

splunk> .conf20

# Call for Papers Guidance



## Hello Splunk enthusiast!

Call for Papers for .conf20 is now open! **You have until May 27, 2020 to submit your abstract.**

This year, .conf20 is going virtual! Hosted on one of the most powerful platforms for multi-program virtual events, .conf20 will have all the fun, information and education that's made our conference a favorite among our attendees, but in a new virtually interactive format that we know you'll love. To help you submit an amazing abstract for .conf20, we have included a list of tips and topics that are specific to each of this year's tracks —*Platform, Security, IT Ops, Splunk Developer* and the new *DevOps, Splunk4U* and *SplunkTrust* tracks.

### Submission Tips

Follow these tips to optimize your submission and increase your chances of getting selected. Also, be sure to **follow the general submission guidance** on the submission [site](#) and in the [guidelines](#).

#### TIP#1 Keep your abstract short, specific and enticing.

With dozens of concurrent sessions and activities to choose from at any given time, the .conf20 agenda promises to be jam-packed! Short and enticing abstracts will increase your chances of having .conf20 attendees choose your session — not to mention our track chairs, who'll have to read all your submissions! Our favorite abstracts usually average 100 words (and rarely exceed 150 words).

#### TIP#2 Differentiate yourself from other speakers.

Why are you the best person to tell this story? Maybe it is because you experienced the challenge firsthand and addressed it with Splunk. Maybe it is because you've used Splunk for a long time and have become a wiz at it. Or, maybe it is because you've been in your industry and role for longer than you've owned your favorite T-shirt. Whichever it is, let us know!

#### TIP#3 There's an audience for everything.

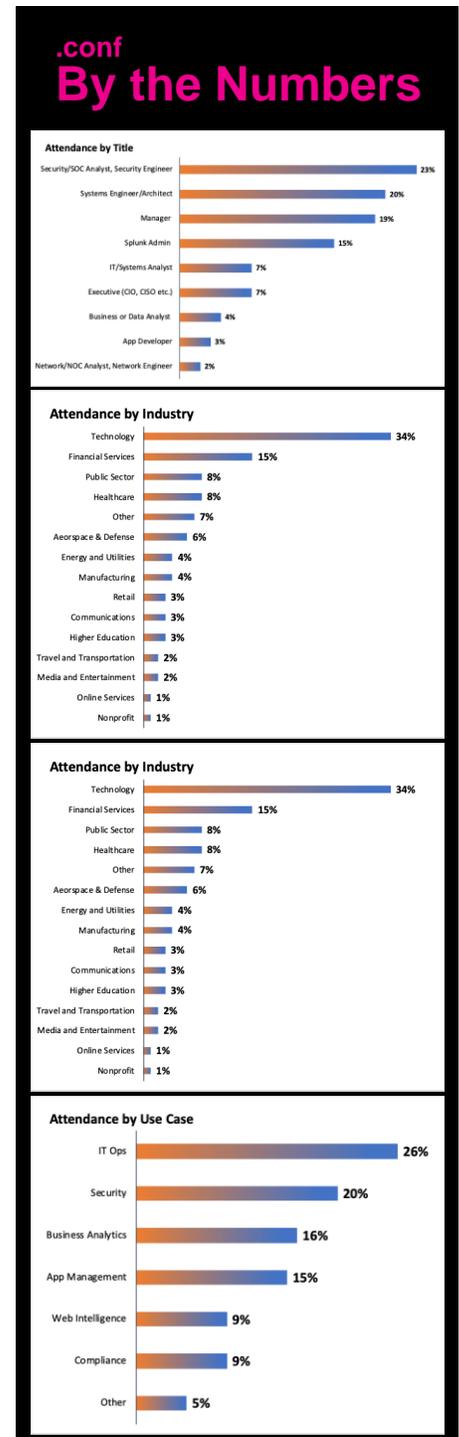
You can submit your paper as *Good for All Levels, Beginner, Intermediate* or *Advanced*. Run your topic by a few colleagues and ask them how they would rate its level of difficulty. Think your paper may be too advanced for the audience? You'd be surprised! Advanced sessions tend to perform well at .conf and usually draw larger than expected audiences. Also, keep in mind that as .conf20 will be a virtual event, your greatest challenge will be to choose a topic that can retain the attention of an online audience. As such, most breakout sessions will be 30 minutes in length.

#### TIP#4 If your submission is industry-specific, focus on key industries.

We have zero doubt that your paper on cybersecurity use cases for beekeepers would make for an interesting session. Unfortunately, it may not attract the sizeable audience of fellow beekeeping cybersecurity specialists that you're hoping for. Focus instead on industries and sectors like financial services & insurance, healthcare & pharma, communications & media, technology, manufacturing, retail and public sector. Otherwise, think about how your topic could be generalized to apply to industries and sectors outside of yours.

#### TIP#5 CFP is NOT a numbers' game.

Each year, a few overzealous speakers submit multiple sessions hoping to get one of them chosen. Unfortunately, this only increases both your and our work and review cycles, but it doesn't increase your chances of getting selected. Focus on the one topic or storyline you want to share at .conf20 and write an amazing abstract for it.



Source: .conf19 registration data

# Platform Track

## Topics and Storylines

Learn how to jump start your data needs with Splunk Enterprise and Splunk Cloud, or more advanced techniques for experts. Explore how Splunk can help at every step of your Cloud journey with exciting new platform innovations like AI, ML, and Streaming and Connected Experiences. Discover exciting ways that you can use Splunk to bring data to everything from Business Analytics to IoT, Healthcare and Mobile. The following topics best speak to those themes and storylines:

- Getting Started With Splunk
- Splunk on Your Cloud Journey
- Artificial Intelligence and Machine Learning
- Streaming Data
- Getting Data in
- Advanced Architectures
- Dashboards and Analytics
- Alerting
- SPL Techniques
- Federated Search
- Mobile
- Natural Language Processing
- Augmented Reality / Virtual Reality
- Internet of Things
- Data-to-Everything Splunk Use Cases

STORYLINE	DETAIL
<b>Jumpstart with Splunk basics</b>	Admin best practices for getting started with Splunk - spark your curiosity around what is possible and find specific guidance on how to configure Splunk
<b>Discover what's new</b>	Get the most out of the newest Splunk platform products, services and features
<b>Mastering Splunk</b>	Explore mastery level use cases around platform innovations including the latest in SPL, dashboards, and architecture
<b>Investigating federated search</b>	Dive into advanced tactics using federated search
<b>Scaling your Splunk Architecture</b>	Advanced designs for architecting an optimized Splunk at scale
<b>Best practices for migrating to the cloud</b>	Learn how Splunk can help you migrate your data workloads to the cloud
<b>Integrating with your favorite cloud provider's ecosystem</b>	Explore Splunk's integrations with leading cloud providers
<b>Operationalizing artificial Intelligence and machine learning</b>	Learn about Splunk's latest innovations in artificial intelligence and machine learning and how to implement these in your environments
<b>Discovering streaming data analytics</b>	Find out how streaming data analytics allow you to identify potential business opportunities as well as detect and resolve organizational threats
<b>Engaging your full workforce</b>	Expanding access to data to every user through innovations like mobile, augmented reality, virtual reality, Splunk TV, and natural language processing
<b>Exploring business analytics</b>	Explore the art of the possible with business process mining
<b>Discovering what is possible with Splunk IoT</b>	Expand your understanding of what is possible with IoT data in Splunk
<b>Applying data-to-everything in your industry</b>	Dive deep into industry-specific use cases and solutions in healthcare, manufacturing, retail, energy, public sector, telco, finance and more

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# Security Track

## Topics and Storylines

The Security track will focus on helping teams advance their security journey. Optimization, modernization and transformation of Security Operations Center is a key focus this year. The following topics best speak to those themes and storylines:

- Incident Investigation & Forensics
- Monitoring & Correlation
- Incident Response
- Compliance
- Case Management
- Collaboration
- SOC Automation
- Security Orchestration
- Advanced Threat Detection
- Insider Threat Detection
- Security Operations & Best Practices
- Fraud Detection
- Risk Mitigation
- Security Analysis & Response
- Compliance
- Cloud Security
- Artificial Intelligence, Machine Learning, Augmented Reality
- Alert Prioritization / Management

STORYLINE	DETAIL
<b>Modernizing / Maturing your security operations</b>	Prioritizing faster, retaining staff better, improving efficacy and efficiency
<b>Scaling security operations</b>	Maintaining consistent results, even as the organization goes through hyper-growth
<b>Developing a strategic mindset</b>	Better aligning to and executing the organization’s overall business mission and executive vision — leveraging security as a revenue enabler or protector, and as a business differentiator.
<b>Investigating faster and accurately</b>	Straightforward techniques that may be obscure, but everyone should have in their toolkit
<b>Solving compliance challenges</b>	Crushing difficult compliance problems at scale (e.g. harmonizing multiple privacy standards, major reduction in overhead / compliance cost)
<b>Reducing losses from fraud</b>	Positive financial impact via improved fraud detection — especially within a vertical such as retail, financial services or healthcare. Bonus points for cloud!
<b>Executing use case rollout to plan</b>	Designing and implementing a phased security strategy predictably, while adapting to new challenges
<b>Improving security posture</b>	Assessing and improving security posture quickly and gaining insights that reveal “unknown unknowns”
<b>Using nontraditional data sources</b>	Leveraging data sources such as ICS, OT, IoMT or industry-specific audit logs within the security operations center
<b>Migrating cleanly from legacy SIEM</b>	Successfully transitioning security operations to an analytics-driven SIEM
<b>Implementing machine learning</b>	Catching insider threats and other advanced threats using Splunk UBA or other machine learning-based methods in Splunk
<b>Shortening dwell times</b>	Using Splunk ES and Splunk UBA to detect polymorphic Trojans, crypto-malware, fileless and zero-day attacks and other advanced threats
<b>Cutting verify and triage time</b>	Using Splunk Phantom to eliminate a significant portion of time spent performing mundane Tier-1 tasks
<b>Reducing time to remediate</b>	Using Splunk Phantom to accelerate containment and remediation steps, resulting in lower risk of damage



## IT Ops Track

### Topics and Storylines

If you are a SysAdmin, service owner or an IT leader you know that great power comes with great responsibility. The IT Operations track will cover everything from the basics of best practices for infrastructure troubleshooting to stories of transforming the people and process of IT Operations centers. We'll feature sessions on how to protect your team from event fatigue, augment their powers with Machine Learning, and look into the future by preventing incidents before they happen. The following topics best speak to those themes and storylines:

- Infrastructure Performance Monitoring
- Infrastructure Troubleshooting
- Legacy Monitoring Replacement
- Multi-Cloud Monitoring AIOps and Predictive IT
- Alert & Incident Management
- Incident Response and Automation Business Service Monitoring and Insights
- Transforming IT Operations

STORYLINE	DETAIL
<b>Reducing MTTR with fewer tools</b>	Streamline monitoring by unifying visibility into various layers across the infrastructure stack
<b>Faster investigation and remediation</b>	Pinpoint root causes, spot trends and remediate issues quickly
<b>Modernize legacy tools for improved availability</b>	Augment or replace legacy monitoring tools and gain better insights
<b>Centralized monitoring for multi-cloud environments</b>	Consolidate toolsets and bring data from multiple cloud environments into a single view
<b>Preventing revenue loss by stopping outages before they happen</b>	How to activate machine learning and automation to drive meaningful results for the org
<b>Reduce event noise for faster incident triage</b>	Conduct more effective operations escalations
<b>Faster response through collaboration</b>	Facilitate collaborative and automated responses to escalations through integrated solutions
<b>Increasing visibility into service health and performance</b>	Manage service health and performance to identify issues before they escalate
<b>Enhance IT efficiency and availability</b>	Improve SLAs and end user experience
<b>Getting started with Splunk for IT Operations</b>	Optimize IT Operations by accelerating mean time to investigate and mean time to resolution
<b>Best practices for migrating to the cloud</b>	Identify the best applications and services to migrate your data workloads to the cloud
<b>Scaling IT operations</b>	Increase employee productivity and service availability as your organization grows
<b>Best practices for managing a distributed NOC</b>	Manage your remote network operations center (NOC) with ease
<b>Optimizing communications and collaboration performance</b>	Ensure IT service uptime and reliability to enable remote work-from-home (WFH) productivity



# DevOps Track

NEW TRACK!

## Topics and Storylines

The DevOps track will cover all things observability, starting with helping you understand what it is and why you need it. This track will deep dives from Splunk Experts, customers and practitioners in three areas. First, we'll cover cloud infrastructure monitoring, and using SignalFx to gain insights and fast, useful alerts. Second, this track will cover Application Performance Monitoring, specifically for microservices-based environments,. Third, we will cover incident response with VictorOps and best practices for building on-call into your organization. The following topics best speak to those themes and storylines:

- Observability
- Cloud Monitoring
- Application Performance Monitoring (APM)
- Incident Response
- Incident Management
- Metrics
- Traces
- On-Call
- Developers
- SRE
- DevOps
- Amazon Web Services (AWS)
- GCP
- Kubernetes
- Microservices
- Serverless
- Service Desk Integration

STORYLINE	DETAIL
<b>How to monitor microservices applications</b>	Microservices applications are different — they require a different way of understanding transactions. Learn how to monitor microservices in these sessions
<b>Building your observability strategy</b>	Are cloud and microservices becoming a part of your strategy? If "yes," then learn how you need to rethink how you understand their performance by taking an approach based on observability. Learn how observability extends monitoring to focus on the "unknown unknowns" that are required for success with the cloud and microservices-based architecture
<b>Responding to IT incidents quickly</b>	Cutting the lag time between alerts and working on problems is crucial for any company deploying mission-critical applications. Learn how to quickly engage the right people and collaborate for faster problem solving
<b>Finding problems in complex architectures</b>	As applications' complexity increases, finding problems and their root cause also gets more complicated. Use machine learning and powerful services to isolate relevant information
<b>Making the shift to cloud native</b>	Cloud unlocks innovation opportunities but creates new challenges. Learn how to benchmark and design monitoring and observability that works as you migrate to cloud
<b>Getting developers to be on call</b>	How can you make on-call an experience that developers want to be a part of? Learn what makes on-call useful and desirable
<b>Reduce downtime in your cloud infrastructure</b>	Apply observability principles and use metrics to identify trends and issues in your infrastructure
<b>Integrating SignalFx and Splunk</b>	How can you leverage SignalFx-based cloud monitoring and Splunk logs in one place?
<b>Understanding observability</b>	What is observability and why do you need it? Learn how your peers apply observability in their organizations
<b>Integrating your monitoring and incident management</b>	Learn how to connect monitoring data, incident response workflow, and even your ITSM and chat tools into one seamless workflow and system
<b>Building applications for observability</b>	Learn how to build your applications to enable better observability
<b>Discovering SignalFx</b>	Learn more about SignalFx and how it provides new cloud and microservices monitoring to your applications
<b>Making Splunk alerts actionable with VictorOps</b>	Use VictorOps on-call scheduling, escalation policies and collaboration to deliver alerts to the right teams and people
<b>Combining metrics, logs and traces</b>	How can you best leverage metrics, logs and traces into one resolution path? Learn how to use and integrate metrics, logs and traces to find and fix problems

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## Splunk Developer Track

### Topics and Storylines

The Developer track covers building extensions to Splunk from basic to advanced. Learn how to build apps and add-ons, custom commands and more to bring new data into Splunk, search and analyze, and display in beautiful visualizations to drive actions and meaningful outcomes for users. The following topics best speak to those themes and storylines:

- Developer
- Splunk Apps & Add-Ons
- Custom Commands
- UI Components
- REST API
- App Inspect
- Cloud Vetting
- Splunkbase
- App publishing
- Python
- SDKs
- Getting Data In
- CI/CD
- Building Splunk Apps
- APIs
- Testing
- Best Practices

STORYLINE	DETAIL
<b>How to create a custom command for Splunk</b>	Learn how to extend the Splunk command set with your own custom commands
<b>Building an app with Splunk UI and React Visualizations</b>	Walk through the process of creating a highly customized application experience using React and Splunk's UI and visualization libraries
<b>Optimizing your SPL</b>	Learn best practices for writing better SPL and how to debug your searches
<b>Getting started building apps for Splunk</b>	Don't think you can build a Splunk App? It's easier than you think, and I'll tell you how!
<b>Best Practices for logging data from your app into Splunk</b>	You may have logging about your app, but you should also be logging from your app for full visibility!
<b>Creating an add-on with Add-On Builder</b>	Learn how to use AddOn Builder to make your own add-on to import and enrich data from any source
<b>Integrating Splunk's new Dashboard Framework</b>	Learn how to build advanced dashboards and take full advantage of new UI features
<b>Applying best practices to get your app into Splunk Cloud</b>	Your customers want to use your app in Splunk Cloud -- learn how to make it available to them
<b>Generating sample data for your app testing and demos</b>	Discover SimData and other tools to use for testing your app with realistic large data sets of simulated data
<b>Mastering app management with Visual Studio Code</b>	Get hands-on using Visual Studio Code for Splunk app management
<b>Integrating AppInspect into your app release process</b>	See how you can add AppInspect automation into your app delivery and release process to ship better apps faster

# Splunk4U Track

NEW TRACK!

## Topics and Storylines

The Splunk4U track will focus on four major categories of submission: Splunk Community, Diversity & Inclusion, Splunk for Splunk, and Splunk4Good. Did you solve a problem with our Splunk Community? Splunk your company's diversity and inclusion efforts? Help a nonprofit thrive with Splunk? We want to help you tell your story! The following topics are some suggestions for a possible focus for a session submission. Other topics and submissions are absolutely welcome! The following topics best speak to those themes and storylines:

### Community

- Success Stories
- Advanced Splunk Case Studies
- Showcasing Expertise
- Teaching Splunk Skills

### Splunk for Splunk

- How Splunk Does Marketing
- How Splunk Does Sales
- How Splunk Does Technology

### Splunk4Good

- Nonprofit Case Studies
- Community Orgs & Coalition Stories
- Driving Fundraising
- Donations & Engagement
- Measuring & Reporting
- Outcomes & Impact
- Digital Transformation

### Diversity & Inclusion

- Gender Equality
- Representation
- Executive Advocacy
- Inspiring Action

STORYLINE	DETAIL
<b>How to kick-start your local nonprofits with Splunk4Good</b>	Show a common model for engaging nonprofits and a simple repeatable plan for welcoming community organizations near and dear to your heart to the Splunk family
<b>Building data-driven dashboards for reporting community outcomes</b>	Advanced tips and tricks for configuring Splunk Dashboard to make reporting on impact a breeze, and common scenarios for nonprofits reporting their community impact
<b>Optimizing nonprofit fundraising with Splunk</b>	Present common data points most organizations need to track fundraising efforts, easy ways of getting that data in, and quick and easy dashboards to monitor progress
<b>Oops! I guess we are expert Splunkers now!</b>	Put a panel together to share your career journeys, and learning across different roles and different companies
<b>Digital transformation — Achieving our dream</b>	Share key tips for getting stakeholders onboard with the dream, scope and obstacles of digital transformation
<b>Introducing transparency for gender equality initiatives</b>	Show how you combine Splunk products to provide real-time summary data points on gender pay equity or other equality initiatives for your company
<b>Splunk Marketing Operations</b>	Show how seasoned Splunk employees use Splunk to bring together all our data around demand generation in real time, and then employ that data to drive efforts and focus for our many field segments
<b>Advanced searches and reporting: 30 tips in 30 minutes</b>	Help Splunkers everywhere take their search and reporting skills to the next level, and put together a quick tip list to upskill any Splunker
<b>How to utilize REGEX and field extraction with Splunk Enterprise</b>	Design a workshop showing how REGEX and Field Extractions are incredible tools for building powerful searches
<b>Eliminating inside threats together: Advanced Splunk UBA</b>	Recruit a panel of members from our Splunk Community to join you and present how their close collaboration — across their different companies — helped them share and use best practices to achieve incredible results with Splunk UBA
<b>How to be a transformation change leader</b>	Are you a Splunk4Good-er? Share a bit about how you got started with Splunk4Good and how you were able to support your community with Splunk
<b>Inclusion and representation: "Boss" goals for successful Splunkers</b>	Did you challenge your team to create a "stretch goal" to support our broader company efforts toward inclusion and representation? Tell your story!
<b>Ask a community member: Quick-fire Q&amp;A with seasoned Splunkers</b>	The Splunk Community is vast and diverse and includes so many different roles and expertise. Why not put together roundtable panels featuring these members front and center? Be creative with session format and design!

# SplunkTrust Track NEW TRACK!

## Topics and Storylines

The Fez knows. The SplunkTrust track presentations are given by members of our community MVP program. The advanced content in this track is drawn from the deep experience of the SplunkTrust. The following topics best speak to this track's themes and storylines:

- Developer
- Python
- APIs
- Splunk Apps & Add-Ons
- SDKs
- Testing
- Custom Commands
- Getting Data In
- Best Practices
- UI Components
- CI/CD
- REST API
- Building Splunk Apps

STORYLINE	DETAIL
<b>You are current or alumni SplunkTrust member</b>	You have a great session to submit
<b>How to tame your clustered environment</b>	Do you feel like you're in a three-ring circus? Learn to tame your clustered Splunk environment and make it not a cluster. It'll still be clustered, but you know what I mean
<b>Architecting Splunk for high availability and disaster recovery</b>	Pro tips about high availability heeere! Get your pro tips!
<b>Optimizing your indexers by storage paradigms</b>	Traceback (most recent call last): File "<Details>", line 1, in <module> NameError: name 'Details' is not defined
<b>Getting a win in Starcraft 2; An analysis of skill using SPL &amp; MLTK</b>	We will leverage Splunk, statistics and MLTK to formulate the best way to win at Starcraft 2!
<b>Creating a scalable, containerized Splunk deployment</b>	What do you do with all of those empty margarine, cottage cheese and sour cream containers? You make a containerized Splunk deployment, of course!
<b>Understanding the best uses for common SPL commands</b>	Learn some lesser known search commands! Amaze your coworkers, dazzle employers!
<b>Applying statistics 101 to your queries: What makes good predictions</b>	An above average exploration of important statistic concepts
<b>Data onboarding methodologies</b>	All aboard the data train! Choo-Choo, Splunkers!
<b>Mastering fields and indexed tokens</b>	An <i>unprecedented</i> look into the world of fields and indexed tokens
<b>Combining data sets without using join</b>	!taht yfitysmed ll'eW .sdrawkcab mees thgim nioJ gnisu toN
<b>You are current or alumnus SplunkTrust member</b>	You have a great session to submit
<b>How to tame your clustered environment</b>	Do you feel like you're in a three-ring circus? Learn to tame your clustered Splunk environment and make it not a cluster. It'll still be clustered, but you know what I mean

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