

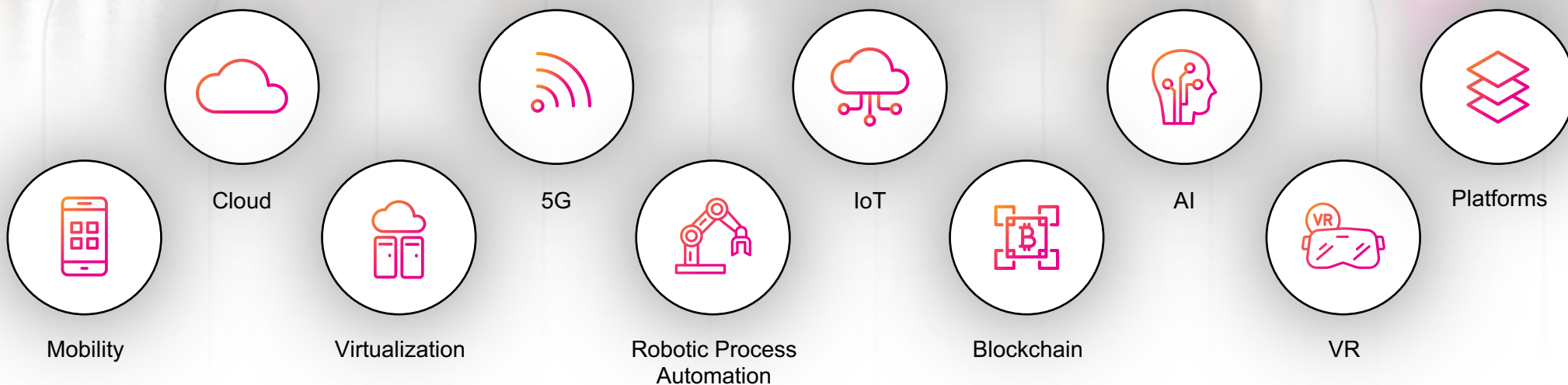
The Data-to-Everything Platform

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splunk® > turn data into doing™

New technologies are enabling and fueling digitization



The **Data Age** has just begun





12.5% **4.85%** **3 1X**
Data Innovators are Seeing Results

Increase in Annual
Gross Profit

Lower Operational
Costs

More likely to make
better, faster decisions

Why Do Organizations Struggle to Answer Critical Questions?



Turning Real-time Data Into Action is Hard



Data Silos

Point Data Management Solutions

Data Lakes

ETL

Master Data Management



splunk>
**The
Data-to-Everything
Platform**



Any Structure
Any Source
Any Time Scale

ANALYZE

ACT

INVESTIGATE

MONITOR

Complex Data at Our Core

Adaptable | Real-Time | Fast To Value | Massive Scale

Send

unstructured data from all systems, devices, and people

React

quickly to changing circumstances by asking questions immediately

Don't Structure
your data until you are ready

Splunk Guides Customers on a Complete Data Journey

Faster time to business outcomes



Investigate



Monitor



Analyze



Act

	Investigate	Monitor	Analyze	Act
IT	Investigation Leveraging Metrics and Logs	Unified Monitoring for Infrastructure, Services and Apps	Service Insights & Event Analytics	AIOps (Prediction, Collaboration, Orchestration)
Security	Incident Investigation, Forensics, Hunting	Security Monitoring, Compliance	Incident Response, Fraud	SOC Automation, Incident Response & Orchestration
DevOps	Investigation Leveraging Metrics, Traces & Logs	Cloud Infra., Apps, Microservices, Serverless, Functions, Containers & Kubernetes	Outlier & Anomaly Detection, Directed Troubleshooting	Prediction, Incident Response, Collaboration, Automation
Business Processes	Investigation Leveraging Logs	Business Processes and Business Services	Customer Journey and Business Process Analytics	Automation & Orchestration

Customers Turn Data Into Outcomes with Splunk

90%




Faster incident detection, investigation and response

82%



Reduction in negative business impact from shorter and fewer incidents

70%



Lower risk of data breach, IP theft and fraud

90%



Faster development

50%



Improvement in time to market for apps

We've Reached New Heights Together



18,500+

Customers

\$2.3B+

FY20 Total Revenue

5,000+

Employees

514+

Patents

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Thank You

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