Splunk Hosts .conf2012 - Third Annual Worldwide Users' Conference

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Attendees Get First Look at Innovations Turning Big Data into Operational Intelligence

MAIDENHEAD – 11th September 2012 – Splunk Inc. (NASDAQ: SPLK), the leading provider of software for real-time operational intelligence, will today kick off .conf2012, its third annual Worldwide Users' Conference, at The Cosmopolitan Hotel in Las Vegas. The conference features more than 100 sessions and nearly 30 customer presentations from organisations including Barclays, Cisco, Etsy, Extrahop, NPR, Otto Group, SwissLos, Target, and Union Bank. Several big data thought leaders are also speaking at .conf2012 from organisations including Cloudera, Concurrent, Datastax, Hortonworks, Infochimps, Optic, and Think Big Analytics in addition to Splunk's chief big data evangelist.

"The most exciting part of the user conference is hearing firsthand the compelling use cases from Splunk customers, and this year will be the most fascinating yet," said Godfrey Sullivan, Chairman and CEO, Splunk. "Customers are speaking about how to improve patient care by analysing data in connected medical devices, how to use sensor data to closely monitor energy demand in facilities and operations, and how to use Splunk software as a security intelligence platform for a global enterprise. All of these sessions will have a common thread: an extraordinary return on investment after deploying Splunk for use cases such as application management, IT operations, business analytics, security and compliance, and new industrial uses of machine data."

Sullivan's keynote session will be streamed live, from 5-7 p.m. PT today. The live webcast will be available at http://www.splunk.com/goto/confkeynote.

Splunk users at .conf2012 will also learn from Splunk experts how to best utilise Splunk software as an enterprise data platform, a platform for applications and developers, and in the cloud. More than 20 Splunk apps will be available for test drive in the Splunkbase Labs area. Some of the newest products being showcased at the conference include:

• Splunk Storm
Multi-tenant cloud service based on Splunk software that enables developers to immediately diagnose and troubleshoot problems, gain visibility, and monitor critical business metrics without the need for any software or hardware installation or maintenance.

• Splunk App for VMware
Makes it easy to collect machine-generated data from the virtualisation layer and correlate the information with other technology tiers to enable operational visibility into your IT infrastructure and more informed business decisions.

• Splunk App for PCI 2.0
Out-of-the-box content for real-time continuous monitoring of enterprise PCI DSS posture, high-level scorecards and reports for each PCI requirement, and simple visualisations for indicating PCI compliance issues.

• Splunk Hadoop Connect (private beta)
Enables bidirectional communication between Splunk Enterprise and Hadoop. This includes the ability to export data from Splunk Enterprise to Hadoop and to import data from Hadoop into Splunk Enterprise.

• Splunk App for HadoopOps (private beta)
Single end-to-end interface monitors the full Hadoop environment. Allows users to monitor, alert, troubleshoot, remedy, search, and analyse Hadoop nodes, HDFS, and MapReduce and is Hadoop distribution agnostic.

• Splunk Java SDK (beta), Splunk JavaScript SDK (beta), Splunk Python SDK (beta), and Splunk PHP SDK (public preview)
Splunk makes it easier for developers to quickly build custom applications to search, manage, and visualise Splunk data by delivering Software Development Kits with sample code, documentation, and other tools for popular languages.

• Social Splunk
Demonstration of using Splunk software to index social media feeds like Twitter, Foursquare, and other user-generated machine data for sentiment analysis and real-time insight in IT and marketing.

More than 1,000 people are attending .conf2012. Splunk is also welcoming more than a dozen world-class technology partners to speak at .conf2012 including Amazon Web Services, Click Security, and Palo Alto Networks.

The hashtag for .conf2012 is #datajourney. Don't forget to save the date for .conf2013: Sept 23-26, 2013, Las Vegas.

About Splunk Inc.

Splunk Inc. (NASDAQ: SPLK) provides the engine for machine data™. Splunk® software collects, indexes and harnesses the machine-generated big data coming from the websites, applications, servers, networks and mobile devices that power business. Splunk software enables organisations to monitor, search, analyse, visualise and act on massive streams of real-time and historical machine data. More than 4,400 enterprises, universities, government agencies and service providers in over 80 countries use Splunk Enterprise to gain operational intelligence that deepens business and customer understanding, improves service and uptime, reduces cost and mitigates cyber-security risk. To learn more, please visit www.splunk.com/company.

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