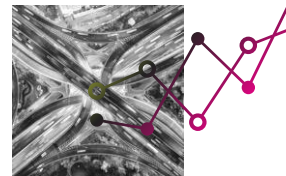


# The Data Age is Here. Are you ready?

[academicalliance@splunk.com](mailto:academicalliance@splunk.com)

**splunk**> turn data into doing™





# Welcome to The Data Age

Data is no longer just a record of what happens.  
Data makes things happen.





# New technologies are enabling and fueling digitization



Mobility



Cloud



Virtualization



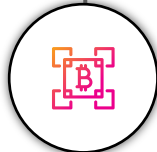
5G



Robotic Process  
Automation



IoT



Blockchain



AI



VR



Platforms

# Data is Now an Essential Service

Organizations will make things happen with data or cease to exist



Supporting Increased Demand On Digital Systems



Driving Cloud and Digital Transformations



Solving Our Health, Supply Chain and Education Challenges



# Data is Transforming Everything

The way we work, live and play



# Turning Real-time Data Into Action is Hard



Data Silos

Hybrid Environments

Legacy Systems

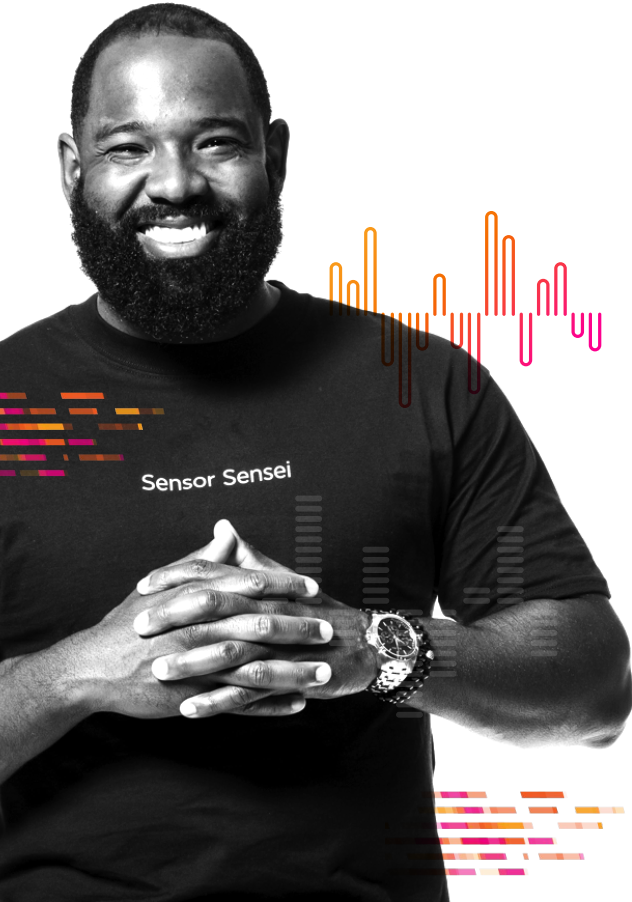
Fragmented Cloud Services

Point Data Management Solutions

New Cloud Native Apps

# Splunk Helps You do More with Your Complex Data

Faster time to business outcomes



**Investigate**



**Monitor**



**Analyze**



**Act**

	<b>Investigate</b>	<b>Monitor</b>	<b>Analyze</b>	<b>Act</b>
<b>IT</b>	Investigation Leveraging Metrics and Logs	Unified Monitoring for Infrastructure, Services and Apps	Service Insights & Event Analytics	AIOps (Prediction, Collaboration, Orchestration)
<b>Security</b>	Incident Investigation, Forensics, Hunting	Security Monitoring, Compliance	Incident Response, Fraud	SOC Automation, Incident Response & Orchestration
<b>DevOps</b>	Investigation Leveraging Metrics, Traces & Logs	Cloud Infra, Transactions, Apps, Microservices, Serverless, Functions, APIs, Containers & Kubernetes	Outlier & Anomaly Detection, Directed Troubleshooting	Prediction, Incident Response, Collaboration, Automation
<b>Business Operations</b>	Investigation Leveraging Logs	Business Processes and Business Services	Customer Journey and Business Process Analytics	Automation & Orchestration

# Trusted by Organizations with the World's Highest Security Standards

## Cloud & Online Services



## Government



## Retail



## Education



## Healthcare



## Technology



## Energy & Utilities



## AIRBUS ing



## Telecommunications



## Financial Services



## Media & Entertainment



## Travel & Transportation





# Splunk Leads the Way to Help You Turn Data Into Doing



**8 years**

8 consecutive years as a Leader in the SIEM MQ by Gartner 2021



**#1**

Market share in ITOM and SIEM by Gartner 2021



**Outperformer**

Only "Outperformer" for Cloud Observability, Gigaom Radar 2021

# Empower Everyone to Turn Data Into Doing



## Data Scientists

Munge and prep data

Experiment and  
operationalize  
ML models and toolkits

Build data pipelines



## Developers

Monitor critical infrastructure

Optimize user experience

Build Splunk Apps, custom  
dashboard and reports



## Admins

Find and solve  
problems in their data

Deploy, manage and  
operate Splunk  
effectively



## Business Users

Use natural lang to investigate  
questions in real-time

Interact with real-time  
dashboards and reports

Setup alerts and get notified of  
critical issues

# Splunk Academic Alliances

Empowering Everyone with Career Possibilities





# Splunk Pledge

\$100M Over 10 Years to Generate Social Impact

Nonprofit

---

Workforce

---

Education

---

Research



# Academic Alliances: Data Skills for All

**Create learning partnerships and offer free hit-the-ground-running skills training.**

Target audience:

- Educators
- Students

# Skill Gap in the Marketplace

**2.7m**

Open jobs in data analytics, data science, data engineering and related careers 2020

Source: IBM, 2021

**11.5m**

By 2026 this is the anticipated need for jobs in data related roles

Source: US Bureau of Labor Statistics, 2021

**3.0m**

Predicted open jobs in cybersecurity

Source: Cybersecurity Ventures, 2022

**Big Data**

Most in-demand roles in 2022

Source: Monster Annu Trends, Jan 2022

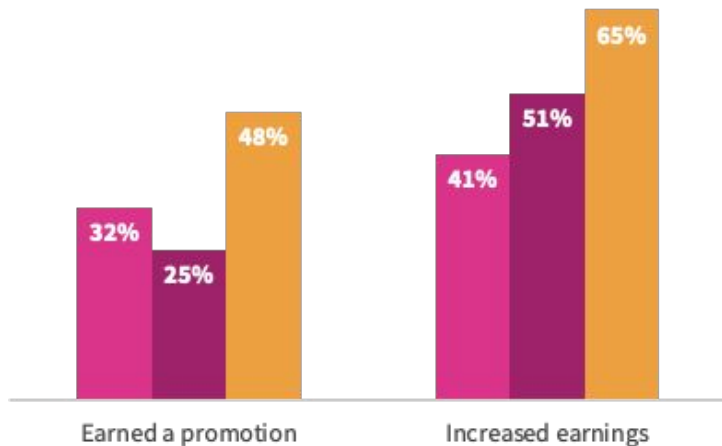
# Career Impact: Raises and Promotions

Splunk experience and certification directly impact career growth and opportunity.

## Splunk Knowledge

Impact of Splunk knowledge, by years of experience with Splunk

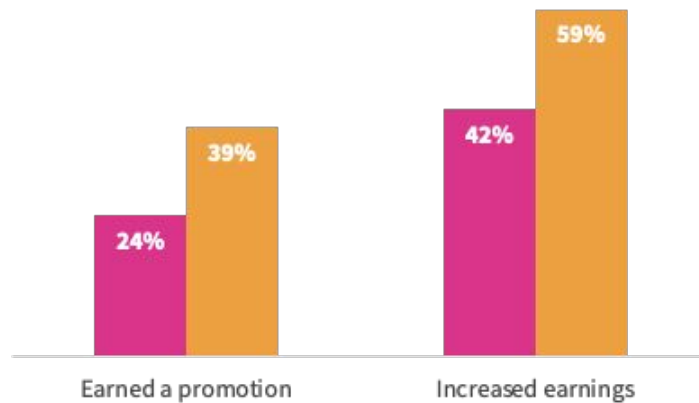
■ 2 years or less (N=44) ■ 3 to 5 years (N=97) ■ More than 5 years (N=101)



## Splunk Certification

Impact of Splunk knowledge, by Splunk certification status

■ Not certified (N=63) ■ Certified (N=179)



*“Splunk certification has allowed me to escape a career dead-end. I've nearly tripled my salary in three years. I'm now positioned to learn useful, growing technologies.”*

*“Honestly, I was about ready to 'quit IT'. Then I was moved to a new role where I set up and managed our Splunk instance. It completely reignited my passion for work.”*

*“If I hadn't been certified as a Splunk Architect (version 6.x), I would not have received the 57% raise I did when changing positions.”*





## KEY BENEFITS

- Engagement with a strategic partner and industry recognized Data-to-Everything Platform
- Offer a comprehensive library of interactive live courses (for IT to Security to DevOps and beyond)
- Access expert Splunk instructors, curriculum developers, and lab team for curriculum and classroom and real-world, hands-on learning experiences
- Learn in-demand skills and validate knowledge with industry certifications
- Acquire valuable experience with live lab environments for real-world, hands-on learning
- Graduate with greater earning potential and career opportunities

# Join the Splunk Academic Alliances Program

Innovative industry-academic partnership to prepare faculty and develop future-ready graduates to thrive in the Data Age

# AA Program Offerings

Options to Get Started and Grow

## Advanced

- Integrated customized program curriculum
- Weeks of live instruction and hands-on labs
- Badging & certification
- Joint program design, delivery and support through EDU team

## Basic (Classroom)

- Free Instructor Splunk-led training.
- Hands-on labs
- Badging & certification (Power User)
- Program design, delivery and support through Splunk EDU team

## On-Demand

- Online Self Paced Learning-(via Splunk Pledge sign-up)
- Foundational learning with hands-on labs
- Program management and curriculum through learning management system

# Splunk Academic Alliance Partnerships

Prepare faculty and develop future-ready graduates to thrive in the Data Age

Nanyang Polytechnic (SG)



University of Technology and Design (SG)



University of South Wales (UK)



Kingston University (UK)



National Convergence Tech Center (AMER)  
(e.g. Collin College)



RMIT University (AU)



University Technology Sydney (AU)



University of Tasmania (AU)



Segi University (MY)



*...more in development*

# Get Started - Contact Us

[academicalliance@splunk.com](mailto:academicalliance@splunk.com)



**Chris Visaya**

Sr. Manager -  
Education Delivery

[cvisaya@splunk.com](mailto:cvisaya@splunk.com)

# Questions?

