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
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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
Agenda
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?
Law Of Diminishing Marginal Utility

Burger 1: Perceived or Real Diminishing Value
Mmmmm good!

Burger 2: Less Satisfying

Burger 3: Limited Satisfaction
Splunk’s Diminishing Marginal Utility

Enterprise Infrastructure

Enterprise maturity level achieved

25% Project Buy

50% Program Buy

75% Enterprise Buy

VALUE

500GBs

1TB

3TB+

CAPACITY

25% Project Buy

50% Program Buy

75% Enterprise Buy

Enterprise Infrastructure

Enterprise maturity level achieved
Continuous Value Delivery

VALUE

- Expanded Use Cases in New Business Areas
- New Services
- New Customers

CAPACITY

- 500GBs
- 1TB
- 3TB+

Enterprise

Infrastructure: Core Business

Services: Managed Services

Customer Facing
There Are Always More Hungry People
1% Adds Up

The Slight Edge by Jeff Olson

In the beginning, there is basically no difference between making a choice that is 1% better or 1% worse. (In other words, it won't impact you very much today.) But as time goes on, these small improvements or declines compound and you suddenly find a very big gap between people who make slightly better decisions on a daily basis and those who don't.
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
Business Value Engagement Results

▶ Healthcare
  • From Point Solution to Boss of the SOC
  • Answered the question, “Why do we have so much data, anyway?”
  • 500 GB/day → 7 TB/day in 8 weeks

▶ 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

<table>
<thead>
<tr>
<th>TOTAL DATA PER DAY</th>
<th>Splunk FULLY in use</th>
<th>Splunk PARTIALLY in use</th>
<th>Splunk NOT IN USE however</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,469 GBs</td>
<td>42%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Groups</th>
<th>Required Data / Day</th>
<th>% of Data Indexed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Server Admin</td>
<td>304 GBs</td>
<td>36%</td>
</tr>
<tr>
<td>Storage Admin</td>
<td>289 GBs</td>
<td>38%</td>
</tr>
<tr>
<td>Network Admin</td>
<td>59 GBs</td>
<td>69%</td>
</tr>
<tr>
<td>Database Admin</td>
<td>1,036 GBs</td>
<td>45%</td>
</tr>
<tr>
<td>Application Support</td>
<td>754 GBs</td>
<td>47%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IT Operations &amp; Application Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proactive Monitoring</td>
</tr>
<tr>
<td>Level 1 Triage</td>
</tr>
<tr>
<td>Incident Response</td>
</tr>
<tr>
<td>Root Cause Analysis</td>
</tr>
<tr>
<td>Performance Monitoring</td>
</tr>
<tr>
<td>Capacity Mgmt</td>
</tr>
</tbody>
</table>

- **Server Admin**
  - Proactive Monitoring: Splunk FULLY in use
  - Level 1 Triage: Splunk NOT IN USE however
  - Incident Response: Splunk FULLY in use
  - Root Cause Analysis: Splunk NOT IN USE however
  - Performance Monitoring: Splunk FULLY in use
  - Capacity Mgmt: Splunk FULLY in use

- **Storage Admin**
  - Proactive Monitoring: Splunk NOT IN USE however
  - Level 1 Triage: Splunk FULLY in use
  - Incident Response: Splunk FULLY in use
  - Root Cause Analysis: Splunk FULLY in use
  - Performance Monitoring: Splunk FULLY in use
  - Capacity Mgmt: Splunk FULLY in use

- **Network Admin**
  - Proactive Monitoring: Splunk FULLY in use
  - Level 1 Triage: Splunk FULLY in use
  - Incident Response: Splunk FULLY in use
  - Root Cause Analysis: Splunk PARTIALLY in use
  - Performance Monitoring: Splunk FULLY in use
  - Capacity Mgmt: Splunk FULLY in use

- **Database Admin**
  - Proactive Monitoring: Splunk FULLY in use
  - Level 1 Triage: Splunk FULLY in use
  - Incident Response: Splunk FULLY in use
  - Root Cause Analysis: Splunk FULLY in use
  - Performance Monitoring: Splunk FULLY in use
  - Capacity Mgmt: Splunk FULLY in use

- **Application Support**
  - Proactive Monitoring: Splunk FULLY in use
  - Level 1 Triage: Splunk FULLY in use
  - Incident Response: Splunk FULLY in use
  - Root Cause Analysis: Splunk NOT IN USE however
  - Performance Monitoring: Splunk FULLY in use
  - Capacity Mgmt: Splunk FULLY in use
## Identify Value Gaps

Rank your Value compared to Splunk Customer Success Benchmarks

<table>
<thead>
<tr>
<th>LEGEND:</th>
<th>value currently realized by your deployment</th>
<th>value unrealized compared to Splunk</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IT Operations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reduced time to investigate incidents (MTTI) by an average of:</td>
<td>Reduced number of critical incidents by an average of:</td>
<td>Lower business impact from fewer and shorter outages by an avg of:</td>
</tr>
<tr>
<td>43%</td>
<td>12%</td>
<td>40%</td>
</tr>
<tr>
<td>benchmark: 70% to 90%</td>
<td>benchmark: 15% to 45%</td>
<td>benchmark: 67% to 82%</td>
</tr>
<tr>
<td><strong>Application Support</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reduced time to investigate incidents (MTTI) by an average of:</td>
<td>Reduced number of critical incidents by an average of:</td>
<td>Lower business impact from fewer and shorter outages by an avg of:</td>
</tr>
<tr>
<td>9%</td>
<td>2%</td>
<td>8%</td>
</tr>
<tr>
<td>benchmark: 70% to 90%</td>
<td>benchmark: 15% to 45%</td>
<td>benchmark: 67% to 82%</td>
</tr>
<tr>
<td><strong>Security, Compliance &amp; Fraud</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased visibility into security events by an average of:</td>
<td>Reduced time to triage security events by an average of:</td>
<td>Reduced time to investigate security incidents by an average of:</td>
</tr>
<tr>
<td>15%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>benchmark: 30% to 50%</td>
<td>benchmark: 70% to 90%</td>
<td>benchmark: 70% to 90%</td>
</tr>
</tbody>
</table>
### Value Dashboard

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

<table>
<thead>
<tr>
<th>Service</th>
<th>Hours Saved</th>
<th>Realized value per year</th>
<th>Hours to be Saved</th>
<th>Anticipated value per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Operations</td>
<td>1,011 hours</td>
<td>$872,786</td>
<td>1,938 hours</td>
<td>$1,025,959</td>
</tr>
<tr>
<td>Application Support</td>
<td>344 hours</td>
<td>$291,126</td>
<td>8,626 hours</td>
<td>$703,857</td>
</tr>
<tr>
<td>Application Development</td>
<td>0 hours</td>
<td>$0</td>
<td>0 hours</td>
<td>$0</td>
</tr>
<tr>
<td>Security &amp; Compliance</td>
<td>0 hours</td>
<td>$0</td>
<td>19,674 hours</td>
<td>$2,936,632</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,355 hours</td>
<td>$1,163,912</td>
<td>30,238 hours</td>
<td>$4,666,448</td>
</tr>
</tbody>
</table>
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

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