Hi everyone. And welcome to day two of the first ever digital .conf. Thank you for having us in your home offices, your kitchens, your guest bedrooms, and even your backyards, wherever you are. I know we miss seeing you, and I know I'm not alone when I say I'm ready to get back out into the real world with all of you. This is a tremendously challenging time. Everything from how we work to how we educate our kids and even how we connect with each other as human beings is different. It's an incredible time of change, and the speed of which our world is shifting can sometimes feel pretty harrowing. But we're also very optimistic about the future. And where does that optimism come from? It comes from you. As companies, governments, schools, and hospitals are all being put under incredible strain, you have stepped up to help out. You've used data and technology to keep society running.

How incredible is it that remote work scaled when we needed it to, that telemedicine was accessible, and that essential goods and services continue to be delivered right to our front door? Well, maybe everything except for that all important toilet paper. But seriously, technology's role has accelerated in our day-to-day lives. And that is something that should be celebrated. You have risen to the occasion in an extraordinary way during one of the greatest crises in modern history. And as your partner, we believe it's our job to accelerate your success through this period of change. We want to give you the knowledge and the technology to keep remote classrooms running and critical business capabilities and government functions on track. As innovators, we have a moral obligation to bring data to every question, every decision and every action, because data is the essential ingredient to keeping our world going. And guess what?

There are examples all around us, like the New York City Department of Education, the United States largest school district, with 1.1 million students. They recognize the value of real-time data and analysis and action to deliver valuable insights as students all across New York City switched to remote learning. From IT to security to business intelligence, the team at the New York City Department of Education covered pressing issues, such as remote work, remote learning, and the use of digital learning systems. They enabled users from the server admin all the way to the mayor to ensure New York City's kids are staying connected while getting the best education possible in a remote learning environment. I want to give a huge shout out and a monster congratulations to CTO, Michael Jabbour, CSO, Demond Waters, CIO, Anuraag Sharma, and Chief of Staff, Syed Azeem, and their entire teams for their execution and leadership, which enabled hundreds of thousands of students to thrive.
And speaking of thriving, let's talk about Zoom's CEO, Eric Yuan. Can you imagine how fast Zoom had to scale so that we could stay connected and keep our businesses running? They relied on Splunk to keep millions of users connected, so that grandparents could get to watch their newly born grandchildren grow, so that we could attend our favorite cousin's wedding, or even have one of those virtual happy hours with our friends, and even celebrate our children graduating. I know at the Sabino household, that's how we saw our children graduate. You can even get your morning shows, your news, your late night laughs from the homes of our favorite TV and entertainment hosts just because of Zoom. We want to say thank you to Eric and everybody at Zoom for choosing Splunk as your data and security partner to help you scale as your customers grew over 400% last year.

That's just incredible. You gave the world the ability to stay digitally connected while we were physically separated. And you truly saved many of our businesses and educational institutions, and along the way, enriched many of our personal relationships. Thank you so much, Zoom. And now more than ever, it's clear that technology, if used correctly, can help our organizations execute and deliver on their purpose. One such organization is Compassion International, whose purpose is to relieve children around the world from poverty. With poverty and food insecurity being an unfortunate reality for so many, John Edom, IT Principal of Monitoring and Automation, takes a data-driven approach to helping Compassion deliver on their purpose. Compassion relies on Splunk to get a complete picture of their IT and security environment, while measuring the impact of marketing and fundraising, as well as tracking gifts and communications between sponsors and their children. They even went a step further.

Compassion teamed up with our Splunk For Good team to use Splunk's machine learning and data processing to automatically flag sponsors with affiliations with the sexual predator database. So not only are they delivering on their purpose, but they're keeping children safe. And there are countless stories like this out there of organizations whose customers and constituents need them now more than ever. For those organizations, failure was not an option. And today, I'd like to share what we've learned from engagements with thousands of customers to help you ensure that you're successful as well. To do this, we've taken the collective knowledge of our experts to design new Splunk offerings, intended to accelerate your time to value as you continue on your digital journey. We developed these offerings alongside an expansive ecosystem that continues to evolve to support you. And spoiler alert, at the end of this keynote, I'll be sharing some additional deeply inspiring stories by awarding our prestigious Splunkie awards to a select few of our data heroes.

So just as Sendur and Tim shared our game-changing innovations and products that power your digital journey, I would like to share what we're doing to ensure that you're successful on
that journey. We know you need the right proactive guidance wherever you are on that journey, so you can thrive in the digital age. We built a set of tools to help you no matter what size customer you are or what type of customer you are. And so I’d like to share some of these with you. And the first one of these tools is Splunk Lantern, and I’m really excited about it. We’ve created Splunk Lantern to light the way for all of you innovators. It’s a new knowledge repository of resources, tutorials, and best practices to guide you at every stage of your Splunk engagement. And as you’re getting started with Splunk, we’ve provided recommendations and real life examples to enable your users to solve their own business challenges.

We’ve also provided coaching on how to manage your platform at scale to support use cases that your business may be asking you to do as you move forward in your journey. You can search for help with specific scenarios like phishing attacks or index resizing, or you can browse for ideas on how to put your data into action. Every type of Splunk user in your organization, from your CEO to a novice incident responder, can turn data into doing with web-based Splunk Lantern, and do it for free. And soon we’re going to bring Splunk Lantern right into the product. It will proactively serve you applicable content that helps you achieve better outcomes quickly. End product Lantern is in alpha stages now, and you’ll hear more about it in the coming months with the ultimate goal of ensuring that your top-level strategy translates into transformative use of our Data-to-Everything platform.

Some of the customers are already started working with this. And so one of our customers, the State University of New York Binghamton recently said, "With all the data we have going into Splunk, our IT groups were looking for validated guidance on handling forensics. So we turned to Lantern and immediately found what we needed. Having all this use case information in one place has been a huge help." So in short, Splunk Lantern brings you the right content at the right time for the right persona to help you solve your biggest challenges. And speaking of personas and users, we know there are all different types of Splunk users out there. So we’ve designed new Role-based Learning Paths, so you can get custom education tailored to how you’re using Splunk now and how you may use it in the future. For all of you on-prem admins out there that are moving to the cloud, we have learning paths like Transition to Splunk Cloud. You learn to navigate different ways to bring data in, manage your apps and your long-term storage, as well as monitor your Splunk Cloud environment. Courses like these help accelerate your digital transformation journey while driving better and faster business decisions. For our native cloud customers, we have the Cloud Administration Certification. This is the most technical and highest level certification made just for you. These courses validate your abilities to support the day-to-day administration of Splunk Cloud. And both of these courses will be released in November. So make sure you register and engage with the content. The last resource we’ll discuss today was created because we live in an on-demand world. None of us
like to wait. We push a button and we get our entertainment, we get a ride, we even get our groceries delivered to our front door.

We want everything on demand. We know that this also includes Splunk expertise. You want it right when you need it. To help with things like onboarding new data, building a dashboard, or maybe you just want to know about that new Splunk feature a little bit better and how to use it better, our new OnDemand services are here to assist you with your toughest questions and are aligned to your Splunk journey, from planning all the way through optimization. With OnDemand services, there's always someone there to help you be the data hero we know you are. And for those of you looking for an even more personalized, direct experience, we have our Assigned Expert Service. It's the perfect add-on to your OnDemand subscription.

We provide you with a designated single point of contact who has domain expertise right where you need it, in security, IT, app dev, or the next big strategic use case you're working on. The net of all this is we're here with you, whether you're big or small, whether you're into security, IT or app dev. We've built proactive guidance, tools, and services so you can take advantage of these capabilities wherever you are on that journey. So look, making sure you're successful means everything to us, but you don't have to take it from me. Let's hear what Nick Mehta, CEO of Gainsight, has to say about the way we're designing Splunk's digital journey for our customers' success.

Nick Mehta (13:59)
The reality is for many companies, that's all it is. It's just a buzzword. And yet for Splunk, you've taken that buzzword and turned it into something that could eventually kind of span that whole customer life cycle. We're really impressed.

John Sabino (14:12)
Thanks, Nick. Just like you, we are passionate about seeing all of our customers be successful, and we love our partnership with Gainsight. But what would the world's best data platform and the best curated capabilities be without a badass ecosystem? Well, it definitely wouldn't be Splunk. And that's because at any company, we know there are loads of experts outside the organization. So we want you to have the ability to tap into that collective knowledge base. That's the whole point of the Splunk ecosystem. Our customers, our partners, our Splunk Trust members and our Splunkers, we're all here to help. Our amazing network of over 2,000 global partners are the experts that you need on the ground at your local level, caring for you in your business when and where you need it. The ecosystem continues to expand. And during .conf, we have nearly 50 partners eagerly awaiting your help at the Virtual Partner Pavilion.
We encourage you to go there and check it out. Our strategic relationship with SAP is one partnership that I’m super excited about. We’ve teamed up to enable the intelligent enterprise and bring new integrations and solutions to market for our joint customers. This is all about applying the power of Splunk to SAP systems and data sources. And we have seen so many great examples of customers taking advantage of this partnership. Like our customer, Nu Skin. Nu Skin is a multi-billion dollar beauty and wellness company that relies on SAP to support their customer experience. They needed instant access to critical data and insights into things like Black Friday and Cyber Monday. In true cross-collaboration, Splunk along with our Trusted services partner, Rhondos, worked together to provide Nu Skin visibility across these interconnected ecosystems for real-time analytics and operations monitoring. This is just one great example of how our strategic technology alliances are creating solutions that bring together all of the data within your organization.

Within the Splunk ecosystem, we know that we are better together, and Splunkers take pride in partnering with you to help you become an expert in IT, security, and most recently observability. So you know the team of Splunk experts who bring you Boss of the SOC and Boss of the NOC? Now they’ve added observability to Boss of the NOC for the first time. We’re also scaling these valuable real-world training events to be self-serve. That means they’re free and available to anyone with a Splunk license. And you’ll no longer have to wait for an event because you can access Boss of the SOC and Boss of the NOC content in real time.

And I know that’s something that all of us are excited about. The team is also hard at work creating new, innovative solutions like Remote Work Insights. And speaking of remote work insights, let’s hear from Lanita Collette, CSO and Deputy CIO of the University of Arizona, and how she and her entire team put Remote Work Insights into action, helping 45,000 students and faculty stay connected during the pandemic. It also allowed them to empower leadership with the right data and information to make critical decisions and take action quickly.

Lanita Collette (17:08)
Our leadership was asking a lot of questions about how many students are accessing the learning management system. How well are all of our resources being consumed? And my technical staff, who are marvelous, had started down the path of needing to build all these dashboards when fortunately they learned that Splunk already had Remote Work Insights. And we were able to leverage RWI to more quickly pull in the data and get that information to leadership so that they could make decisions about what else they might need to communicate, how they might need to engage with faculty who may not have been as accustomed to remote work practices and various things like that. So we were able to use our RWI right away, and we were very appreciative of that because it reduced the amount of work my technical staff had to do by quite a bit.
I just love the way the University of Arizona is willing to share the way they're bringing innovation to everything the school does with all of us here. You can hear more from Lanita and how her team are helping students thrive during the pandemic by visiting the customer voices section in the keynote and featured content area. But the team at the University of Arizona are not the only ones obsessed with data. I want to introduce you to a group of the most passionate data experts you're likely to find around the globe. It's our Splunk community. And they are willing to share their knowledge to help you succeed. This past year, our team at Splunk has completely re-imagined the digital community experience, making it easier than ever to access about 50,000 accepted answers to Splunk questions. That's because of the incredibly deep knowledge of experts like Splunk Trust member, Rich Galloway, who has provided over 1,200 solutions to help you and other users, partners, and customers.

Thank you, Rich. And Rich is part of an incredible group of 74 Splunk Trust members who are always giving back to the community every day. They do more than just wear fez's and capes everyone. They're answering questions, launching user groups and more. And I want to send out a big thank you to the Trust for all they've done throughout the years. With the help of the Trust and others, we're running virtual user groups in more than 140 locations all around the globe, including new groups in Bangalore, India, and in Madrid, Spain. To find a user group near you, go to usergroups.splunk.com. All groups are digital through the end of the year. So we hope to see you there. This past year, we launched Splunk Ideas where you can search, vote and request new enhancements for any Splunk solution without logging a support ticket.

Walter Snyder, a contractor for a large US government agency, required SAML encryption in order for Splunk to securely communicate with his identity provider. He submitted an idea in March and it quickly gained over 200 upvotes. The idea was moved into development and it shipped on September 10th. We really want to say thank you, Walter, for the great idea. And we hope many others take advantage of this capability in the future. So let's celebrate the success of our community. Our members, our partners, our customers, you are the champion of the data age. You understand the importance of data and what you're capable of achieving with it. And now, the moment you've all been waiting for, our version of the Oscars, the Splunkies. The Splunkies celebrate the innovative and inspiring ways you use Splunk to bring data to everything. They recognize the amazing accomplishments of Splunk users, partners and teams from all around the world.

So let's talk a little bit about these awards. There are three finalists and one winner from each of the seven categories, including the special 2020 award, the Home Office Hero Award, and our capstone Splunkie, the Data-to-Everything Award. We had a huge pool of great candidates, and every year proves to be an inspiring lineup of nominations and award winners. And I'm sure this
year is going to be no different. To kick things off, let’s start with the Home Office Hero Award. This is the year that data became an essential service for so many. The nominees in this category accomplished amazing transitions as they connected people to their benefits in their greatest time of need. You accelerated projects that were normally taking two years down to only two weeks, and you enabled tens of thousands of coworkers to successfully work from home. And the Splunkie goes to Jon of ADP. Congratulations, Jon.

Up next, the Innovator Award. The Innovator Award celebrates those on a mission to bring Splunk and data to every question, every decision and every action. The nominees in this category ensured student safety while preserving the learning experience during COVID-19. They kept children out of poverty and safe from predators. And they took a data-driven approach to reopening a museum safely for everyone to enjoy it. Each of the nominees are using Splunk in a way that makes their communities, the world and everything that they interact with a better place. And the Splunkie goes to Paul and Lanita of the University of Arizona. Incredible job.

This year, we saw more heroic use of data and technology than ever before. The Data Here Award recognizes those who are leveraging the Splunk Data-to-Everything platform to shine and their organizations. This year’s nominees brought diverse user communities together by democratizing data and taking swift action to support teams in critical situations while keeping cooperation and teamwork top of mind. And the Splunkie goes to Binh, Tuan, Jia, James, Jafri and the New York City Department of Education. New York City students and teachers thank you and are proud of you.

Next, the Developer Award. The Developer Award recognizes guru level developers who have pushed the boundaries of Splunk in their organization. These nominees not only contributed apps to Splunk base, but they’ve also been inspirational to the Splunk community. And the Splunkie goes to Will at NHS Digital. Congratulations, Will. Our next award is for the community. The nominees live, eat, and breathe all things Splunk. We know our community makes it possible for others to be successful at Splunk. And the Splunkie goes to Ryan of Stage 2 Security. Thank you for contributing to our vibrant Splunk community. Congratulations, Ryan.

As I shared, Splunk has a rich partner ecosystem that helps deliver, extend and enrich every Splunk deployment. The Ecosystem Award celebrates our partner organizations who are there for you when you need it the most. This year’s finalists have assisted in countless customer engagements and demonstrate exceptional technical competency. And the Splunkie goes to Marissa at Optiv. Way to go, Marissa. Congratulations. And now for our final award of the 2020 Splunkies, the Data-to-Everything Award. This year’s winner had a striking digital transformation, looking to Splunk Cloud for security, IT and more. This organization truly brings
data to every question, every decision and every action as it shapes the future of the United States.

Having shared how they are thriving in the data age throughout the year, while delivering the first ever digital bicentennial census, I’m thrilled to recognize the work of Atri, Steve, and the entire US Census team as winners of the 2020 Data-to-Everything Splunkie. Congratulations to all of our winners and all of our champions of the data age. And to each of you watching, thank you for choosing to spend your valuable time with us. We’ve got another action-packed day full of a few more surprises. So stay tuned in. Thanks again, and here’s to rocking the data age.

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