

Customer Success Trends, Best Practices And Resources

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Agenda

1. Background and Introduction
2. Trends
3. Best Practices
4. Resources

1. CAST - Objectives

Maximizing Adoption/CLTV + Accelerating TTV

To be the champion of the customer and to maximize the value of the Splunk via:

- *Successful & timely product adoption*
- *sPeedy TTV, ROI and expansion of usage*
- *clOse collaboration with ALL stakeholders and decision makers (internal & external)*
- *mUtually agreed milestones and goals*
- *ideNtifying the needs of the customer and satisfying those needs*
- *workiNg as the primary conduit into Splunk for the customer*

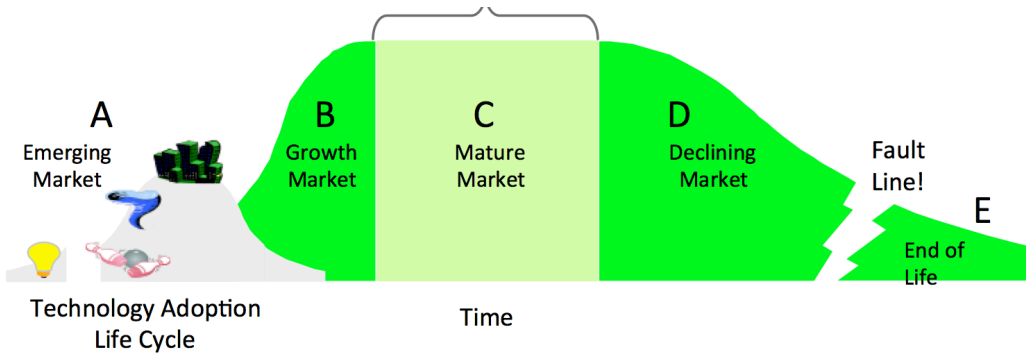
ADOPTION DEFINED:

High Adoption: Not Effective Adoption



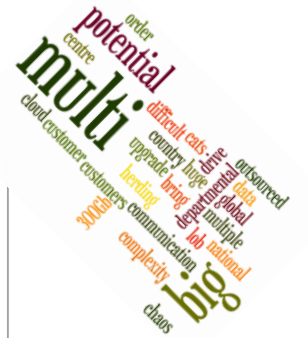
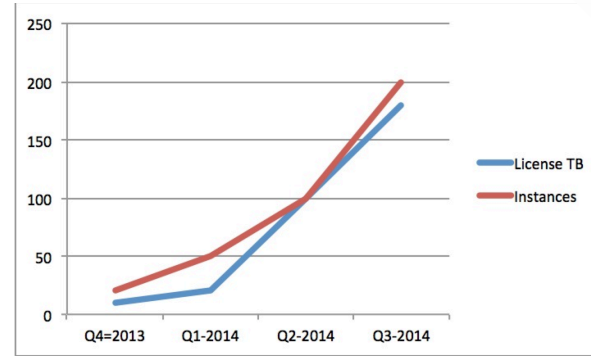
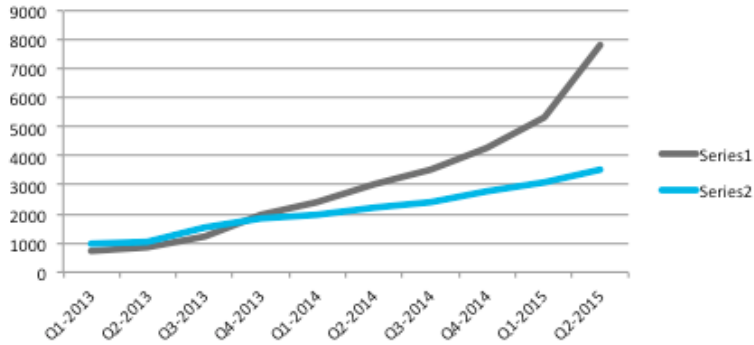
Barriers to Adoption

1. Lack of Planning
2. Lack of Budget/TCO
3. Lack of Splunk Knowledge
4. Lack of Organizational Alignment/TLC



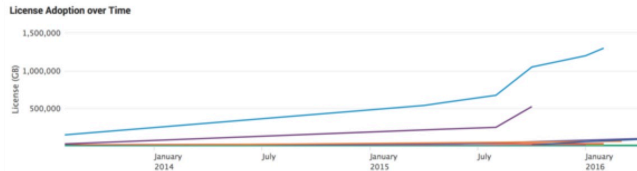
Adoption Experience

Bringing large customer experience to you!



- Team of 40
- Working currently with about 100 large customers

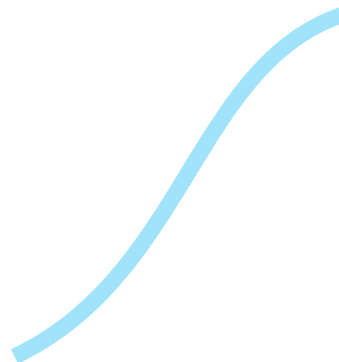
- 1 TB or more
- Large, global orgs



- Typical customer profile

2. Trends

1. Success/Outcome/Value focused
2. Data lakes to Data Oceans Splunk as the master of data (not Hadoop nor DW) In-place machine learning, multi-analytics, etc.
3. Mission critical End to end for entire business and lots of users
4. Compute/Storage separation with elasticity
5. Adoption with efficiencies such as CoEs



3. Best Practices

- Planning
 - Value Stack, Success Map, Timelines, Adoption Framework, Data assessments, etc.
- Budgeting
 - Rightsizing License, Hardware, Staff
- Splunk Knowledge
 - Training, Resources (Splunk and internal)
- Org alignment
 - Project management, Prioritization, Champion, Single line of communication, etc.

Customer Name: **Customer 1**

Indicates a **PRIMARY** Data Source for the Value Center

Indicates a **SECONDARY** Data Source for the Value Center

IT Layer	Data Source	Examples/Source Types	Indicate Current Value Centers Deployed				Complete these Fields	
			ITOps	Sec & Comp	App Dev	Biz Analytics	Data Currently Being Indexed (GB p/day)	% of Available Data Currently Being Indexed
User	Active Directory	MsAD, Users, Computers, Groups, Group Policy					20	100%
	LDAP						10	25%
	VPN	citrix:netscaler:nitro, citrix:netscaler:ipfix, cisco etc.					10	5%
Application	AntiVirus	mcafee:epo, mcafee:ids, sav, winsav, WinEventLog:Application:trendmicro etc.					100	100%
	Apache Web Logs	access_combined, access_combined_wcookie, access_common, apache_error					5	50%
	APM Logs						50	50%
	Application	custom application error logs					100	100%
	App Usage Logs						25	50%
	App Authentication Logs							
	CRM	SAP, Salesforce						
	Custom Files/Data	txt, json, csv, tsv, script generated etc.					75	75%
	Code Management						100	80%
	Business Process Logs	Payments status, batch upload status, customer order status						
	Defect Management						5	75%
	Release Management						50	25%
Vulnerability Scanning	ncircle:ip360, nessus etc.							
Mail Server	Exchange, Office 365,exim_main, postfix_syslog, procmail etc					75	60%	
ERP	SAP, Oracle, Microsoft Dynamics etc							
Middleware	Java - J2EE	log4j, JMS, MQ, TibcoEMS, HornetQ, RabbitMQ, Native JMS, Weblogic JMS etc.					150	20%
	Middleware	Tibco, Software AG etc.					200	15%
	Web Server	access_combined, access_combined_wcookie, access_common, apache_error, iis, nginx					80	50%
	Application Server	log4j, log4php, weblogic_stdout, websphere_activity, websphere_core, websphere_trlog						
	Mobile Device Data						20	100%

4. Resources

- Free and available resources
 - Docs,
 - Answers,
 - Community,
 - SplunkLive,
 - .conf, etc.
- Education including YouTube videos and free eLearning
- PS
- SAE/CAST (Streamlined communication, Customer events, advocacy, Technical advisory, etc.)
- BVC
- Apps

CAST: Herding and cleanup !!

Adoption and Expansion

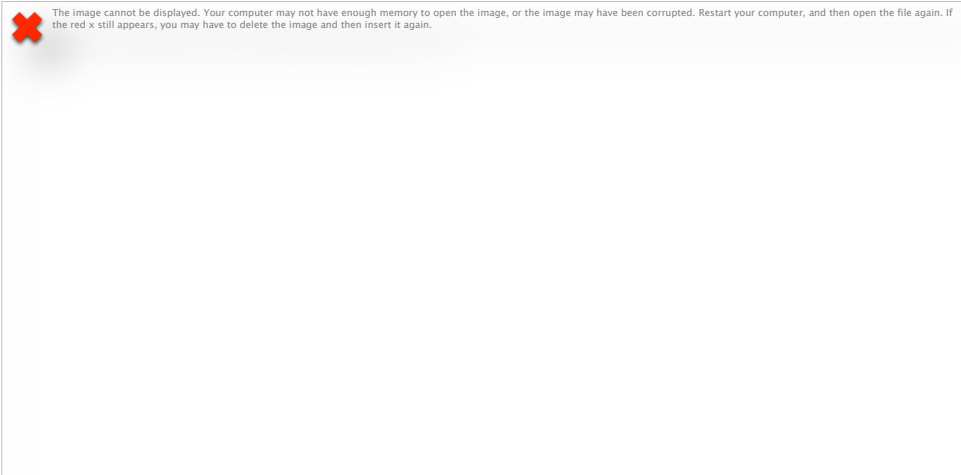


THANK YOU

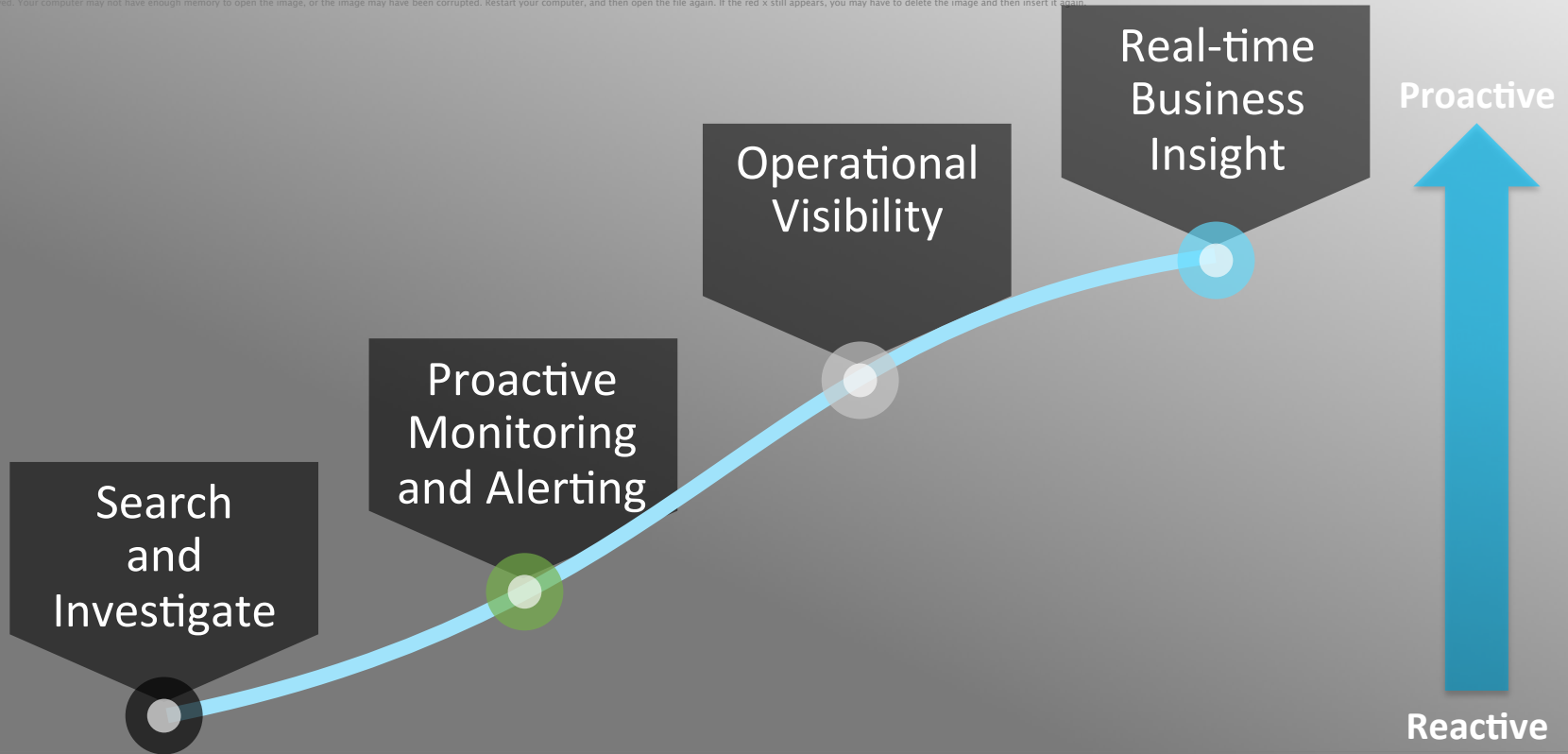
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1. Planning- Adoption Framework

- Shows the **most common** uses of Splunk
- **Maps** the actual use of Splunk against them
- **Illuminates value opportunities** by showing usage and data gaps



1. Planning – Adoption Framework



2. Budget/TCO - Rightsizing

- Splunk
 - Departmental
 - Enterprise
 - Cloud
 - Solutions
- Hardware
 - Cloud
 - Storage
 - Compute
- Team
 - Staffing
 - COE(assessment)



3. Splunk knowledge

- Free and available resources
 - Docs,
 - Answers,
 - Community,
 - SplunkLive,
 - .conf, etc.
- PS
- Education
- SAE
 - Fireside chats
 - Office hours
 - Brown bags and Enablement
 - Assessments and Best Practices

