

Investor Day at
CISCO *Live!*

Integrate Splunk and Accelerate Go-to-Market

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Splunk brings advantages to Cisco from Day 1



A large and growing recurring revenue software business



Market leading Security provider – #1 in SIEM



Market leading Observability portfolio



Deep relationships in the Global 2000 and a customer-first approach

Splunk uniquely delivers digital resilience through **Unified Security and Observability**



Designed for mission critical workloads

Enterprise scale analytics used by many of the world's largest organizations to keep their mission-critical digital systems secure and reliable



Scalable data processing and management

Customers ingesting up to petabytes of data per day

Data-source agnostic and works with multi-vendor tools across generations of technologies

Federated search offers ability to search across the entire data landscape, and gain insights wherever data lives



Supports tool consolidation

Customers consolidate their security and observability point solutions

Platform approach encourages reuse of data for multiple use cases, improving customer efficiency, effectiveness, and economics



Flexibility across multicloud/hybrid environments

End-to-end view of digital systems, including third-party and custom software, across networks, on-prem, public and private clouds, and the edge



Mission critical to the world's largest companies

01

Multinational e-commerce provider

Relies on Splunk's Enterprise Security and SOAR solutions to protect their global systems and millions of consumers from today's advanced cyberattacks

5 petabytes of data per day with Splunk

02

Leading US-based telecommunications provider

Uses Splunk's core cloud platform and Splunk Observability Cloud to ensure their mission-critical services remain online

>\$20M of ARR with Splunk

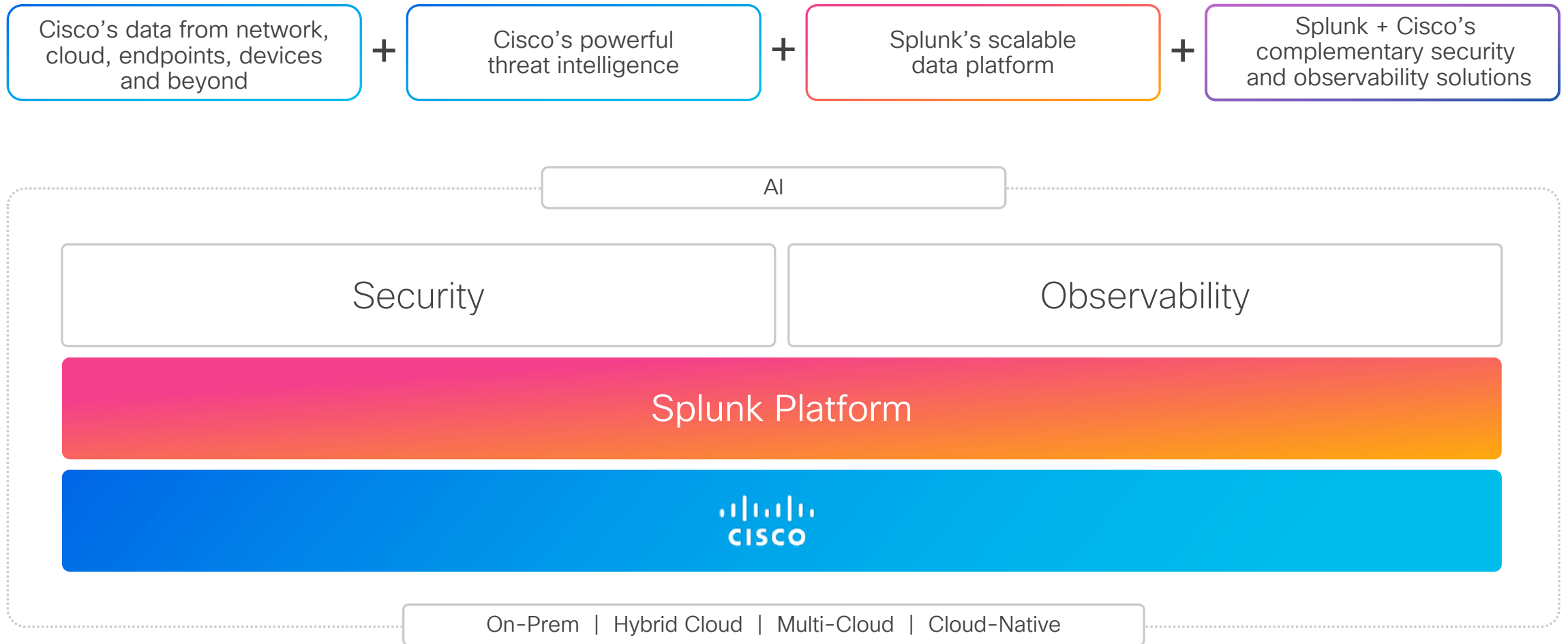
03

Global sports apparel company

Technical Operations is standardized on Splunk for logging, security, and observability to realize the lowest total cost of ownership and necessary insight into their data

All in on Splunk's unified security & observability

Better together



Cisco **amplifies** Splunk's strategy

Provide end-to-end visibility and insights wherever data flows, **across an enterprise's entire digital footprint**

Power the SOC of the future with unified threat detection, investigation and response, **extended to uniquely add network, cloud, and endpoint insights**

Deliver leading observability solutions to prevent unplanned downtime, **adding on-prem and additional network insights to deliver observability for the entire enterprise**

Accelerated by Splunk AI **and Cisco AI infrastructure**

Power the SOC of the future

Power the SOC of the future

Unified TDIR
platform
approach

Transform
threat
detection

Full-scale
automation

AI for
enhanced
security
operations

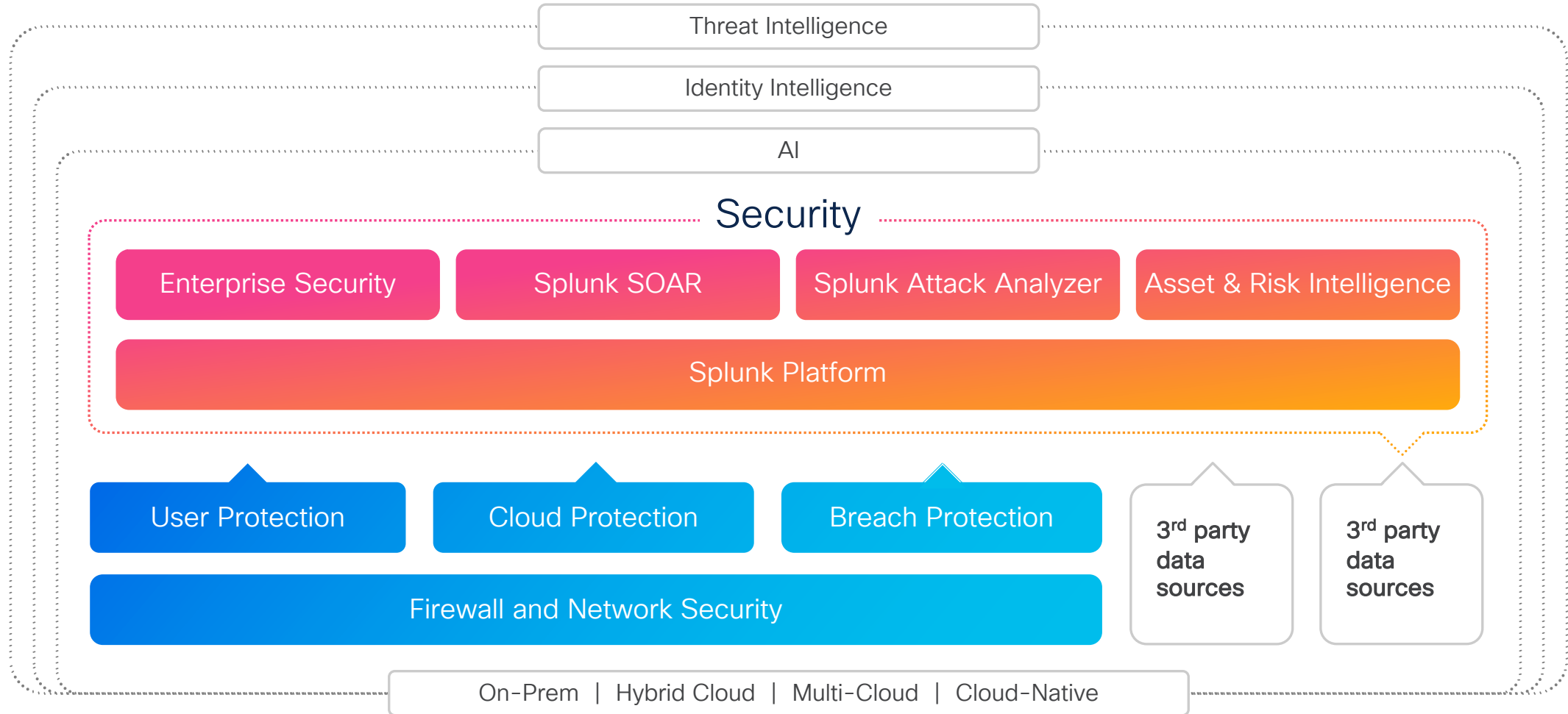
Federated
data access

TDIR: Threat Detection, Investigation, and Response

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Better together: **Security**



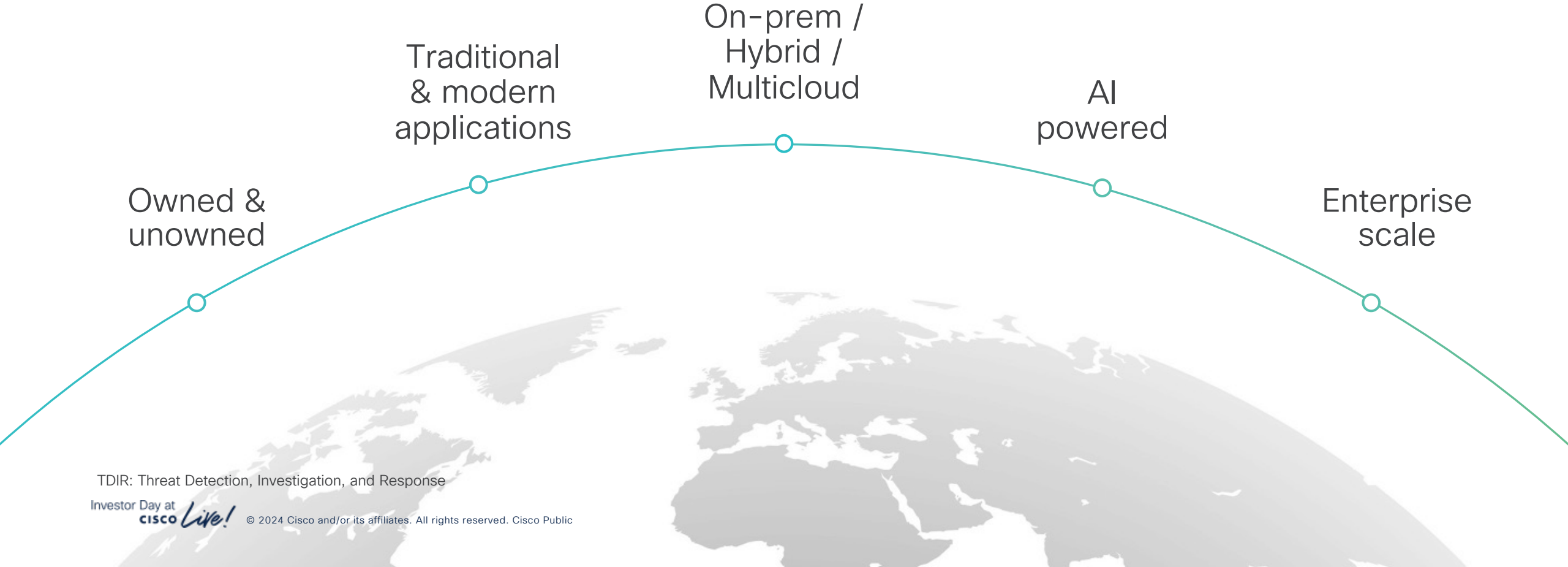
SOAR: Security Orchestration, Automation, and Response

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Observability for the entire enterprise

Observability for the entire enterprise

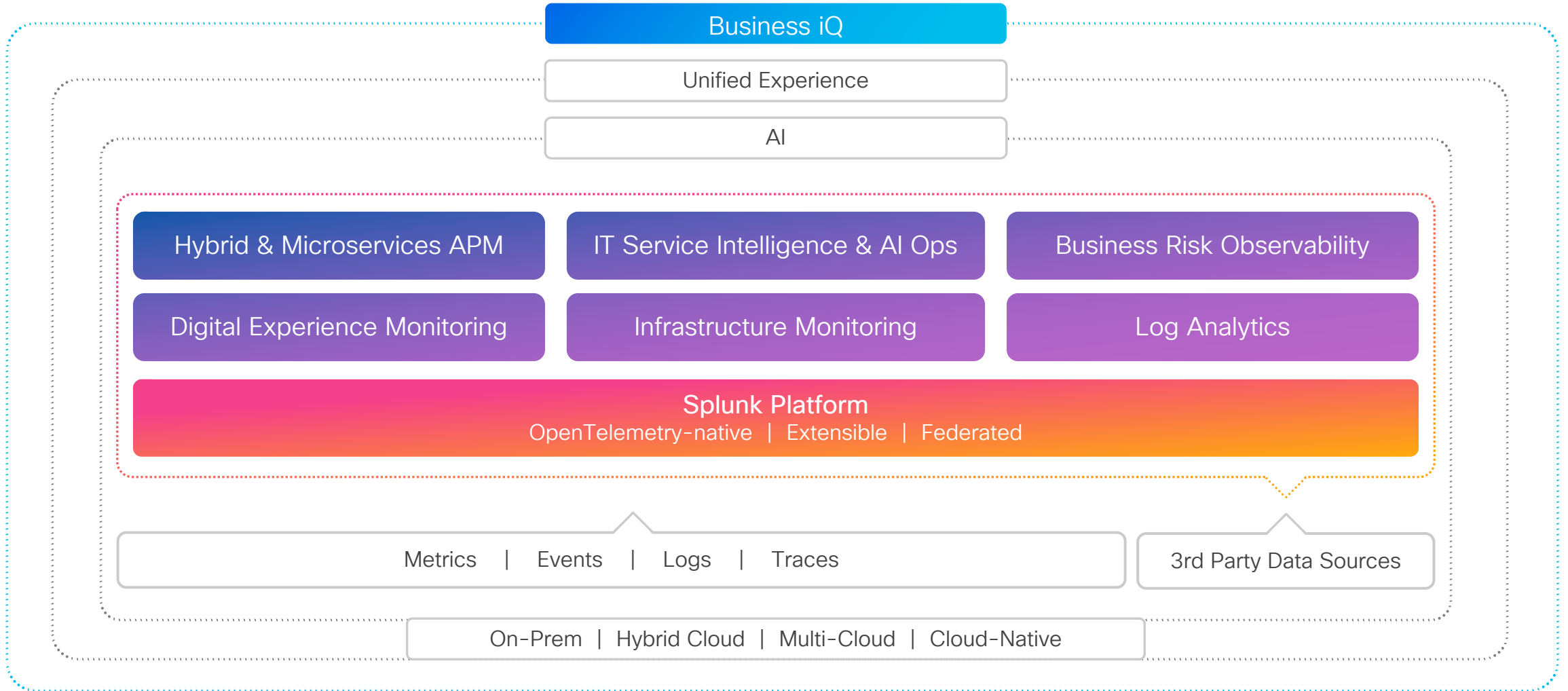


TDIR: Threat Detection, Investigation, and Response

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Better together: **Observability**



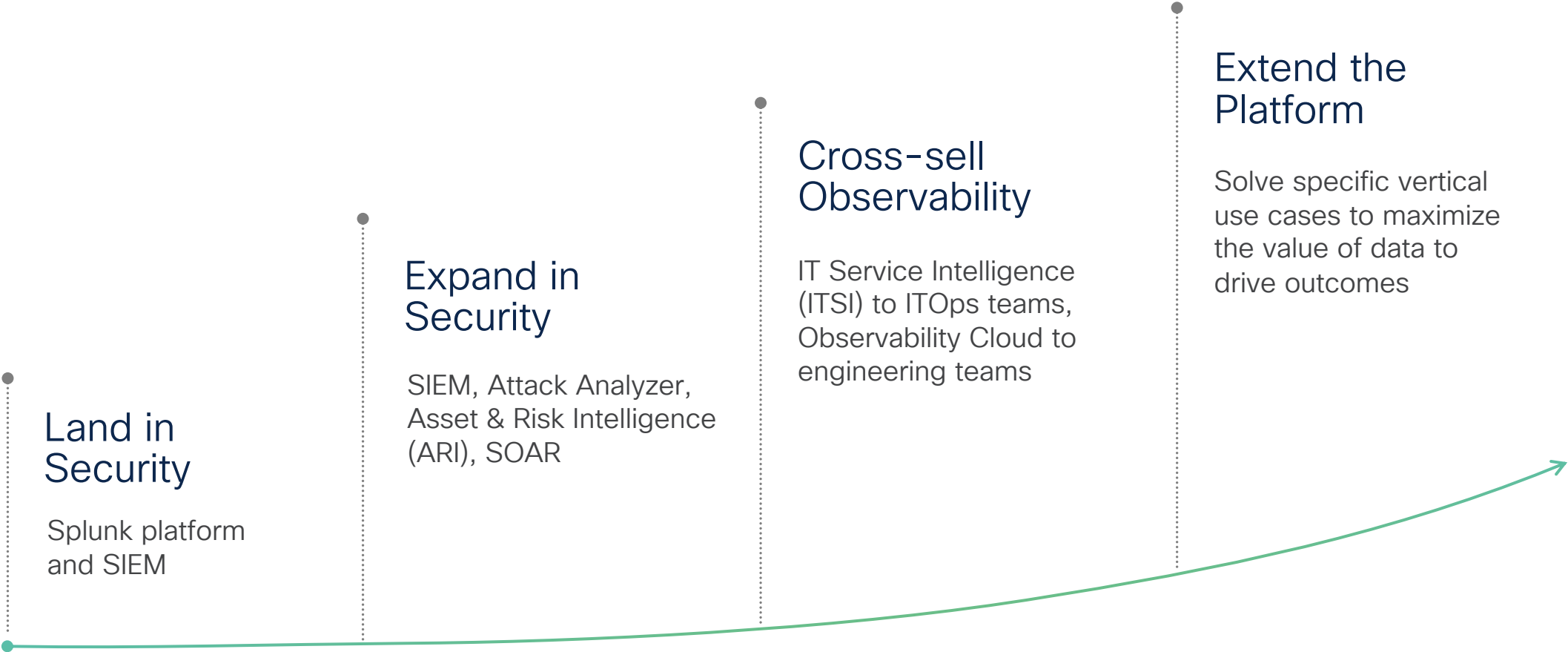
APM: Application Performance Monitoring

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Accelerating Splunk's Go-to-Market strategy

Simplified Go-to-Market strategy is focused on **delivering customer outcomes**



Cisco opens doors to **accelerate Splunk sales**

5x sales capacity + large cross-sell opportunities



International market expansion

Cisco brings additional sales capacity and relationships around the world to help land new accounts

Areas of focus where Splunk has very little headcount: Saudi Arabia (and the Middle-East more broadly), India, Japan, Brazil, Mexico (and LATAM more broadly)



Cross-sell opportunities

Initial target of 5,000 Cisco accounts with no Splunk presence identified as a good fit

Open new routes to market through strong existing Cisco relationships (expanding MSSP, distribution coverage and telco)



Channel and partner expansion

Deep Splunk expertise + Cisco's maturity & scale allow for expanded Partner reach

90% of Cisco's business comes through Partners

Cisco has thousands of Partners in 150 different countries, spanning GSIs, resellers, distributors, and consultants

MSSP: Managed Security Service Provider

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Accelerating Cisco's Go-to-Market strategy

Go-to-Market **priorities**



Focus on customer outcomes



Deliver a unified, differentiated
value proposition



Improve velocity and efficiency

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**Thank
you**



Forward-Looking Statements

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