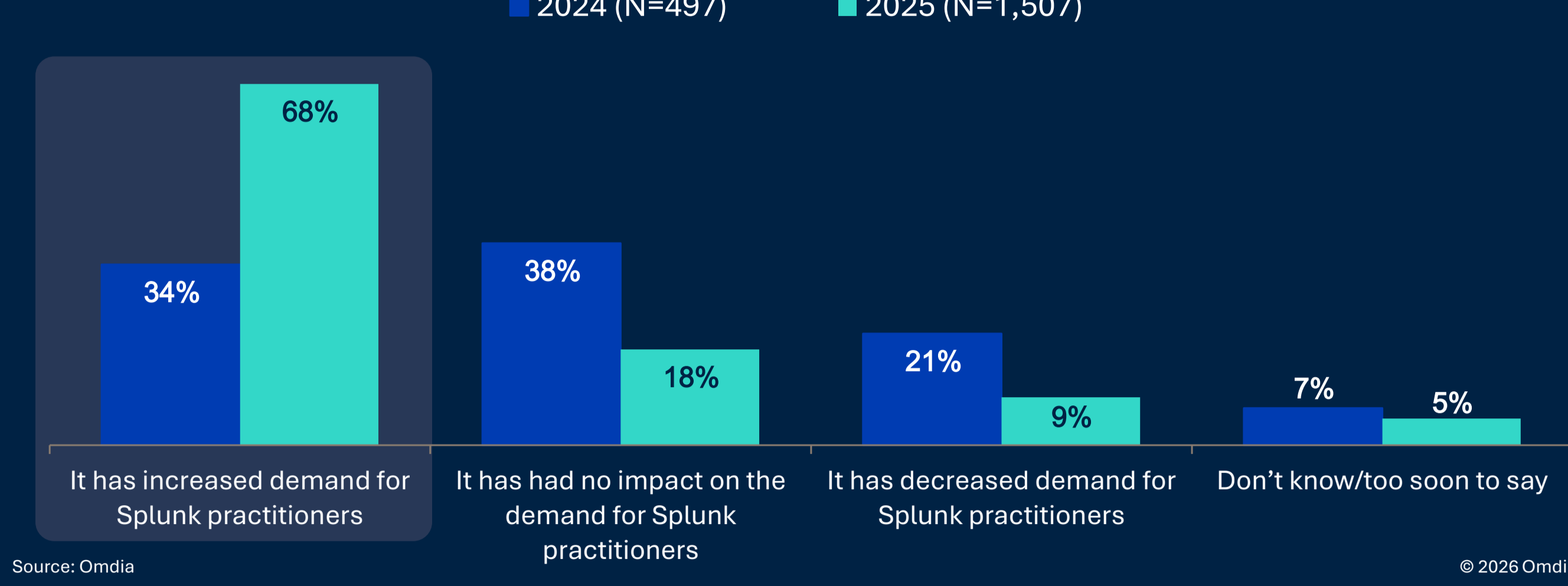
This Omdia Infographic was commissioned by Cisco and is distributed under license from TechTarget, Inc.



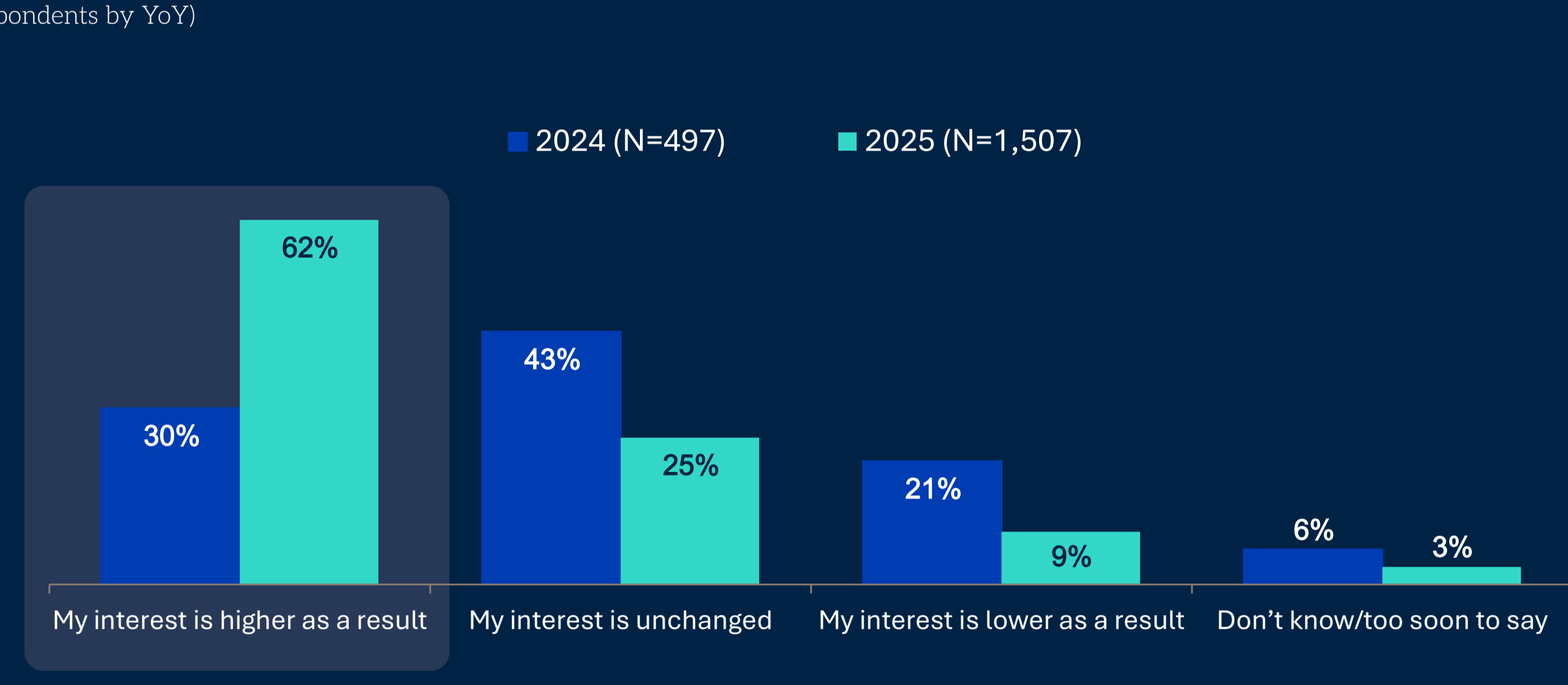
## Rising Demand for Splunk Practitioners Post-Cisco Acquisition

Standing out in the IT job market is increasingly challenging. Splunk certification has proven to be a valuable tool for IT professionals. This is seemingly even more so since Cisco acquired Splunk back in March of 2024, as demand for Splunk practitioners has doubled (Figure 1), with 62% of end users showing greater interest in advancing Splunk skills—a 107% rise from 2024 (Figure 2).

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



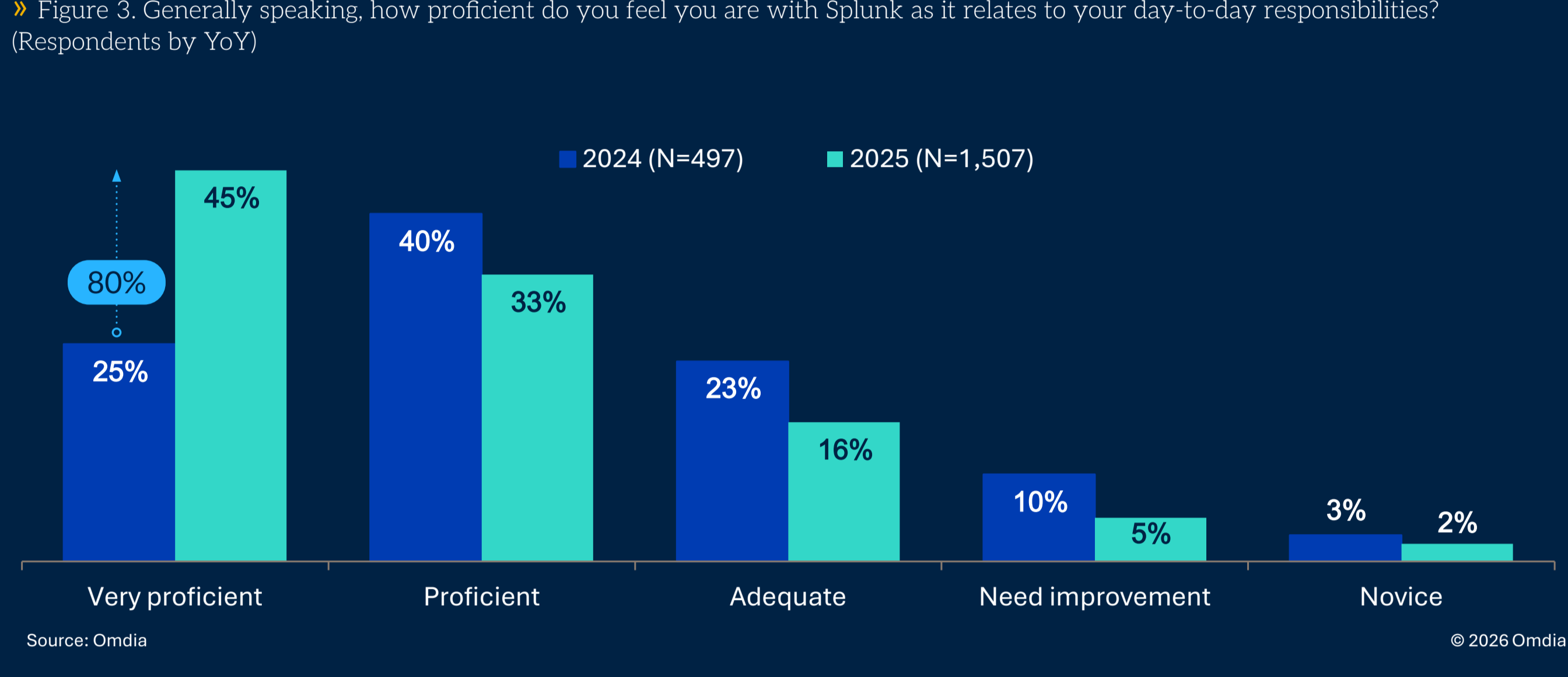
» Figure 2. What impact does Cisco's acquisition of Splunk have on your interest in continuing to skill up on Splunk over the next few years? (Respondents by YoY)



## Splunk Proficiency Is Rising Alongside Growing Interest and Usage

Just as practitioners' interest in Splunk has grown (post-Cisco acquisition), so has the increasing value of Splunk education and certification. This is reflected in the significant rise in proficiency levels (at a 20% increase as being proficient or very proficient YoY), with respondents in 2025 being 80% more likely to report being *very proficient* in Splunk, compared to 2024. The rise in proficiency is, of course, also widely attributed to practitioners looking to maintain a competitive edge in the IT management space.

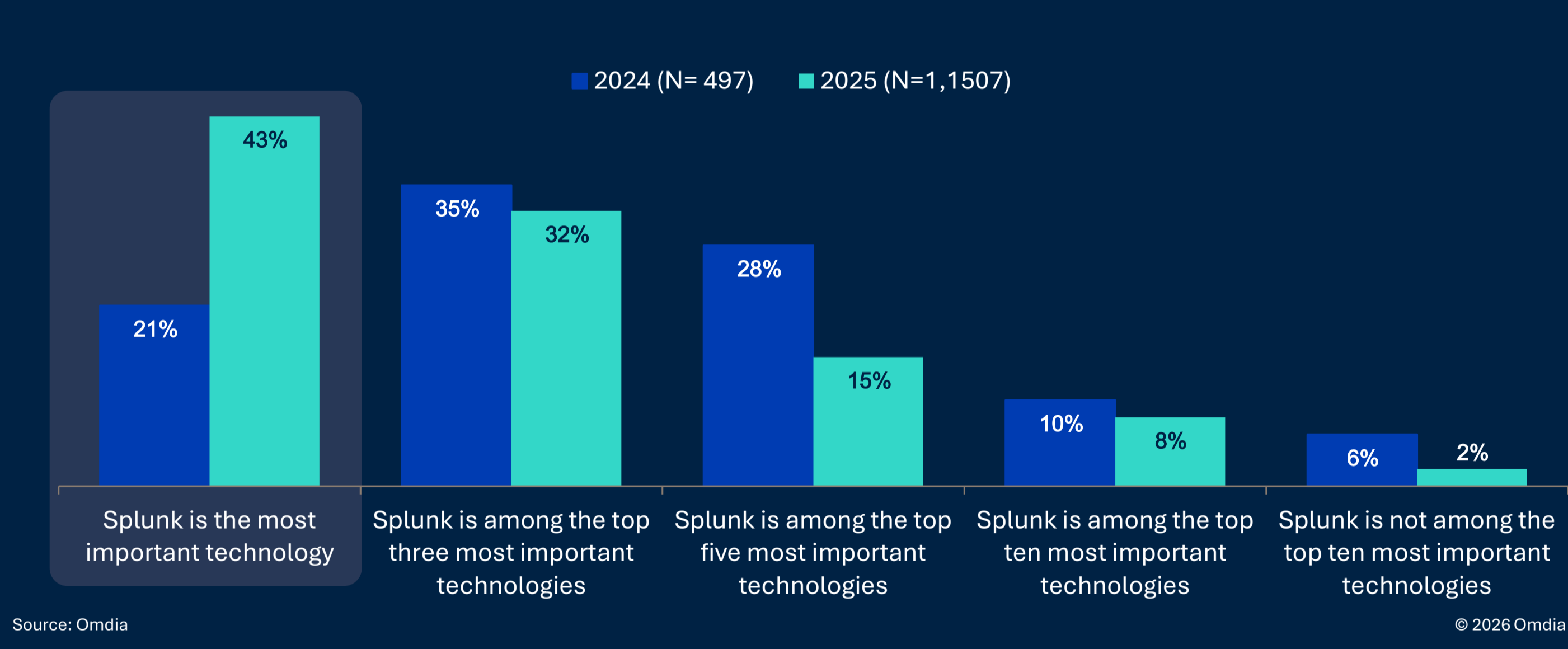
» Figure 3. Generally speaking, how proficient do you feel you are with Splunk as it relates to your day-to-day responsibilities? (Respondents by YoY)



## Splunk Practitioners Recognize the Value of Its Mastery

In 2025, 76% of respondents reported earning one or more Splunk certifications, underscoring its growing significance. Splunk's perceived importance among IT career technologies surged from 21% in 2024 to 43% in 2025, reflecting YoY improvements and Cisco's post-acquisition influence. Cisco's integration of Splunk into its partner program further enhanced the prestige of these certifications.

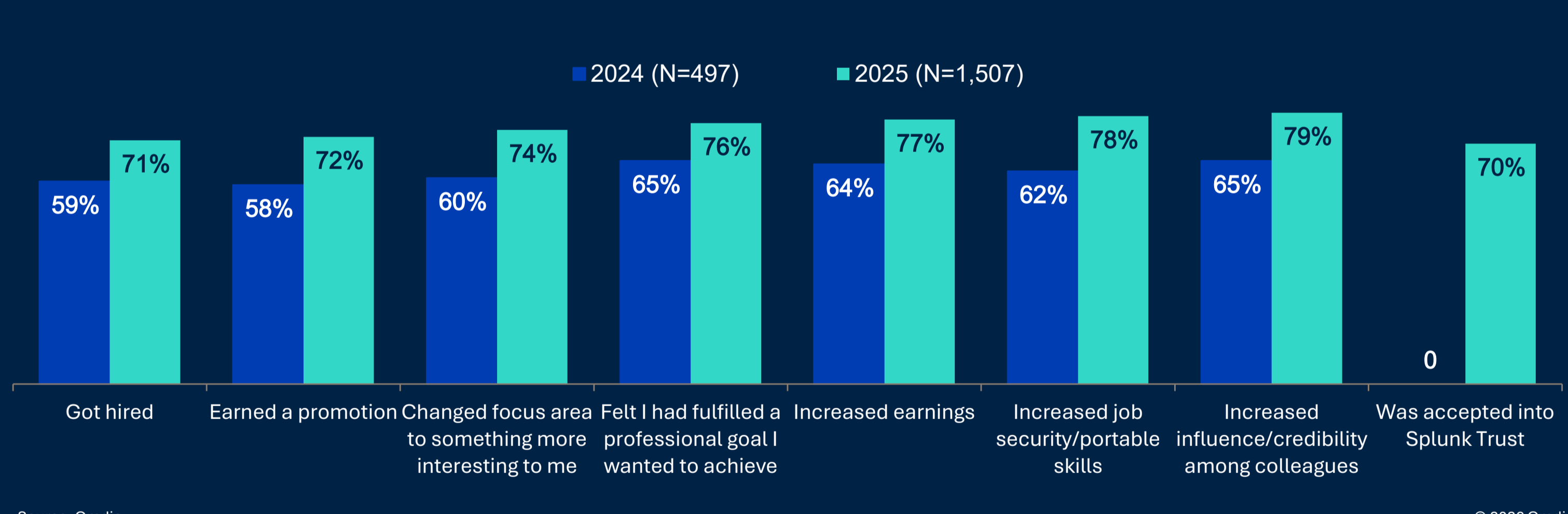
» Figure 4. Where do you rank Splunk in importance to your career relative to other technologies you must continue to learn and master? (Percent of respondents, N=1,507)



## In Pursuit of Splunk Proficiency, Career-related ROI Is Enjoyed

Splunk certification has proven to be a powerful catalyst for career advancement, driving significant improvements in ROI benchmarks between 2024 and 2025. The mastery of Splunk's cutting-edge technologies has not only elevated professional expertise but has also unlocked tangible career benefits such as increased earnings (77%), enhanced job security (78%), and greater influence among peers (79%).

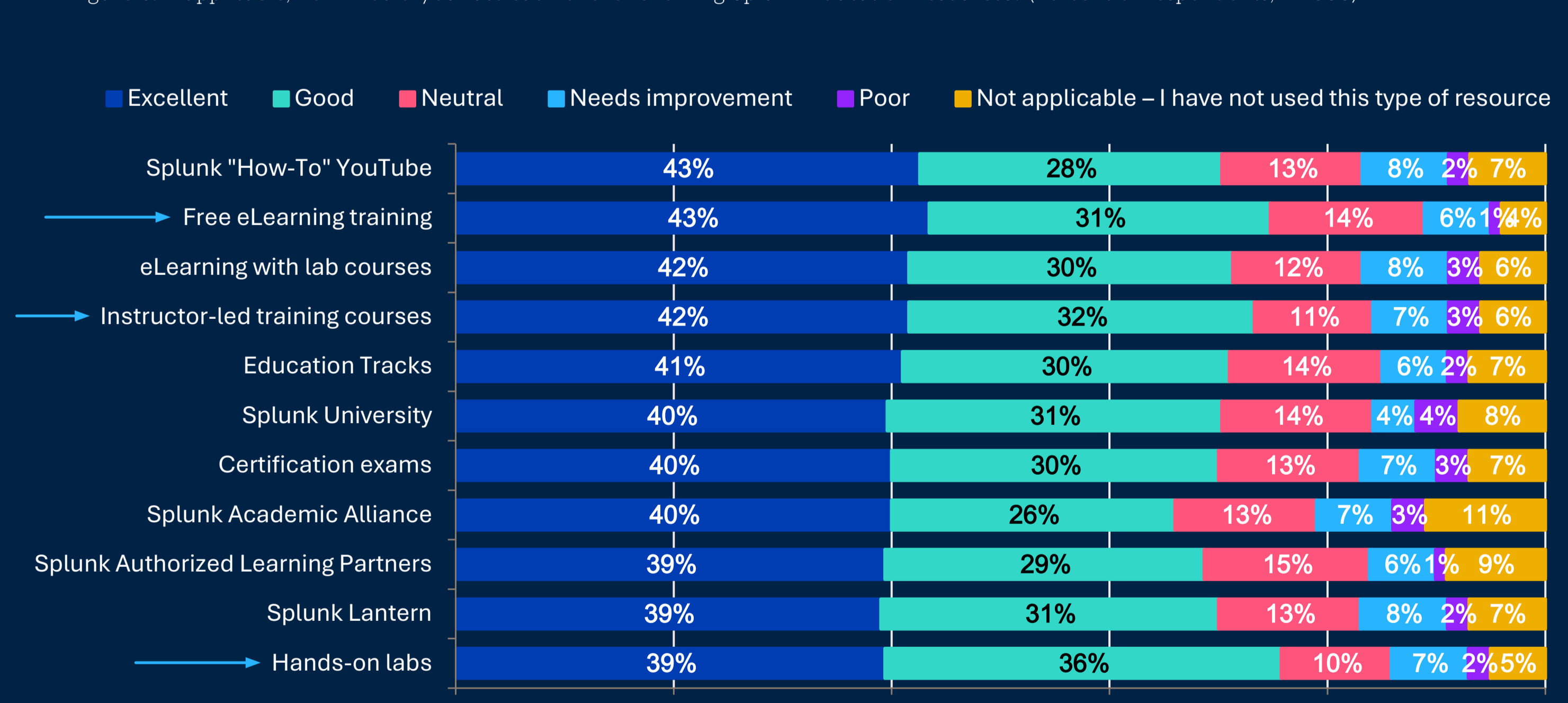
» Figure 5. Have you achieved any of the following as a result of (at least in part) attaining your current level of Splunk proficiency? ("Yes" Respondents by YoY)



## Splunk Certification and Education Are Widely Praised for Accessibility and Impact

Splunk provides a rich array of educational resources designed to elevate user proficiency, catering to diverse learning preferences and needs. From immersive hands-on labs (75% rated excellent/good) to dynamic instructor-led training courses (74%) and accessible free eLearning modules (74%), these options empower practitioners to master Splunk technologies effectively. Whether fee-based or free, these resources are celebrated by the community, with seven out of 10 respondents rating them as excellent or good, underscoring their value in fostering expertise and career growth.

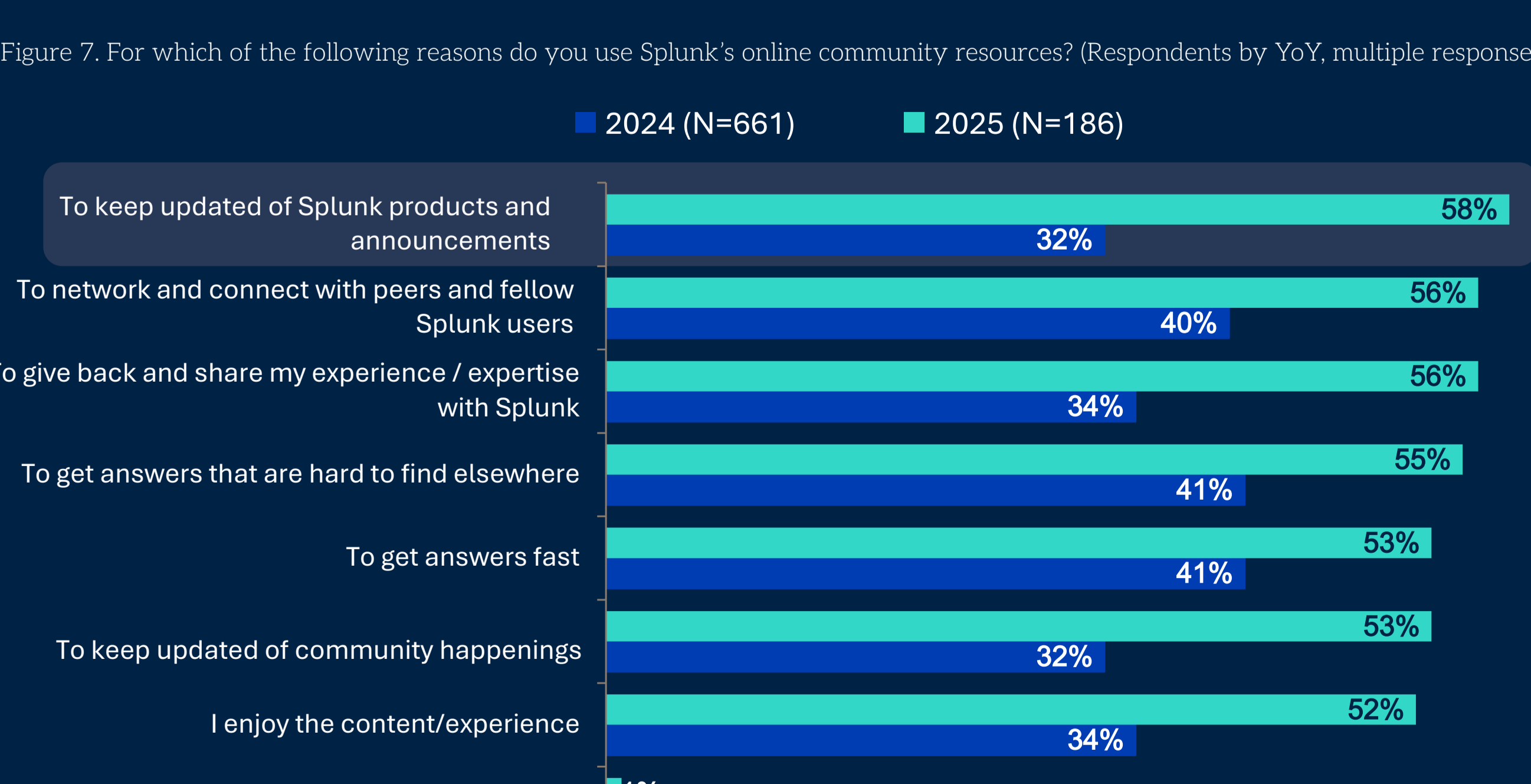
» Figure 6. If applicable, how would you rate each of the following Splunk Education resources? (Percent of respondents, N=688)



## Splunk Community

The value of maximizing Splunk education and, thus, Splunk expertise is evident. Increased engagement with Splunk community channels highlights the value users and organizations find in these resources. With Splunk's agile and ever-evolving technology, understanding is crucial for maximizing its solutions. Notably, staying informed about Splunk products and announcements emerged as the top reason for engagement, with an 81% increase from 2024 to 2025.

» Figure 7. For which of the following reasons do you use Splunk's online community resources? (Respondents by YoY, multiple responses accepted)



## Conclusion

Splunk certifications and training continue to prove invaluable in the IT industry, even more so following Cisco's acquisition of Splunk in 2024. This acquisition has significantly boosted demand for Splunk practitioners, with interest in advancing Splunk skills rising by 107% YoY. The certifications not only validate expertise in critical areas such as data management and security but also deliver tangible career benefits, including increased earnings, job security, and professional influence. With enhanced educational resources such as hands-on labs, instructor-led courses, and free eLearning modules, Splunk continues to empower IT professionals to remain competitive in a data-driven world.

Identify those Splunk products and capabilities most in-demand not only within your organization, but also in your job function, and elevate your career trajectory.

Join Splunk's [Community Slack](#), [User Groups](#), and find Splunk Training and certifications [here!](#)

