Hi, I'm Sendur Sellakumar, Splunk's chief product officer. Welcome to the first cloud-native .conf. I'm humbled to be here, especially given what has been an already eventful 2020. Thank you for welcoming me into your homes, or wherever you find yourself working today.

Last year's journey to .conf was very different from this year's. Last year you hopped on a plane, maybe used your favorite ride sharing app to get to Vegas. Your journey today might've been just a little different. Our new working model presents a unique set of challenges. In my case, I've had to be a bit of a ninja hiding from my toddler children, as I'm sure parents listening to this keynote can attest.

Like your personal journeys, I'm sure your business journey is materially different in 2020 as well. Did you have the resources to enable a remote workforce? Did you have to accelerate your cloud adoption or digital transformation journeys? Are you now having to place a much bigger emphasis on digital versus physical to compete and be successful? No one planned for this, but I'm proud to say so many of us are adapting to this new reality. Data has become pivotal to these business changes.

This year has also brought a big focus on digital. What's the fastest way to go digital? By leverage the cloud, of course. Cloud literally went from a "good to have" to an urgent priority overnight. Did you know, we've seen nearly 10 years of e-commerce growth in just three months because of COVID? That is massive. We are embracing the cloud because our business needs can't wait. We have to move at the pace of market need.

If it's not evident to you, we are in the Data Age. Digital-first businesses have new opportunities, but also challenges to address. Opportunities include new business models, new customer engagement paths, and new routes to market. A lot more digital means a lot more data, which is why 80% of organizations say data is critical to success. The remaining 20%, I'm just not sure what business they're in.
Sendur Sellakumar (03:06)
What does it mean for you? Data is a strategic imperative. Your competitors are taking advantage of this data. You have to do more with data. It's not just about IT or security insights from said data, you need to be looking at data at every part of your business, at every stage of the data life cycle.

Sendur Sellakumar (03:26)
This is why we exist. Splunk is the solution to capture the opportunities and address the challenges you face in the Data Age. It all starts with our Data-to-Everything platform, which helps you meet your expansive data needs, and turns data into doing across every part of your organization. You don't need to connect multiple point solutions, Splunk brings a broad set of capabilities all under a single platform to address your heterogeneous data needs. We marry it with powerful enterprise-grade solutions portfolio. These are practitioner solutions across security, IT, and observability built to accelerate time to value and tailored to the needs of practitioners. Where you want to extend our solutions into new domains or new use cases, you can leverage the horizontal, highly flexible capabilities of our platform.

Sendur Sellakumar (04:19)
To talk a bit about our practitioner solutions and how they're using data to transform their business, let's hear from McLaren, a global leader in luxury autos, motor sports, and technology.

Zak Brown (04:35)
The data age is extremely important for McLaren racing. Data has always been a very important part of Formula One in the development of our race car, development of our drivers, and development of our fan base.

Karen McElhatton (04:47)
I think the transformation that we've experienced, obviously driven at its heart by the people that work at McLaren, has really been one around mindset and using data. We've always been data junkies, primarily in Formula 1. It's driven the design of our cars and our race strategy, but it's the adoption of that Data-to-Everything mindset across the business which is really beginning to transpire.

Zak Brown (05:14)
It's a mindset of all the engineers, everyone on the racing team, of just constantly looking for very small, incremental improvements. These are hundreds of seconds, tenths of seconds that all ultimately add up. Everything on that race car is data driven. Tons of simulations, CFD. Running a Formula 1 team is a combination of art and science, the science being all the data
that you receive, and then a little bit of the art being the racer instinct on how to understand, and adapt, and apply the data and what the data is telling you.

Zak Brown (05:54)
Everyone has a real thirst for the data, and it's what you do with that data, how you react to it, the follow-up questions that you ask it. Where does it lead you? On a pit wall, it's interesting. The driver needs to communicate almost exclusively to the engineer based on what they're feeling in the race car, and the engineer would react. Now it's two way. The driver feels something, but a lot of the time it's the engineer who sees the data who can actually tell the driver more about what's going on with the car.

Karen McElhatton (06:25)
By using Splunk, we have been able to preempt and predict when things might start to go wrong, and get visibility earlier in the process. Rather than waiting for it to fail, we can start to see when things are not acting within tolerance.

Karen McElhatton (06:42)
That's allowed us to cut through all of the noise. We're ingesting huge volumes of data, loads of noise, but being able to actually see what is going on is the real difference. Through the use of Splunk, we've been able to cut days worth of work down to hours worth of work, and more importantly, deliver greater reliability for our organization.

Zak Brown (07:03)
Today, data is such an integral part of the development of all of those aspects that we need important partners like Splunk to help us go faster. The information, it comes to us quicker, it's more reliable, it's more accurate than it's ever been. We take that information to ultimately try and win as many Grand Prix as possible.

Sendur Sellakumar (07:24)
McLaren is clearly leveraging the full power of our solutions and offerings to realize the value of their Splunk investments.

Sendur Sellakumar (07:37)
Speaking of investments, I'm going to talk about three major areas of product investment today. The first is about expanding our Data-to-Everything platform, addressing our customers' broad base and complex data processing needs. We've extended far beyond traditional logging capabilities of Splunk Enterprise.
Sendur Sellakumar (07:54)
Second, we've rebuilt our offerings to deliver Cloud for the data age, focused on delivering customers a cloud-native experience across our platform and market offerings to transform the way you adopt and even pay for Splunk, massive multi-year investments that are now bearing fruit. Remember, this is not just about technology, but also business model changes we are making in pricing and packaging.

Sendur Sellakumar (08:20)
Finally, we're extending our market leading IT security and observability solutions. These are enterprise-grade practitioner solutions that are helping users do more faster. These solutions help eliminate the manual toil of building and configuring generalized options.

Sendur Sellakumar (08:37)
Today I'm especially excited to talk to you about our massive push into APM more broadly. But, first, let's start with innovation in our platform. [Tim 00:08:46] talked about some amazing technology advances in his keynote. Let's focus on how those capabilities are being used by customers like yourselves to deliver the outcomes that matter.

Sendur Sellakumar (08:56)
Our Data-to-Everything platform is represented in five major categories. First it's stream processing, which enables insights and analytics much earlier in the data life cycle. Machine learning, to deliver ML and AI-based insights for every type of user, from the practitioner to the data scientist. Our scalable index, which you know and love. Our ability to ingest and deliver flexible schema, read analytics on massive volumes of data. Federated search and analytics, to deliver insights via a single pane of glass against all your data, wherever it may live. Finally, collaboration and orchestration, which enables users and teams to leverage data as they naturally operate as a team.

Sendur Sellakumar (09:41)
Let's dig into these capabilities and some exciting announcements for you. Let's start with our stream processing capabilities, a major area of focus for us. Stream processing comes in four logical use cases. Control, the ability to manipulate data on the stream. Enrich, to look up additional attributes to create more complex events.

Sendur Sellakumar (10:03)
Analyze, to conduct analytics on the stream and manage, to route data to wherever you need it based on dynamic decisioning. Taken together, this can be immensely powerful. Imagine streaming data from multiple data sources, cleaning up PII, calculating aggregates or routing
data to different destinations, all at the speed of your data.

Sendur Sellakumar (10:26)
Tim announced some advancements for stream processing. I want to highlight a few of the major updates on the horizon. First, we've shifted to Apache Pulsar as our underlying streaming engine. It is our bet on the long term architecture for enterprise grade, multi-tenant streaming. Second, we've introduced SPL2, our updated language that allows for SQL-like processing live on the stream or with data at rest. Now, one language that federates across search and analytics, no matter the stage of your data life cycle. And finally, custom functions. We're a platform, after all, expanding to support whatever custom work you want to do on the stream. Custom functions allow you to write unique logic that can be used by your teams via a simple SPL command, a bit like custom search commands in Splunk Enterprise.

Sendur Sellakumar (11:21)
Like what you've always seen from Splunk, we start with first a flexible open platform that enables a broad set of use cases, as well as second, practitioner specific capabilities for faster time to value. You'll see us continue to add use case specific capabilities for practitioners. With machine learning, we provide two ways to help users consume ML. First, it's through embedded ML in practitioner solutions, where we enable practitioner use cases with machine learning. This is about democratizing ML, so you don't need to be a data scientist to leverage these powerful analytics and second, our data science platform capabilities. That's about advances in our MLTK and eventually our Smile technology, which Tim covered in his keynote. There are several use cases on the left of the screen here, but let me highlight one that is very relevant to your environment today from our latest streaming advances and also how easy it is to use.

Sendur Sellakumar (12:23)
In this video, we're showing drift detection, the ability to detect changes in your data streams out of the box via a couple of clicks. Imagine getting data from a variety of data sources and getting notified when there is drift without manual management or thresholding. Your insights are only as good as the data you're leveraging. I know this is a common problem for practitioners. This enables you to better manage your data environment and ensures your analytics are powered with the right data. This is the power of democratizing ML for everyone. Next, let's talk about our scalable index. As always, petabytes scale with industry leading schema-on-read capabilities, providing flexible analytics will continue to drive our advances here in a variety of areas. First, faster management. We've delivered two to three times faster performance for common admin tasks, eliminated rolling restarts for a large number of workflows and decreased storage needs by up to 40% for new indexes.

Sendur Sellakumar (13:25)
That means faster queries and lower cost. We've also advanced our parallel reduced capabilities, which allow for significantly faster queries with zero work on your part. The chart here shows a level of performance you can expect, depending on the type of query you're running. That's right, no query rewriting or touching any existing knowledge objects. We'll just transparently handle it on the backend and you'll get faster performance for high cardinality queries. And finally, workload management, which enables robust tendency management, given the realities you face in running workloads with thousands of users. In the latest release of our platform, we've added granular rules to categorize search based on apps, indexes, roles, and users. This means policy-based search management and automatic quarantining and managing of searches based on preset rules. That's just a taste of the work we’ve done on our Splunk index. A lot more here, which I'll speak about as we get into Splunk Cloud later in this talk.

Sendur Sellakumar (14:27)
Let's talk federation. What do we mean by that? Well, it's about running analytics against all of your data, regardless of where it is stored, whether in a Splunk or non-Splunk context, cross cloud, on-premises, hybrid and multi-cloud deployments. This allows organizations to bring multiple silos of data together to normalize and garner insights. We've already delivered Splunk to Splunk and hybrid search capabilities. With hybrid search, customers have a natural way to adopt Splunk's Cloud services. Customers may start out with Splunk on-premises and adopt Splunk Cloud for specific use cases, maintain their current on-premises footprint and search across both of them. This allows customers to leverage their current investments and maintain visibility across both environments.

Sendur Sellakumar (15:17)
What's next? Well, it's support for multi-cloud friendly approaches. So you can search across multiple tenants in the cloud, as well as the ability to search non-Splunk data sources, such as data lakes and data warehouses. Federation also applies to practitioners’ solutions. With our latest mission control offering, you can connect multiple enterprise security deployments together. We can bring in notable events from multiple ES instances. So we can give you a single pane of glass for your SOC, even if you're responsible for multiple independent business units or divisions who may run their own security. And uniquely, users can federate queries back down to your Splunk ES instance from mission control to aid insecurity investigations. And finally collaboration and orchestration.

Sendur Sellakumar (16:08)
Our offerings provide a robust way to enable collaboration among teams and orchestrate not only the technical components, but also the human workflows. With Splunk mission control, we're able to connect multiple Splunk and non-Splunk offerings and drive automation and remediation. Disconnects occur when you're looking at different data. We bring teams together to look at a common set of data and at the end of the day, we help you to reduce Mean Time to
Resolution. With the latest release of VictorOps, your development IT and observability teams get collaborative war rooms, right from the browser or mobile interface. This means we can keep track of the communication and help teams not only focus on their incident, but also enable better post-incident reviews. Our goal is collaboration in every part of our portfolio. You work as a team, so your tools should enable that. Speaking of platform, I'm excited to announce an expansion to our platform capabilities and Splunk Cloud. Stream processing will have a limited availability release as a cloud service for Splunk Cloud customers this winter.

Sendur Sellakumar (17:13)
This enables you to get some early streaming capabilities with zero work on your part. Each month, we'll be adding and expanding the capabilities of our cloud-based stream platform. Excited? Talk to your account rep to let us know if you're interested as we roll out the program over the next few months. That was just the innovation in our Data-to-Everything platform. My second topic of discussion today is about cloud and Splunk's cloud transformation. What does this transformation entail? Well, first it's about driving across all of our offerings, a cloud native experience for you, our customer. We've done this partly through acquisitions, such as in our observability portfolio, but also organically. Today, I'm going to focus on Splunk Cloud. It's been nearly seven years at Splunk, and I can tell you, we are now delivering the largest architectural changes in Splunk history.

Sendur Sellakumar (18:04)
We are rearchitecting our entire portfolio to be cloud first, so you get innovation faster in the cloud. First, some numbers to level set on the scale of our Splunk Cloud offering today. Across the fleet, we ingest over 800 terabytes of data per day, store nearly 800 petabytes and run nearly 150 million searches and our largest tenant ingests over 60 terabytes of data per day with thousands of users. As you can see, we are already an industry leader in the scale of our cloud offerings, but that's just one part of the cloud transformation journey. I'm excited to talk to you about the all new Splunk Cloud. It's been rebuilt for the data age. It's a major step forward for customers providing a level of speed and scale that far outpaces prior generation and legacy approaches to data processing. If there are two things you should take away from this section, it is at first, the new Splunk Cloud experience is going cloud native.

Sendur Sellakumar (19:07)
We are making fundamental changes in the feature sets, operating models and architectures of our system. And second, this is cloud designed for your data needs. We're not just replicating the cloud model that other SaaS providers use. We are rebuilding upon our petabyte scale on-premises heritage, and delivering new cloud technology that supports your needs at any volume and velocity of data. I call this cloud for the data age. Our rearchitecture didn't happen overnight. It's been a journey. We saw the flaws of legacy SaaS multi-tenant systems, as well as
hosted open source systems running in the cloud. We realize we needed to take a different approach for high compute workloads that our customers use every day. It starts with SmartStore, released over a year ago, which provided a 50 plus percent cost savings from a TCO standpoint and enabled faster queries, faster workflows and interactions.

Sendur Sellakumar (20:03)
I'm excited to talk about some more advances that are coming later this year. Our cloud is already large scale as you saw from the prior slide, but we're not resting there. Search and ingest elasticity is being added. We are talking about hundreds of terabytes of scale per tenant and elasticity, dynamic data bursting, deterministic search performance, all with no noisy neighbor problems of traditional multi-tenant systems. And cluster rebalancing that typically happens with open source solutions.

Sendur Sellakumar (20:38)
Stream processing, that adds a whole new dimension to data processing. Federated search, which provides a single pane of glass for analytics across multi-cloud and hybrid environments. SPL2, not sure if you know this, but we've been massively rebuilding our market-leading language. SPL2 brings the power of SPL, marries SQL like approaches and simplifies the adoption of SPL. And did I mention, you can write one query and have it run on the stream or with data at rest.

Sendur Sellakumar (21:10)
And coming soon our KV service, which enables 10X size lookup scale and easier knowledge management. Imagine 10x larger assets and identities in your enterprise security instance. Your SIM will scale seamlessly in the cloud. And finally, our stateless application tier, which enables massive increases in search concurrency that provides you flexibility to run a wide range of applications. Taken together, we've focused on tenancy at the right layer, leverage the scale-out capabilities of cloud, and don't have a walled garden on data processing. This is cloud for the data age.

Sendur Sellakumar (21:48)
I'm a numbers guy and we are a data company after all so let me give you a sense of the enormity of this change. We've rebuilt massive portions of architecture in the cloud and done so with a heritage of petabyte scale and data processing. We've built for the next generation of data and services. Some numbers for you; 2,000 plus pull requests per year, 500,000 plus lines of code changed. We've rewritten nearly a third of our code base as we accelerate to the cloud. This is huge. So you get a next generation cloud native experience built for petabyte scale and beyond.
We've talked a lot of tech, but cloud isn't just about performance. Cloud is about a real feedback loop to you, our customers. Over the last nine months, we have deployed over 50 new capabilities across nine releases into Splunk Cloud. Just comes with cloud. SPL comments, self-service, new UI and dashboarding and streaming capabilities, all coming faster in the cloud and with increased durability.

With each quarter, we are increasing the velocity and value delivery to our cloud customers. And as you can appreciate, we're delivering a lot of the features you're getting with licensed software, several quarters earlier with the cloud. We are helping data heroes like you move to the cloud. One data hero that comes to mind and also a good friend is Brad Peterson, CIO and CTO of NASDAQ, one of the largest stock and securities exchanges in the world. I sat down with Brad to talk about how they're succeeding in the cloud. Here's a glimpse of our conversation.

I'd love to know a little bit about a CTO. You're leading NASDAQ's transition to delivering cloud and SaaS based products and services.

By moving your products to the cloud, you take advantage of all the innovation and investment that's going on in the modern cloud infrastructure. So that's point number one, that's where the innovation, the investment is going, but there's also some not so obvious benefits. And that is by building a cloud and SaaS-based offering, you're able to understand the usage of that product almost immediately. You're able to see your customers' engagement in your products and services. And then the ability to build new products and features and have them discoverable and available without an upgrade. And we all know in the on-prem world, you build all these great features as the product manager, you have to wait for the upgrade for the customers to feel that.

So, that is probably one of the biggest benefits, is this discoverability disability to get that innovation in the hands of your customers sooner.

Yeah. And I think NASDAQ's thoughtfulness of going in on cloud, certainly Splunk Cloud, but lots of other products and services, as well has obviously advanced your agenda being more
nimble in the cloud and the COVID-19 environment certainly.

Brad Peterson (24:48)
Just in our own markets, COVID really created incredible engagement, both the volume of activity that was quite surprising and the volatility that everyone sees on TV every day. So that was something that we've engineered for, but we need to know how it's going minute by minute. So we're looking at our resources, we're using Splunk to help us understand the trending, the difference between what was happening yesterday, what's happening today. And all of that is being run by a workforce that is at home. That has been something that we've had to accommodate and having occur in the cloud has been absolutely a godsend for us.

Sendur Sellakumar (25:47)
You can see more of our conversation by visiting the Customer Voices section in the content dropdown. Remember I mentioned that cloud is not just about tech. The truth is you can't bring data to every question, every decision and action if you don't have the right data in Splunk. Because of this, we have listened and delivered a whole new pricing model, workload-based pricing. This enables you to send as much data as you want to Splunk Cloud and pay for the workload you put on that data. It means you can put as much data as our resources allow.

Sendur Sellakumar (26:20)
It changes how you approach Splunk. Put your data in and get value out the way you want to and you don't have to regulate your data. Workload-based pricing is resource-based, sort of like EC2. It is a measure of cloud resources you can use for searching analytics, machine learning and data processing. We marry this with our various low cost storage options in the cloud, and you get an even more compelling value proposition.

Sendur Sellakumar (26:46)
So what's the real benefit of workload-based pricing? It is all about flexibility and value to you, the customer. I've heard lots of folks theorize about workload-based pricing, but I can tell you every customer I speak with can send in a lot more data in Splunk for the same price, but wait, what's the catch? Well, it turns out that you don't search all that data all the time. In fact, we know how customers leverage their Splunk instances across a broad spectrum of deployments. And we know it statistically, and we experience it every day in running massive tenants in Splunk Cloud.

Sendur Sellakumar (27:22)
As an example, let me show you a Fortune 100 customer that went to workload-based pricing. If they had ingest pricing, they would have stopped ingesting data once they reached their max
license, or they spent more with increased data volume. With workload pricing, they can keep sending more data to Splunk Cloud for the same price. When they are ready to search it and decide if that data has value, they can and leverage incremental workload resources. This flexibility of resource usage means you can choose what pieces of data you want to get value from when. You have far more control on how to utilize your resources to do more for less. How is that for flexibility and value? Talk to the Splunk Cloud team today about workload-based pricing. I'm sure you sensed my excitement for Splunk Cloud and our platform advances, which also enhance the value proposition of our practitioners solutions. In addition, we're making major advances in the depth and breadth of our practitioner offerings to accelerate time to value for our customers.

Sendur Sellakumar (28:24)
To level set, we serve three primary practitioners today. Security, IT and observability. We'll walk through each of these portfolios and how we're advancing the ball forward often reflecting your feedback and insights and what we see as the challenges our users are going to face in the data age. I'm incredibly proud of all the hard work the team has put forth into our solutions for you. Let's jump right in.

Sendur Sellakumar (28:52)
First up is security. Before we talk about what Splunk is doing to help you let's level set for what has changed for our security practitioners. As organizations accelerate to cloud, we need to adapt our cybersecurity approach. Cloud is increasing the complexity of the environment we need to help secure. When I speak to CIOs and CSOs, I talk about how we're moving from one symmetrical data center structure on premises to multiple in the cloud. Teams spending up new services with limited visibility into spend and security controls.

Sendur Sellakumar (29:25)
We've also seen a proliferation of solutions and detection, alerting, response, and a lot of the common workflows of our security analysts. We need to eliminate the swivel chair world. This isn't just about productivity, but also better security. So context is automatic, not manual. Last year, we launched Mission Control to solve exactly this problem. Unite your teams under a common work surface across multiple tools. This isn't about replacing your security tooling, far from it. This year, we're bringing an all new plugin framework to Mission Control. With Splunk's new plug-in framework, you can now access your Splunk and non Splunk best of breed security tools through one common interface.

Sendur Sellakumar (30:03)
This is about bringing data, workflow, insights, and collaboration together. We connect the tool-specific intelligence we see built in separate security solutions, a consolidated investigative
workbench, and finally workflows that typically transcend multiple solutions. This allows you to keep the best of breed approach to your security tooling while getting security detection, investigation and remediation in a common collaborative work surface.

Sendur Sellakumar (30:37)
That is a lot of security goodness. Mission Control also brings together Splunk’s security portfolio. We have an industry leading security portfolio with SIEM, SOAR and UEBA solutions to help you modernize and optimize security operations, strengthen cyber defenses and reduce your exposure to risk. With our security portfolio, you got investigation and forensics, SIEM and security analytics, automation, orchestration, and response, and finally unified security operations. Stay tuned to our security super session for more details on the advances we're making in our SIEM, UEBA and source solutions.

Sendur Sellakumar (31:19)
Okay. Let's talk IT, and our advances with infrastructure monitoring, business service insights and event management. It's not just only in security, the cloud is shifting in it as well. With the move to cloud digital transformation is forcing it to support more high visibility services and manage increasingly complex environments. Transformation happens in phases and nobody has a talent or budget to rewrite everything quickly. Most of the cloud adoption I see is about lift and shift workloads. In fact, some services may never move.

Sendur Sellakumar (31:53)
Your end users don't particularly care which technology foundation you're using. How do you continue to meet our commitment to enabling transformative technology landscapes, even for your existing investments? Well, with the breadth and flexibility of Splunk's Data-to-Everything platform, we are agnostic to your technology adoption life cycle. As just one example, we are excited to announce the limited availability release for Service Intelligence for SAP solutions, which reflects our deep partnership with SAP.

Sendur Sellakumar (32:25)
With Service Intelligence for SAP, you get pre-build visualizations, predictive analytics for SAP KPIs and directed troubleshooting to remediate issues across billing, finance, and other SAP modules before they happen. Now you have the power of Splunk to help ensure your SAP enabled business services are highly reliable and perform it. Splunk bridges the IT and observability worlds. You're not refactoring SAP anytime soon. So why have solutions that only look at one type of technology stack? Splunk's IT portfolio is about bringing cloud and on-premise environments together, AI and machine learning to enhance your IT decisioning and workflows, and finally a service oriented approach to your infrastructure and applications.
Sendur Sellakumar (33:12)
Our IT portfolio gives you the agility, speed and visibility required to protect today's business critical services and move to the cloud. With our IT portfolio, you get investigation and troubleshooting, event analytics, service insights, IT incident response and of course, AI ops, head to our IT super session to learn more. And finally last but not least, we've got some massive updates on the observability portfolio. Today, every company has become a software company. They're investing in digital and accelerating their cloud journey and in doing so rebuilding for the cloud.

Sendur Sellakumar (33:51)
This requires us to rethink how we approach monitoring, anomaly detection, troubleshooting, root cause analysis and APM overall. I find the truth is always somewhere in the middle. And I think this tweet puts into context the complexities that come with the benefits of microservice architectures. So how can Splunk help you and your DevOps teams navigate this world like we have done for security and IT? It starts with the industry's enterprise grade observability portfolio. Last year, we acquired SignalFx and Omnition and have since unified those solutions under a common user experience.

Sendur Sellakumar (34:26)
We've also created bidirectional integration with the rest of our portfolio. Leading up to .conf20, our observability portfolio consisted of cloud infrastructure and monitoring, log investigation, microservices APN, and incident response. This combination of products let us address the needs of those companies that were on the far right of the cloud journey re-architecting monoliths into microservices and building cloud native applications, but we're not stopping there. Today, we're excited to announce that we're expanding our portfolio.

Sendur Sellakumar (34:58)
First, we are introducing an integrated curated logging experience for DevOps practitioners called Log Observer. Leveraging the power of Splunk's heritage and logging, we've added Log Observer, which is purpose-built for DevOps users and use cases. It's specifically designed to help developers and SREs use logs the way they want to, which is to build, debug and troubleshoot applications. And second, we're getting serious about digital experience monitoring with Splunk, real user monitoring. With digital experience monitoring, we're doubling down on our commitment to end to end transaction monitoring, so observability practitioners can deliver world-class customer experiences.

Sendur Sellakumar (35:42)
For the last several quarters, we've been building a new approach to real user monitoring. We're leveraging the same set of unique capabilities that we offer in our APM product, open
standards, open telemetry based instrumentation, no sample tracing, and of course real-time streaming insights. So you can now get end-to-end full fidelity tracing all the way from the front end of the application to the backend. And it’s all part of the same user experience within our observability suite. But that’s not all, we’re also very excited to announce today that we’re adding synthetics to our observability suite.

Sendur Sellakumar (36:22)
Rigor enables you to simulate requests to applications and services to verify what’s working and what’s not before your real users are impacted ultimately helping you deliver better digital experiences. Along with our new approach to ROM, we don’t just have the most advanced APM solution, we now have the most advanced digital experience monitoring solution on the market. I’m also excited to announce today that we are enhancing our bi-code instrumentation capabilities to improve our support for more traditional applications with the acquisition of plummer.

Sendur Sellakumar (36:55)
We now have out of the box support for Java and over time .net languages in our APM solution, so you can easily monitor the performance of enterprise applications. We’re just getting started and I’m super excited to see what you can now do by bridging microservices, bi-code and traditional IT environments. Plenty more to talk about regarding our observability portfolio, so definitely check out the super session for product deep dives. Okay. Let's spend a moment recapping our time today. We've talked about three major areas.

Sendur Sellakumar (37:27)
First, our Data-to-Everything platform where we’ve significantly expanded beyond the traditional logging capabilities of Splunk Enterprise. Second, cloud for the data age, focused on delivering customers a cloud native experience across our platform and market offerings to transform the way you use, adopt and even pay for Splunk. And finally, market-leading IT security and observability solutions. These are enterprise grade practitioner solutions across our portfolio with now a full breadth of APM and digital experience monitoring capabilities.

Sendur Sellakumar (38:02)
This year, it is crystal clear that data is a strategic imperative and an essential service for every community and every organization. Each of you has the opportunity to be a data hero and ensure we can thrive in the data age. So what are you waiting for? Check out the super sessions to learn more. Thank you and see you soon.

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