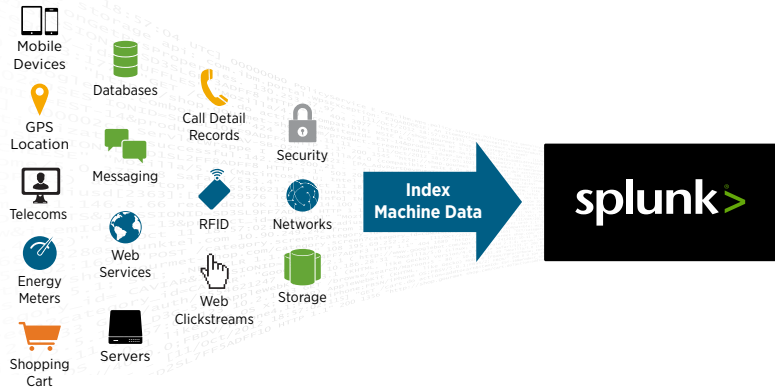


# SPLUNK® FOR BIG DATA ANALYTICS

Turn raw data into business value

- **Deploy and use** Splunk software with ease
- **Scale** your solution to fit your big data needs
- **Search** across real-time and historical data
- **Analyze** diverse data sets in one unified view



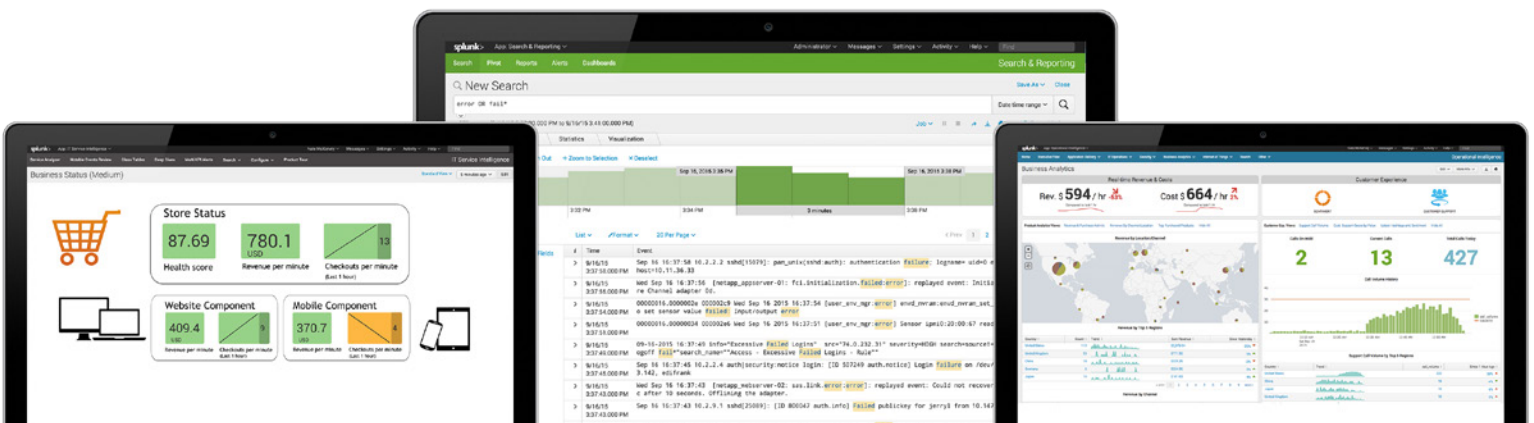
## Big Data Comes from Machines

All your applications, sensors, systems, web servers and other technology infrastructure generate data every millisecond of every day. This machine data is one of the fastest growing, most complex areas of big data. It's also one of the most valuable, containing a definitive record of user transactions, customer behavior, sensor activity, machine behavior, security threats, fraudulent activity and more.

Making use of machine data is hard. It's generated by a multitude of disparate sources in unstructured formats. That makes it difficult to fit into brittle pre-defined schemas. Organizations are challenged to ingest, process and analyze machine data using traditional data management methods or in a timely manner. Traditional business intelligence, data warehouse or analytics solutions are simply not engineered for this class of high-volume, dynamic and unstructured data.

## Splunk: the Platform for Big Data Analytics

Splunk software helps you unlock the hidden value of this data. And with the ability to bring in insights from your other tools, you can get value from the full spectrum of your data, not just a sub-set. Now you can collect, index, search, analyze and visualize all your data in one place. Splunk provides a unified way to organize and extract real-time insights from massive amounts of machine data from virtually any source.



## The Splunk Portfolio

<b>Splunk Premium Solutions</b>	 Splunk IT Service Intelligence™	 Splunk Enterprise Security™	 Splunk User Behavior Analytics™						
<b>Rich Ecosystem of Apps &amp; Add-Ons</b>	 CISCO	 Symantec	 Microsoft .NET	 NetApp	 salesforce		 amazon web services		
<b>splunk&gt;enterprise</b>		<b>splunk&gt;cloud</b>							
<b>splunk&gt; Platform for Operational Intelligence</b>									
<b>Forwarders</b> 	<b>Syslog/TCP</b> 	<b>Mobile</b> 	<b>IoT Devices</b> 	<b>Network Wire Data</b> 	<b>Hadoop</b> 	<b>Relational Databases</b> 	<b>Mainframe Data</b> 		

### Easy to Deploy and Use

Splunk Enterprise and Splunk Cloud™ are integrated, end-to-end, real-time solutions for machine data. From universal collection and indexing of machine data from virtually any source to comprehensive reporting and analysis powered by Splunk's search processing language (SPL™) to search and analyze real-time and historical data, Splunk solutions make the most of machine data. Connect to your data with just a few clicks and easily create powerful dashboards.

### Enterprise-Scale Big Data

Splunk software scales to collect and index hundreds of terabytes of data per day, across multi-geography, multi-datacenter and hybrid cloud infrastructures. Because the insights from your data are mission-critical, Splunk software provides the resilience you need, even as you scale out your low-cost, distributed computing environment.

### Insights Across Real-Time and Historical Data

Easily archive your data in Splunk to Hadoop for audit or compliance needs. Join that with your existing data in Hadoop to get full value from your data at rest. Splunk Analytics for Hadoop also enables unified queries and dashboards across unstructured data in Splunk Enterprise and Hadoop, providing a single-pane-of-glass into real-time and historical data. Analyze and visualize months or years of data from a single, fluid user interface.

### Add Context and Extend With Relational Data

Integrate structured data from relational databases and enterprise data warehouses with the machine data in Splunk software to drive deeper levels of Operational Intelligence and business insights from your big data. **Splunk DB Connect** delivers reliable, scalable integration between Splunk software and relational databases. The **Splunk ODBC Driver** allows you to report on machine data with your choice of business intelligence software.

[Download Splunk for free.](#) Splunk Enterprise and Splunk Cloud are available for free so you can try it out.



Learn more: [www.splunk.com/asksales](http://www.splunk.com/asksales)

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