Pioneers
of the Data Age

How leading organizations bring data to everything

splunk>

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SOLUTIONS KEY
● Security
● IT Operations
● DevOps
● Business Insights

A Defining Age

Organizations are under more pressure to perform than ever before.

From the COVID-19 pandemic and natural disasters to regulatory changes and political strife, businesses and public agencies are facing unprecedented change and challenges — but also opportunity.

After years of accelerating digital transformation, the Data Age has arrived: an era in which ubiquitous and interconnected digital technologies use data to enable and enrich every decision, across organizations, life and society. The pressures and potentials of this new reality are redefining competitive landscapes, increasing customer expectations, and catalyzing innovative disruption at an unprecedented pace.

And data is at the center of it all.

In recent years, every industry has been transformed by the sheer volume and value of data — and the opportunity continues to grow. Two-thirds of surveyed organizations say the quantity of their data will multiply nearly 5x by 2025, according to "The Data Age Is Here. Are You Ready?" That research report from TRUE Global Intelligence Research, commissioned by Splunk, found that only 14% of IT and business managers report that their organization is prepared for an impending surge of new data.

At Splunk, we've seen that successful organizations are those that bring data to every question, decision and action — evolving with shifting expectations to unearth new possibilities and unleash powerful outcomes. These data pioneers are making decisions in real time, anticipating trends and driving efficiency to deliver value to customers and end users.

The Data Age could be the defining era for many leaders and organizations.

Two-thirds of surveyed organizations expect the quantity of their data to multiply nearly 5x by 2025

Blazing New Trails

Splunk customers are at the forefront of this defining age, using the Data-to-Everything™ Platform to better understand their organizations and customers, build consumer trust and adapt to the changing landscape.

From Porsche to NASDAQ to REI, Splunk customers are doubling down on their agile cloud environments and incorporating technologies like machine learning and IoT — all while continuing to invest in core pillars like IT operations and security. This integrated approach empowers teams across the organization to demolish their silos and bring data to every part of what they do, from a DevSecOps approach to building and releasing new digital products, to a more personalized omnichannel experience for each customer.

These data pioneers prove that when you bring data to everything, anything is possible.

Across industries and borders, organizations are removing the barriers between data and action to achieve amazing outcomes.

Compassion International, a nearly 70-year-old nonprofit, is using machine learning and data processing to release more than 2 million children from poverty and trafficking every year.

The world's No. 1 pizza company is bringing data to 16,300 global stores and 16 digital ordering channels for a customer experience that offers quality and convenience.

Following the COVID-19 outbreak, one public university transitioned its 60,000 students, faculty and staff to a remote learning environment in only two weeks — all while ensuring virtual systems were reliable and secure.

Data Improves Everything

"Everything" is a broad term — so let's get more specific. The forward-thinking organizations in the following pages are bringing data to business, security, IT and DevOps teams for an interconnected approach to success. They're investing in core organizational pillars while expanding their use cases to unlock new opportunities.

In the process, they're securing their infrastructure while also securing their customer base. Ensuring uptime as well as an uptick in sales. Automating processes while automatically advancing their organization.

Business Insights

Whether finding new customers, informing product strategy, measuring marketing efforts or predicting sales trends, data is fundamental to successful organizations. Splunk customers understand the value of these insights, turning data into action to optimize operations, increase revenue and better serve customers.

Domino's delivers a satisfying omnichannel experience

Pizza and data are an unlikely pairing. At least, that's what people thought a decade ago, when pizza companies weren't yet investing in digital transformation. Except Domino's.

Repositioning itself as "an e-commerce company that happens to sell pizza," the global pizza chain shifted its focus to digital channels and emerging technologies. Today, Domino's is the leader in global sales, relying on insights from the Splunk platform to inform decisions, drive innovation and satisfy customers' hunger for speed, quality and convenience.

Domino's now has 16 different digital ordering channels — from smart TVs and watches to mobile phone apps, Slack and social media — that collectively generate 65% of U.S. sales. "Splunk helps us with every real-time transaction," says Mike Cox, Domino's operational intelligence architect. "We can understand what's happening with our orders, services, website and applications. When we have all that data together, we can improve processes both internationally and domestically."

In the United States, Domino's generates more than 65% of sales via 16 digital ordering channels.

Splunk brings data to every team across Domino's, from e-commerce and digital infrastructure to marketing and in-store experience. "Domino's uses data in every imaginable way," says Alex Padilla, Domino's vice president of information security. "We're using data to drive decisions for investment, budget and technology, and to measure efficiency of tools and processes. We look at data to build new technology and deliver a new approach to customers."

With everyone looking at the same set of data in the same tool, teams better collaborate and easily share insights with executives, which has allowed the business to maintain growth and its No. 1 status — without compromising quality.

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>
> ## Intelligent performance without data is not possible."
>
> — Stefan Arnold, Head of Technology Acceleration and Management, Porsche

Porsche accelerates into the future

"The last car ever to be built will be a sports car." That's the philosophy fueling Porsche, which has been a leader in world-class performance, design, technology and innovation for decades. To stay ahead of the curve, Porsche has had to adapt with consumer expectations, using data to deliver the advanced, luxurious experience that defines its brand.

"Data is suddenly at the core of our, and almost everyone else's, business," says Tim Klapper, IT service manager at Porsche. "We're using data to get more performance, to get more insights, and to make better and more intelligent decisions." Porsche's head of technology acceleration and management, Stefan Arnold, says, "Intelligent performance without data is not possible."

Porsche uses the Splunk platform to accelerate performance on and off the road through projects like Porsche Connect, an app that allows drivers to remotely access their vehicle, from checking mileage and controlling air conditioning to locking and unlocking car doors. "Today, our digital support relies on Splunk," Klapper says. "We have improved our event log and customer journey analysis, and use Splunk software to prevent problems before they

could impact our customers along their digital journey. As we got more familiar with the software, we witnessed an expansion of business use cases. Splunk now helps us unlock data across all operations."

One of Porsche's latest innovations is the Porsche Taycan, its first electric car. To seamlessly combine digital technology with physical touchpoints, Porsche relies on the Splunk platform for digital customer support at more than 2,000 charging stations across the globe, using data to steer drivers toward their optimal charging station. Arnold says, "Splunk really helps us turn data into doing. That's the Porsche way."

DevOps

We're in a "now" economy. Consumers expect intuitive apps and services that are efficient, reliable and available anytime, anywhere. To deliver on these expectations, DevOps teams need visibility across their entire tech stack — from on-premises infrastructure to cloud environments — to ensure high performance, prevent outages and resolve incidents quickly, before they impact the organization and customers.

Arlo keeps pace with customer expectations

Arlo's award-winning IoT devices help people protect and connect with the people and places they love most. With 3.4 million registered households across 100 countries, Arlo must ensure that everything from its wireless security cameras to advanced baby monitors are secure and properly performing — a feat that requires easy access to data and end-to-end observability.

To investigate and monitor systems without the hassle, Arlo relies on Splunk Cloud, which allows the team to focus on innovation and strategy rather than IT infrastructure maintenance. Splunk's impact on daily workflows has rippled across teams. With previous tools, the mean time to investigate (MTTI) a single production incident could span days, resulting in frustrated team members and costly productivity losses. But thanks to Splunk, Arlo has slashed MTTI from days to hours — or, in many cases, minutes.

With optimized internal operations, Arlo's DevOps and QA teams have increased productivity and accelerated innovation for quicker fixes and faster time to market for new products and features. "Our previous lack of visibility prevented us from moving at a fast pace," says Jishnu Kinwar, Arlo's VP of cloud platform engineering. "But Splunk supports the team velocity to develop products and features faster while giving us the confidence to release sooner."

Arlo continues to add new use cases around infrastructure monitoring and predictive analytics. While the team already relies on the Splunk platform's machine learning to uncover data outliers, they'll soon use it for time series forecasting and auto-scaling models to predict future trends and allow for proactive capacity planning.

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Our previous lack of visibility prevented us from moving at a fast pace. But Splunk supports the team velocity to develop products and features faster while giving us the confidence to release sooner."

— Jishnu Kinwar, Vice President of Cloud Platform Engineering, Arlo

PSCU invests in agility

Enabling more than 1,500 credit unions to conduct nearly 4 billion transactions every year, PSCU provides white-label applications for online bill payments, online lending and other financial services. To help credit unions better compete with banks, PSCU homed in on improving key IT performance metrics like mean time to acknowledge (MTTA), which conveys "I'm on it" when an alert is received. MTTA is a key metric for reducing downtime because it triggers incident response, which then lowers mean time to repair (MTTR).

To accomplish this goal, PSCU turned to the Splunk platform to enable seamless security monitoring and Payment Card Industry (PCI) compliance. PSCU solved its accountability challenges with Splunk VictorOps incident management software, which empowers on-call teams to find and fix problems faster with automated and insightful incident management routing, collaboration and reviews. Thanks to these new additions, the PSCU team lowered MTTA from four hours to under two minutes.

Today, Quality Assurance and DevOps teams at PSCU rely on the Splunk platform to proactively detect performance degradations before they turn into failures. While IT use cases were a starting point, PSCU now combines Splunk's machine data analytics with incident response from VictorOps to create an overarching platform of engagement, which helps DevOps teams innovate faster for greater agility and a better customer experience.

The Splunk platform cut mean time to acknowledge

from four hours to under two minutes.

IT Operations

As interwoven infrastructures grow increasingly complex, IT teams are under mounting pressure to predict problems while delivering valuable services to employees and customers. Splunk customers have risen to the challenge, using the Data Age as an opportunity to adopt emerging technologies, automate processes and drive effectiveness for a more efficient, connected organization.

The U.S. Census Bureau marks the transformation of the decade

The U.S. Census Bureau has a mission of amazing complexity: to serve as the nation's leading provider of quality data about its people and economy.

Once every 10 years, the Census Bureau sets out to provide a complete, accurate count of the population and housing in the entire United States. That means counting every person, in every corner of our nation. As the 2020 census marks the country's first digital census, the organization is using the Splunk platform to more effectively and efficiently complete its mission.

The 2020 census has 35 operations and 52 systems, which support everything from HR and payroll to coordinating a nationwide effort that has to cover every household in every state and U.S. territory. Yet thanks to digital transformation and improved data handling, this year's operation has fewer systems than in 2010, which will improve performance, accuracy and efficiency while optimizing taxpayer dollars.

Splunk is enabling this massive data project in numerous ways. Up front, Splunk helps the Census Bureau coordinate address lists from multiple sources, use satellite data to reduce manual door-to-door efforts, and more efficiently and accurately consolidate field data as it comes in. On the back end, Splunk makes recruiting, hiring and paying workers more efficient through automation and

The U.S. census shapes public policy, distributes more than $675 billion in funding and redraws the political map for the next decade.

digital workflows — which solves a huge issue for an organization that has to hire and coordinate 6,000 door-to-door enumerators.

2020 is the first year that Americans can respond to the census online. And, in the midst of the COVID-19 pandemic, this digital option has been a cornerstone of success for the Census Bureau. Partnering with Splunk, the Census Bureau built IT systems and infrastructure with inherent redundancy to increase reliability, while its multilayered cybersecurity program has allowed the organization to adapt to the current crisis. As its mission continues, the Census Bureau is relying on Splunk to monitor digital traffic, audit IT systems in real time and help leaders make informed decisions in a turbulent world.

Global Emancipation Network wages war on human trafficking

With an estimated 45 million victims every year, human trafficking is a critical human rights crisis. Global Emancipation Network (GEN) is part of the solution.

"Trafficking is a human tragedy. But it's also an illicit economy, where someone buys a product to meet a demand like sex and domestic servitude," says GEN founder and executive director Sherrie Caltagirone. "That transaction often has a digital footprint. So human trafficking is a data problem; 99.9% of our daily battles are about accessing data to stop trafficking."

Yet accessing that historically siloed, distributed data was extremely difficult, and GEN needed an efficient way to collect data and streamline systems for better analysis and action. GEN selected Splunk as its data platform when it was founded in 2016, and Splunk has been the bedrock of its mission ever since.

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99.9% of our daily battles are about accessing data to stop trafficking."

— Sherrie Caltagirone, Founder and Executive Director, Global Emancipation Network

With Splunk's help, GEN developed Minerva, a multi-tenant data analytics platform that enables secure, individualized data sharing and intelligent analytics. This powerful platform uses Splunk to take messy, unstructured data from hundreds of sources to make connections between usernames, email addresses, phone numbers, text and images that would be difficult or impossible manually.

By bringing data to one of the world's biggest problems, GEN has made a remarkable impact — from assisting in seven human trafficking raids that rescued dozens of victims in the last year alone, to helping curb the illicit massage industry by identifying more than 10,000 instances of human trafficking activity across 22,000 massage businesses. And more promise lies ahead. Through GEN and Splunk for Good, Minerva is available free to national and international government and law enforcement agencies, NGOs, academia and the private sector to help identify and stop human trafficking on a global scale.

Security

A single security breach can cripple any organization, draining resources, threatening customer loyalty and tarnishing brand reputation. Savvy organizations are fortifying their security defenses, using real-time data to detect, investigate and resolve threats faster.

Mars acquires the right insights

Founded in 1911, Mars Inc. knows a thing or two about adapting with the times. As one of the largest privately held companies in the United States, Mars originally came to prominence through sweet treats like Mars bars, Milky Way bars, M&M's and Snickers. Throughout the years, the corporation has vastly expanded through a tactful and aggressive acquisition strategy of organizations ranging from the chewing gum giant Wrigley Jr. Company to veterinary hospital chain VCA Inc.

An ambitious acquisition strategy requires the ability to onboard new players while extending security and IT monitoring services with speed and scale. When new subsidiaries bring their own infrastructure and cloud instances, the environment can quickly become challenging to manage, especially from a security perspective. Splunk Data Stream Processor (DSP) allows the security team to create a single repository of security-relevant data from numerous tools across the entire Mars subsidiary portfolio and their respective security operations centers (SOCs). With a unified location, the team can accelerate troubleshooting issues and improve overall security posture.

With disparate sources of data and different platforms housing it, Mars' appetite for data can be hard to satisfy without the right platform. "DSP is allowing Mars to meet the demands of a broader group of stakeholders that need responsive, accessible dashboards and metrics for monitoring across varied systems and platforms," says Greg Poniatowski, area leader of information security at Mars.

While the corporation started with Splunk at the heart of security and IT operations, the platform has quickly become the default tool for analytics across Mars' businesses, helping fuel innovation and sharpen the organization's competitive edge across the globe. "As we mature with it, it's become apparent that Splunk is the solution for our broader issues as well," says Antonio Guedes, security analytics senior lead at Mars. "Now, we have over 300 users all self-serving their own insights from Splunk."

> "
> [Splunk Data Stream Processor] is allowing Mars to meet the demands of a broader group of stakeholders that need responsive, accessible dashboards and metrics for monitoring across varied systems and platforms."
>
> — Greg Poniatowski, Area Leader of Information Security, Mars Inc.

Intel transforms threat-hunting

Over time, Intel has changed from a PC-centric company to a data-centric company — developing new products, entering new markets and engaging new customers in innovative ways. This greater emphasis and reliance on data required Intel's Information Security organization (InfoSec) to build and maintain a comprehensive "defense-in-depth" strategy. The team automated prevention and detection tools at many levels to handle 99% of threats across Intel's environment — but that pesky one percent remained.

Burdened with a legacy security information and event management (SIEM) solution that couldn't scale with the ever-increasing demand for more types of data, Intel InfoSec needed a strategy to detect sophisticated threats attempting to penetrate the organization's environment — what Intel InfoSec calls "hunting the one percent." This strategy inspired the creation of Intel's Cyber Intelligence Platform (CIP), which is centered on leading-edge technologies, including the Splunk platform and Apache Kafka.

With the Splunk Data-to-Everything Platform and hundreds of third-party tools, Intel InfoSec has context-rich visibility and a common work surface, which improves the effectiveness of the entire InfoSec organization. The team now detects and responds to threats within hours or minutes, compared to weeks or hours previously.

Intel's InfoSec team is expanding its use of Splunk and Kafka. The analysts and data scientists are transforming, enriching, joining, filtering and operating on data in-stream. The team is also adding more machine learning tools for everything from incident response, operations and system health to workflow orchestration and alerts.
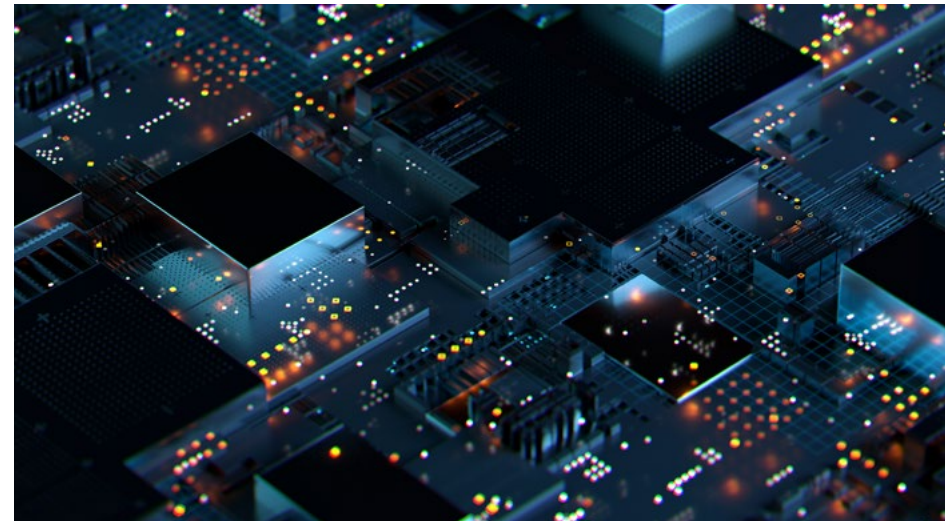
Intel's Information Security organization now detects and responds to advanced threats within hours or minutes, compared to weeks or hours previously.
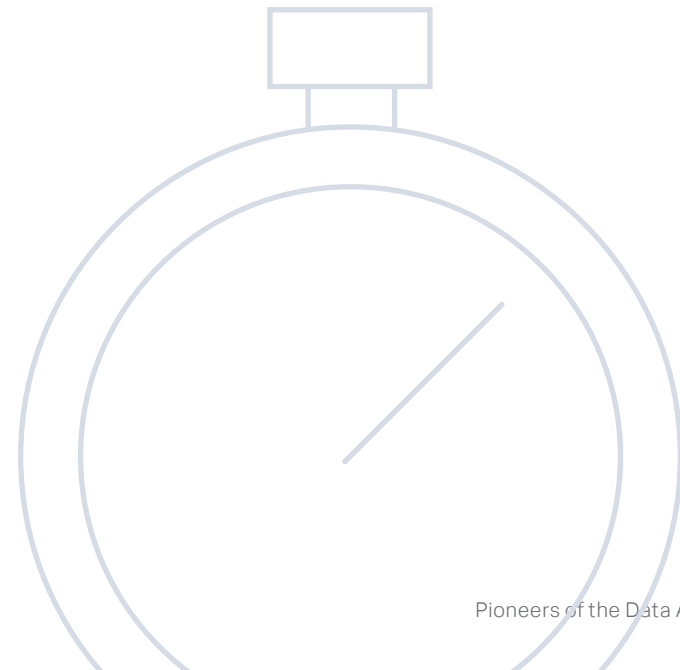
Following the Leaders

Splunk helps organizations all over the world — including 91 of the Fortune 100 — remove barriers between data and action.

The following pages offer a closer look at how data pioneers across industries are using the Data-to-Everything Platform to safeguard systems, streamline operations and accelerate innovation.

Education

Industry
Education

Solutions
IT Operations
Security
Remote Work Insights

The University of Arizona
Swiftly Meets the Challenge of the Pandemic and Keeps Its Network Healthy

Key Challenges

When nearly all of its 60,000 students, faculty and staff quickly moved off-campus, the University of Arizona (UArizona) turned to Splunk Remote Work Insights (RWI) to understand and mitigate new challenges.

Key Results

With Splunk RWI, UArizona gained visibility into its network and insights into whether people were making use of remote-work tools, allowing the school to continue its mission even in the face of a lockdown.

Following the COVID-19 outbreak, UArizona had to quickly transition to remote teaching, learning and work with only two weeks' notice. Network traffic patterns moved outside the firewall, decreasing visibility into service usage while increasing the number of students, staff and faculty using unsecured connections — and the threat to UArizona's network. The UArizona Information Security Office used Splunk RWI to regain that lost visibility into services and understand how students and staff were using remote-work tools.

Data-Driven Outcomes

Unified data from the school's VPN, SSO and MFA systems, wireless network usage and Zoom traffic for **better security and performance**

Enabled the team to make decisions and **take action based on actual data** instead of assumption

Improved efficiency and security while gaining new sources of data and insights to inform decision-making for IT, network planning and marketing
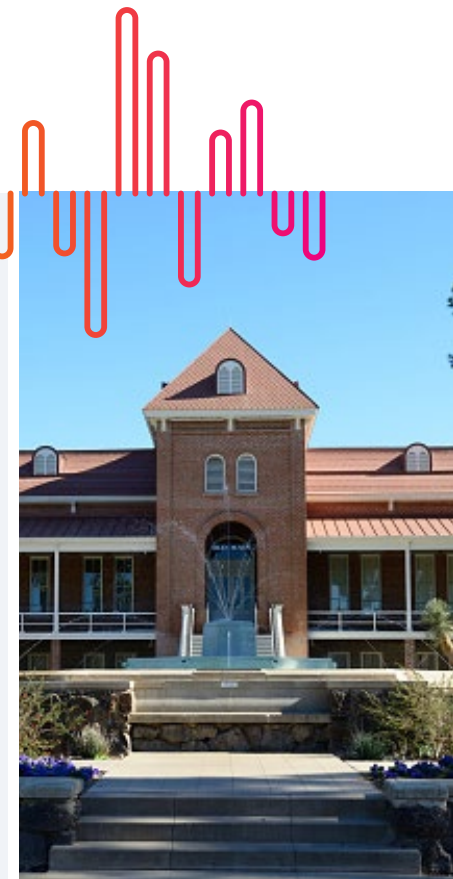
> **"**
> Using the RWI app, it only took about five hours to swap in all of our data sources and have all of the panels being populated. If I had to do this on my own, it would've taken days."
>
> — Paul Reeves, Principal Security Engineer, University of Arizona

The University of Illinois Uses Data to Advance Student Success

Key Challenges

Data was siloed and inaccessible to most staff, which delayed issue resolution and prevented staff members from identifying student challenges and measuring success.

Key Results

With expanded access to data, the university has improved classroom learning and student satisfaction through a better understanding of student performance and success.

At University of Illinois, data is an integral part of every decision. The Student Success Initiative helps staff better understand what makes students successful by using data to identify which students may be facing challenges. These insights will help the team collaborate with advisors to provide personalized care and academic help to at-risk students. On the playing field, the women's soccer team wears biometric sensors during practices and regularly completes surveys that track the players' fatigue levels. By using Splunk to analyze this data, the IT team informed coaches about what kind of impact each type of practice had on their players.

Data-Driven Outcomes

Optimized athletes' health and performance by tracking fatigue levels and other key health data

Allowed students to focus on learning, not security breaches, by doubling the number of identified account compromises

Reduced costs by migrating data to Splunk Cloud

"

We're using Splunk to drive insights about our students, staff, faculty and researchers, so we can help students have a better experience and give researchers and faculty the tools they need."

— Nick Vance, Manager of Data and Technology Innovation, University of Illinois

Jeffco Public Schools
Enables Secure 21st-Century Learning

"

Our biggest challenge was providing the flexibility for our teachers and students to create content and collaborate in innovative ways — while at the same time protecting information security in our distributed and complex environment."

— Chris Paschke, Director of Data Privacy and Security, Jefferson County School District, Colorado

Key Challenges

Modernizing learning meant making computer resources available to students anytime, anywhere — which demanded increased uptime and exposed the school district to new security vulnerabilities.

Key Results

Jefferson County Public Schools (Jeffco) now delivers a safe, innovative learning environment with improved security, increased reliability and better protection against cyberbullying.

When Jeffco set up a wireless network to make computer resources available to students, it also opened itself up to account credential theft and unauthorized access. Prior to deploying Splunk, investigators had to look through numerous system logs to detect the source of malware or a phishing attack. With the Splunk platform, support center and service desk staff can now see and act quickly if a user clicks on a phishing link, steals credentials or compromises an account. The Splunk platform also helps the district address cyberbullying issues by letting the team track system usage, user and device access.

Data-Driven Outcomes

86k students and 15k employees across 156 sites benefit from reliable IT services

99.99% wireless uptime enables students to learn without IT interruptions

100k devices across 700 square miles now with improved security
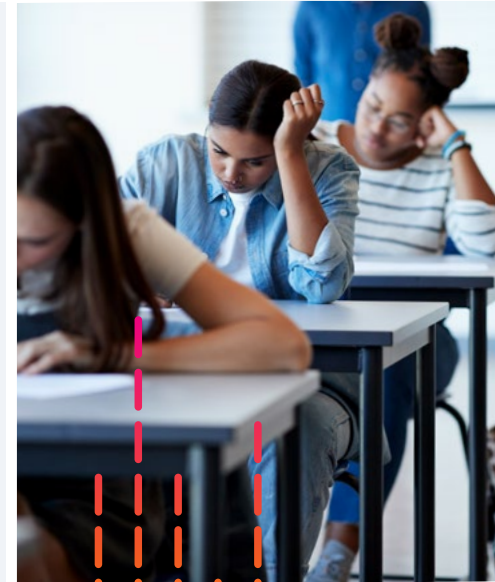
Data-Driven Outcomes

$780k saved every year by reducing payroll and direct deposit fraud for more than 14,600 employees

$30k saved every two weeks by safeguarding ASU's $889M annual payroll

150k students, faculty and staff benefit from an improved campus experience

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> With over 150,000 students, faculty and staff at ASU, we are constantly ingesting data from multiple different sources. Thanks to Splunk, we now have visibility into the student experience and can collect, aggregate and report on data to make business decisions faster than ever before."

— Nate Plamondon, Splunk Architect, Arizona State University

Arizona State University
Gains Real-Time Insight Into the Student Experience

Key Challenges

Arizona State University (ASU) originally needed to address multiple security use cases and protect students and faculty against fraud.

Key Results

With Splunk, ASU reduced payroll and direct deposit fraud for the more than 14,600 employees on its $889 million annual payroll — and now uses data to improve the holistic student experience.

After marked success with Splunk's sophisticated monitoring and alerts, ASU expanded its use of the Splunk platform, consolidating key data to better understand the student experience across campus. With Splunk, ASU can now address student problems quicker, answer critical business questions and improve the student experience through expanded Wi-Fi availability, suggested classes and more. With more robust data, ASU is able to drive its mission to provide a safe, educational environment for students and faculty alike.

Financial Services

Industry
Financial Services

Solutions
Log Management
IT Operations
Security
Fraud

"

Splunk will help us continually drive competitiveness by deriving maximum value from untapped data assets."

— Yoichi Ishikawa, Assistant Executive to General Managing Officer of System, System Development Department and Deputy General Manager, IT Strategy Group, au Kabucom Securities Co., Ltd.

au Kabucom Securities Enhances Cybersecurity and Gets Access to New, Valuable Data Sources

Key Challenges

After a DDoS outbreak in 2017, au Kabucom Securities chose automated DevSecOps to increase cybersecurity while visualizing and analyzing all its data — including potentially valuable dark data.
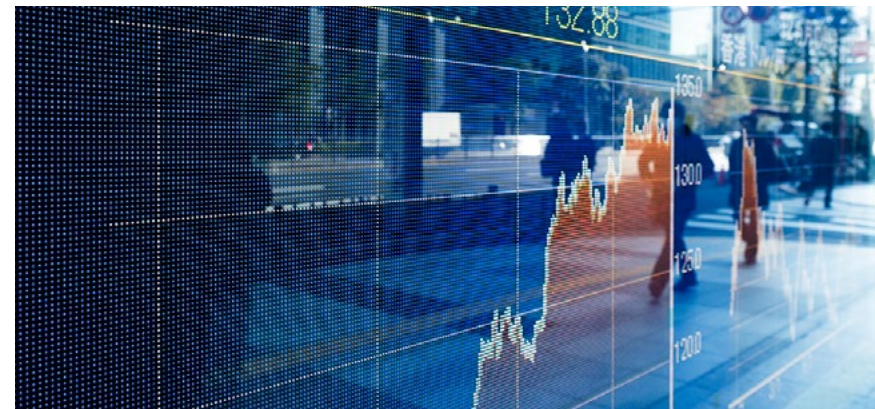
Key Results

By identifying suspicious behavior, triggering alerts and analyzing logs to automate corrective actions, Splunk allowed au Kabucom Securities to achieve its goal of fully automating DevSecOps.

Part of Mitsubishi UFJ Financial Group, au Kabucom Securities offers online brokerage services to more than 1.1 million customers across Japan. Thanks to Splunk, au Kabucom Securities now consolidates logs from various cloud services into a single console. The team then mines and analyzes this rich data to predict patterns, centralize reporting and gain real-time visibility into the company's security posture. The Splunk platform's ease of use and scalability enable the company to manage its large volume of data in a cost-effective way, while correlation analysis with external threat intelligence helps effectively prevent threats.

Data-Driven Outcomes

Automated time-intensive activities to reduce team stress and let them focus on strategic initiatives

Delivers a better customer experience by investigating and responding to critical issues faster

Makes more valuable data — structured and unstructured — **available** for analysis and decision-making

Bank of England
Protects $1 Trillion a Day

Data-Driven Outcomes

$1 trillion in transactions protected every day with secured infrastructure

10k endpoints covering servers and user devices secured with analytics that quickly identify bespoke attack operations

1/3 of the country's GDP secured by a proactive defense strategy

Key Challenges

The Bank of England needed to evolve from a reactive to a proactive SOC and recognized the need for a new operating model — one in which the technology fits the model, not the other way around.

Key Results

The Splunk platform has been critical in helping the Bank of England execute on large-scale data mining, log analysis, threat intelligence matching and preventative controls.

Founded in 1694, the Bank of England is the central bank of the United Kingdom, facilitating transactions that amount to one-third of the country's GDP. The bank's SOC — staffed by a team of 10 security analysts — is responsible for protecting the infrastructure that enables these transactions. With Splunk's fast, iterative search development, analysts now develop a wide range of analytics that provide more flexibility and efficiency in detecting attacks. Implementing Splunk also allowed the SOC to reframe their defense strategy, targeting the adversary's operations across their MITRE ATT&CK framework, rather than the attack itself, with greater success.

Keystart Improves Productivity and Ensures Compliance Remains Paramount

Key Challenges

Before Splunk, Keystart had no formalized security programs or systems, and faced potentially expensive implementation costs and heavy resourcing hours to manage its large security data sets.

Key Results

Now that Keystart uses Splunk as its SIEM, the organization has slashed incident response time, reduced costs and simplified compliance with government standards.

As a privately run, government-owned mortgage provider based in Western Australia, Keystart found it imperative to ensure data security and adherence to legal requirements while addressing housing affordability in Perth and the wider state. Splunk provided Keystart with a flexible, cost-effective solution, helping the organization replace and retire legacy systems while unifying data in one place. Since Splunk's current applications have been immediately successful, Keystart is exploring additional Splunk use cases throughout the organization, such as using Splunk for business analytics and as a business intelligence tool.

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Prior to Splunk, I had to internally write some applications to get a comprehensive overview of our siloed system. Now with Splunk's alerts and a unified view across systems, we've reduced incident response time by 75% and increased our productivity at least four-fold."
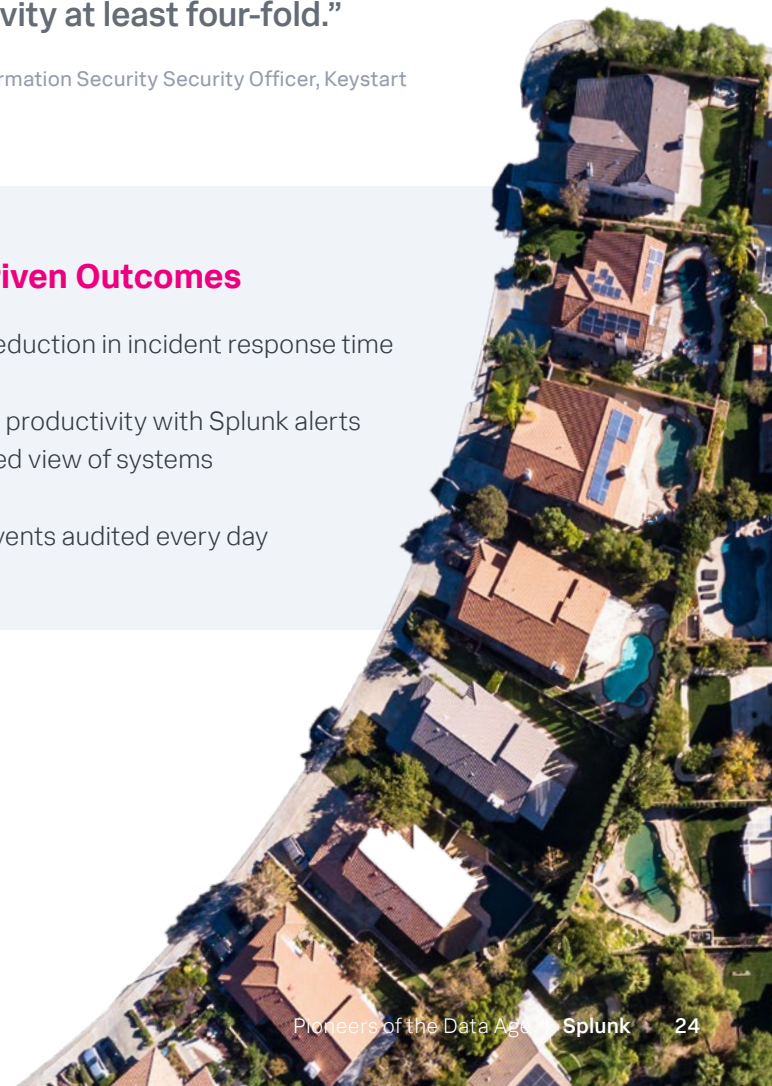
—Sean Smart, Information Security Security Officer, Keystart

Data-Driven Outcomes

75% reduction in incident response time

4x more productivity with Splunk alerts and a unified view of systems

2M+ events audited every day

"

From the perspective of an individual policyholder, I know they would want to know that we're doing everything we can to help keep their information safe. We are paying close attention to how we manage our own information as well as how we manage their personal information, and that's something that Splunk allows us to do."

—Ben Murphy, Vice President of Information Security, Aflac Incorporated

Aflac Adopts Splunk Platform for Analytics-Driven Security

Key Challenges

Facing a rapidly changing threat landscape, Aflac needed a robust security platform to protect its customers, 10,000 employees and brand reputation.

Key Results

Aflac orchestrated threat intelligence across 20 security technologies and created an analytics-driven security approach that provided immediate return on investment.

Aflac is the leading provider of voluntary insurance in the United States. Facing an onslaught of security threats, Aflac deployed the Splunk platform to orchestrate threat intelligence across 20 security technologies sitting within its internal threat intelligence system. With Splunk at the heart of Aflac's SOC, six teams of approximately 40 individuals rely on the platform to manage broad security use cases — from threat hunting and incident response to application security, security administration and fraud. Providing tactical and strategic functions, the system now includes automation, which increases efficiency in the daily threat data feed, reduces errors and brings data to every security decision.

Watch the video

Data-Driven Outcomes

2 wks to enterprise-ready implementation

2M security threats blocked in one six-month period

40 hrs saved every month by replacing manual processes

Industry
Financial Services

Solutions
IT Operations
Infrastructure Monitoring
Security

Data-Driven Outcomes

<2 min MTTA with Splunk and VictorOps, reduced from four hours previously

3.8B transactions enabled by improved collaboration and enterprise functionality

1,500+ credit unions supported through mobile monitoring and real-time alerting

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Each PSCU IT department maintains an on-call schedule. VictorOps brought all the managers together with one tool. We understand what we're doing, and we all use the same escalation schedule. It drives accountability."

—Earl Diem, IT Operations Manager, PSCU

PSCU Slashes MTTA and Bolsters Security

Key Challenges

To improve product and service availability for its more than 1,500 credit unions, PSCU needed to reduce MTTA and MTTR while boosting call-team accountability.

Key Results

With the Data-to-Everything Platform, PSCU slashed MTTA and MTTR while empowering staff with mobile monitoring access to deliver support from anywhere.

As the premier payments credit union service organization in the United States, PSCU must help its credit unions better compete with banks. To accomplish this, PSCU relies on Splunk to detect errors and resolve incidents faster. Part of the Splunk platform, VictorOps empowers on-call teams with automated incident management routing that has slashed MTTA from four hours to less than two minutes. PSCU is now expanding its reliance on Splunk with new use cases — from predictive insights to faster error detection in new software releases. Thanks to Splunk's unified platform, PSCU can now innovate faster, collaborate better and fulfill its mission of satisfying customers.

Watch the video

Healthcare

NewYork-Presbyterian
Battles the Opioid Crisis With Data

Key Challenges

NewYork-Presbyterian needed to track data from electronic health records, pharmacy dispensing systems and other sources to see if drugs were being diverted for potentially illegitimate purposes.

Key Results

By partnering with Splunk, NewYork-Presbyterian built a platform to closely safeguard controlled substances and other medications, helping to reduce opioid diversion.

NewYork-Presbyterian Hospital is one of the nation's most comprehensive, integrated academic healthcare delivery systems. Initially, the organization used Splunk to fulfill a variety of security use cases, from preventing phishing to automating critical security workflows. As NewYork-Presbyterian built its security operations center, its teams realized more of Splunk's capabilities and partnered with Splunk to develop a customized platform that prevented unauthorized patient record access and opioid diversion. The same Splunk capabilities of correlation and machine learning that helped power the patient platform today enables the hospital to battle the opioid crisis on a global scale.

Data-Driven Outcomes

Safeguards against the diversion of opioids and high-cost medications, such as certain anti-cancer drugs, that can be priced at tens of thousands of dollars

Monitors IT security operations to ensure controlled substances and other medications aren't being used or prescribed illegally

Creates possibilities for peer institutions to bring the same monitoring and diversion techniques to their hospitals

"

With Splunk, the possibilities are pretty much limitless in terms of how we can think about the hospital's data. We want to double down on our use of Splunk to really push this partnership — not only for us, but for healthcare organizations around the country."

— Jennings Aske, Senior Vice President and Chief Information Security Officer

Solutions
IT Operations
DevOps
Container Monitoring
Security
Compliance

Data-Driven Outcomes

150–500GB of data per day queried by Splunk

100% of all production incidents handled with automation and runbooks

More time for DevOps teams to prioritize business value and root cause analysis

Imprivata Manages and Secures Container Environment With Splunk Cloud

Key Challenges

Imprivata needed secure central logging and ad hoc querying capabilities in a highly distributed, containerized production and development environment.

Key Results

With Splunk Cloud, Imprivata has helped DevOps teams focus on high-priority business needs and streamlined security compliance, while avoiding massive on-premises storage costs.

Migrating to Splunk Cloud has enabled Imprivata to glean answers from machine data without the need to manage infrastructure. Splunk Cloud simplifies compliance with the Health Insurance Portability and Accountability Act (HIPAA) and other regulations, including SOC 2 Type II and the General Data Protection Regulation (GDPR). Splunk Cloud also allows network operations center (NOC) staff to handle all production incidents with automation and runbooks. This prevents further escalation to DevOps while greatly improving the mean time to repair (MTTR) and avoiding service impacts by proactively fixing problems.

"

Thanks to Splunk Cloud, I can shift my focus from administrative tasks to helping my team and others across the organization analyze the business, conduct root cause analysis and target tangible outcomes."

— Manager, Cloud Platform Team, Imprivata

Molina Healthcare Gains Healthy Advantage

Key Challenges

Molina Healthcare needed to ensure uptime for its revenue-generating claims engine while finding a quicker way to identify, respond to and resolve security and IT incidents.

Key Results

The Molina team now uses Splunk to resolve issues in minutes, slashing IT incidents, boosting claims engine uptime and eliminating hours spent coordinating with various cross-functional teams and tools.

Arranging delivery of managed healthcare services under the Medicaid and Medicare programs, Molina Healthcare depends on Splunk to turn operational data into actionable insights for better patient care. With Splunk Enterprise and Splunk ITSI, Molina Healthcare has gained a real-time view of its data across the entire enterprise. While claims engine outages used to hurt revenue, IT's newfound systems visibility allows the team to ensure consistent uptime of the claims engine — the company's lifeblood — while reducing manual processes and better aligning with the business.

Data-Driven Outcomes

63% reduction in Molina's MTTR

1/5 the number of IT incidents after using Splunk

4.2M individuals benefiting from better healthcare services, thanks to Molina's ability to mine data and understand trends

"

Trying to implement something similar with legacy tools would have required lots of time and millions of dollars in professional services and upgrades."

— Ben Gordon, Vice President of Enterprise Infrastructure Services, Molina Healthcare

Manufacturing

Industry
Manufacturing

Solutions
IT Operations
AIOps
IoT and Industrial Data
Predictive Analytics
Business Analytics

Porsche Drives Intelligent Performance and Sustainability

Key Challenges

To stay at the forefront of innovation and performance, Porsche needed to build forward-thinking software while delivering a premium digital experience centered around customers.

Key Results

Porsche uses the Splunk platform to deliver intelligent performance for everything from the Porsche Connect app to the digital customer journey to the Porsche Taycan, its first electric sports car.

Porsche's partnership with Splunk began in 2015 with Porsche Connect, an app that helps drivers remotely access their vehicle. Today, Porsche's digital support relies on Splunk, using the platform to gain insight into the customer journey and proactively prevent problems before they impact customers. Porsche also uses Splunk to blend intelligent performance and sustainability with its first electric sports car — the Taycan — and its more than 2,000 charging stations scattered across the globe.

Watch the video

Data-Driven Outcomes

Advanced sustainability goals by successfully launching its first electric sports car, the Porsche Taycan

Optimizes performance for 2,000 Taycan charging stations worldwide

Improved customers' digital experiences through proactive monitoring and better customer journey analysis

"

Data is at the center of our story, and Splunk is a great partner that really helps us turn data into doing."

— Stefan Arnold, Head of Technology Acceleration & Management, Porsche

Industry
Manufacturing

Solutions
Security
Business Insights
IT Operations

Mars Lands and Expands Its Data Capabilities

Key Challenges

With an aggressive acquisition strategy and teams' increased appetite for data, Mars needed to capture demands coming from IT, security and business sectors across vastly different subsidiaries.

Key Results

Thanks to the Splunk platform, Mars now has a single, comprehensive view of all data sources for immediate alerts, proactive optimization and improved decision-making across the organization.

With Splunk, Mars provides specific feedback to stakeholders about issues in their processes. Where once they could only call out issues in general terms, the Mars team can now give prescriptive directions in near real time to remediate issues fast. Streaming analytics capabilities introduced with Splunk Data Stream Processor (DSP) are helping optimize infrastructure and resources. DSP also allows the security team to create a single repository of security-relevant data from numerous tools across the entire Mars subsidiary portfolio and their respective SOCs, which helps to accelerate troubleshooting issues and improve overall security posture.

Data-Driven Outcomes

Expanded access to data to more than **300 people** globally while sharing insights within different subsidiary SOCs and NOCs

Optimizes cloud performance globally through centralized control and optimization

Filters and normalizes data to ensure **optimal use of compute resources** and infrastructure

"

As we mature with it, it's become apparent that Splunk is the solution for our broader issues. Now, we have over 300 users all self-serving their own insights from Splunk."

— Antonio Guedes, Security Analytics Senior Lead, Mars Inc.

Industry
Manufacturing

Solutions
Log Management
Security
Fraud

Nikko Chemicals Achieves Secure Cloud Migration

Key Challenges

In response to the Great East Japan Earthquake and the subsequent tsunamis in 2011, Nikko Chemicals kick-started a cloud migration initiative for better business continuity planning.

Key Results

With Splunk, Nikko Chemicals easily collects security-related logs from an extensive range of applications to unify visibility across all its SaaS deployments.

Thanks to Splunk Cloud, Nikko Chemicals now integrates logs to a unified platform while centralizing SOC monitoring to a single node. This minimizes costs and enables correlation analysis of SaaS applications, enabling the team to bolster security and bring data to more decisions across the business. Log monitoring is now on a 24/7 basis, while log analysis is done through an external SOC service. These improvements allow Nikko Chemicals to turn its data into action, automatically detecting unanticipated outliers and responding to events in real time.

“

Splunk is worth every penny, creating unprecedented value and opportunities for companies with resource-strapped operations teams like us.”

— Yuichi Higashihara, Security Management Division,
    Nikko Chemicals Co., Ltd.

Data-Driven Outcomes

Automated cloud operations with a holistic view across multiple SaaS applications

Maximized business security through centralized and proactive threat protection

Boosted efficiency with simplified operations and painless system maintenance

Zeppelin Takes Predictive Maintenance to New Heights

Key Challenges

The German manufacturer needed to reduce downtime and scale its services business, which relies on the ability to monitor rental equipment remotely by analyzing sensor data.

Key Results

With Splunk, Zeppelin has optimized its IT systems, using predictive maintenance and analytics to accelerate troubleshooting and increase equipment uptime for customers.

Zeppelin not only makes machinery for industries like construction, mining and agriculture, it also has a growth mindset, expanding the services arm of its business and creating new digital models to serve the construction sector. Zeppelin's IT infrastructure has grown as well, in size and complexity. Using the Splunk platform for its IT operations and IoT devices, Zeppelin created a unified, streamlined solution that predicts machine failure and fixes problems before they happen, increasing machinery uptime, improving customer service and maximizing the value of Zeppelin's data.

Watch the video

Data-Driven Outcomes

Gained rich insights into historical and real-time operational data from thousands of IoT devices

Improved customer satisfaction and service with better equipment uptime

Implemented predictive maintenance for faster troubleshooting and better resource allocation

"

With Splunk, we have an innovative partner that helps us tackle the challenges with digitization. For us, this is the future."

— Andreas Zientek, Systems Engineer, Zeppelin

Industry
Manufacturing

Solutions
Industrial Data and IoT
IT Operations
Business Insights

"

This past week, we broke the record for the panels produced, so Splunk is helping to change the way we do business."

— Gabriel Gerges, Department Manager, Samples Division, Shaw Industries Group, Inc.

Leading Flooring Solutions Provider, **Shaw Industries**, Breaks Production Records With Splunk IoT

Key Challenges

To retain its competitive position, Shaw Industries Group needed access to real-time data on its factory floor for better production performance.

Key Results

Since deploying the Splunk platform, Shaw Industries improved work order lead times, increased product sample output and accelerated speed to business insight.
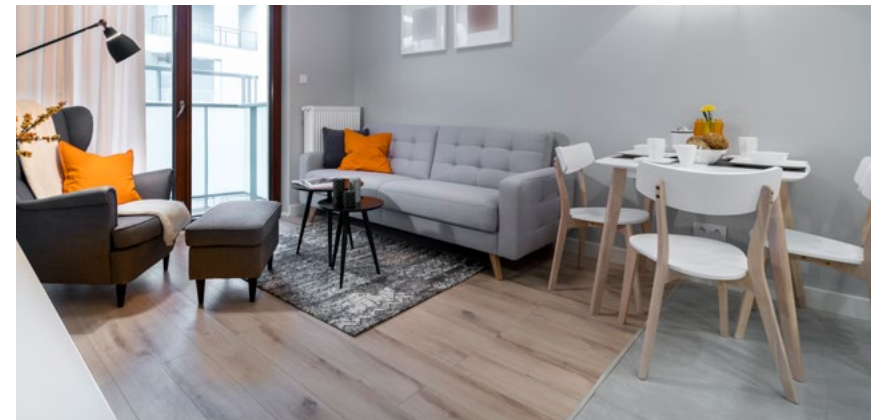
Initially, Shaw Industries adopted the Splunk platform to provide visibility into a new post-consumer recycling facility. Today, approximately 300 managers and engineers are trained to write Splunk searches for their machine and enterprise data. Plant managers and production managers consume Splunk dashboards for key business insights. With a Splunk efficiency data dashboard to show real-time production, the plant has more than doubled production with focused process improvements. Overall, by collecting and analyzing manufacturing and industrial sensor data in real time, Shaw has gained new visibility and insights into business-impacting issues like quality and performance.

Watch the video

Data-Driven Outcomes

Improved work order lead times to serve customers quickly

Significantly **increased product sample output**

Reduced energy usage at one facility, resulting in **significant cost savings**

Nonprofit

Industry
Nonprofit

Solutions
IT Operations
Security
Business Insights

Data-Driven Outcomes

2M+ children supported every year

<5 min to screen sponsors with Splunk, compared to one week previously

~120 Splunk dashboards equip business teams with the data they need to make smart decisions

Compassion International
Wields Data to Protect and Care for Children in Poverty

Key Challenges

To serve and protect nearly 2 million children around the world, Compassion International needed a way to ensure system uptime, secure financial data and screen sponsors faster and more effectively.

Key Results

With the Splunk platform, Compassion International turns raw data into actionable insights that protect donors, curb exploitation, measure funding impact and release more children from poverty and trafficking.

To ensure both children and sponsors are protected, the Compassion International team must manage and secure everything from financial, sponsor and child data to information about systems health and network connections across the world. While Compassion began using Splunk for traditional IT and security use cases, more teams — ranging from executives and the office of risk management to marketing and fundraising — soon began harnessing the power of the platform. The PATCH (Protect All the Children) initiative, for example, uses Splunk's machine learning and data processing to screen sponsors, automatically flagging anyone affiliated with a sexual predators database.

"

Given the times that we're going through right now, we need to be able to reach and serve even more children. By allowing us to make decisions based on data, the Splunk platform will become even more vital to serving and protecting the children who need it most."

— John Edom, Principal of Monitoring and Automation, Compassion International

Global Emancipation Network Fights Human Trafficking With Data

Key Challenges

Human trafficking impacts an estimated 45 million people per year, but the data needed to trace perpetrators of this crime is poorly defined, siloed and hard to access.

Key Results

Splunk has been the bedrock of Global Emancipation Network's (GEN) mission, supplying the organization with software licenses, training, support and education through the Splunk for Good program.

GEN and Splunk partnered to develop an analytics platform, dubbed Minerva, that analyzes unstructured, siloed data to uncover the people behind global human trafficking operations. Splunk helps sift through data from hundreds of sources to make connections between usernames, email addresses, phone numbers, texts and images that would be difficult or impossible manually. Through GEN and Splunk for Good, Minerva is available free to national and international government and law enforcement agencies, NGOs, academia and the private sector to help identify and stop human trafficking.

"

GEN would not be where it is today without Splunk. The support has been fantastic; the product is wonderful. Splunk has been as much a stakeholder in the success of GEN as we have ourselves."
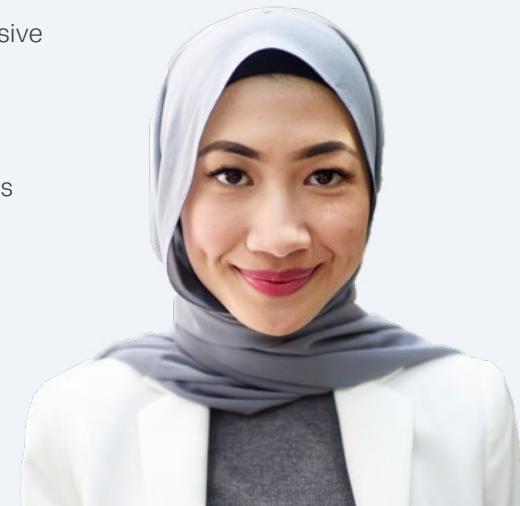
— Sherrie Caltagirone, Founder and Executive Director, Global Emancipation Network

Data-Driven Outcomes

Days to process and analyze massive volumes of data, cut down from years

Millions of data points from more than 22,000 massage businesses analyzed

55k+ schools across Northern Ireland, England and Wales analyzed, accelerating child abuse investigations

"

Splunk is helping us work toward a full roadmap to gain visibility across the entire supply chain. The technology and partnership will help to drive the organization forward."

— Sheryl Gustafson, Director of Technology Solutions and Services

Rise Against Hunger
Reins in Data, Focuses Mission With Splunk

Key Challenges

To help fulfill its mission to end world hunger by 2030, Rise Against Hunger needed to better manage and secure its data while tracking packages and meals on a global scale.

Key Results

Through Splunk for Good, the nonprofit now has visibility across disparate systems and its entire supply chain, enabling insights into worldwide delivery and distribution of meals.

Rise Against Hunger is an international humanitarian organization feeding nearly 800,000 people a year in 31 countries. Faced with challenges to its vitally important mission, the organization uses the Splunk platform to improve data privacy and security while ensuring compliance with international data standards. Most importantly, Rise Against Hunger now gains insight from its data to identify beneficiaries with the greatest, most immediate need.

Data-Driven Outcomes

Rationalized and prioritized **180+ disparate systems** across its IT environment

Provided supply-chain visibility into worldwide delivery and distribution of meals

Established a clear, efficient way to **enhance data privacy** and demonstrate regulatory compliance

NetHope Uses Data to Tackle Global Disasters and Refugee Crisis

Key Challenges

To improve emergency response for global disasters and refugee crises, NetHope needed a way to pull data and glean insights from its crisis communication and direct aid efforts.

Key Results

Through Splunk for Good, NetHope created its first integrated NOC, allowing the team to better manage data, build analytics around network health, track usage and care for more people in times of crisis.

A consortium of nearly 60 leading nongovernmental organizations (NGOs) worldwide, NetHope coordinates the emergency response for countries that need aid with the relief agencies that need information to take action. Splunk for Good provides NetHope with the technology to better manage and understand its disparate data, helping the nonprofit create an integrated NOC for its nearly 300 distributed networks. The team can now better maintain these networks, supplying their partners with information about how the networks are used. With the newfound ability to build analytics around network health, NetHope can engage in proactive network planning, not just network maintenance.

Watch the video

"

Being able to communicate specifically the impact of this program in this place around our connectivity and network initiatives gives us leverage that, to my knowledge, no one else in this sector has."

— John Crowley, Director of Information Management and Crisis Informatics, NetHope

Data-Driven Outcomes

~60 NGOs aided by insights into the networks and devices that NetHope deploys, letting the team manage and maintain gear in the field

300 distributed networks managed in one integrated NOC, enabling data-driven planning for how to scale networks

60% of all international, non-governmental aid successfully delivered every year through NetHope

Public Sector

Industry
Public Sector

Solutions
IIT Operations
Security
Business Insights

The **U.S. Census Bureau** Goes Digital for the Largest Civilian Count in U.S. History

Key Challenges

To distribute more than $675 billion in funding, the U.S. Census Bureau must get a complete, accurate count of every person living in the United States during its 2020 census, the country's first digital census.

Key Results

The Census Bureau is using Splunk to protect data, consolidate systems, reduce manual door-to-door efforts and bring data to every decision for the largest civilian count in U.S. history.

Every 10 years since 1790, the U.S. Census Bureau has set out to accomplish the country's largest civilian undertaking: getting an accurate count of each person living in the United States and its territories. As the country's first digital decennial census, the 2020 census will provide Americans with the option to respond online, in addition to by phone or mail.

Splunk's data visualizations have become a critical part of daily workflows at the Census Bureau, delivering real-time insights to inform how senior leadership and teams like security, IT and application approach questions, make decisions and take action. With Splunk at the center of its SOC and NOC, the Census Bureau has improved uptime, and is proactively identifying vulnerabilities and troubleshooting issues faster for a more secure, reliable experience.

> **"**
>
> At the core of our [cross-functional hub] are Splunk's dashboards and reports, which leadership relies on to know what's going on and make better decisions."
>
> — Atri Kalluri, Senior Advocate, Decennial Census Response Security and Data Integrity, U.S. Census Bureau

Data-Driven Outcomes

Facilitating success for the 2020 census, the country's **first digital decennial census**

Enabling executives to make **better, more informed decisions** through standardized dashboards and real-time insights

Ensuring integrity, availability and security compliance for the bureau's complex infrastructure of **52 systems** and **35 operations**

Derbyshire Fire & Rescue
Saves Money and Lives by Maximizing Data

Key Challenges

Without a centralized log monitoring solution, the service's small IT team had poor visibility across system management, software updates and security threats.

Key Results

With Splunk, the IT team improved security response and reduced cyber risk with better insights into the service's security posture, faster troubleshooting and enhanced collaboration.
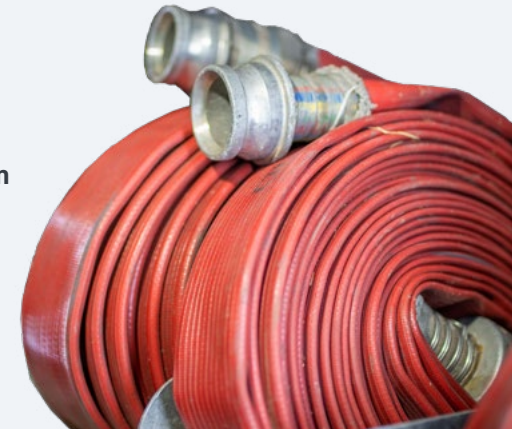
Derbyshire Fire and Rescue Service (DFRS) is tasked with protecting more than a million people. Yet to deliver safety for citizens, the service must first ensure security for its 31 fire stations and two data centers, which were at risk of cyberattacks. With Splunk's dashboards, the busy, hard-working DFRS team has an easy-to-access visual overview of system health. Previously, security incidents may have gone unnoticed, with engineers having to manually trawl through log files to look for anomalies when something suspicious was identified. With Splunk, DFRS has improved worker productivity while also avoiding security disasters by blocking intrusions before any damage occurred.

Data-Driven Outcomes

Blocked security intrusion before damage occurred

Quickly spotted and **repaired system maintenance issues**

Saved money by tracking and addressing printer misuse

"
Thanks to Splunk, we get vital information at a glance. It's helped us make better, more informed decisions."

— Pete Garyga, ICT Security and Project Team Manager, Derbyshire Fire and Rescue Service

Industry
Public Sector

Solutions
Application Delivery
Security
Compliance

State of Michigan Department of Health and Human Services
Delivers Superior Citizen Experience

Key Challenges

To effectively serve its 1.7 million citizens, the State of Michigan Department of Health and Human Services (MDHHS) needed visibility into its integrated eligibility system BRIDGES.

Key Results

With Splunk, MDHHS gained increased visibility into BRIDGES — which connects 52 agencies and processes over 12,000 transactions per minute — to ultimately deliver better services for its citizens.

MDHHS is responsible for delivering services across healthcare, food assistance, child development and care, cash assistance and state emergency relief. After adopting the Data-to-Everything Platform, MDHHS increased efficiencies across the business by gaining granular visibility into its BRIDGES application infrastructure. With the ability to pinpoint usage and analyze performance, combined with prediction capabilities and artificial intelligence, the agency now gains insights into issues well before users are impacted, helping improve the overall citizen experience.

"

Our staff's manual effort of providing and tracking PCI and audit compliance has been reduced by 50% by Splunk. This helps us to ensure a passing scorecard for audits."

— Sanjay Srivastava, Division Director, Eligibility Area DTMB, State of Michigan

Data-Driven Outcomes

20% improvement in addressing issues before they impact users

35% reduction in MTTR, which increases ability to meet SLAs

50% reduction in manual compliance efforts, which boosts audit efficiency and ensures passing scorecards

Solutions
Application Monitoring
Infrastructure Monitoring
Industrial Data and IoT
IT Operations
Predictive Analytics
Security Monitoring

"

Data is really critical to our rate of learning and the progress we make on the complex questions we're trying to understand at NIF."

— Bruno Van Wonterghem, Operations Manager, National Ignition Facility

National Ignition Facility
Unlocks the Potential of Clean Energy and Safeguards the U.S. Nuclear Stockpile

Key Challenges

NIF needed a secure way to safeguard data and prevent facility downtime, ensuring facility availability so scientists can conduct experiments.

Key Results

After bringing network, authentication and host data into Splunk to solve security challenges, the team aggregated this data with a variety of other sources to gain real-time visibility across the facility.

The National Ignition Facility (NIF), located at California's Lawrence Livermore National Laboratory, is the world's largest laser. To support the NIF's core missions, including nuclear stockpile stewardship and scientific discovery, scientists and engineers require a secure, reliable IT infrastructure. Splunk Enterprise and Splunk IT Service Intelligence now sit at the heart of the NIF's control system, which manages more than 66,000 control points to power NIF's massive laser facility. The lab's engineers can now take action on events based on everything from application data to sensor data like laser voltage, temperature and pressure.

Watch the video

Data-Driven Outcomes

66k+ IoT devices, in addition to IT infrastructure monitored by Splunk

Doubled laser shots to 400 annually without compromising uptime or data integrity

192 laser beams successfully converge on a tiny target smaller than a strand of human hair, thanks in part to real-time insights

City of Gold Coast Gains Real-Time Visibility for the Commonwealth Games

Key Challenges

After hosting the 2018 Commonwealth Games, the City of Gold Coast (CoGC) needed to enhance its security operations and visibility across the organization.

Key Results

Thanks to the Splunk platform, CoGC achieved real-time visibility into multiple environments and mitigated significant risk around a heightened threat environment.

With Splunk, CoGC successfully gained the optimal security outcome for the Commonwealth Games, without impact on operations. Splunk provided CoGC with a complete platform that served four different environments — from the industrial systems of Gold Coast Water to traditional core IT systems — enabling CoGC to effectively monitor different parts of the organization with diverse needs. During the Games, the flexibility of Splunk Cloud and Splunk Enterprise Security allowed CoGC to deliver operational security visibility in real time, enhancing the Gold Coast security team's contribution to joint threat intelligence with state agencies, sponsors and partners.

"

Splunk allowed us to leapfrog our security service maturity. With the service now stabilized and operational cadence established, we are ready for new use cases and new data sources in other areas of the organization."

— Matthew Walker, Information Technology Security Advisor, City of Gold Coast

Data-Driven Outcomes

Thousands of athletes, workers and attendees protected from cyberattacks and disruption during the Commonwealth Games

4 different environments and systems that achieved real-time visibility and operational insights

Greater ability to detect, track and respond to threats during an international sporting event with a heightened threat profile

Retail

Data-Driven Outcomes

#1 pizza company in the world, with the highest global retail sales

16 digital ordering channels accounting for 65% of U.S. sales — all monitored, secured and optimized through Splunk

3M pizzas sold every day to 1 million customers worldwide

"

Nearly every team at Domino's uses Splunk in some way. They don't want to see whether a single component is healthy; they want to see the whole picture integrated with sales data, revenue and more. That way, they can see the impact their decisions have on the whole business."

— Mike Cox, Operational Intelligence Architect, Domino's

Domino's Reveals Data as Its Secret Sauce

Key Challenges

To adapt to evolving customer expectations, Domino's needed to provide a reliable, modern digital experience that would satisfy customers' cravings for speed, quality and convenience.

Key Results

To deliver a tailored, omnichannel customer experience, Domino's uses Splunk to monitor all transactions, protect data, ensure proactive systems uptime, and inform key decisions for investment, budget and efficiency.

Domino's is the leader in global pizza sales, thanks in large part to a data-first approach to everything from behind-the-scenes IT and security operations to daily customer interactions like ordering and delivery. With Splunk, the pizza chain ensures its technology is reliable with insight into every real-time transaction across its website, applications and 16,300 global stores. Real-time insights from Splunk help Domino's teams protect systems, customer data and brand reputation, while automating repetitive workflows has allowed security analysts to swap tedious tasks for analytical work. Before any new feature or service is released, Domino's depends on Splunk to optimize functionality and make sure technology is customer-ready, helping Domino's stay innovative and No. 1.

Watch the video

REI Gains Edge Protection With Splunk Cloud and AWS

Key Challenges

When REI migrated its applications to Amazon Web Services (AWS), the outdoor specialty retailer needed a platform that could provide edge protection for its Amazon Virtual Private Clouds (VPCs).

Key Results

Thanks to Splunk Cloud and Amazon GuardDuty, REI's teams now make analytics-driven decisions with enough context to minimize risk while ensuring availability for customers.

As an organization known for its customer service and brand reputation, REI wanted to extend its security posture to include edge protection of its Amazon Virtual Private Clouds as it migrated applications to Amazon Web Services (AWS). Previously, the organization lacked an investigation workflow that included AWS, so teams underwent a time-consuming process to manually extract and analyze the relevant data. As REI aggregates all security-relevant data in Splunk Cloud, the technology organization is bringing analytics insights to broader questions and decisions — yielding better outcomes across the business.

> "
>
> We want to protect REI data — that's where we put our resources and invest time. Procuring Splunk Cloud has been a really good investment, not just for the capabilities it offers, but also for the time savings."
>
> — David Bell, Manager, Infrastructure and Cloud Services, REI

Data-Driven Outcomes

Delivered **end-to-end security visibility** during AWS cloud migration

Enabled a security-oriented mindset through **DevSecOps transformation**

Provides **real-time insight** into potential threats

ASICS Automates Incident Management and Resolution With Real-Time Log Analysis

Key Challenges

ASICS needed to fight cyber threats and address incidents at the moment they occur, requiring a central platform to manage, correlate and analyze logs generated from multiple systems.

Key Results

ASICS uses the Splunk platform to consolidate log data from all systems and analyze it in one unified platform, generating insights and visibility into the entire operation in real time.

Automation allows ASICS to monitor its data center around the clock, with minimal manual intervention, to detect security threats and operational incidents and act quickly. Automated log management allows ASICS to save valuable work hours while enabling its team to focus on high-value business activities. In order to create healthy lifestyles through intelligent sports technologies, ASICS happily leverages the intelligence of Splunk's Data-to-Everything Platform.

Data-Driven Outcomes

Developed real-time visibility
into incidents and threats through automated log analysis

Enhances social accountability
with improved security and visibility

Boosts efficiency and productivity
due to streamlined operations

"

As an all-around analytics tool, the Splunk platform effectively supports our operation and generates great benefits for us. We believe the Splunk solution could be an energizer for the sports industry."

—Shigekazu Tanimoto, Global Security Lead, ASICS Corporation 51

Technology

Transforming **Intel's** Security Posture With Innovations in Data Intelligence

Key Challenges

Intel needed to shift to a data-centric business model that increased data's value while decreasing its vulnerability.

Key Results

With Splunk and Apache Kafka as its foundation, the Cyber Intelligence Platform (CIP) delivers full visibility into Intel's InfoSec organization, which has transformed information security management.

When Intel's Information Security organization needed to build and maintain a comprehensive "defense-in-depth" strategy, the team automated prevention and detection tools at many levels to handle 99% of threats across Intel's environment. Yet the InfoSec team still needed to detect the most sophisticated threats — what Intel InfoSec calls hunting the one percent. This was the impetus for Intel's Cyber Intelligence Platform (CIP), which is centered on leading-edge technologies, including Splunk and Apache Kafka. With the CIP, the InfoSec team now has context-rich visibility and a common work surface, increasing effectiveness and slashing mean time to repair.

Watch the video

"

Data is everything; data is king. … It's transforming traditional industries and born-in-the-cloud industries. The ability to gain insights from data is the difference between a successful business or one that falls away."

— Brent Conran, Chief Information Security Officer, Intel

Data-Driven Outcomes

Speeds data analysis and detects sophisticated threats in **minutes or hours, versus days or weeks**

Delivers a **collaborative, unified approach** to managing cybersecurity

Provides streams processing and machine learning tools that deliver business value in additional areas, such as security operations and system health
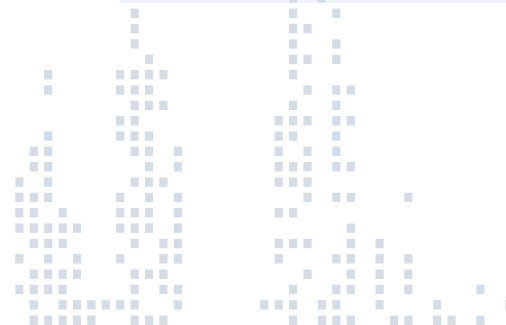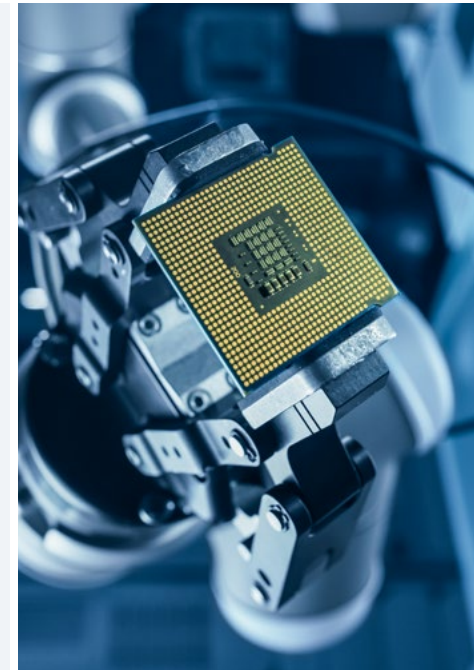
Lenovo China Improves Security Operations and Gains Actionable Insights

Key Challenges

Generating two terabytes of data every day, Lenovo needed a reliable security solution to quickly identify and respond to threats at scale.

Key Results

Thanks to the Splunk platform, Lenovo gets maximum value from its data while improving the speed, reliability and efficiency of its security operations.

With more than 57,000 employees in 180 markets, global technology giant Lenovo must constantly scale operations to match its growth. Before Splunk, Lenovo's security engineers had to retrieve and correlate information from various system logs, then integrate and present the results in a visual format. Demanding hours of the engineers' time, this labor-intensive process made troubleshooting slow and complicated. Thanks to Splunk, Lenovo now has streamlined workflows and improved productivity, integrating different data sources for precise, real-time data retrieval and centralized monitoring and analytics. Splunk has also helped solve deployment challenges to accelerate Lenovo's cloud migration.

Data-Driven Outcomes

Maximized business agility through real-time log management

Accelerated incident response with enhanced security monitoring

Heightened operational efficiency

"

The smart and reliable performance of the Splunk solution enables us to access real-time operational insights by extracting actionable information from raw data for detailed analyses and effective security monitoring. We are happy to have chosen Splunk and really look forward to a deeper partnership with Splunk in the future."

—Yu Sheng Li, IT Security Director, Lenovo China

Industry
Technology

Solutions
Security
DevOps
IT Operations

Data-Driven Outcomes

Increased security for systems and customer data through real-time monitoring and troubleshooting

Delivers a better customer experience through faster fixes and more reliable product performance

Faster time to market for new products and features

Arlo Optimizes Internal Operations to Protect Customer Data

Key Challenges

Arlo's homegrown tools lacked functional monitoring and the ability to debug incidents in production, which affected security and customer experience.

Key Results

With faster troubleshooting, better uptime and improved security, Arlo now delivers a more satisfying customer experience — all while reducing costs by switching to cloud.

To ensure its 13.3 million IoT devices are reliable and secure for customers, Arlo uses Splunk for real-time systems monitoring and troubleshooting, which helps the organization proactively identify and mitigate threats before a breach occurs. With previous tools, the mean time to investigate (MTTI) a single production incident could span days, resulting in frustrated team members and costly productivity losses. But thanks to Splunk, Arlo has slashed MTTI from days to hours — or, in many cases, minutes. With optimized internal operations, Arlo's DevOps and QA teams have increased productivity and accelerated innovation.

Watch the video

"

Splunk is a key element to maintain our reliable security and ensure our customers trust our 24/7 cloud services operations."

— Tejas Shah, SVP & Chief Information Officer, Arlo

Industry
Technology

Solutions
IT Operations
Application Monitoring
Infrastructure Monitoring
DevOps

Acquia Transforms Customer Experience With Real-Time Problem Resolution

Key Challenges

As it scaled, Acquia needed to manage infrastructure growth, reduce the complexity of its technology stack, and save time for its busy teams.

Key Results

With SignalFx, Acquia exceeded its goals — slashing support times, resolving problems faster and making life better for both customers and the Acquia team.

As its customer base grew, Acquia needed better insight into its customers' instances and quicker access to data it could trust. Acquia turned to SignalFx to build a consolidated platform for real-time monitoring of its growing AWS environment, including infrastructure, services, applications, microservices, containers and AWS Lambda. Results included greatly reduced support times, shorter mean time to resolution, fewer disruptions, happier customers and a decreased burden on Acquia's technical team.

"

Complex data is visually represented in beautiful graphs, so users can instantly understand what's going on. Our team trusts the information, so we can have conversations based on the data and easily share screen shots with customers, so everyone is on the same page."

— Aaron Pacheco, Product Manager, Product Delivery Infrastructure, Acquia

Data-Driven Outcomes

26% reduction in average time spent per incident, saving 140 hours per month

$600k+ savings in AWS infrastructure costs discovered within weeks of deployment

$1M in annual productivity gains

Data-Driven Outcomes

Increased data transparency, collaboration and operations for the team, which spans three regions across the globe

Reduced time to investigate failures **from weeks to seconds**, boosting efficiency and uptime

Turned data into actionable analytics through **improved visibility and predictive capabilities**

Square Enix Cuts Troubleshooting Time to Seconds by Gaining Data-Driven Visibility

Key Challenges

Without a data-driven analytics platform, Square Enix faced poor operational visibility, which contributed to manual, time-consuming processes.

Key Results

Since turning to the Splunk platform, Square Enix has enhanced efficiency and centralized log management, reducing troubleshooting time from weeks to seconds.

Keeping pace with user demands in online gaming has never been easy, especially when Square Enix — creator of beloved games like Final Fantasy — had to manually monitor server health. Splunk played a vital role in Square Enix's transformation from reactive troubleshooting to proactive risk management. Instead of hastily reading logs to investigate sudden issues, the team now uses automatic log analysis to catch anomalies before they turn into problems. Cumbersome manual reporting has been replaced by simple dashboards and visualizations that make data more accessible to users.

"

Vital for operational excellence, Splunk breaks the visibility bottlenecks of log management, allowing us to see the complete picture of our tech stack and derive exceptional value from real-time analytics."

— Junpei Kakefuda, Information System Department, Square Enix

Telecommunications and Utilities

TalkTalk Uses Splunk to Detect Problems Early and Improve Network Performance

Key Challenges

Legacy systems made it difficult for TalkTalk to gain sufficient data on network performance and service outages, limiting the organization's ability to identify problems quickly and effectively.

Key Results

With a more complete picture of network and performance metrics, TalkTalk has drastically reduced cases of underperformance across more than 5,000 exchanges while strengthening its brand reputation.

A leading landline, broadband, fiber, TV and mobile services provider for UK consumers and businesses, TalkTalk first turned to Splunk to bring data to questions around its existing system after suspecting that its domain name system (DNS) was underperforming. Because the team didn't have access to pertinent, timely information, service outages were once very costly and time-consuming for TalkTalk. Thanks to the Splunk platform, the company now detects an outage within seconds or even milliseconds — as opposed to minutes previously — and can precisely pinpoint which customers are affected for faster resolution, better uptime and happier customers.

Watch the video

"

It's about spotting where we have a flawed process, then using the Splunk platform to provide us with a list of affected customers so we can fix the problems using robotic process automation (RPA). Splunk helps us tactically fix processes because it gives us access to the data."

— Paul Emmett, Head of Network Operations, TalkTalk

Data-Driven Outcomes

Reduced the weekly number of critical **"red exchange" incidents from several thousand to 10** or fewer

Improved network performance, reliability and uptime

Delivers a better customer experience through the ability to detect network outages almost instantly and pinpoint which customers are affected

Belong Advances Its Digital Transformation Journey

Key Challenges

Focused on providing a seamless customer experience, Belong needed a way to improve customer retention while better understanding real-time data and building a more robust, proactive approach to security.

Key Results

By cutting the time to troubleshoot problems in half, Belong has saved time and money while improving the customer experience and implementing a proactive approach to solving business issues.

Providing broadband and mobile services to millions of people across Australia, Belong must deliver a seamless customer experience to ensure loyalty and optimize revenue. By empowering staff with the Splunk platform, Belong has accelerated and simplified product development while enabling the team to detect, monitor and resolve issues much faster. Splunk's dashboards and data visualizations have allowed the team to act on complex log data and develop a traffic light performance analytics tool, which has streamlined customer interactions and created a better experience for both customers and employees.

"

Splunk has been an enabler of our transformation. We've been able to empower our product development teams with access to our organization's data through real-time visualizations … Ultimately this contributes to a customer-centric, experimental culture, which is an integral pillar to achieving sustainable transformation and business performance."

— Natalie Field, Chief Digital Officer, Belong

Data-Driven Outcomes

75% reduction in customer-facing errors

1/2 the time required to identify and rectify issues

Millions of real-time data points in Splunk to proactively solve IT, business and security issues across the organization

Industry
Energy and
Utilities

Solutions
IoT and Industrial Data
IT Operations

"

Splunk for Industrial IoT is important to us, because it provides all the details about our site very quickly and we can make decisions on that data. We have to know how many customers are experiencing power outages."

— Chris Perez, Enterprise Technology Solutions Advisor, Puget Sound Energy

Puget Sound Energy Improves Response Time With Real-Time Data, Saves With Facility Intelligence

Key Challenges

At Puget Sound Energy (PSE), legacy software and a lack of real-time data resulted in slow response time when power outages affected customers.

Key Results

Actionable insights from Splunk enable PSE to prioritize better and react faster during power outages. With facility intelligence, PSE has also improved collaboration and lowered maintenance costs.

When power outages occur, PSE needs to quickly understand which areas are affected and which customers are without power. With Splunk, the team can proactively respond and stay updated on power restoration, reducing call center volume and improving customer satisfaction. Splunk dashboards and Splunk Augmented Reality (AR) now provide consistent visibility into many data sources that have improved the team's ability to troubleshoot problems and prioritize when dispatching crews.
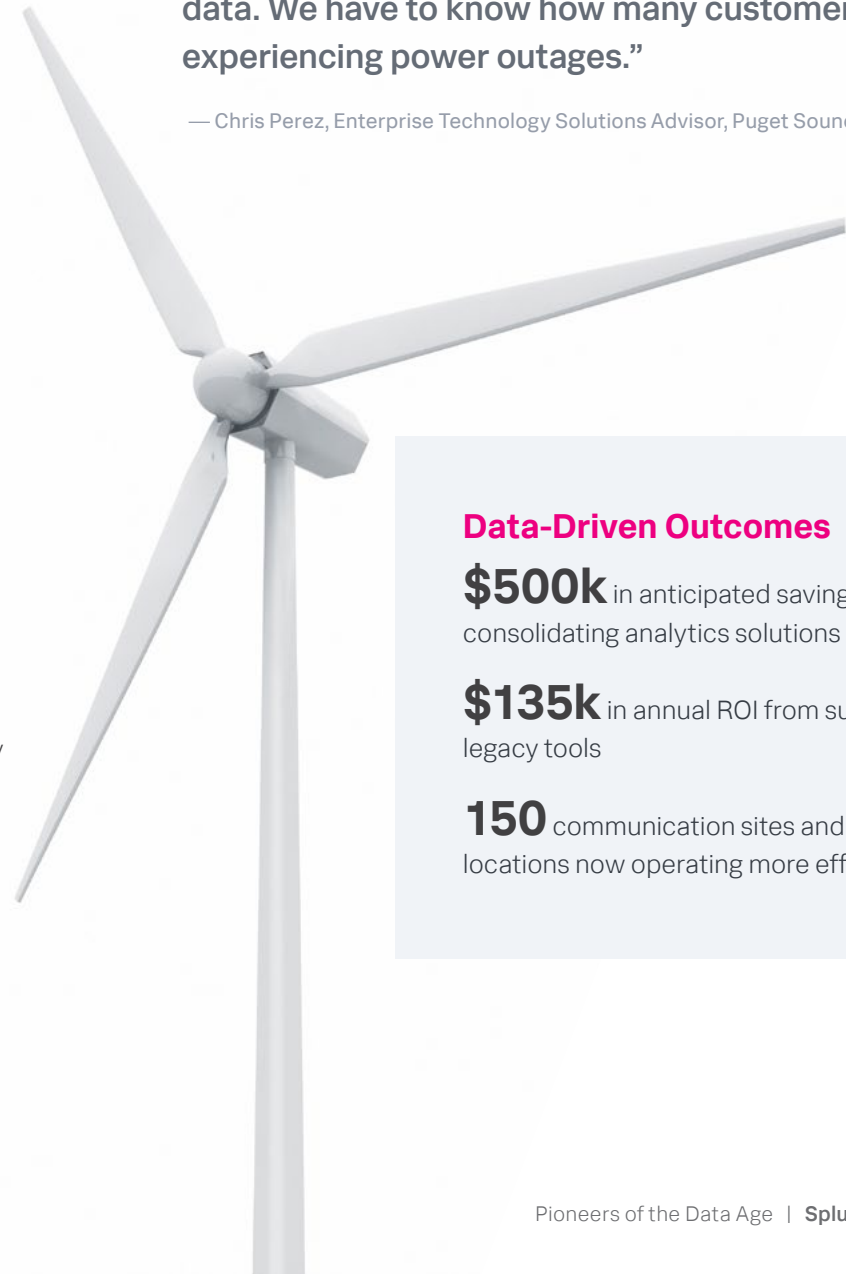
The team also needed to ensure employees could always collaborate regardless of location. With Splunk, the team can access conference room data — including from each of the room's 60 pieces of equipment — in real time, to fix issues faster and keep maintenance costs down.

Watch the video

Data-Driven Outcomes

$500k in anticipated savings from consolidating analytics solutions

$135k in annual ROI from sunsetting legacy tools

150 communication sites and 70 office locations now operating more efficiently

Travel and Transportation

Industry
Travel and
Transportation

Solutions
IT Operations
Security
Business Insights

Hyatt Reduces MTTR and Gives Developers More Time to Innovate

Key Challenges

To provide a seamless guest experience across its 700 servers and properties, Hyatt needed reliable IT operations, uninterrupted uptime and a single platform to monitor and act on its data.

Key Results

From reservations to check-in, Hyatt has gained real-time, enterprise-wide insights that enable the team to quickly troubleshoot problems for faster issue resolution and a better guest experience.

To deliver seamless, enjoyable experiences for its guests, Hyatt needed a centralized solution to improve application delivery and troubleshoot issues with its 700 servers. Prior to Splunk, the online check-in experience was not as reliable, and developers had to log into an individual server and run a search tool to figure out what was happening, which could take hours. The team also didn't have a way to determine whether an issue was local to one server or occurring across multiple servers. With Splunk's technology, Hyatt's team now troubleshoots server problems quickly, resulting in faster issue resolution and happier guests.

Data-Driven Outcomes

Expanded access to the Splunk platform from
12 people to more than 100 daily users

Reduced MTTR from hours to real time

Improved customer experience through proactive monitoring

"

Splunk is our window into the health of our applications."

— César Mendoza, Application Development Manager, Strategic Systems and Innovation

Industry
Travel and
Transportation

Solutions
IT Operations
IoT and Industrial Data

"

We're at the level of granularity now where we can go to any position on the security lane and completely understand its performance. We can ask questions of the data: 'How can we improve on yesterday's on-time performance?' 'What were the reasons for the shortfalls?'"

— Alex Webber and Paul Bannister, IT Development Specialists

Splunk Helps Operational Insight Take off at **Gatwick Airport**

Key Challenges

Gatwick Airport needed to make sense of huge amounts of uncorrelated data from disparate sources, which required a full, live overview of airport operations.

Key Results

By giving more teams at Gatwick access to data, Splunk has improved efficiency and lowered costs while empowering the team with Splunk Cloud's 24/7 support and an SLA that promises 100% uptime.

Serving 46 million annual passengers every year, Gatwick Airport is the world's most efficient single-runway airport. Gatwick competes against a number of other airports in the London area — but is somewhat inhibited by only having one runway, which operates up to 55 air traffic movements every hour. As a result, growth is highly dependent on increasing efficiency for this single runway. By ensuring more teams have access to live information, Splunk software has helped to improve on-time performance and driven greater efficiencies, helping Gatwick overcome its limitations and meet its targets.

Watch the video

Data-Driven Outcomes

#1 most efficient single-runway airport in the world

95% of passengers through security in less than five minutes

945 daily air traffic movements, serving 46 million passengers every year

Data-Driven Outcomes

95% of passengers through security in five minutes or less

#1 fastest airport Wi-Fi in the world, with zero black spots

150M bags get to their destination annually by monitoring 200 data points

Dubai Airports Flies Into the Future With Splunk

Key Challenges

Dubai Airports is the world's busiest airport — yet without physical space to expand, it needed to increase airport capacity without adding any additional terminal space, infrastructure or runways.

Key Results

By using sensor data, the airport expanded capacity while improving the traveler experience, including slashing security wait time to under five minutes and predicting baggage load for greater efficiency.

Expecting to serve 100 million travelers annually, Dubai Airports is the world's busiest airport for international travel. With Splunk, the airport meets its target of getting 95% of passengers through security in five minutes or less by monitoring metal detectors to identify trends that keep queues moving efficiently. The IT team monitors all of its Wi-Fi access points in real time, detecting and dealing with congestion and rogue hotspots as they arise.

Each bag in Dubai Airports' baggage system creates more than 200 data points, all of which are monitored in Splunk to ensure bags reach their intended destinations. For added efficiency, the airport combines baggage data with operations data to predict baggage load and allocate resources accordingly.

Watch the video

❝

We are using Splunk to dramatically improve the travel experience for millions of people."

— Michael Ibbitson, Executive Vice President, Technology & Infrastructure, Dubai Airports

Industry
Travel and
Transportation

Solutions
IT Operations
IoT and Industrial Data

Sapura Teams With Splunk for Connected Ship, Shore and Subsea IoT

Key Challenges

To ensure safety standards and avoid environmental disaster, Sapura needed real-time visibility to monitor complex systems and connected vessels.

Key Results

By using the Splunk platform to apply a data-driven approach to its subsea construction, Sapura increased operational efficiency while strengthening safety standards.

Aboard the vessels, a team of Sapura crew, along with client and third-party technicians, engineers, mechanics, captains and operators, perform complex operations to enable pipelaying 3,000 meters below sea level. Sapura required solutions to monitor and troubleshoot these ships, which are essentially floating data centers, in real time. Until recently, siloed systems collected each data stream separately. Crews performing jobs on vessels deployed Splunk dashboards to monitor critical situations and gained visibility into Sapura's core pipelaying system.

"

Splunk for Industrial IoT is a powerful solution used to improve our capability to better leverage data throughout our organization as we strive to strengthen our safety standards, increase operational performance and deliver better solutions to our customers."

— André Merlino, CEO, Sapura Brazil

Data-Driven Outcomes

Earned a rapid return on investment

Increased track record of **safe, productive operations**

Gained a **real-time view of complex industrial systems** while decreasing asset downtime

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