Business Value Delivery

For Enterprise Splunk Customers

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Agenda

1. Who are we?
2. Value Based Delivery
3. Our Journey
4. Results
5. Looking Back
Reinventing the Business of IT

- Founded in 2013
- MT are owners
  No VC, no bank!
- 60 professionals
  42/18 split (payroll/contract)
- Partnerships: Splunk, HPE / MicroFocus & New Relic

Erik Witte

“I believe in creating sustainable value for all stakeholders, through real partnerships, as valued part of the value chain, delivering results to real people instead of chasing an abstract accounting number.”

- Founder & CEO of UMBRiO
- 15+ years software sales experience
  (IBM/Oracle/HP)
- Multi customer – single delivery™
UMBRiO’s journey with Splunk

Highlights

2015
- Partnership start

2016
- joint marketing
- 2TB Splunk Enterprise @ ABN AMRO
- EMEA Rising Star Partner Award

2017
- CoE @ ABN AMRO
- SoW @ Rabobank

- Multi Year Unlimited
- Splunk Elite Partner
- EPO Tender Win
Value Based Delivery

Our experience at ABN AMRO Bank
Our approach
A summary

Value Based
Perception needs to be managed!

Focus on Governance
The model is essential

Enterprise Experienced
Decades of enterprise account management

Integral & Agile
We strongly believe in an integral approach
Center of Excellence to support ABN AMRO
CoE evolved into a DevOps team

Step 1: Get the Data – Store the Data…
From a variety of sources

Step 2: Correlate & Enrich Data
Based on rules, dependencies or similarities to form information value

Step 3: Formation of a DevOps Team
Splunk knowledge and experience, data analysis, data models, data correlation, source interfacing and data extraction

Step 4: Instant Information
Providing instantly actionable information
Two types of Value Cases

Business – and Operational Value Cases: a BVC has a top-down perspective, where an OVC takes a bottom-up approach.

In Agile terms: an Epic relates to one Value Case. The Value Case consist of several Stories. A User Story may consist of one or more Splunk Use Cases.

Goal of the team is Return of Investment for all Splunk related cost through Value Case delivery.
Value Pyramid Paradox
The value of data related to complexity of disclosure

Biz or Value Chain
Overall Process Model
Application Chain
Infrastructure
Search + Investigation

Find and fix problems, correlate events across multiple data sources and automatically detect patterns across massive sets of data.

Platform for Operational Intelligence

- Time Series Index
- Schema on Read
- Handle any and all data
Proactive Monitoring

Monitor systems in real time to identify issues, problems and attacks before they impact customers, services and revenues

Search-Based KPIs
- Accelerators minimize SPL coding
- Trend aggregation to enable rapid visualization
- Multi KPI Alerts for proactive irregularity identification
Operational Visibility

Gain end2end visibility across your operations and break down silo’s across your infrastructure

Dynamic Service Model

- Visualize entire tech stack – bare metal through business layer
- View the entire ecosystem with customized views for execs
- Apply context to events to prioritize investigation based on impact
Business Insights

Make better informed business decisions by understanding trends, patterns and gaining operational intelligence from machine data

Machine Learning

▶ Adaptive threshold automation to minimize false alerts
▶ Behavior anomaly alerts to proactively address issues
▶ Automatic correlation of data into intelligence, mitigating SME dependency
Our Journey

Our experience at ABN AMRO Bank
Center of Excellence

ABN AMRO

UMBRiO
A piece of cake
Our approach delivers ROI in the shortest possible time frame

Value Case Delivery requires an Integral Approach

Delivering Pieces not Layers

Plan 3 month Epics / Value Cases
## Creating a PROFIT CENTER

### Examples of serious savings

<table>
<thead>
<tr>
<th>Epic 1</th>
<th>Check bills against reality</th>
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<tbody>
<tr>
<td></td>
<td>Mitigating the differences between IS bills and actual discovered IS components result in an expected saving of <strong>5 - 10%</strong> of the yearly IS cost.</td>
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<tr>
<th>Epic 2</th>
<th>Check use of infrastructure</th>
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<tbody>
<tr>
<td></td>
<td>All components that are not or barely and rarely used are returned. Expected savings: <strong>3 - 5%</strong> of the yearly IS cost.</td>
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</table>

<table>
<thead>
<tr>
<th>Epic 3</th>
<th>Check usage of infrastructure components</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Optimize efficiency. Performance allowing, terminating redundant components. Expected savings <strong>3 - 5%</strong> on the yearly cost.</td>
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<tr>
<th>Epic 4</th>
<th>Insight in applications on infrastructure</th>
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<tbody>
<tr>
<td></td>
<td>A <strong>5%</strong> saving is projected related to terminating applications, licenses and redundant support. Moving/regrouping potentially saves another <strong>5%</strong>.</td>
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Team
Base Rules

**Agile**
- Lean
- MVP

**Multi Disciplinary**
- Business Analysts
- Functional Specialists
- Platform Architects
- Splunk Admins

**Small Team**
- Max size 7 to 9 people
  - (2 pizza rule)

**ScrumBan**
- Merging
- Scrum and Kanban
UMBRiO University
Secures Splunk> knowledge in your organization

Recruit
High Potentials
Candidates are tested on analytical and communications skills. The assessment we use clearly illustrates the qualities of our candidates for you.

Educate & Train
Custom fit
Together we select the right candidates and train them according to their needs and profile. The training consists of both theory and practice. The duration usually is two months.

Work
18 months
A contract may be terminated after the first three months. The termination period is one month.

Coach
by UMBRiO
Remote supervision by an experienced and professional coach.

Manage
by UMBRiO
Our field manager performs the appraisal and assessment interviews and periodic evaluations with you.

Guide
Optional
If you desire we can provide additional guidance by subject matter experts. A certification program can be part of this curriculum.

Transition
To client
After the work period you are entitled - free of charge – to hire the professional into permanent employment.

Assessment
1 month
Basis education & specialty
2 months
Work period
18 months
Free take-over
Permanent
Results

Our experience at ABN AMRO Bank
Splunk DevOps team
Ready to scale
Planning for Organizational Scale
Splunk Platform as a Service & Value Case Delivery

**Benefits**
- Low price
- Scalable
- Quality

**SPLaaS Reference Architecture**
- Facilitates:
  - High availability
  - Reuse
  - Automation
  - Standardization
- Leverages:
  - Splunk and Market Standards
  - Splunk CIM
  - Naming Conventions
  - UMBRiO University
  - IT4IT Data Model

** результаты based SoW's**
- Standard Value Case
  - Y
- Standard Value Case
  - Z
- Custom Value Case
  - A
- Custom Value Case
  - B

**PLaaS Reference Architecture**
UMBRiO's generic Splunk platform management service including Splunk upgrades & 24x7 support option

**Price Quality Scalable Benefits**
- € is Fixed
ABN AMRO

Looking Back &
Lessons Learned
1. Sourcing Model
   Can you do what you want to do?

2. Splunk is a SW company
   Not an SI / Consultancy firm

3. Be careful with Business Value Analysis