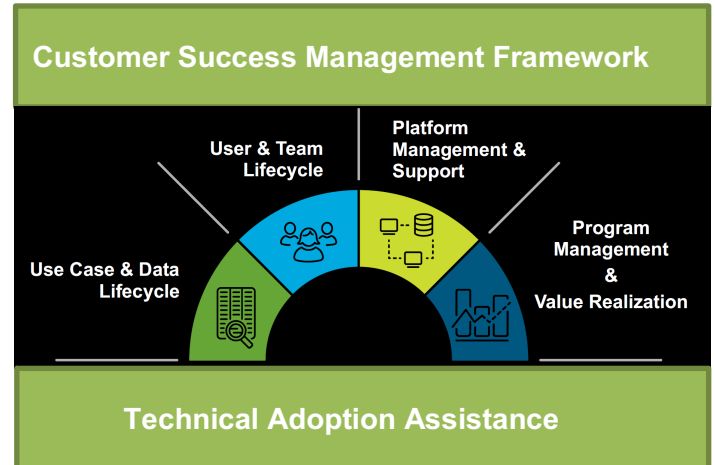


Splunk Customer Success Managers with Admin on Demand Services

Ensuring Customer Success and Value Realization

- Guide customers in their journey to discover the full value of their machine data.
- Effectively and efficiently use Splunk Enterprise software to its maximum potential.
- Tiered offering ranges from remote based provision of best practices to strategic advisory services.
- Includes Admin on Demand (AoD) Services for quick access to remote technical adoption expertise to grow your capabilities.



A Customer Success Manager (CSM) focuses on ensuring customers realize the value they expected from their Splunk deployment through alignment of business objectives, best practices and success plans. The CSM will also advise on determining the appropriate scope and format of a Splunk Center of Excellence (CoE) and assisting the customer in establishing and operationalizing Splunk within their organization.

Admin on Demand Services allow customers to request quick access to remote technical consultants for technical adoption assistance.

- Rapidly gain technical assistance with their Splunk environment for small technical tasks.
- Build new dashboards, searches, drilldowns or additional support in on-boarding new data
- Answer general 'How-To' questions on ways to work with your Splunk environment.

Advisory Activities

A CSM is the customer's advocate and primary point of contact, ensuring that the customer has access to the right Splunk expertise throughout their journey. CSMs use a standard framework to advise on the best ways to achieve full value realization, ensuring that the customer's top-level strategy translates into the effective usage of the Splunk platform.

- **Use Case and Data Lifecycle.** Ensure use cases and data requirements are fully understood, allowing data to be onboarded in a structured methodology. Construct appropriate procedures to manage the full data lifecycle from request through to the value realized.
- **User and Team Lifecycle.** Focus on the roles & capabilities within the teams, prescribing appropriate education/training. Build appropriate procedures to manage the full user/role lifecycle.
- **Platform Management & Support.** Advise on ensuring the Splunk platform is stable and any incidents are managed effectively and escalated where necessary. Ensure effective continuity and capacity planning is in place.
- **Program Management & Value Realization.** Help build success plans and dashboards, coordinating resources, and ensuring executive alignment and full value realization.

Admin on Demand Services



Underpinning the CSM Framework, *Admin on Demand* services provide a technical foundation to the service by allowing direct access to Splunk Technical Consultants who provide remote technical services to ensure the overall success of the Splunk deployment. Admin on Demand allows the customer to choose from a pre-defined service catalog – the list of services offered in the service catalog may change over time as new services are added or old services retired and the full details of the current services available can always be found in the *Admin on Demand Service Catalog*.

Access to *Admin on Demand* services is governed by a number of monthly credits. The number of credits included in each offering varies and is shown in the comparison table below. If you require more credits than is included in your package you can either upgrade to a higher CSM package or upgrade to a higher number of monthly Admin on Demand credits on an annualized basis. Depending on the complexity of a task, multiple credits may be required - the number of credits required is listed next to each item in the [service catalog](#).

Admin on Demand services are requested by navigating to the Splunk Customer Support Portal and creating an *Admin on Demand* case request. *Admin on Demand* services are scheduled and handled by a team of remote Splunk Technical Consultants, and as such it is not generally possible to request a specific consultant to complete a given task. Typically, we expect to service most requests within 3 business days. Admin on Demand Services are typically available during standard business hours (9am-5pm), Monday through Friday in the time zone of the customers main operations. All Admin on Demand services are delivered in English unless agreed otherwise.

CAN YOU HELP ME...

- Build a dashboard?
- Create a drilldown?
- Build a macro?
- Assist me with on-boarding data?
- Tell me how to ...?
- Build a search?
- Manage my indexes?
- Extract a new field?
- Create a workflow?

Customer Success Offerings

The Splunk Customer Success team typically provide three standard offerings: *Base*, *Standard*, and *Premium*. The comparison table below shows a simple summary of the differences between the offerings and the following section gives a more detailed description of the service that is provided in each category. The different options allow you to select from a wide range of CSM involvement allowing you to choose the option that best meets your needs. These options range from guiding you through a standard runbook and best practices with the *CSM Base* option, through to full strategic advisory services with *CSM Premium*. In all cases, the Splunk Center of Excellence is used as the framework for delivering the advisory services.

OFFERING	BASE	STANDARD	PREMIUM
CSM Delivery	Remote	Remote	Partial On-Site
Admin on Demand Delivery	Remote	Remote	Remote
Admin on Demand Credits	5 per month	10 per month	15 per month
Standard Runbooks	✓	✓	✓
Customer Success Toolkit	✓	✓	✓
Provision of Best Practices	✓	✓	✓
Use Case Adoption	✓	✓	✓
Success Plan Creation	✓	✓	✓
Success Dashboards	✓	✓	✓
Named CSM		✓	✓
Customized Runbooks		✓	✓
User Roles & Enablement		✓	✓
Stakeholder Governance		✓	✓
Quarterly Business Reviews			✓
Data & User Lifecycle Workflows			✓
Use Case Expansion			✓
Continuity & Capacity Planning			✓
Escalation Management			✓
Value Assessments			✓
Additional CSM			Optional

Detailed Service Description

Standard Runbook	Guide customers through Splunk's standard runbooks based on our years of experience on the optimal way for most customers to deploy and realize value from their Splunk installation.
Customer Success Toolkit	Utilization of Splunk's Customer Success Toolkit which can be used to provide best practice information and to visualize the adoption and health of your Splunk deployment.
Provision of Best Practices	Assist with driving adoption of Splunk best practices throughout the organization. Provide recommendations for staffing profiles and learning paths for employees.
Use Case Adoption	Assist the customer with ensuring adoption of their investment in Splunk and implementation of the initial intended use cases.
Success Plan Creation	Understand customer's business goals and objectives and assist in determining key success metrics/criteria and the best path to meet these from a Splunk deployment point of view
Success Dashboards	Provide periodic project(s) status update at a detailed level including challenges, risks and opportunities
Named CSM	A Named CSM means that a specific named CSM will be assigned to the customer (not a wholly dedicated resource)
Customized Runbook	With a customized runbook, the CSM will discuss the standard runbook with the customer and customize it to the individual needs of the customer.
User Roles & Enablement	Advise on building and executing a plan to determine necessary user roles and associated enablement activities in order to build appropriate skills within the user community
Stakeholder Governance	Create cadence to exchange information and action items between the customer and Splunk teams. Provide periodic progress updates, including challenges, risks and opportunities.
Quarterly Business Reviews	Conduct quarterly business reviews with the customer to review overall Splunk deployment, issues and benefits
Data & User Lifecycle Workflows	Help define appropriate workflows for both data sources and users from creation through to value realization and retirement
Use Case Expansion	Assist with the discovery of additional use cases that can map to customer's business goals, increasing the customers ROI. Advice and guidance on how to adopt identified use cases.
Continuity & Capacity Planning	Advise on ensuring appropriate continuity plans are in place for the Splunk environment and that the architecture of Splunk provides appropriate resilience. Ensure the capacity of the Splunk environment is able to scale to the expected growth in the environment
Escalation Management	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 activity reports of their engagement with Splunk support services.
Value Assessments	Validate and document the value gained from use cases implemented and identify opportunities to gain greater value from ingested data sources across the organization
Additional CSM	Globally distributed organizations may wish to have multiple CSMs available in multiple time zones in order to provide service to all parts of the organization

Terms and Conditions

This document is for informational purposes only. Payment is due within thirty (30) days of the Splunk invoice. All CSM and Admin on Demand Services are annual subscriptions unless agreed otherwise. Admin on Demand Service Credits can be used only for items specifically listed in the Admin on Demand Service Catalog and not for any other purpose. Each Admin on Demand Service Credit is expected to be able to be completed within 1 hour of work – in any event, if the work required takes longer than 2 hours Splunk reserves the right to require the use of additional Service Credits. Notwithstanding anything to the contrary in an agreement, Admin on Demand credits reset on the 1st of each calendar month, and any unused credits for the previous month expire. There are no refunds or credits for CSM Services or Admin on Demand Services not used. SPLUNK MAKES NO WARRANTIES, EXPRESSED OR IMPLIED, IN THIS FACT SHEET. All of the Admin on Demand 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 Admin on Demand services. All references to SOWs in the PSA mean this FACT SHEET. However, the agreement noted above does not apply to the extent there is a separate, mutually signed agreement for or includes Professional Services.

Free Online Sandbox. Get access to a free, personal environment provisioned in the cloud where you can immediately try and experience the power of Splunk IT Service Intelligence. After the initial trial period, or any time before then, you can convert to an Enterprise license by [contacting sales](#).