

**K.E.Y.
PLATFORM
2014** April 23 – 24, 2014
Conrad Seoul, Korea



Robert Lau
GM/VP APJ Splunk



MEGA TREND THOUGHTS

The background is a dark, abstract image featuring a central bright point from which several vibrant, multi-colored light trails (green, yellow, orange, and red) radiate outwards, creating a sense of dynamic energy and movement.

**CLOUD AND BIG DATA
ARE THE TWO MEGA
TRENDS OF THIS DECADE**



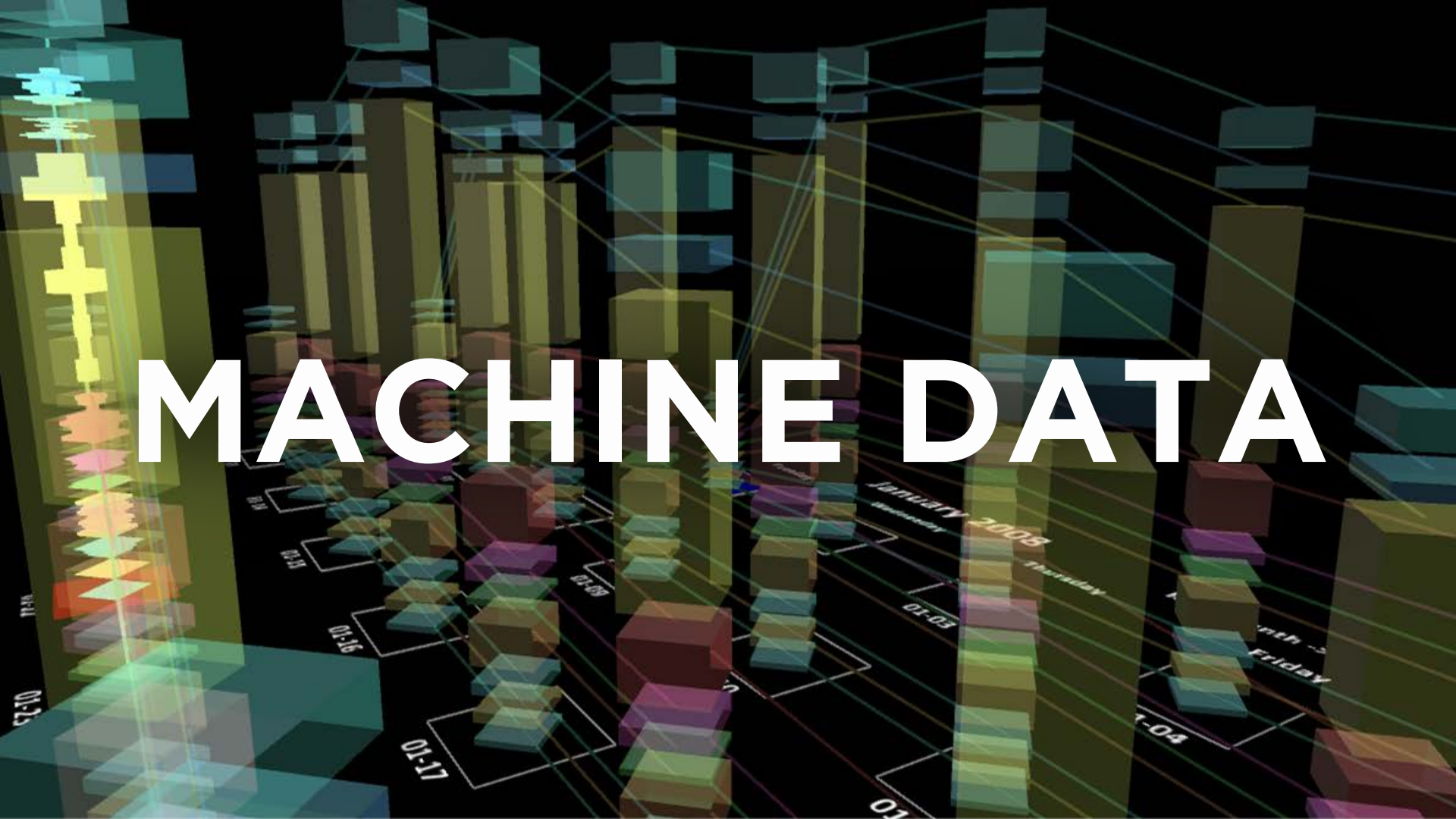
So what is...

BIG DATA



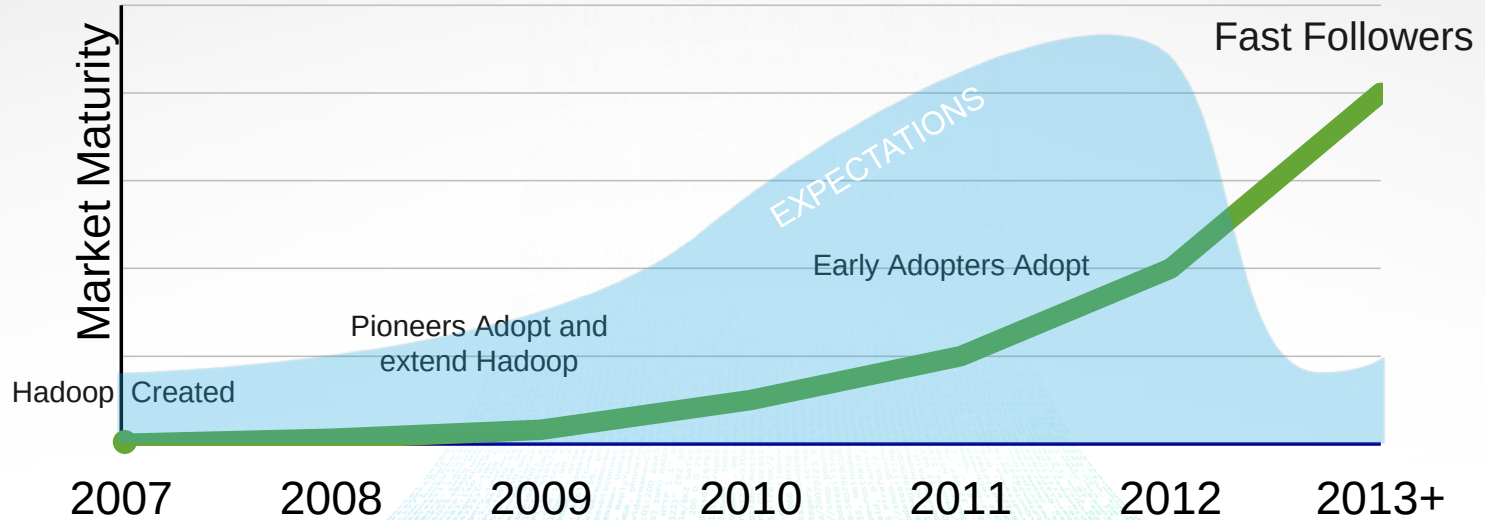
**WHERE IS IT
COMING FROM?**

MACHINE DATA

An abstract 3D visualization of machine data. The background is dark, featuring a complex network of thin, glowing lines in green, blue, and yellow. In the foreground, there are numerous vertical bars of varying heights and colors, including shades of green, yellow, orange, red, and purple. Some bars are solid, while others are semi-transparent, creating a layered effect. The overall composition suggests a dense, interconnected dataset.

DIGITAL EXHAUST

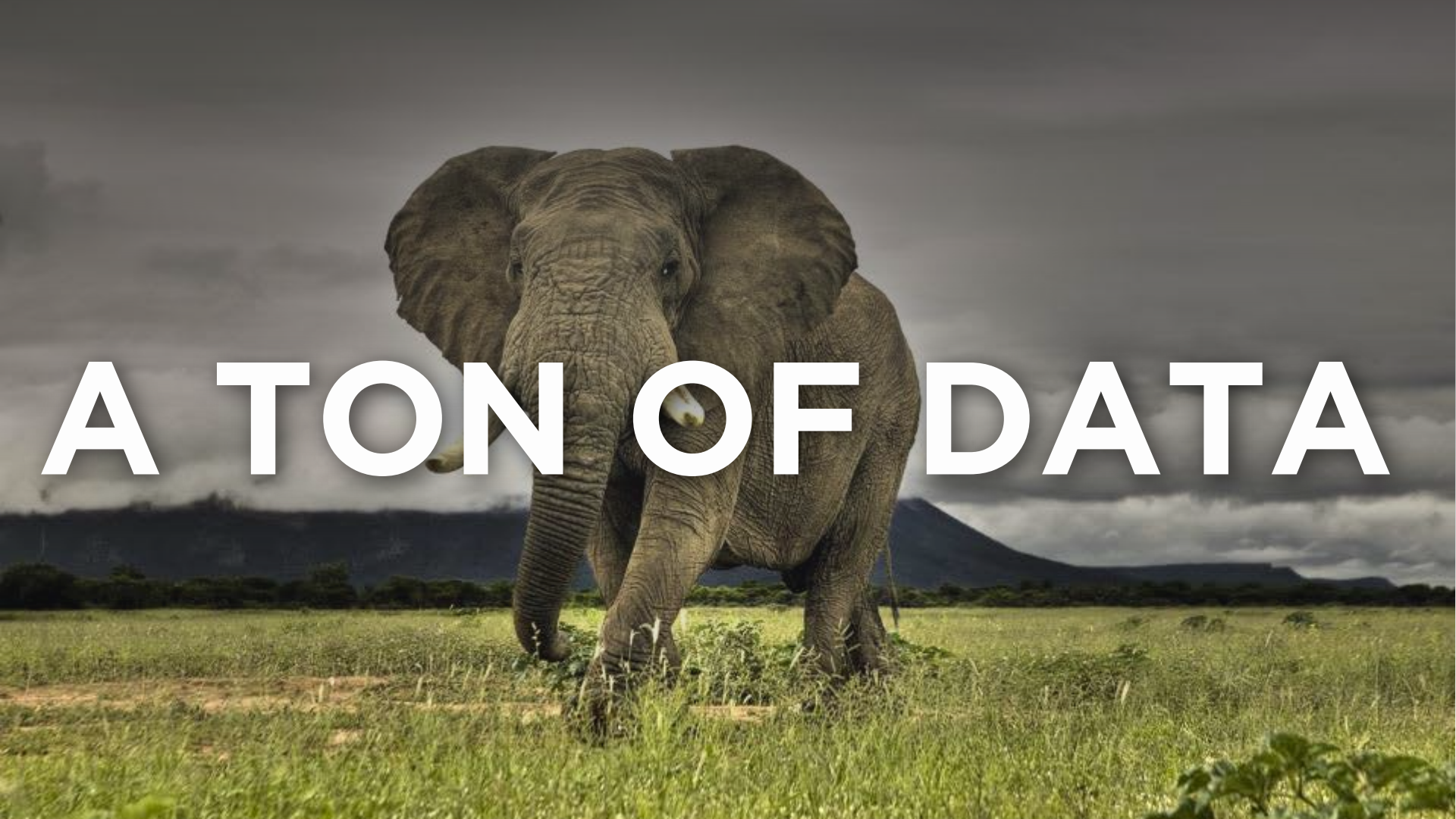
BIG DATA MARKET



BUT FAST FOLLOWERS WANT A DIFFERENT EXPERIENCE!



MOBILE



A TON OF DATA

An aerial, high-angle photograph of a city skyline at night, likely New York City. The image is dominated by a dense cluster of skyscrapers, their windows glowing with light. The Empire State Building is prominent in the center-left. The sky is dark blue with some clouds, and a few rays of light are visible near the horizon. The text "ALWAYS ON SOCIETY" is overlaid in large, white, sans-serif capital letters, centered horizontally and vertically.

ALWAYS ON
SOCIETY

A satellite in space with solar panels extended, looking down at Earth. The ground is covered in a dense network of orange and yellow lights, representing city lights or data points. The text "SERVICES EVERYWHERE" is overlaid in the center.

**SERVICES
EVERYWHERE**



CLOUD COMPUTING



CLOUD COMPUTING

**A WAY TO DELIVERING ELASTICALLY
SCALABLE BUSINESS SERVICES**

A silhouette of a person stands against a bright blue sky with scattered white clouds. The person's head is replaced by a large, dark question mark. The sun is visible behind the question mark, creating a strong backlight effect. The text "WHAT DOES THIS MEAN FOR US?" is written in large, white, sans-serif capital letters across the lower half of the image, partially overlapping the person's silhouette.

WHAT DOES THIS
MEAN FOR US?



**WE MUST
CAPTURE IT ALL**

FUTURES



DATA EXPLOSION

BILLIONS OF
DEVICES

INTERNET OF
THINGS
(IOT)

BILLIONS OF
SENSORS

MASSSES OF
DATA

What Does Machine Data Look Like?

Sources



Order Processing



Middleware Error



Care IVR



Twitter

ORDER,2012-05-21T14:04:12.484,10098213,569281734,67.17.10.12,43CD1A7B8322,SA-2100

May 21 14:04:12.996 wl-01.acme.com Order 569281734 failed for customer 10098213.
Exception follows: weblogic.jdbc.extensions.ConnectionDeadSQLException:
weblogic.common.resourcepool.ResourceDeadException: Could not create pool connection. The
DBMS driver exception was: [BEA][Oracle JDBC Driver]Error establishing socket to host and port:
ACMEDB-01:1521. Reason: Connection refused

05/21 16:33:11.238 [CONNEVENT] Ext 1207130 (0192033): Event 20111, CTI Num:ServID:Type
0:19:9, App 0, ANI T7998#1, DNIS 5555685981, SerID 40489a07-7f6e-4251-801a-
13ae51a6d092, Trunk T451.16

05/21 16:33:11.242 [SCREENPOPEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092
CUSTID 10098213

05/21 16:37:49.732 [DISCEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092

{actor:{displayName:"Go Boys!!",followersCount:1366,friendsCount:789,link:
"http://dallascowboys.com/",location:{displayName:"Dallas, TX",objectType:"place"},
objectType:"person",preferredUsername:"B0ysF@n80",statusesCount:6072},body:"Just bought
this POS device from @ACME. Doesn't work! Called, gave up on waiting for them to answer! RT if
you hate @ACME!!",objectType:"activity",postedTime:"2012-05-21T16:39:40.647-0600"}

Machine Data Contains Critical Insights

Sources



Order Processing



Middleware Error



Care IVR



Twitter

Customer ID

Order ID

Product ID

ORDER,2012-05-21T14:04:12.484,10098213,569281734,67.17.10.12,43CD1A7B8321,SA-2100

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Order ID

Customer ID

05/21 16:33:11.238 [CONNEVENT] Ext 1207130 (0192033): Event 20111, CTI Num:ServID:Type 98#1, DNIS 5555685981, SerID 40489a07-7f6e-4251-801a-1a6d092, Trunk 1451.16

05/21 16:33:11.242 [SCREENPOPEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092

CUSTID 10098213 Customer ID

05/21 16:37:49.732 [DISCEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092

{actor:{displayName:"Go Boys!!",followersCount:1366,friendsCount:789,link:"http://dallascowboys.com/",location:{display:"Dallas, TX",objectType:"person",preferredUsername:"BoysF@n80",statusesCount:6072},body:"Just bought this POS device from @ACME. Doesn't work! Called, gave up on waiting for them to answer! RT if you hate @ACME!!",objectType:"activity",postedTime:"2012-05-21T16:39:40.647-0600"}

Twitter

Customer's

Company's Twitter

ID

Machine Data Contains Critical Insights

Sources



Order Processing



Middleware Error



Care IVR



Twitter

Customer

Order ID

Product

ORDER,2012-05-21T14:04:12.996 ID 10098213 569281734 67.17.10.12,43CD1A7B832175A-2100

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05/21 16:33:11.238 [CONNEVENT] Ext 1207130 (0192033): Event 20111, CTI Num:ServID:Type
98#1, DNIS 5555685981, SerID 40489a07-7f6e-4251-801a-
Hold

05/21 16:33:11.242 [SCREENPOPEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092

CUSTID 10098213 Customer ID
05/21 16:37:49.732 [DISCEVENT] SerID 40489a07-7f6e-4251-801a-13ae51a6d092

{actor:{displayName:"Go Boys!!",followersCount:1366,friendsCount:789,link:
"http://dallascowboys.com/",location:{dis Twitter "Dallas, TX",objectType Customer's
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Company's Twitter

ID



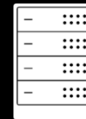
Security & Compliance



App Dev & App Mgmt.



IT Operations



Digital Intelligence



Business Analytics



Internet of Things





SPLUNK'S "SECRET SAUCE" LEVERAGE OUR CUSTOMERS

Domino's Pizza Transforms E-Commerce With Splunk

Global Pizza Chain Realizes Value of Its Data Across Entire Operation

SAN FRANCISCO - October 22, 2013 - [Splunk Inc.](#) (NASDAQ: SPLK), provider of the leading software platform for real-time operational intelligence, today announced that Domino's Pizza is using Splunk® Enterprise to help the pizza chain strengthen its online business through new levels of customer interaction and understanding.

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Security tool delivers surprise insights to Domino's Pizza

Imaginative use of Splunk Enterprise BEH lets Domino's track online coupon use

By Steve McGowan, October 22, 2013
Updated by: October 22, 2013 12:05 PM EDT

NetworkWorld | Marketers at Domino's Pizza are getting new and more immediate insights into online coupon usage from an unexpected source: a security management tool used by the national chain's IT department.

The Splunk Enterprise security information-and-event management (SIEM) tool that Domino's IT department started using earlier this year was intended to simply log data as part of system monitoring, says Russ Turner, Domino's manager of site reliability engineering. And Splunk Enterprise has been logging about 30GB of data per day.



Russ Turner, manager of site reliability engineering at Domino's Pizza

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SPLUNK DELIVERS FOR DOMINO'S PIZZA

Domino's transforms e-commerce with Splunk®



Domino's



Slicing Data For Domino's Pizza



Splunkers celebrate customer: global Domino's pizza party!

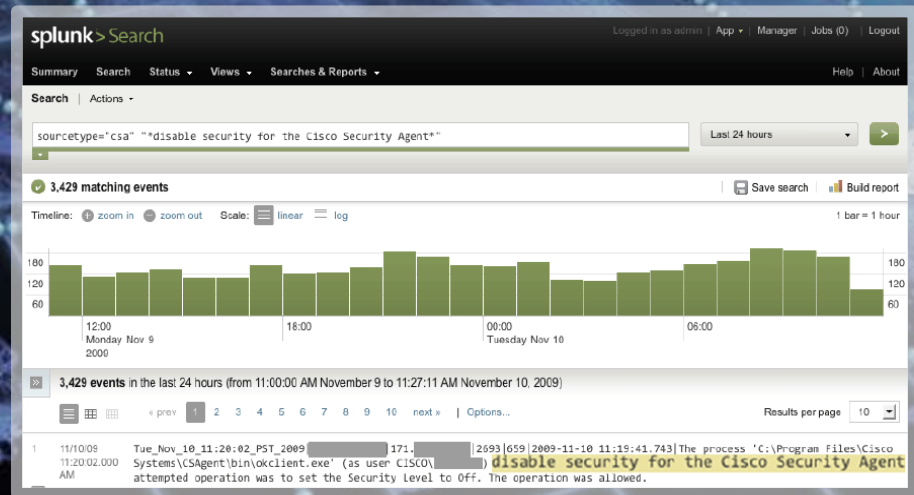




CSIRT

Proactive Security Monitoring and Forensics

- Index up to 1TB/day
- Enabled proactive threat assessment, mitigation planning, incident trending with analysis, security architecture, incident detection and response
- Delivered a centralized view into user activities and in-scope systems



Protecting Personal Data at Chunghwa Telecom



- Beyond traditional enterprise security and log management
- Big Data applications
- Comparing customer data with network traffic content



MEASURING USER EXPERIENCE ON A WIDE SCALE



A green tractor is shown from a rear perspective, pulling a large planter across a field. The planter has multiple rows of seed beds, each equipped with a yellow hopper. The tractor is moving away from the viewer, leaving tracks in the brown soil. The background shows a flat landscape under a clear sky.

OPTIMIZING CROP OUTPUT WITH MOBILE SENSOR DATA

Sensors include:

Airflow 369.00CPM

Damper 32.04%

Humidity 50.87%

Supply Air Temp 78.80° F

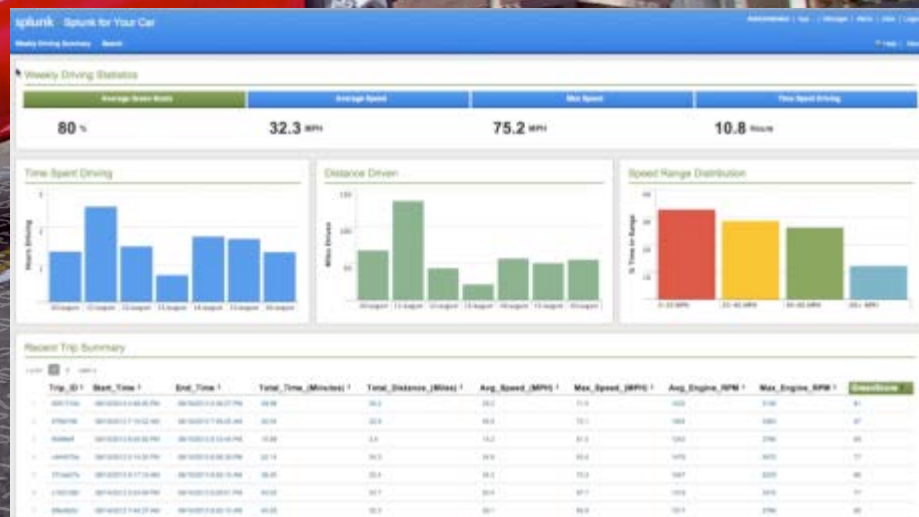
Heating Valve 100%



McKenney's



**SENSOR DATA DELIVERING \$MILLIONS
IN ENERGY SAVINGS**



Improved rail safety
Accident prevention
Speed limit enforcement
Federal Compliance



SENSOR DATA
ENSURING SAFE,
ONTIME ARRIVAL

splunk>

COMPANY

Founded 2004

WW HQ in San Francisco

Intl HQs in HK and London

1000 employees

Nasdaq SPLK

2013 Rev \$300M; 52%YoY

2013 R&D Ctr in Shanghai

PRODUCTS

Splunk Free

splunk>enterprise

splunk>cloud

splunk>Hunk

Splunk Apps

Cloudmeter



CUSTOMERS

Over 7000 Enterprises

in 90 Countries

Largest customer 200TB/day

AWARDS



splunk>

Make machine data accessible, usable
and valuable to everyone.

Thank you