



Cloud migration. Data innovation. AI transformation.

Your top business priorities run on Microsoft Azure. Let's make those resilient in ways no one else can.

The need for business transformation is only intensifying. But, every leap forward in innovation and efficiency brings more complexity and risk.

The PwC Global CEO Survey reports that **45% of CEOs believe their company will not be viable in 10 years on its current path.** Technology is one point of pressure for that change.

From cloud migration to data innovation to AI integration — these major business transformations must be executed in a way that still protects business performance, and maintains customer experience and trust.

Organizations need partners that are up to the challenge.

Business leaders already look to Microsoft to help them reimagine business. **85% of the Fortune 500 relies on Microsoft Azure to power their business.** Now, with Splunk's unified security and observability platform on Azure, leaders can add market-leading data visibility and insights to secure your digital transformations and investments — leaving no blind spots, reducing risk, and increasing speed to value.

Splunk and Microsoft's partnership enables joint customers to innovate with confidence and migrate, modernize, and grow environments with end-to-end cloud and hybrid visibility at scale. Backed by your trusted Azure cloud, Splunk delivers digital resilience across your enterprise in ways no one else can.

Simplify IT stacks where you can, monitor the rest.

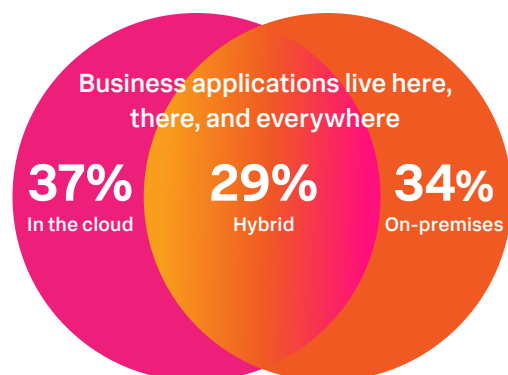
Behind every organization is a lot of data, apps, and infrastructure — and it's only growing. Leaders want to simplify what they can, and proactively monitor the rest.

Organizations need security and observability solutions that are up to the challenge of today's IT complexity and threat landscape. [State of Observability 2024](#) found companies with leading observability practices are 2.3x more likely to measure their mean time to resolve (MTTR) in minutes or hours, while beginning organizations are 2.4x more likely to measure their MTTR in days, weeks, or even months. That's a big difference in time, impact, and costs.

Splunk on the Azure Cloud brings unmatched visibility to enterprise data — with unparalleled integration, scale, and performance.

- **Ingest data from all sources** across complex, hybrid IT environments — including Microsoft Sentinel, Microsoft XDR, Azure EventHub, SAP, and others — to build a unified view of security operations to speed threat detection, investigation and response (TDIR).
- **Put your data to work for you** with extensible search and comprehensive alerting to detect threats fast.
- **Enterprise-grade observability and monitoring** can instrument, tag, and analyze custom metrics to help prioritize challenges based on the impact to your business, in any environment.

You can't eliminate risk or downtime. But, leaders can minimize the chances and the impact to the business.



Source: [Splunk State of Observability 2024](#)

Let's have gain without the pain.

Complex IT stacks don't have to stifle innovation. Enterprise-level observability goes even further by unlocking employee time. Reduce manual toil with AI-driven monitoring and predictive analytics, purpose-built machine learning, and native AI Assistants that free up employees to execute their most transformative, creative work.

Developer productivity and output **help a business drive profitability**. Developers at companies with leading observability practices spend about 38% more time on innovation versus routine tasks like maintenance, alert handling, and configuration.

You can't have innovation without risk. But, you can take steps to support seamless enterprise performance.

By leveraging Azure for Splunk's cloud products, you add market-leading visibility and insights across your hybrid IT estate to:

- **Drive better business outcomes.** A unified observability portfolio, embedded with AI-enabled monitoring of all logs, events, and applications, enables earlier detection, faster troubleshooting, and better control of data and cost.
- **Power your AI transformation.** IT Service Intelligence protects service performance with AIOps while using AI to drive incident prediction, detection, and resolution — all from one place and with more accuracy .
- **Leave cloud migration worries behind.** Confidently migrate to Azure, your trusted cloud, with Splunk as an implementation partner to monitor application performance and provide robust compliance management.

Splunk and Microsoft deliver superior hybrid-cloud solutions, both cloud-natively and on-prem, that help organizations achieve their AI transformation strategy.

Top security initiatives of 2024

44% AI

35% Cloud security

20% Security analytics

Source: [Splunk State of Security 2024](#)

Making the most of your digital transformations is just good business.

Cloud migration. Data innovation. AI transformation. These business priorities take a significant amount of financial and people resources to implement successfully. By working closer together, Splunk and Microsoft make it possible to secure your investment and the success of your transformation for maximum business value.

Combine Splunk's unified security and observability platform alongside the globally distributed infrastructure of Microsoft Azure to deliver enhanced security, scalability, and visibility for the most complex of hybrid-cloud environments.

And by adding Splunk on your trusted cloud, organizations can actually decrease the total cost of ownership. Simplify procurement and fulfill pre-committed cloud spend by purchasing **Splunk Enterprise**, **Splunk Enterprise Security (ES)**, and **Splunk IT Service Intelligence (ITSI)**, as well as **Splunk AppDynamics**, through the Microsoft Azure Marketplace.

Together, the Splunk and Microsoft alliance helps large organizations with complex IT environments to accelerate their AI transformation efforts and deliver visibility across data sources to ensure digital resiliency in ways no one else can.

Together, we can:



Integrate enterprise data to power digital resilience



Innovate at scale with AI-powered agility



Achieve more with your trusted cloud

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