

Selling Splunk To The C-suite

And Delivering What You Promised

Chris Hill | Director, Aerospace and Defense

Steve Fritzinger | Business Value Consultant

September 27, 2017 | Washington, DC

Forward-Looking Statements

During the course of this presentation, we may make forward-looking statements regarding future events or the expected performance of the company. We caution you that such statements reflect our current expectations and estimates based on factors currently known to us and that actual events or results could differ materially. For important factors that may cause actual results to differ from those contained in our forward-looking statements, please review our filings with the SEC.

The forward-looking statements made in this presentation are being made as of the time and date of its live presentation. If reviewed after its live presentation, this presentation may not contain current or accurate information. We do not assume any obligation to update any forward looking statements we may make. In addition, any information about our roadmap outlines our general product direction and is subject to change at any time without notice. It is for informational purposes only and shall not be incorporated into any contract or other commitment. Splunk undertakes no obligation either to develop the features or functionality described or to include any such feature or functionality in a future release.

Splunk, Splunk>, Listen to Your Data, The Engine for Machine Data, Splunk Cloud, Splunk Light and SPL are trademarks and registered trademarks of Splunk Inc. in the United States and other countries. All other brand names, product names, or trademarks belong to their respective owners. © 2017 Splunk Inc. All rights reserved.

About Your Presenters



Chris Hill – Director, Aerospace and Defense

- ▶ BA, Economics – University of New Hampshire
- ▶ MBA, Marketing – Johns Hopkins University
- ▶ Over 20+ years of Enterprise Systems/Software Experience
- ▶ 10 Years in Aerospace – Lockheed Martin and Orbital Sciences (OrbitalATK)
- ▶ A&D Sector Growth FY'15 over FY '16 was 85%



Steve Fritzinger – Business Value Consultant

- ▶ BS, Computer Science – Case Western Reserve University
- ▶ Over 25+ years of Enterprise Systems/Software Experience
- ▶ Former Economics Commentator on BBC World Service Business Daily Program
- ▶ Built \$100M+ product lines from scratch

Common Challenges and Experiences

- ▶ Share industry experience in selling Splunk at the C-Level
- ▶ Evaluate some common customer trends
- ▶ Show how to avoid getting trapped in a low value use cases
- ▶ Use business value consulting to sell Splunk to the enterprise

Typical Adoption Problems



Selling to Security
is relatively easy



Selling to IT is hard,
like really hard



Once it's sold,
what do you do with it?

Why do we keep getting stuck in this trap?

Burger 1



Less Satisfying

Limited Satisfaction

VALUE

Enterprise Infrastructure

25% Project Buy

50% Program Buy

75% Enterprise Buy

Enterprise maturity level achieved

CAPACITY

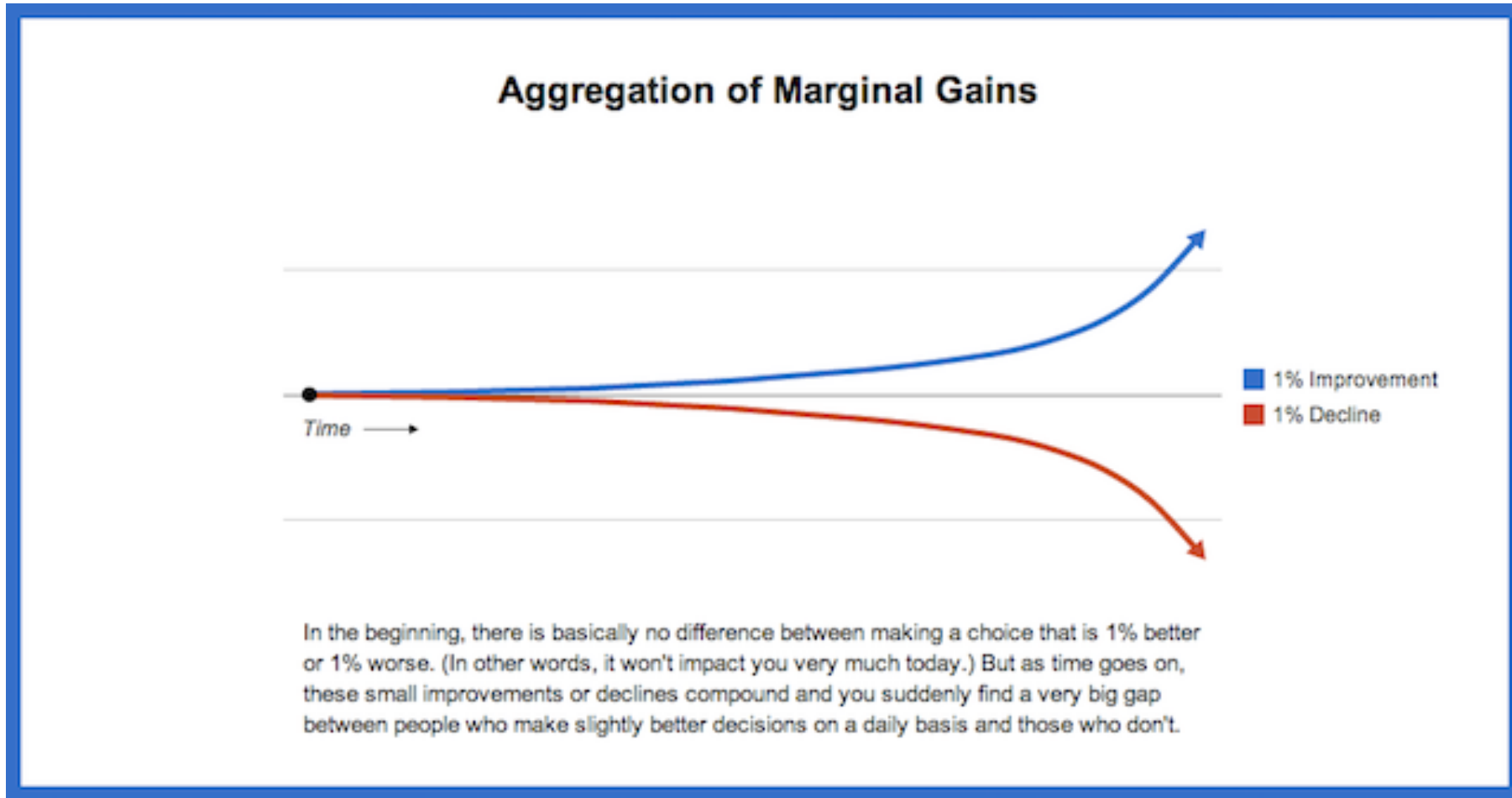
500GBs 1TB 3TB+

VALUE



[illegible]

1% Adds Up



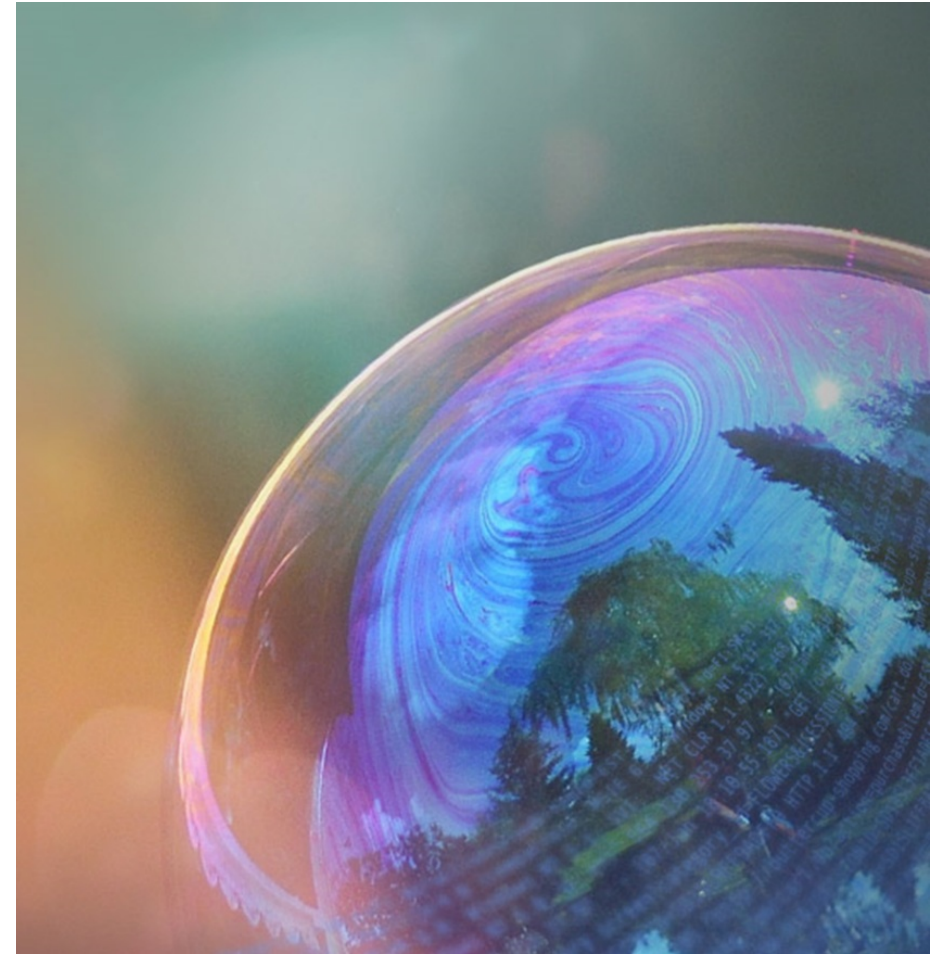
The Slight Edge by Jeff Olson

splunk>

.conf2017

Business Value Consulting At Splunk

- ▶ Help customers understand value of Splunk inside *and* outside the data center
- ▶ Discover new ways to use existing data sources
- ▶ Free service for new and existing customers
- ▶ Rapid, lightweight engagement



► Healthcare

- ## ► Finance

- From cutting 2 TB/day to buying 8 TB/day more
- Value of Splunk vs. Cost of Business as Usual
- Enterprise Adoption Agreement (EAA) with 2X expansion

Effectively Use What You Already Have

Adoption Chart Finds New Use Cases

● Splunk FULLY in use

○ Splunk PARTIALLY in use

+ Splunk NOT IN USE however

TOTAL DATA PER DAY			IT Operations & Application Support					
Groups	Required Data / Day	% of Data Indexed	Proactive Monitoring	Level 1 Triage	Incident Response	Root Cause Analysis	Performance Monitoring	Capacity Mgmt
Server Admin	304 GBs	36%	●	+	+	+	+	+
Storage Admin	289 GBs	38%	+	+	+	+	+	+
Network Admin	59 GBs	69%	●	●	○	+	+	
Database Admin	1,036 GBs	45%	○	+	○	○	○	+
Application Support	754 GBs	47%	+	+	+	+	+	+

Identify Value Gaps

Rank your Value compared to Splunk Customer Success Benchmarks

LEGEND:



value currently realized by your deployment







value unrealized compared to Splunk

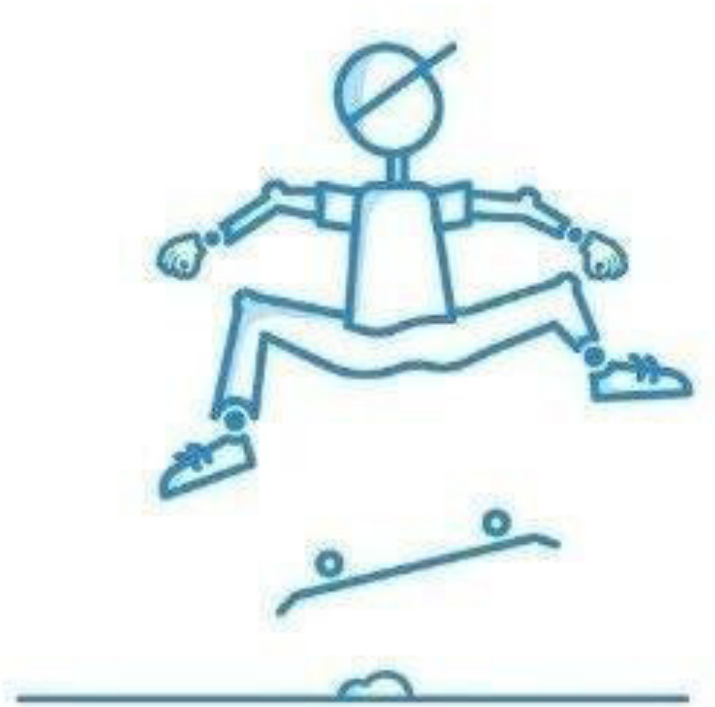
IT Operations	<p>Reduced time to investigate incidents (MTTI) by an average of:</p> <div> <div>43%</div> </div> <p>benchmark: 70% to 90%</p>	<p>Reduced number of critical incidents by an average of:</p> <div> <div>12%</div> </div> <p>benchmark: 15% to 45%</p>	<p>Lower business impact from fewer and shorter outages by an avg of:</p> <div> <div>40%</div> </div> <p>benchmark: 67% to 82%</p>
Application Support	<p>Reduced time to investigate incidents (MTTI) by an average of:</p> <div> <div>9%</div> </div> <p>benchmark: 70% to 90%</p>	<p>Reduced number of critical incidents by an average of:</p> <div> <div>2%</div> </div> <p>benchmark: 15% to 45%</p>	<p>Lower business impact from fewer and shorter outages by an avg of:</p> <div> <div>8%</div> </div> <p>benchmark: 67% to 82%</p>
Security, Compliance & Fraud	<p>Increased visibility into security events by an average of:</p> <div> <div>15%</div> </div> <p>benchmark: 30% to 50%</p>	<p>Reduced time to triage security events by an average of:</p> <div> <div>35%</div> </div> <p>benchmark: 70% to 90%</p>	<p>Reduced time to investigate security incidents by an average of:</p> <div> <div>35%</div> </div> <p>benchmark: 70% to 90%</p>

Value Dashboard

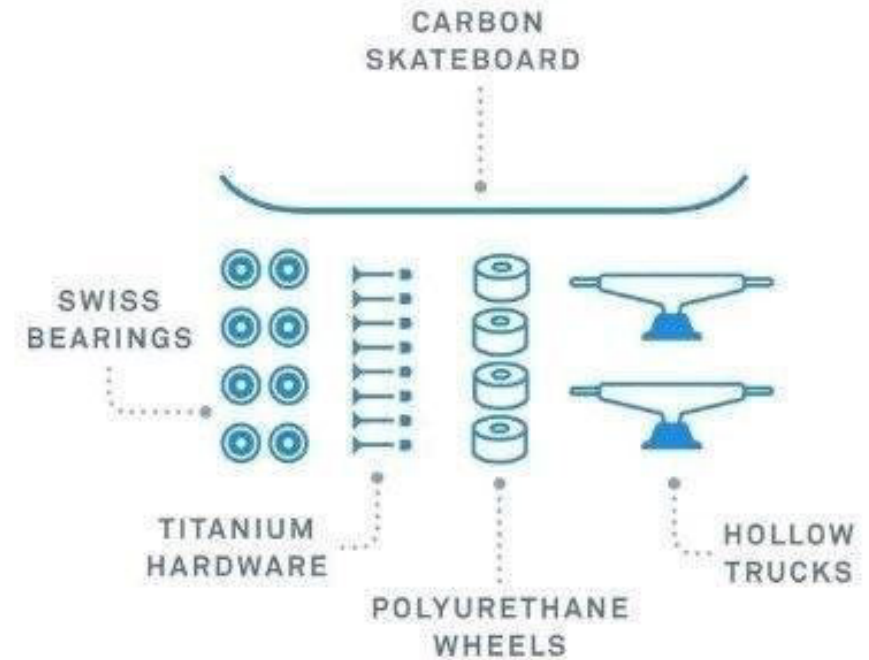
Splunk delivers an **Executive Dashboard** with **Current** and **Future Value**

	Hours Saved	Realized value per year		Hours to be Saved	Anticipated value per year
 IT Operations	1,011 hours	\$872,786	→	1,938 hours	\$1,025,959
 Application Support	344 hours	\$291,126	→	8,626 hours	\$703,857
 Application Development	0 hours	\$0	→	0 hours	\$0
 Security & Compliance	0 hours	\$0	→	19,674 hours	\$2,936,632
Total	1,355 hours	\$1,163,912	→	30,238 hours	\$4,666,448

Sell This



Not That



Call to Action

Be a Hero

- ▶ **Ask yourself:**
 - “What more can I do with my data?”
 - “What are your most pressing challenges today?”
 - “What is standing in your way?”
- ▶ **Attend our Birds of a Feather Session to get started**

Thank You

Don't forget to **rate this session** in the
.conf2017 mobile app

splunk> .conf2017