

Splunk Customer Success Managers

Ensuring Customer Success and Driving Rapid Time-to-Value

Summary

The Customer Success Manager guides customers in their journey to discover the full value of their machine data and support the real-time decision making demanded of today's businesses. The Customer Success Manager (CSM) role is continuous and revolves around supporting the customer to effectively and efficiently use their Splunk Enterprise Software to its maximum potential. The offering is tiered to allow for different levels of service, ranging from remote based adoption assistance to interaction at all levels within the organization, from support teams to C-level executives in the boardroom.

Benefits

A CSM will help set success criteria and help customers evolve their usage of Splunk to a higher level of Operational Intelligence – that is, to move from simple search & investigation activities to proactive monitoring and gaining real-time business insights.

CSMs will focus on the strategic, operational and organizational impact of Splunk software, rather than just the technical domain. Using a repeatable and consistent best practices framework distilled from similar customers, CSMs will advise on:

- Establishment of success plans and best practices
- Driving and management of adoption across business units
- Ensuring training requirements of Splunk end users, developers and administrators are met
- Creation & operation of a Splunk Center of Excellence within the customer organization. This consists of Splunk subject matter experts and users within the customer organization that provide governance and sponsorship to the Splunk capabilities and facilitate both data and user on-boarding and enablement, and ensure best practices are followed.
- How to emulate the successes achieved by others in their market sector through best practices and knowledge of value realization achieved in similar market sectors.
- The formation of user groups within the company to collaborate, grow and share achievements
- Adapting the organization in order to get the most from the Splunk platform

Overview

When engaged, a CSM will become the customer's advocate and the primary point of contact. They will ensure that the customer has access to the right Splunk expertise throughout their journey.

CSMs have been selected based on their ability to make an impact and bring domain – or industry – specific knowledge and experience.

Advisory & Success Activities

CSMs will typically perform a wide range of activities that can be tailored to meet customer requirements.

CSMs will engage with stakeholders at all levels of the business in order to ensure the top level strategy translates into the effective adoption of the Splunk platform.

The activities that can be performed by CSMs depend on the individual customer needs but can be broadly classified into:

- **Implementation & Deployment:** Jointly develop success plans and adoption goals that will be tracked over the course of the engagement, and build out a Splunk Center of Excellence.
- **Adoption:** Business process management and guidance on best practices, onboarding users, data, business units and new use cases.
- **Service Management:** Focal point into Splunk for issue management & resolution, with escalation management where necessary.
- **Value Realization:** Building of Success Dashboards and use of Splunk tools to demonstrate value realized by use case adoption.

Customer Success Offerings

The Splunk Customer Success team typically provide three standard offerings: *Basic*, *Advanced* & *Enterprise*

- **Enterprise.** This is our highest level of service aimed at our largest customers or customers using our premium apps (ES, UBA etc.) that are looking for assistance in ensuring business imperatives and strategy are effectively translated into adoption of Splunk as a platform and full value realization.
- **Advanced.** For many customers with a standard Splunk environments our *Advanced* Customer Success offering provides an ideal solution with access to most of the services available in the *Enterprise* offering but with a more limited scope and mainly delivered on a remote basis.
- **Basic.** For customers that feel comfortable with most aspects of realizing the benefits of their Splunk deployment but would like some remote based assistance in building out their Center of Excellence, supporting their Technical Support interactions and assistance in measuring the success of the deployment, our *Basic* Customer Success offering is the perfect solution.

Category	Activity Type	Basic	Advanced	Enterprise
Success Management	Success Criteria Definition	✓	✓	✓
	Success Plan Creation	✓	✓	✓
	Center of Excellence Build	✓ (Note 1)	✓ (Note 1)	✓
Adoption Management	Use Case Adoption	✓	✓	✓
	Use Case Expansion			✓
	Best Practices		✓	✓
Service Management	Stakeholder Governance	✓ (Note 2)	✓	✓
	Service Excellence	✓ (Note 3)	✓ (Note 3)	✓
	Center of Excellence Operation		✓ (Note 1)	✓
Value Realization	ROI & Time to Value		✓	✓
	Success Dashboard	✓	✓	✓
	Value Assessments			✓

Note 1 : Provision of templates, self-help resources & guidance only

Note 2 : Restricted to remote QBR only

Note 3 : Restricted to Escalation Management of Support Cases only

All offerings are a 1 year engagement unless otherwise agreed.

Detailed Service Description

Success Management	<ul style="list-style-type: none"> • Success Criteria Definition. Understand customer's business goals and objectives and assist in determining key metrics for success of the project. • Success Plan Creation. Build on the Success Criteria and assist the customer in determining the best path to meet these from a Splunk implementation and focus perspective, creating a plan to document this path • Center of Excellence Build. Evangelize the benefits of a Center of Excellence within the customer organization to ensure corporate wide standardization of usage, and to define standards to build and maintain Splunk Governance. Provide assistance in establishing the Center of Excellence and dissemination of best practices through the organization.
Adoption Management	<ul style="list-style-type: none"> • Use Case Adoption. Assist the customer with ensuring adoption of their investment in Splunk and usage of the initial intended use cases. • Use Case Expansion. Assist the customer in the discovery of best practices for additional use cases that can map to customer's business goals, making their Splunk investments more effective and expanding usage throughout the organization. Provide advice and guidance on how to adopt any identified use cases. • Best Practices. Assist the customer to drive adoption of Splunk best practices throughout their organization. Provide recommendations for staffing profiles and learning paths for employees. Work with the customer to organize Lunch & Learn, Pizza Sessions etc. in order to share Splunk knowledge, Use Cases and insights. Ensuring awareness with customer's Splunk team about new features, capabilities and/or fixes that may help them meet their objectives
Service Management	<ul style="list-style-type: none"> • Stakeholder Governance. Create cadence to exchange information, capture action items and build working relationships between the customer and Splunk teams. Provide periodic program progress updates at a high level, including challenges, risks and opportunities. Conduct quarterly business reviews with the customer to review overall Splunk deployment, issues and benefits. • Service Excellence. Ensure that any Splunk Technical Support interactions are managed in a timely manner, and act as an escalation point of contact to ensure resolution of critical incidents. Provide customers with both an overview and detailed activity report of their engagement with Splunk support services. • Center of Excellence Operation. Provide input and guidance on how to set up an internal Splunk Community to increase interaction between Splunk users, create further awareness with other teams and business units and allow users to learn from each other. Act as an active participant of the customer's Center of Excellence, able to provide an organizationally neutral perspective where required.
Value Realization	<ul style="list-style-type: none"> • ROI & Time to Value. Assist the customer in accessing Splunk's ROI and Value Tools and aid the customer to document and socialize within the organization success stories and value gained from implemented Use Cases • Success Dashboard. Provide periodic project(s) status update at a detailed level including challenges, risks and opportunities. • Value Assessments. Identify a growth opportunity and investigate this by using data source or value assessments. Assist the customer in defining what is required to implement the use case(s) that form the basis of the saving or gains in the value assessment.

Terms and Conditions

This document is for informational purposes only. Payment is due within thirty (30) days of the Splunk invoice. There are no refunds or credits for CSM Services not used. SPLUNK MAKES NO WARRANTIES, EXPRESSED OR IMPLIED, IN THIS FACT SHEET. All of the CSM service engagements are governed by the Splunk Agreement for Professional Services (PSA) [http://www.splunk.com/en_us/legal/professional-services-agreement.html] except for the payment, refund and credit terms identified above shall control for the CSM services. All references to SOWs in the PSA mean this FACT SHEET.

For more information, please contact your sales rep or sales@splunk.com.

splunk >

sales@splunk.com

<http://www.splunk.com/>

© 2017 Splunk Inc. All rights reserved. Splunk, Splunk>, Listen to Your Data, The Engine for Machine Data, Splunk Cloud, Splunk Light and SPL are trademarks and registered trademarks of Splunk Inc. in the United States and other countries. All other brand names, product names, or trademarks belong to their respective owners.