

Why Build Your Cloud Service Provider Business on Splunk



Digital transformation can be complex. As a provider of cloud consulting, professional, or managed services, your customers have more workloads to monitor and secure, more data spread across an expanded attack surface, more points of failure and unpredictability, and more frequent software releases. That's why your clients look to you for expertise that provides the right combination of knowledge, certifications, and software.

That's why Splunk is the best platform to build your cloud practice on. Splunk can help you deliver outcomes across security, observability, biz ops, and IT Ops. Accelerate services revenue, deliver high-margin services, reduce overhead, and simplify your toolset. Leverage our Cloud Native Service Provider Program, which offers simplicity, predictability, profitability, and modern technology so you can expand your business as you move your clients up the maturity path.

What Makes Splunk Different?

The Splunk platform connects all of your data from any source, powering end-to-end visibility, rapid investigation, and limitless data-driven possibilities. Splunk solutions provide everything you need to ensure that your clients' digital initiatives succeed. Whether your clients are just starting to digitize or they were born in the cloud, integrating Splunk into your offerings can provide both you and them the visibility, insight, and orchestration necessary to drive business outcomes at all stages of the journey.

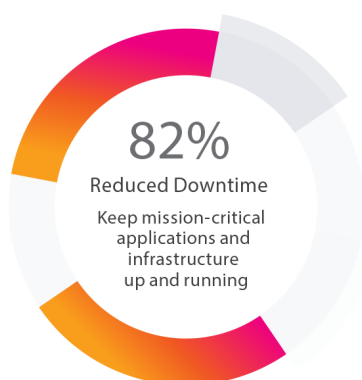
Our value proposition

- ✓ We provide platform support for every customer architecture — cloud, multi-cloud, on-prem, and hybrid.
- ✓ We also provide support for every stage of the cloud journey: retain and optimize, lift and shift, refactor, and full cloud native.
- ✓ You can extend and future proof with data from any source and any structure
- ✓ Robust analytics and machine learning provide capabilities to allow for significant tool consolidation. Coupled with automation features, this allows you to fully harness the investments in your skilled human capital
- ✓ Exceptional partner experience helps you deliver training, enablement and incentives to your clients.



The Splunk platform connects all of your data from any source.

Drive outcomes across your organization



Bring Value to Your Business

- Accelerate the velocity of business while reducing your costs and developing new revenue lines and adjacent offerings.

Expand to other use cases and recruit new buyers with easy extensibility to add new data sources from all parts of your client's enterprise.

- Maximize hardware, network, human resources and other 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.

A Single Platform for Security, DevOps and IT Ops

Splunk will help you accelerate your clients' technology transformations and expand your practices -- all on a single platform across security, DevOps, and IT Ops so there's no need for you or your clients to train on multiple platforms. Splunk offers seamless integration across your portfolio of data sources and visibility into any type of data. Splunk can drive your security operations center (SOC) and your network operations center (NOC) as well as provide network performance monitoring (NPM), application performance monitoring (APM) and digital experience monitoring (DEM). Simply put, Splunk offers the most comprehensive platform that's built for expansive data access, powerful analytics, and automation to power your differentiated service offerings.



Bring Data to Security

Our advanced security capabilities remove the need to stitch together multiple tools to provide the cyberdefense your clients require. Splunk enables 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 providing visibility into the environment with granular and business-level context around security events.



Outcomes

- Receive actionable threat intelligence that helps you prioritize and act, with end-to-end visibility into your client's security posture.
- Protect against insider threats with machine learning (ML) powered by user and entity behavior analytics.
- Speed response times and reduce human error while freeing up your security analyst resources for high-level threats.
- Gain powerful insights for fast, effective hunt and incident response (IR) engagements with a best-of-breed advanced analytic platform.



Our advanced security capabilities remove the need to stitch together multiple tools.

Bring Data to IT Operations

Prevent incidents before they impact your clients with investigation, monitoring, and observability, all in one solution. Splunk offers complete visibility across infrastructure, applications, and micro services as well as an end-to-end, closed loop solution for incident management. With more than 2,000 integrations — including out-of-the-box and custom solutions — Splunk enables 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.

Outcomes

- Streamline response, reduce friction across teams, and limit interruptions to your clients' business.
- Future-proof your offerings with machine learning for predictive alerting and auto-remediation.
- Accelerate time to value with out-of-the-box content packs for enterprise applications.
- Reduce alert fatigue up to 95% with intelligent event management for real-time clustering and automated incident prioritization.
- Minimize downtime with AI-powered automated remediation: Predict, prevent and act.

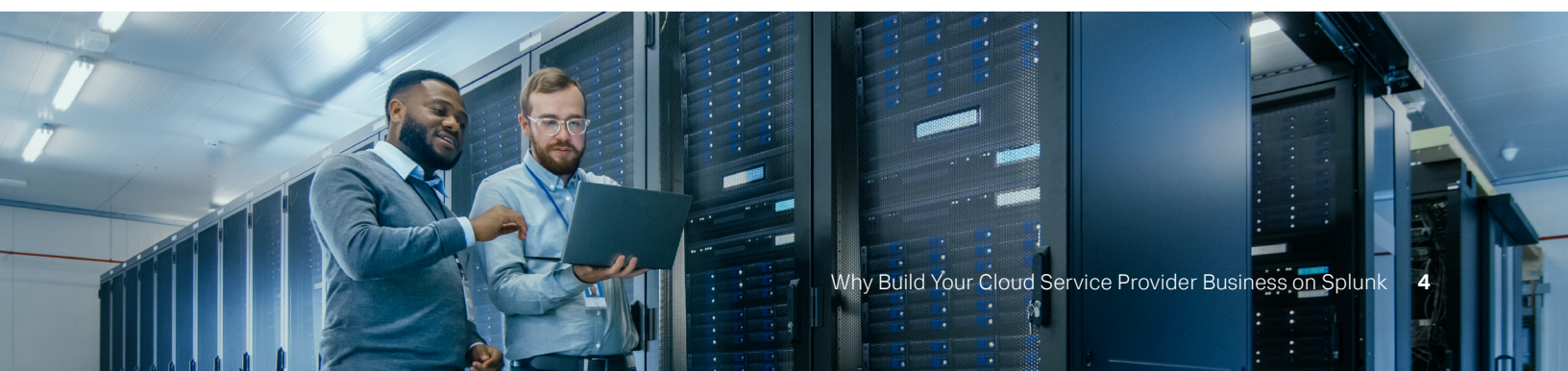


Bring Data to DevOps

The only way to troubleshoot an unknown, needle-in-the-haystack failure condition is to make sure you have the data you need when you need it. Splunk provides a single, integrated platform for logs, traces, and metrics with a real-time, scalable telemetry engine for your and your clients' observability data. Splunk delivers these capabilities to drive meaningful business outcomes that improve client and customer experiences, quality, velocity, and agility.

Outcomes

- Instrument and collect all the data about your environment at full fidelity without sampling.
- Build powerful analytics and ML models to cut through the noise and surface patterns relevant to your business and your clients'.
- Optimize client experience with fewer missed anomalies and end user-impacting incidents.
- Speed time to market and improve code quality for new launches and updates.
- Increase system availability with faster identification, acknowledgement, and resolution of defects.



Introducing the Cloud-Native Service Provider Program

Becoming part of the Splunk Cloud-Native Service Provider Program not only introduces your organization to the Splunk ecosystem, it also offers a number of benefits, including a stronger value proposition, multiple revenue opportunities for new and existing clients, and more.

Power your go-to-market strategy

Offer your clients the world's most recognizable data platform. Splunk achieved the top place in Gartner's magic quadrant for both SIEM and performance analysis in 2020. Gartner also labeled Splunk a "visionary" in the APM magic quadrant the same year. Splunk's Cloud-Native Service Provider Program supports professional or consulting services providers as well as managed service providers.

Professional services providers: Offer your clients the benefits that come from a single platform for security, DevOps, and IT Ops to streamline their operations.

Managed services Providers (MSP): Power your managed services with real-time operational intelligence to provide the outcomes your clients expect.

Grow client spend with multiple use cases

Grow client spend with multiple use cases. Partnering with Splunk helps you avoid one-and-done engagements by leveraging our advanced capabilities to build long-term client relationships. Splunk offers 2000+ integrations, including business-critical platforms such as SAP, Cisco, Oracle, and three major CSPs, so you can develop new revenue lines and adjacent offerings. Expand into new use cases with easy extensibility to add new data sources

from all parts of your clients' enterprise. Meet them at every stage of the maturity curve, whether they operate on cloud, multi-cloud, on-premises, or hybrid environments.

Gain partner-only benefits

The Cloud-Native Service Provider Program helps you embed Splunk products into your solutions to provide value-added services to your clients. We aim to recognize your expertise, reward your commitment to clients, and help your business thrive. Our partners play an integral role in Splunk's go-to-market strategy, and we are committed to investing in and growing with you.

Here are a just a few of the benefits you'll receive by joining the Cloud-Native Service Provider program:

- ✓ New tiering and badges that progressively unlock benefits when you invest in your Splunk practice
- ✓ "Manage" and "Advise" badges designed specifically to help Service Providers succeed
- ✓ The new badging system and expanded enablement will help you build your technical expertise through clear, progressive enablement pathways and certifications and showcase branded badges as validation of your expertise.
- ✓ A cloud environment for you to develop, test and demonstrate Splunk products
- ✓ Expanded financial incentives to increase your profitability

Become a Splunk partner today to give your clients the best experience you can offer. To get started with Splunk and enroll in the Cloud-Native Service Provider Program, visit https://www.splunk.com/en_us/partners.html.