CISCO Engage | Tech Day Twin Cities

Splunk Foundational: From Visibility to Vigilance

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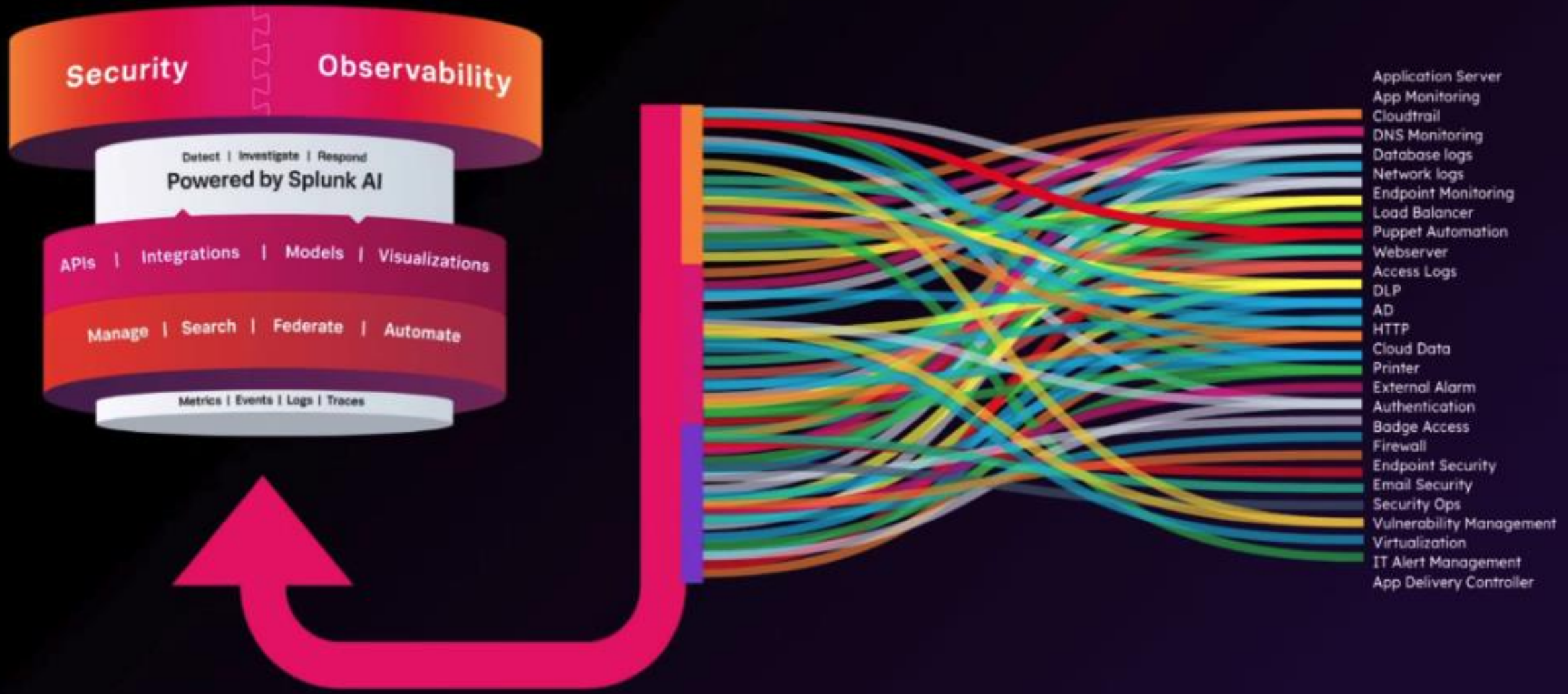
Agenda

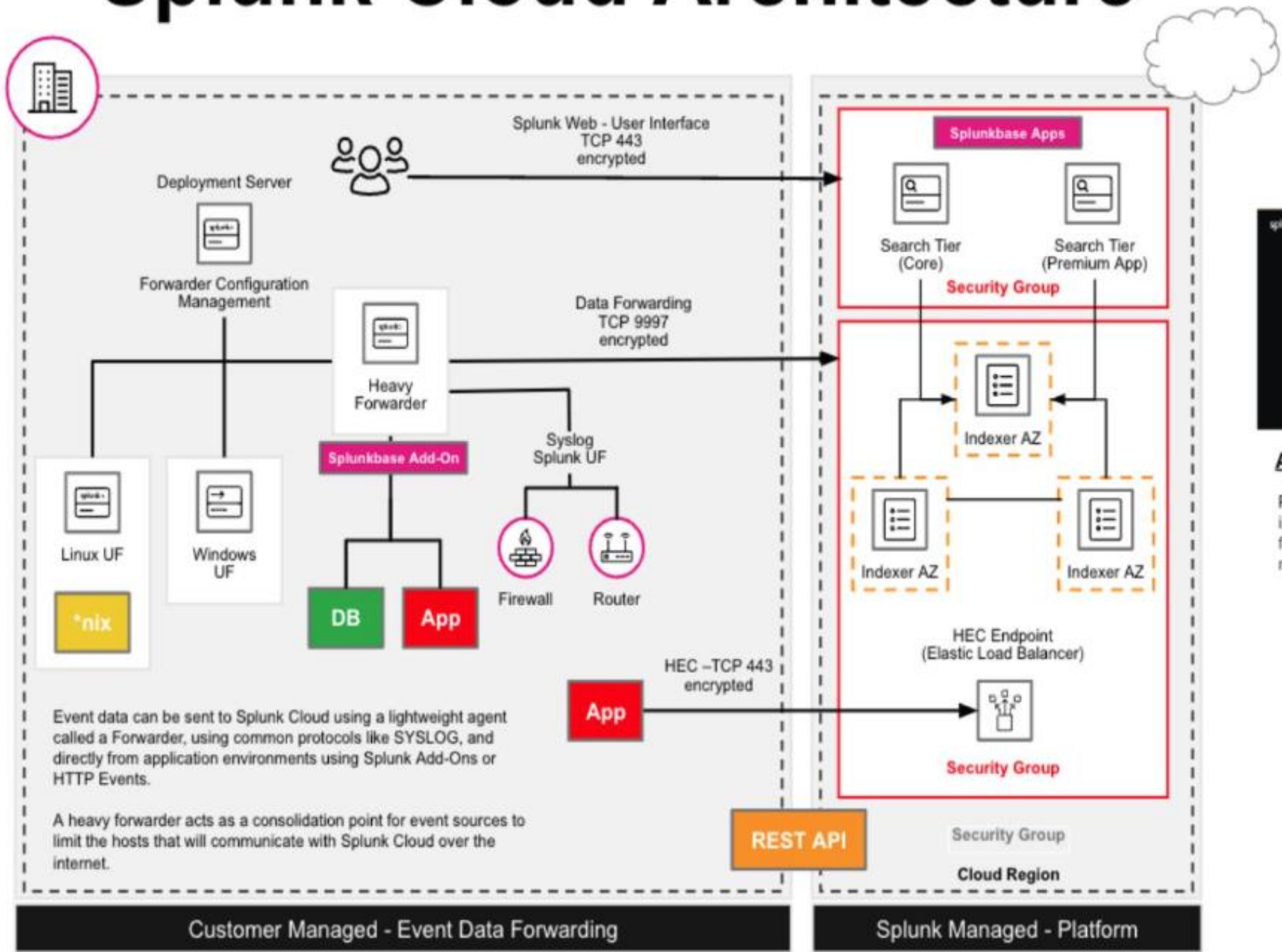
- Unified Platform
- Splunk Platform Architecture
- Splunk Cloud Live Demo
- SPL AI Assist
- Q&A

The Only Unified Security and Observability Platform

Multiple Use Cases on Common Data Drives Efficiency, Cost Optimization, and Standardization



Splunk Cloud Architecture



APPS

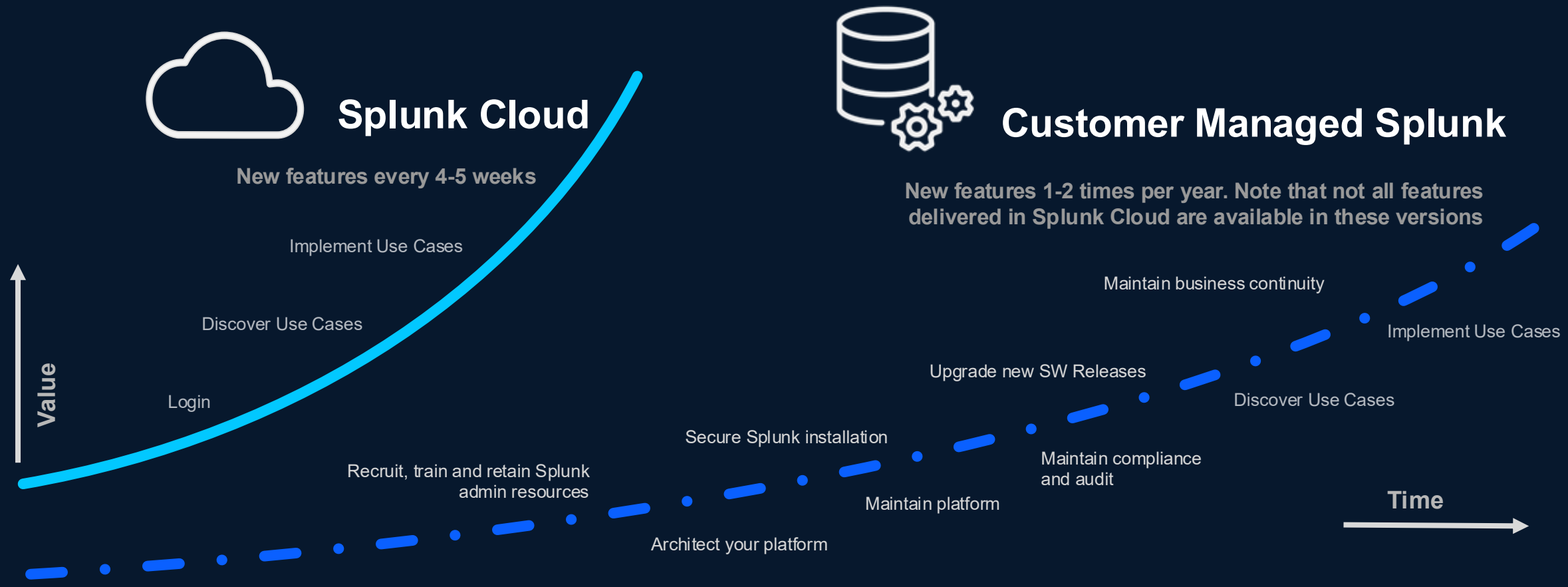
Purpose built navigable user interface dashboards, reports, field transformations and more.

ADD-ONS

Purpose built to ingest data from a specific source or 3rd Party Software Product.

Get more value and get it faster

Different deployment options require different levels of engineering commitment, complexity handling and risk undertaking



Expertise | Security | Innovations | Efficiency | Reallocation

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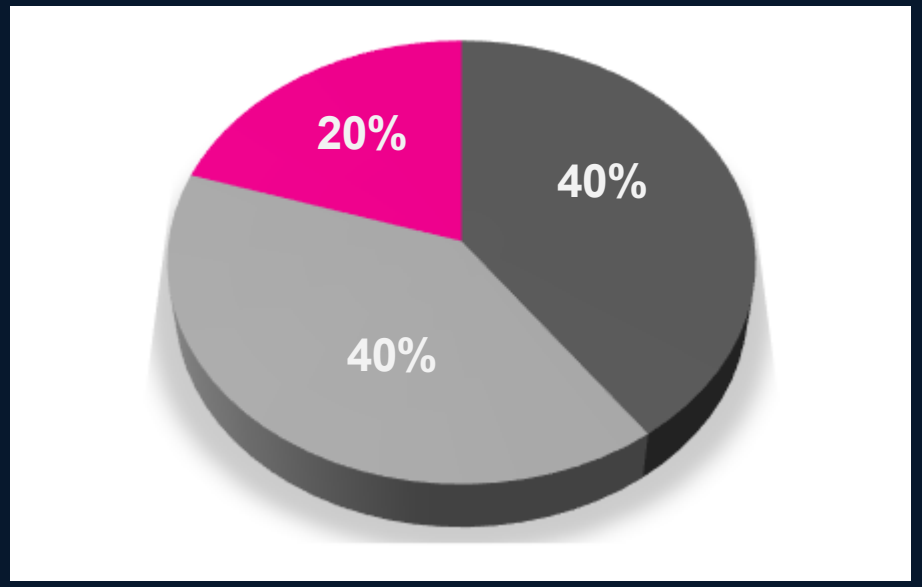
Reallocate your Time

To focus on higher value tasks directly tied to business outcomes

Customer Managed Splunk

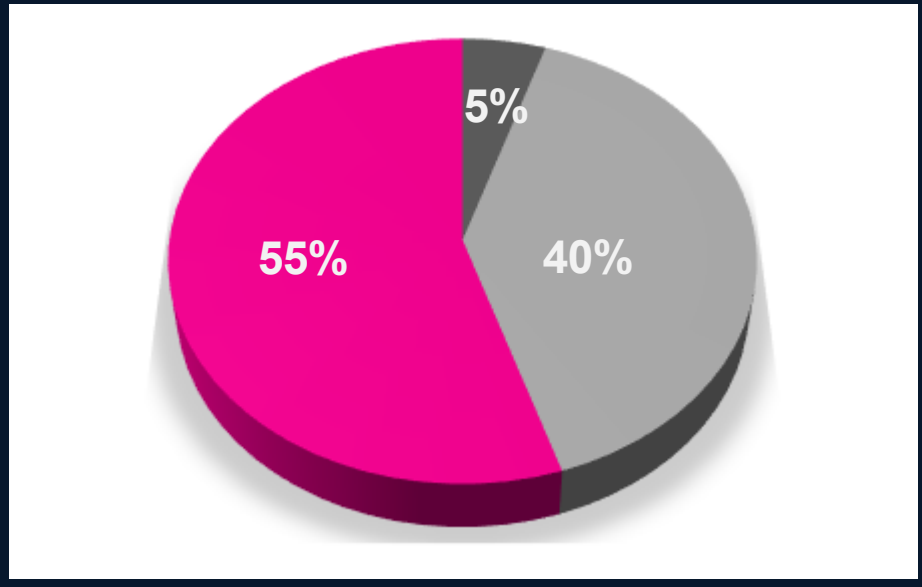


35%

Reduction in Time
on platform mgmt
(40% to 5%)

Increase in Time
on high value use case work
(20% to 55%)

Splunk Cloud SaaS



High Value use case delivery, adoption enablement, value realization

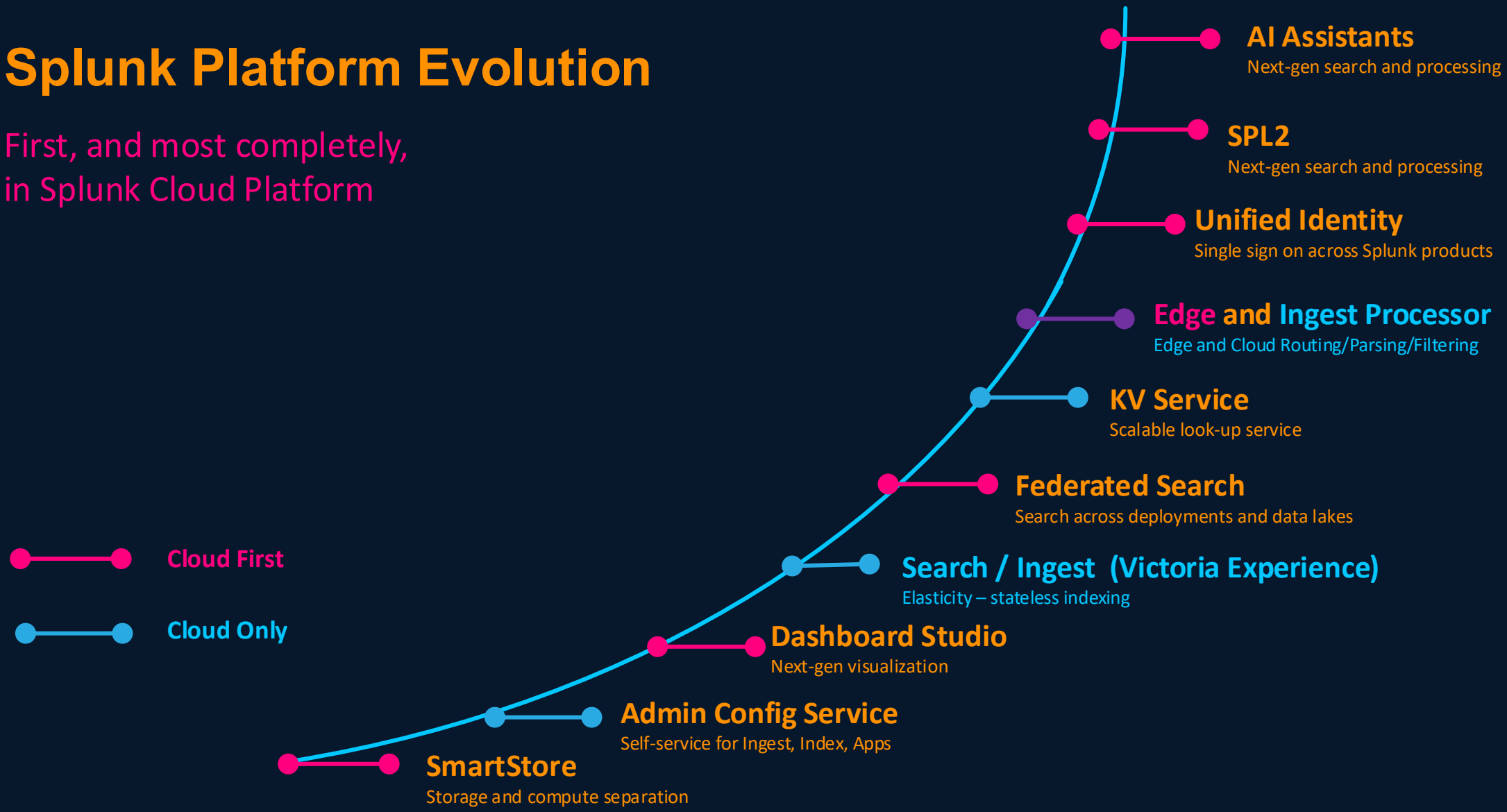
Data and user onboarding

Platform management

Note: metrics are based on 1000+ assessments with Splunk customers worldwide

Splunk Platform Evolution

First, and most completely,
in Splunk Cloud Platform



Comparing Splunk Cloud to Self-Managed

Splunk Cloud Value Accelerators			BYOL
Kickstart your data platform	Adopt before you buy (Cloud Autobahn)	❌	
	Deploy in days	❌	Likely months
	Value realization success plan (>500GB)	✅	Available
	Products and Features available Cloud First	❌	Often 12-18 months behind on self managed
Achieve the highest platform efficiency	Best Splunk Admins in the Industry	❌	Customer must hire, train, retain admins
	Service uptime SLA	❌	Customer's responsibility to architecture
	Admin on-demand experts	❌	
	Value realization oversight by success mgr	✅	Available
Free up precious IT resources	Offset 35% of time for platform admin tasks	partial	Offset is limited to physical HW tasks
	Latest Splunk capabilities immediately available and deployed for you	❌	Lengthy upgrades required by customer
Fully protect your data platform	Certified ISO 27001, SOC 2 Type 2, PCI, HIPAA	❌	Customer's responsibility for OS/App layers Cloud Provider's responsibility for HW/Facility
	Certified FedRAMP at a moderate impact, IL5	❌	
	Reduce risk of platform breach	❌	
	Streamline platform compliance	❌	

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Demo

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