

Why Build Your Services Business on Splunk



In a world dominated by data and the need to pivot in real time to your customers changing requirements, it's never been more important to have the right technology to fuel that agility. A recent study¹ highlighted that only 14% of IT and business managers reported that their organizations are prepared for an imminent wave of new data — whether as projected from their current rate of data growth or as caused by adoption of new technologies. Many service providers find themselves struggling to provide cost savings, simplicity and ease of doing business amongst this blizzard of change.

The need to enhance current offerings and build new service lines while also cutting costs from service delivery is more important than ever. These enhancements and offerings drive strategic value for clients and create new revenue streams for your business. The right tools and platforms make such transformations possible.

Build on a Data Platform

The Splunk® Data-to-Everything™ Platform includes everything you need to help accelerate your clients' technology transformations. From the security operations center (SOC) to the network operations center (NOC), Splunk offers the most comprehensive platform built for expansive data access, powerful analytics and automation to power your differentiated service offerings. In addition, recent acquisitions of FlowMill, Rigor and PlumbR have expanded Splunk's capabilities beyond security and infrastructure monitoring into network performance monitoring (NPM), application performance monitoring (APM) and digital experience monitoring (DEM) including

real user monitoring (RUM), synthetic monitoring, web optimization, DevOps log investigation and incident response to create the future of observability on the Data-to-Everything platform.

Accenture: Through its strategic partnership with Splunk, Accenture drives growth for their customers — as well as their other businesses — bringing market- and industry-relevant solutions to the world of business analytics. This investment in Splunk has resulted in 20x growth in just four years.

– Jeff Chancey, Managing Director, Accenture

Bring Data to Security

Our advanced security capabilities remove the need to stitch together multiple tools to provide the cyber defense your clients require. Enhance your managed detection and response (MDR), extended detection and response (XDR), security operations, automation and response (SOAR), threat hunting, managed security incident and event management (SIEM) or machine learning behavioral analytics offerings with out-of-the-box functionality that allows your team to dramatically decrease time to value. Splunk products enable you to ingest data from any source, analyze and act on it quickly, and spin up new security services without friction. This also provides easy extensibility to span IT, operational technology (OT) and IoT networks and devices to cover all potential attack surfaces and support one complete risk picture while also providing visibility into the environment with granular and business-level context around security events.



Source Security: Gartner Market Share Analysis; Security Software, Worldwide 2019, June 2020
 Source IT: Gartner Market Share Analysis; ITOM, Performance Analysis Software, Worldwide 2019, June 2020
 Source Observability: Gartner Inc. Gartner Magic Quadrant Application Performance Monitoring, C. Rich, F. De Silva, April 2020

1. The Data Age is Here, Are You Ready. (2020). Splunk.
https://www.splunk.com/en_us/form/data-age.html

Value Delivered

1. End-to-end visibility into your client's security posture with actionable intelligence that helps you prioritize and act.
2. Protection against insider threats with machine learning powered by user and entity behavior analytics.
3. Automation to drive down response times, chances for human error and precious time required from security analyst resources.
4. Flexible and extensible platform that enables enhanced visibility including OT, IoT and non-traditional security relevant data sources which allows you to continually evolve your service portfolio.

Bring Data to IT Operations

Prevent incidents before they impact your clients' with investigation, monitoring and observability all in one solution. With more than 2,000 integrations — including out-of-the-box and custom solutions — Splunk products and services enable your teams to ingest all of your clients data and correlate it, whether it's in the cloud, on-premises, within the infrastructure or generated by apps. This provides teams with complete visibility across infrastructure, applications and micro services and an end-to-end, closed loop solution for incident management, to streamline response, reduce friction across teams and limit interruptions to your clients' business. Splunk also allows you to future-proof your offerings with machine learning for predictive alerting and auto-remediation.

Value Delivered

1. Immediate value with out-of-the-box content packs for enterprise applications.
2. Operational efficiencies by reducing alert fatigues up to 95%² with intelligent event management for real-time clustering and automated incident prioritization.
3. Minimize downtime with AI-powered automated remediation — predict, prevent and act.

Bring Data to DevOps

It's critical to instrument and collect all the data about your environment at full fidelity and without sampling. The only way to troubleshoot a needle-in-the-haystack unknown failure condition is to make sure you have the data you need when you need it. You need a real-time, scalable telemetry engine for you and your clients' observability data. You need the ability to build powerful analytics and machine learning models to cut through the noise and to surface patterns that are relevant to you and your client's business. Splunk delivers these capabilities to drive meaningful business outcomes that improve client and customer experiences, release quality and velocity, and business adaptability.

Value Delivered

1. Improved Customer Experience: Fewer missed anomalies and end user-impacting incidents, with the ability to effectively optimize experience.
2. Faster Release Quality and Velocity: Higher quality and faster code releases for new launches and updates.
3. Higher System Availability: Faster identification, acknowledgement and resolution of defects.

Datacom: Datacom has one of the top-performing security operation centers in New Zealand and Australia, and Splunk's powerful technology enables them to gain actionable insights and give dependable recommendations. For Datacom, orchestration, automation and response are critical functions of the Splunk platform. They empower Datacom to immediately remediate security issues. "Attacks come in waves, and it is the orchestration that allows us to get ahead of things and keep our clients digitally safe."

– Mark Micklefield, General Manager Cybersecurity Advisory Practices, Datacom

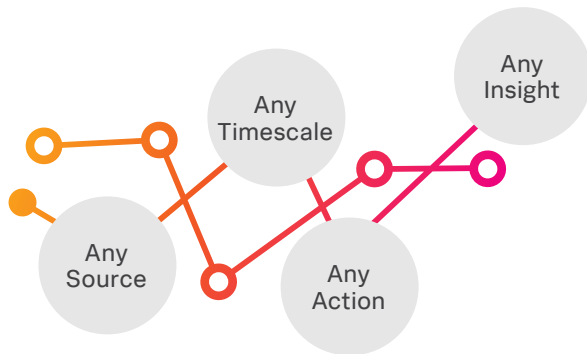
2. Splunk for IT Operations. (2020). <https://www.splunk.com/pdfs/solution-guides/splunk-for-it-operations.pdf> and Event Management | IT Operations | Splunk. (2021). https://www.splunk.com/en_us/it-operations/event-management.html

Drive outcomes across your organization



Source: Splunk.com (2021). https://www.splunk.com/en_us/about-us/why-splunk.html

What makes the Splunk Data-to-Everything Platform different?



- Platform support for every phase of you and your clients' journey — cloud, multicloud, on-prem and hybrid.
- Extend and future proof with data from any source and any structure.
- Robust analytics and machine learning provides robust capabilities to allow for significant tool consolidation. Coupled with automation features, this allows you to harness the investments in your skilled human capital.
- Exceptional partner experience helps you deliver training, enablement and incentives to your clients.

Bring Value to Your Business

- **Accelerate the velocity of business** while reducing costs and developing new revenue lines and adjacent offerings.
- Expand to other use cases with **easy extensibility** to add new data sources from all parts of your client's enterprise.
- **Maximize hardware, network and human resources** and accelerate business with resources you already have.
- **Reduce overhead and simplify your toolset** from dozens down to one.
- **Consolidate skill sets** with just one platform to learn.
- Automate wherever possible for **more efficient operations and differentiated offerings**.
- Service Provider Program with **Simplicity, Predictability, Profitability** and **Contemporary** attributes.

Start transforming your service offerings with Splunk

New to Splunk? Learn how to [join the Splunk Partner+ Ecosystem](#).

Already working with Splunk? Contact your Partner Development Manager or partner+@splunk.com to learn more.



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