

splunk >

**“IT’S JUST THE BEGINNING.
THERE’S SO MUCH MORE
AHEAD OF US THAN THERE
IS BEHIND US.”**

Founder Erik Swan in 2011
300 employees

Brand and Culture Playbook

INTERNAL AND CONFIDENTIAL

BRAND AND CULTURE PLAYBOOK

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BRAND VISION

Splunk isn't just a company — it's a can-do attitude, a collaborative style, a hell-on-wheels way of moving things forward to where we are going to be. This Brand and Culture Playbook was created by a group of inspired Splunk veterans to express the essence of what makes us tick. From the way we connect with our customers, to the way we run our daily business, to the freebies we give out at conferences, our goal is to always do the right thing in a way that is uniquely Splunk. We are growing and intend to keep growing at an exponential rate. We have a vision for our brand. This playbook explains the important role YOU play in helping us remain true to what makes Splunk special.



spe-lunk-ing /spə'ləNGkiNG/
noun the sport or practice of exploring
or studying caves

HOW IT ALL STARTED

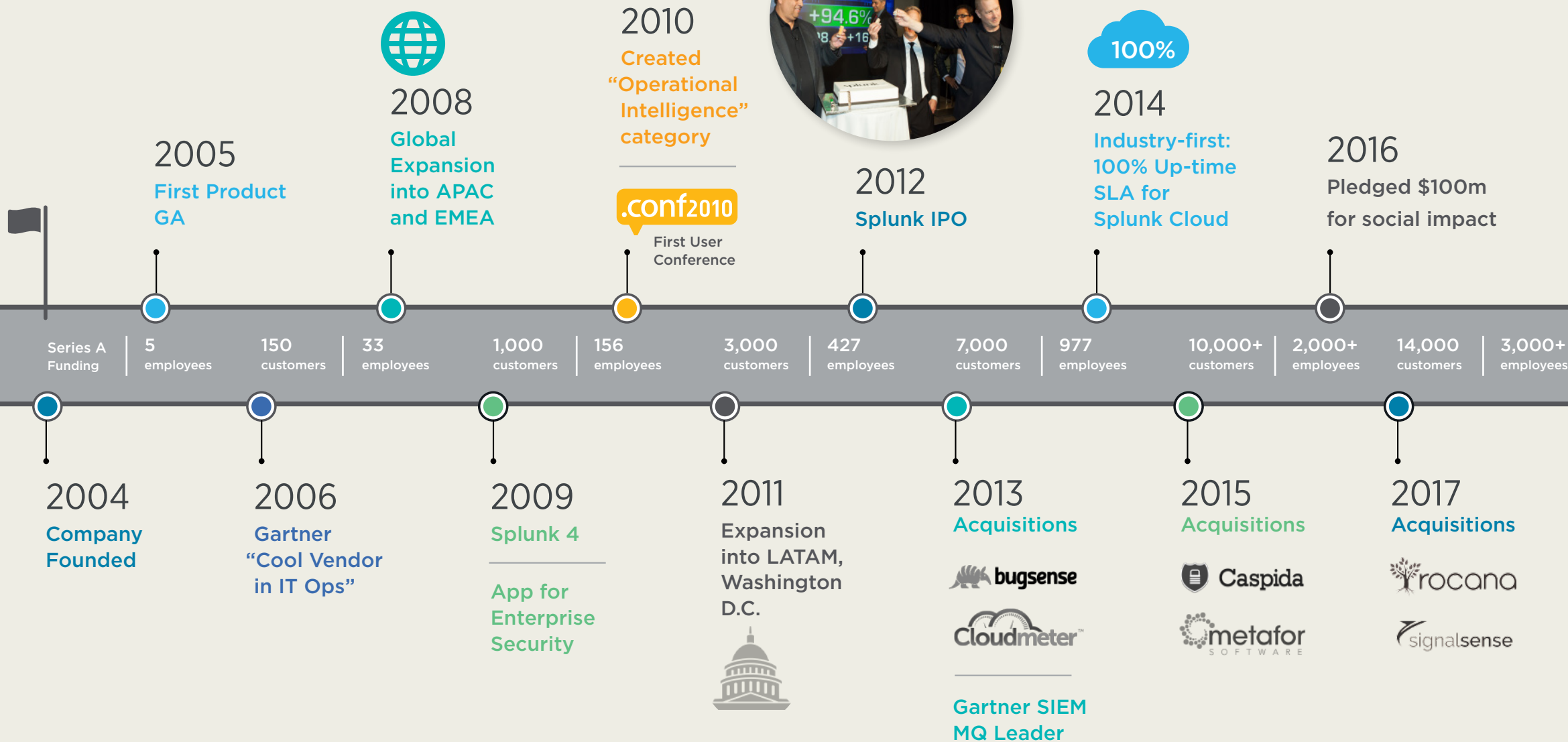
We didn't start in a garage, but you could say we started in a cave. Our founders, Erik Swan, Rob Das and Michael Baum, discovered that every IT team had a common problem: bugs in log files. Every single company was putting on their proverbial headlamps and spelunking through the dark caves of their data. It took them weeks, sometimes months, to find the problem, then they'd often have to search on Google how to solve it.

Which brings us to our light bulb moment: what if someone could make a search engine for log data? The vision was simple—create an IT tool that would make machine data accessible, usable and valuable for every use case imaginable.

And with a lot of perspiration, Splunk Enterprise was born.



OUR FIRST DECADE OR SO



IT SEARCH TOOL

ENGINE FOR MACHINE DATA

PLATFORM FOR MACHINE DATA

OUR MISSION

There are thousands of employees at Splunk and it's our collective everyday actions—both internally and externally—that influence how our customers, partners and the market as a whole view us.

Machine data is one of the fastest growing and most pervasive segments of “big data.” By monitoring and analyzing everything from customer clickstreams and transactions to network activity and call records—and more—Splunk software turns machine data into valuable insights no matter what business you're in. It's what we call Operational Intelligence.

Our business is complex but our mission is straightforward:

**WE MAKE MACHINE DATA
ACCESSIBLE, USABLE AND VALUABLE
TO EVERYONE.**

splunk > listen to your data®

splunk >

SPLUNK VALUES

We asked Splunkers in every department and every office to help us define our core values. These aren't just a list of adjectives that change every few years, these are the long-term values that ensure our culture fuels us to deliver the best experience for our customers over and over.



INNOVATIVE

"We deliver game-changing technology that creatively solves problems."

Innovation at Splunk goes beyond our amazing technology. We are innovating across our business to help our customers solve problems in ways they never dreamed possible. We believe they can change the world with Splunk—all they need is a browser and their imagination.



PASSIONATE

"People + Product + Passion = Splunk."

You can have the best people and the best product in the world, but without passion, we're just a bunch of coders and developers with cool T-shirts. Passion is one of the most unique elements of our culture. It drives us further and helps us reach higher.



DISRUPTIVE

"We strive to lead, not follow, while continuing to disrupt the market."

We're not interested in business-as-usual or the status quo. We look at a problem and ask, "How can we do that better?" We learn from our customers and continuously seek to create better solutions to the problem.



OPEN

"We are open and honest in our interactions."

If we don't know, we say so. If we think an idea is (or isn't) amazing, we're honest. We keep it real. We understand the value in open communication—it's how we interact with our customers and how we treat each other. We act with integrity and honesty.



FUN

"We are committed to having fun and working hard at the same time."

We've been reciting "work hard, play harder" since we all sat in the same office and had to build our own desks. There's a reason customers want to crash our parties and why there are go-kart skid marks on the linoleum by the elevator.

"Splunk isn't just what we do. It's how we do it."

SPLUNK'S BRAND PERSONALITY AND VOICE

Our brand voice must be genuine, engaging and consistent with our product and messaging. As we rely more on social media and our channels of communications continue to increase, we want to strive to connect with our customers on a personal level.

Our brand personality and voice are what humanize Splunk. Understanding this helps us make better decisions on everything from marketing campaigns to user interface design. Every tweet, every email, every conversation should reflect our personality and voice as much as possible.

Have questions about copywriting or need something created for a customer or event? We can help ensure the Splunk voice is consistent and strong. Please drop an email to brand@splunk.com with your questions or requests and we'll help you out.



PERSONALITY: Ninja Geek

Quirky: Unique, different, unconventional

Clever: Smart, confident, funny, bold

Curious: Explorative, analytical, endlessly inquisitive

Innovative: Disruptive, ambitious, tech-savvy, cutting-edge

Genuine: Honest, real, straight-shooting, no BS

Committed: Accountable, focused, supportive, caring, collaborative

VOICE: Confident, Real, Clever

Authentic: You're a real, live human. We want you to write like one!

Positive: Sure, we like things witty, but on the positive side of witty.

Approachable: Big vocabulary words can be useful when it comes to playing Words with Friends and crossword puzzles, but don't play games when it comes to being personable.

Witty and Irreverent, but not Offensive: Obviously (obviously!) never write something that hurts people's feelings or makes people uncomfortable.

SPLUNK AS A CELEBRITY

We asked some of our old-timers, “If Splunk were a celebrity, who would it be?”
These answers give you a little more insight into how we view ourselves:



The Avengers

It's a team effort. By leveraging their unique strengths, mission impossible is suddenly totally possible. They pepper their interactions with affectionately snarky humor, but they're smart, quick-thinking, action-oriented and care about doing what's right.



Batman

He uses his sharp mind, keen problem solving abilities and arsenal of tech “toys” to find the bad guy and stop him. Grappling hook, geolocation tools, Batmobile, utility belt. Whatever the situation calls for, he has a way to solve it. Splunk> All batbelt. No tights.



Sherlock

Very important: we're talking about the Benedict Cumberbatch, BBC version here! He's smart, fast and always connecting the dots. People ask for his help because he's brilliant when it comes to solving the most complex puzzles.



Ellen

She's funny and makes you feel like you're hanging out with your hipster best friend at a pajama party. But it isn't just all about the laughs. Ellen's not afraid to give her opinion on serious topics, but she does so in a way that adds levity yet provokes thought.

SPLUNK AS A PERSON

Hear us out. If you can imagine your business or brand as a person, it can do wonders for helping you make the right brand decisions. How would this person act, talk, walk, think? We're pleased to introduce you to our friend, Splunk.

What are they wearing?

Black T-shirt and jeans. Colorful Pumas. Timbuk2 messenger bag.

How do they talk?

Real, direct, no BS, approachable, smart, quick-thinking, concise, persuasive, "tough love," honest, forthright.

What kind of personality do they have? What kind of humor?

Smart, resourceful, analytical yet creative and experimental—loves to solve problems and experiment to find solutions. Quirky but likeable. Cool under pressure. Quick, clever, bold humor. Self-deprecating at times. Encouraging, supportive, helpful. Has integrity and strives to serve customers because it's the right thing to do. Authentic, real, what you see is what you get.

Where do they like to go out to eat?

Sushi bars, taco trucks, Asian fusion—casual, but good quality.

What do they do for fun?

Travel, drink beer with friends, catch live music, volunteer, play sports and video games, ski, code.





OUR CUSTOMERS

Foot Forward

They're leaders not followers. They're trailblazers, but also "responsible innovators." They always think one step ahead. They're curious, experimental, responsible risk-takers. They explore all possibilities. They dislike out-of-the-box solutions, they want to tweak, test and play to suit their exact needs.

Smart and Seasoned Doers

They're action-oriented, strategic and confident. They're savvy and want a strong partner and innovation that WORKS. They have a healthy sense of paranoia. They're keenly aware of the changing tech environment. They know they need to continuously find better, more innovative solutions.

Ambitious

They'd like to be a hero—in their company or their industry. They want the fast track and to be the "go-to" person or illuminator.

Set High Expectations

They get the most from their solutions. They expect technology to be empowering and appreciate rapid innovation. In other words, they are just like us!

DREAM BUYERS

If we were to dream our ideal buyers into existence, they'd look like this:



STEVE

The C-Level Innovator

Group CIO for a large automotive company

Enjoys

Cars, golf, cigars, poker, coaching soccer

Business persona

Well respected. Hands-on CIO. High expectations of technology. Under pressure to deal with new technologies and demonstrate IT's value. Wants answers faster.



MEGAN

The Smart + Efficient Team Leader

IT Director for an ecommerce company

Enjoys

Live music, kayaking, yoga, movies with her kids

Business persona

Ambitious. Aware of current technology. Hates inefficiency and manual processes, cares about maximizing resources and the financial bottom line. Worries about getting the answers the CEO wants.



PENELOPE

The "Searcher" Analyst

Analyst for a global retail company

Enjoys

Indie rock shows, trail running, street food

Business persona

Gathers data to support operational and business decisions. Tasked with researching, modeling and articulating problems so she's constantly searching through transactions to find a golden nugget of insight.



XAVIER

The Quirky Sys Admin

Sys Admin of a company with 500 employees

Enjoys

Utilikilts, listening to Tool, World of Warcraft, gadgets

Business persona

Abhors stupidity. As company grows, looking for solutions that can scale his control over the data. Wants things to be optimized and efficient because he understands that the more employees can do for themselves, the easier his job is.



TOM

The Proactive Manager

IT Project Manager in the Public Sector

Enjoys

Hiking with the family, craft beers, sailing on the bay

Business persona

A smart, forward-thinker who is proactively looking at new technologies to ensure his agency stays out of the news when it comes to security. He needs a trusted solution that provides efficiency, risk mitigation and flexibility to comply with ever-changing government mandates.



MATT

The Paranoid Analyst

Security Analyst for a large established bank

Enjoys

Watching NASCAR races, baseball, electronics

Business persona

Matt is responsible for detecting and neutralizing security breaches at the bank, both external and internal. He needs visibility across the organization's vast data in one place to ease his stress about finding threats and resolving them quickly.

WHAT ELSE MAKES US UNIQUE?



We know people have a choice of technology to use, including commercial and self-built solutions.

If you're ever asked what makes Splunk better than our competitors, here are a few things you can say:

We have a product that just works.

It's incredibly annoying to implement a technology solution that doesn't give you any benefits 'til two years down the line. That's not how Splunk works. We know you need value now, not months from now. Our customers tell us that we've solved problems in days or weeks that had previously taken them months or years to figure out.

We're more flexible across your organization.

Our clients can use Splunk for most data challenges and to streamline their technology solutions. We're a smart, proven and sophisticated platform for just about everything. When clients have technology as sophisticated as ours, they can reassemble it to fit their unique needs. Goodbye cookie-cutter solutions. Hello, Splunk.

We're a lot more fun than, well, just about everyone.

You want to work with a company who gets you, a vendor you can trust, who you actually enjoy hearing from. We're not like the ordinary vendors—our people get the job done, and also happen to be awesome humans. We welcome you into the Splunk tribe as if you were our own.

Rabid customer devotion.

We know everyone says this, but we live it. There's a reason we've given out 100,000+ T-shirts! We have a novel's worth of stories about the heroic lengths we've gone to for our customers. When you partner with Splunk, we've got your back.

SPLUNK4GOOD

Making the World a Better Place

Data can make for better business and a better world. That's why we created Splunk4Good, our social good and corporate responsibility program focused on employee service and engagement, community giving, and social impact initiatives.

Nonprofit organizations worldwide have the same technical challenges and need to make data-driven decisions as private institutions, but are constrained by limited resources and funding. Splunk4Good supports public data projects that benefit society and local communities by making licenses available at no cost. Some of our Splunk4Good partnerships:

OpenXC, in conjunction with Ford, uses a vehicle diagnostic tool to aggregate data across all vehicles to gain insight into driving patterns. This has many public services uses, such as traffic signal timing, traffic management, and proactive resource allotment for road maintenance.

Rock the Vote and Splunk4Good helped young voters, who get a majority of their news via social media, better follow and understand the online conversation around the 2012 U.S. election campaign. The result was a unique social media view of the issues that young voters were discussing online.

FEMA and Splunk4Good worked together to deliver social media metrics around the impact of Hurricane Sandy.

THE PERFECT SPLUNKER...

Splunk is only as good as the people who work here, so we're pretty picky about hiring the best and the brightest. Our employees have built our culture and defined our values. If we were to create perfect Splunkers from the ground up, this is what they'd look like. And P.S., if you know anyone who fits the bill, please let us know at splunkemployeereferral@splunk.com.

Wants to make an impact.

People want to work at Splunk because they know it's growing; they want to help build something. They don't mind a few growing pains, because they know they can help make it better. They've got the "architect gene."

Understands "people first."

We realize that we're better as an organization—not a collection of individuals. Our teams like each other as people; their relationships extend past work. We hire people whose strengths complement each other and who understand the true meaning of teamwork. We recognize everyone's contributions. We want people who care more about culture and opportunities than about titles.

Questions how things work.

Our dream hire is curious and wants to find new ways to raise our game. They're continually learning and always up on the latest technological innovations. They're coachable and open to feedback—from the entry-level new hire to seasoned execs. Our dream Splunker realizes that you never truly master your craft.



Adapts to the situation.

Can you get scrappy if you need to? Can you wax strategic and high level? If you can do both, you'll fit right in. People on our team have the flexibility to ask, "Should we build this ourselves or should we buy it?" Our dream hire can recover from adversity and learn from every challenge.

Includes everyone.

There aren't a lot of walls here at Splunk. Whether you're three years in or you've just started, we value your perspective and your desire to build a great company. Diversity is also one of our greatest strengths. At Splunk we are open and okay with the things that set us apart—race, gender, sexual orientation, religion, language—or whether you grew up on a farm or in a big city. Splunk reflects a rich array of people and an understanding and accepting of people for who they are.

Is, above all else, passionate.

We're excited about what we do and we want people on our team who are just as thrilled as we are. When we talk about machine data, preventing hacks or game-changing cloud solutions, our dream Splunker wants to join the conversation and gets animated.

MILE 3, MILE 6 MILE 8 & MILE 10

In the years leading up to our IPO, we hung Mile 3 posters to remind us that the IPO was not a destination, but simply an early mile marker in the exciting journey forward.

After the IPO, Mile 6 posters declared our laser focus on Enterprise, Developers, Content and Cloud. We then moved to Mile 8—Enterprise, Partners, Solutions and Cloud. Enterprise encompassed our products and services and we knew partners were critical to our growth strategy. We continued to invest in high-value solutions (think ES, ITSI and Splunk UBA) to ensure our products addressed our customers' greatest needs. And we asserted that we were “cloud first” in everything we did.

Mile 10 is where we are now. Customer Success is our top priority. Revenue Growth will only be achieved by expanding our base. We will maintain and grow World-Class Talent, continue to double-down on cloud-first innovation across the platform with the Best Products, and improve the Ease of Doing Business by simplifying how we do things.

And the marathon bib you see at every employee's desk? That's their “race” number—the unique number that identifies each Splunker and reminds us that we are all on this journey together. Our marathon is a race run by elite athletes seeking to create one of the world's great, enduring companies.

READY, GET SET, GO!





BUTTERCUP ORIGIN STORY

Early on, a prized contract employee joked that he'd need to be given a pony in order to become a full-timer. When Splunkers want something done, they get creative. So when we came across a toy robot pony, we saw our opportunity. Introducing Buttercup, Splunk's de facto mascot.

Buttercup epically rickrolled the Olympic torch parade. She's appeared atop the Cosmopolitan Las Vegas as a 16-ft. inflatable. She's spontaneous, fun and a just little bit quirky.

Buttercup is 100% symbolic of Splunk's do-ocratic spirit. Buttercup gets sh#! done.



THIS IS A DO-OCRACY

At Splunk, the greatest respect is earned by those who get stuff done. It's an entrepreneurial culture where the group's success is your success.

We believe that nothing is beneath us or "not our job," because any one of us, regardless of title or role, can—and should—step up and knock out our collective to "do" list.

"Do" take ownership and "do" what you are good at, interested in and capable of, so others are freed to tackle another challenge. Don't sit around griping about what could be done better, just "do" something about it.

At Splunk, we don't opt out, we pitch in.

GETTING SOCIAL

Splunk's social media channels give us 24-hour access to — well, everyone. So it's important that we get it right. Once you've sent something out on social, it's pretty hard to take it back. We just talked about how much we value a do-ocracy. But it's a responsible do-ocracy. Go forth and make your opinions known, that's how we maintain our Splunk-ness. But please follow social rules (thanks legal!)



Personal responsibility.

You are personally responsible for the content you publish on blogs, wikis and any other form of user-generated media. This is the Internet—content you publish may never go away. If you have any reservations about a Splunk-related matter, check first with your manager or email social@splunk.com for guidance.

Be transparent.

When you discuss Splunk-related matters on the Internet, write in the first person and identify your name (and where relevant, your role) so that your interests are transparent to the reader. Use a simple disclaimer like the following to avoid any impression that you're an official Splunk spokesperson: "The postings on this site are my own and do not necessarily represent the position, strategy or opinions of Splunk."

Keep our confidences.

You are required to keep Splunk confidential information and that of its employees, customers, partners, service providers and suppliers protected. Just because information may be available on an internal network (email, instant messaging, file shares, etc.) doesn't mean it should be shared with the rest of the world. If an item features the phrase, "for internal use only," we mean it.

Respect your audience and add value.

We encourage you to have opinions—even strong ones—on any subject you find interesting. Polite disagreement is fine, but insults or derogatory comments aren't permitted. This rule applies whether you post a written comment or an image on social media.

Stick to your area of expertise.

Feel free to provide any unique insights or perspectives you can on non-confidential and non-sensitive matters, and be sure to openly correct any errors you may make. Use good judgment—remember that your audience likely includes current or potential customers and investors, as well as current or former employees.

Respect the rights of others.

Please respect copyrights, trademarks, trade secrets or privacy rights others may have in the information you use. If it's not yours, don't use it. Before posting someone else's work, please check with the owner first.

If you need ideas or have questions or concerns about Splunk and social media, email social@splunk.com.

BRAND BENEFITS

In a nutshell, Splunk's solutions provide massive value to our customers by enabling them to save money, gain insights never before possible and make better decisions. That's because our users are able to solve their problems faster. Way faster. Data—and the business insights customers extract from it—sets them free. As one customer put it, "Splunk enables me to know what I didn't know." They have more time to tackle other projects, head home on time for dinner with the family or catch a ball game. Our customers love us because we provide:



VERSATILITY to solve many problems

With Splunk, customers can solve mission critical business, security, IT or operational challenges through deeper understanding of their data, systems and business. We help them manage risks and protect against the most insidious dangers with confidence.

POWER to save the day

With Splunk, our customers gain powerful data insights that can change the course of their business. Like Yoda, we help them harness and master this power and use it to their advantage. We reveal answers to questions our customers never even thought about asking.

KNOWLEDGE to act faster

With Splunk, our customers can easily put massive quantities of data to work for them. We help our customers discover problems faster and enable them to make more nimble, informed decisions.

BRINGING THE BRAND TO LIFE VISUALLY

We know how Splunk would dress and what its celebrity personality does in its free time, but how does that translate into graphic design, email copy, tweets and all the other things we all create, do and put out into the world?

The Splunk logo, consisting of the word "splunk" in a lowercase, sans-serif font, followed by a greater-than sign (>).

Logo

We've put a lot of strategic thought into the colors, font and even the spacing that goes around our logo, so we have a few guidelines about how, when and where to use it. We have both corporate logos and product logos and they're used very differently. Need a logo for a project or a document? brand@splunk.com.



Color Palette

You'd be confused if you saw the Target logo in green—color matters! We have a fantastic color palette of both primary and secondary colors we want associated with Splunk. If the color or shade is not listed in the approved guidelines, please don't use it.

An icon representing fonts, showing the letters "Aa" in a serif font.

Fonts

We chose Gotham for our typeface because it's both contemporary and classic. We often use the narrow style because it fits better in narrow spaces and just makes us feel a bit more unique.



Templates

We made things a lot easier for you! To make sure we have a consistent look and feel across all of our materials, we've created templates for PowerPoint decks, product overviews, web pages, email, you name it—we've got a template for it. Just let us know what you need help with at brand@splunk.com.



T-shirt Slogans

We love the clever sayings that are featured on our famous T-shirts, but those aren't meant for any other uses or campaigns. Splunk even has its own internal T-shirt committee. They review slogans before they go public to prevent us from offending anyone, getting sued or just confusing people.

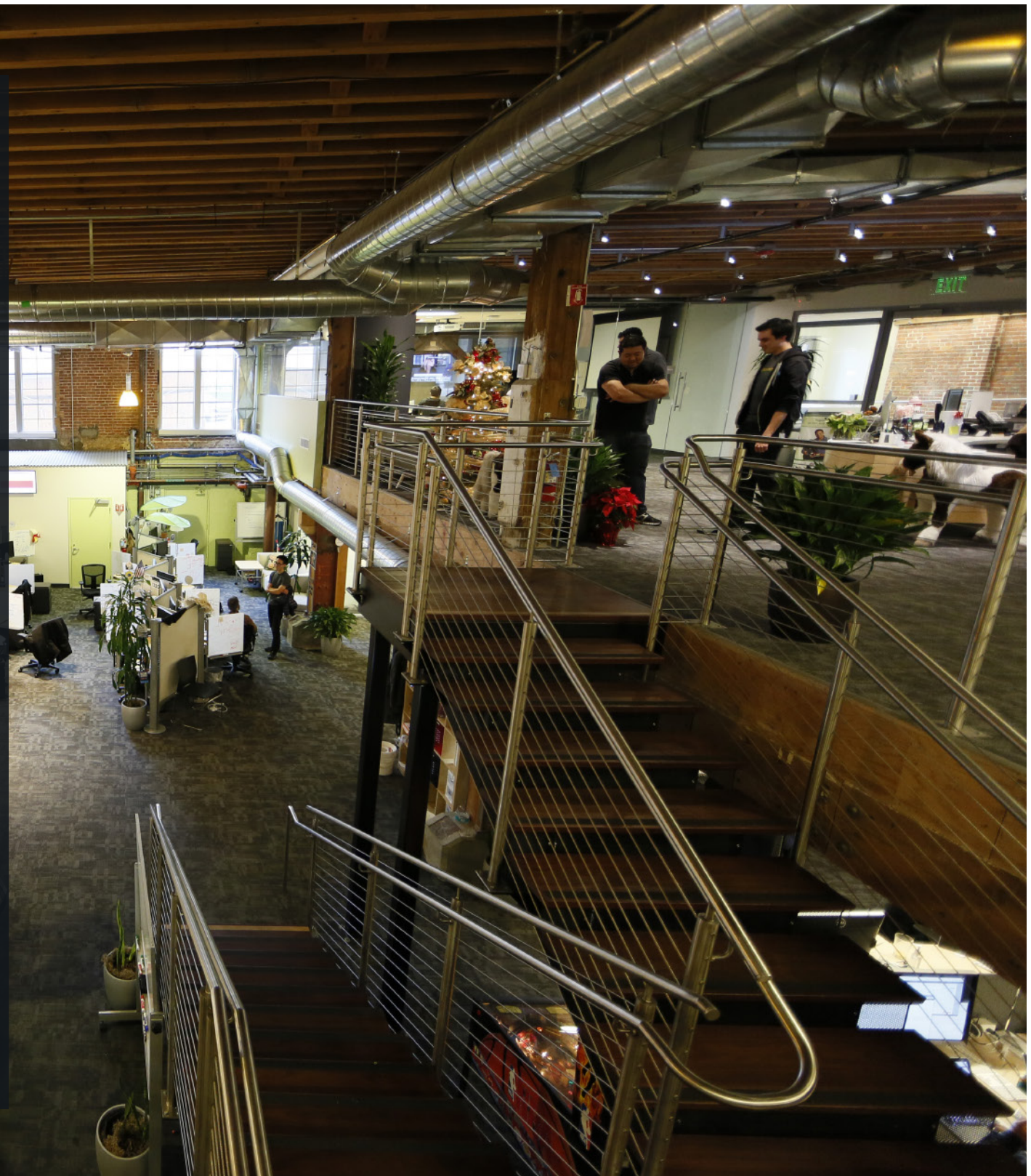
YOUR ROLE IN BRINGING THE BRAND TO LIFE EVERY DAY

The inevitable question we all ask ourselves is:
“What does this mean for me?”

Think about how your team can live out the values in their daily tasks. It doesn't matter if you work with internal or external customers: You and your actions represent Splunk. How can you live the mission, values and brand in everything you do with everyone you come in contact with?

No matter our role or whom we interact with, we can bring innovative, genuine, committed goodness to the table. In fact, we want to hear from you—your crazy ideas, your T-shirt slogans, your suggestion for The Best Customer Thank You Gift Ever—we want 'em. Send them all to brand@splunk.com.

Maybe your vision of a donkey polo tournament could happen.



SPLUNK STORIES

While it's all well and good to talk about our brand values, benefits and personality, the real proof is seeing it in the actions of our people, every day. Here are some classic stories, handed down through the ages, of what makes the Splunk brand and culture so special.

We don't want to lose these stories to the passing of time. If you have other iconic stories to share, please email us at brand@splunk.com so we can add them to our written history for future generations of Splunkers to enjoy.

MOURNING THE PASSING OF SPLUNK STORM

Like any company, we've developed products that weren't really a long-term fit for our company. We've created things we loved, but for one reason or another, we needed to phase them out to evolve.

This was what happened to Splunk Storm, our early building block to Splunk Cloud. It's not unusual for tech companies to pull products, but they're usually decommissioned quietly. But that's not how we do things.

On Storm's last day, the people who had put their hearts and souls into developing this product honored its passing with a funeral—a "coffin," pallbearers, eulogies, the whole nine yards. Buttercup led the processional with bagpipes! People wore their Storm T-shirts and took turns hitting a Storm piñata.

It was grassroots fun and ridiculousness, but it gave people a chance to say goodbye to something they worked hard on.



WE'RE COMPETITIVE— AND NOT JUST ABOUT TECH.

You know that space in the basement of 250 Brannan Street in SF with the overlook? One day, Splunk co-founder Erik Swan decided to install a zip line. Our fun-loving head of support was the first to try it, but he forgot to drop off and hit a brick wall. He bounced right up with a smile and asked for another try. Then he thought better of it and headed off for beers.

Our executive retreats have been known to include a CEO-initiated push-up challenge to the CFO.

And our long time Splunkers may have even seen a skid mark or two in the third floor kitchen near the elevators. Somehow, we found ourselves in possession of an electric go-kart and one of those electric kiddie bikes. There were skateboard tow-behinds and spinouts into piles of empty boxes. The 'zoom zoom' of that little bike became commonplace background noise.

Whether we're creating the best products or just having fun, Splunk is about good-natured competition.

WE REALLY, ACTUALLY LIVE BY THAT 'WORK HARD, PLAY HARDER' MOTTO

We're proud of the work we do here at Splunk and we believe that hard work should be celebrated.

And sometimes those celebrations involve an IPO party of 500 guests, three noise complaints and 24 cases of champagne.

Sometimes we play hard by including a Dr. Who Tardis in the meeting room or by rewriting Queen's "I Want To Break Free" and lip syncing in costumes and fluorescent wigs. On video.

Splunk is about amazing products, services and solutions, but it's even more about amazing people—the people who make these products possible. It's important to us that all those people are enjoying themselves.

OUR CUSTOMERS AND PEOPLE ARE TENACIOUSLY, CRAZY LOYAL

Our customers, our employees—even the people we feature on our website.

One of our customers—an operations analyst—knew his new job would suck if he couldn't use Splunk software. So he made it one of his signing requirements.

Several times we've featured customers on our homepage only to discover that they are now part of our Splunk team. They feel passionate about our software, they see its potential and they want in on it. Clint Sharp, Skip Smoot, Dave Hazekamp, Steve Gailey, Snehal Antani—they all started out as Splunk customers.

WE MAKE TIME FOR CREATIVITY

We know our people are innovative and clever. We want to give them the time and space to stretch their creativity muscle—which is why we carve out one week each quarter for “Hack Week.” Our leadership keeps these weeks sacred; it's really important that our people get time and space to explore, innovate and possibly shine.

In the months leading up to Hack Week, people keep a running list of ideas and projects they'd like to work on. They form groups—across departments and offices—and during Hack Week they dedicate themselves to just one, exciting idea. They might work on new product features, little tools to make their own engineering process easier, UI that makes the customer experience just a little bit better; they might try a twist on a tool they already have.

At the end of Hack Week, they present their idea to all of engineering, the product leadership team and their peers. What do the winners get? Internal “tech cred” and we integrate their new ideas into our products.



WE DEMOED OUR PRODUCT. EXECS LEFT THE ROOM.

Splunk's incredibly powerful platform can do amazing things—and do them fast. Sometimes unbelievably fast.

A few years ago, a major department store chain called us to help them address issues with visibility into their service level agreements (SLAs) with vendors and suppliers. They gave us 300 gigs of data on a DVD, imagining it would take us two weeks to give them an answer. We splunked it in 20 minutes. In fact, our rep told them that it took longer so it would seem more believable.

Impressed, the retailer wanted to see Splunk software in action, so they invited us to their headquarters. With a standing room only audience, we showed them that they were in violation of their SLAs daily. Skeptical, they asked us to run it again, but change the search terms. When they saw the same result, an exec stood up, pointed to the other execs, "You three. Come with me." They came back from their hall meeting asking, "How much does this cost?"

Nowadays, we've seen this exact scenario play out many times. Demo followed by hallway meeting, followed by "How fast can we get it?" Doesn't it feel good to work for a company that inspires that kind of excitement?

OUR CUSTOMERS HIDE IN ELEVATORS FOR US

Once someone has used Splunk software, they're willing to do just about anything to get their company to use it. They might even be willing to blow off work and camp out in an elevator.

Years ago, we were trying to close a deal with a national wireless provider. Though they liked Splunk, they felt they needed to complete due diligence with their current vendors. As our sales reps waited in the lounge in their Splunk T-shirts, a developer and network admin spotted them and asked why they were there.

When they discovered we hadn't already been signed on, they joined forces with our reps to complete the transaction.

The company's own employees camped out in the elevators to catch the VP and talk to him. They reported back to Splunk with everything they found out—all in the name of getting Splunk software onto their work computers.

And it worked. After the VP dressed down the Splunk reps and our co-conspirators, we got a letter of intent and our rep walked out of the meeting to high fives from the developer and network admin.

This is how loyal our customers are—they are willing to risk the ire of their managers for us.



