

Selling Splunk To The C-suite

And Delivering What You Promised

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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

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

CAPACITY

500GBs 1TB 3TB+

25% Project Buy

50% Program Buy

75% Enterprise Buy

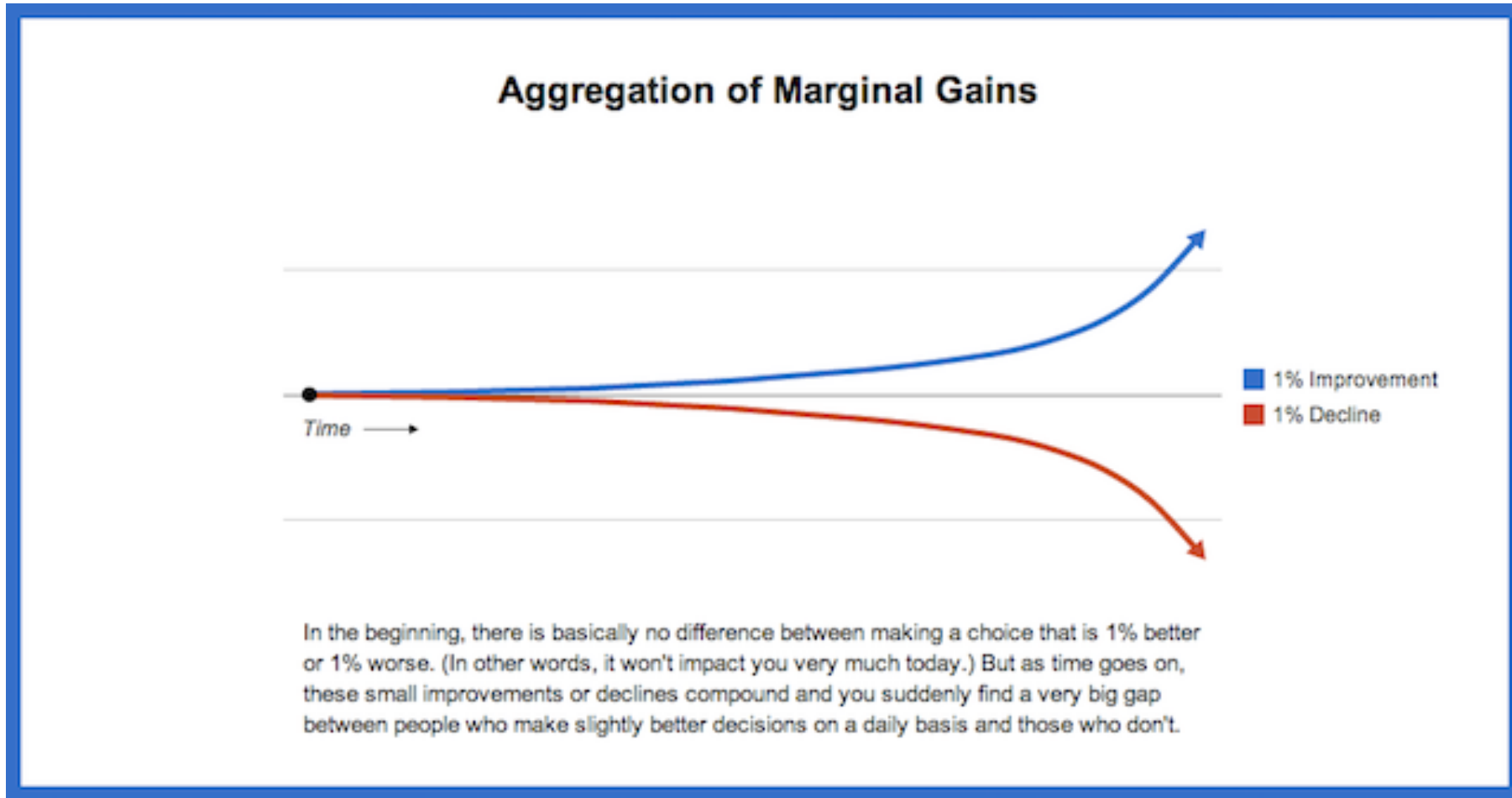
Enterprise maturity level achieved

VALUE



[illegible]

1% Adds Up



The Slight Edge by Jeff Olson

splunk>

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

130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&SESSIONID=5015LAF10ADFF10 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=F1-SW-03" "Mozilla/5.0 (Windows NT 5.1; SV1; .NET CLR 1.1.4322)" 468 125.17 14.0
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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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