



Splunk Growth Outpacing Competitors

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Continued Product Innovation Driving Customer Success in IT and Security Markets

SAN FRANCISCO--(BUSINESS WIRE)--Aug. 28, 2018-- [Splunk Inc.](#) (NASDAQ: SPLK), first in delivering “aha” moments from machine data, today announced the company's continued growth in IT Operations Analytics (ITOA), IT Operations Management (ITOM), and Security and Vulnerability Management.

“We are in the early days of the data revolution, and our customers are leading the business transformation charge. Splunk customers are the bold and brilliant in this frontline, and truly able to leverage information collected every millisecond,” said Doug Merritt, President and CEO, Splunk. “We believe that the combination of our customer’s drive for continuous business improvements, coupled with Splunk’s advantages in extracting value and insights from massive amounts of data are validated in these market share reports.”

IDC: Splunk Growing Fastest Among IT Operations Management Vendors

In this year’s IDC report, *Worldwide IT Operations Management Software Market Shares, 2017: Hybrid Management Drives Growth**, IDC reports Splunk is the fastest growing among the top five vendors in this market. Worldwide IT operations management software market revenue grew by 9.1 percent to reach \$8.3 billion in 2017.

“The worldwide IT operations management software market achieved strong growth in 2017 driven by the need to monitor, manage, and optimize end-to-end performance and the availability of hybrid systems and applications as organizations increasingly adopt digital business initiatives requiring consumer-grade experience for end users,” said Tim Grieser, research vice president, IDC’s System and IT Operations Management Software.

Splunk's continued rapid growth is based on big data capture, indexing, management, search, and visualization capabilities that extend across a wide variety of machine-generated data sources including metrics and logs. [Download the IDC Worldwide IT operations management Software Market Shares, 2017: Hybrid Management Drives Growth](#) on the Splunk website.

Splunk’s AIOps and IT Operations Management

Gartner’s Market Share Analysis: *ITOM, Performance Analysis Software, Worldwide, 2017*** report finds Splunk was second highest in the AIOps/ITIM /Other Monitoring Tools category for the second year in a row in that category. The report states, “digital business transformation is driving demand for modern monitoring tools that enable agile and flexible applications and infrastructure via DevOps toolchains.” In 2017, The ITOM market reached \$24.7 billion and grew 9.6 percent with respect to 2016.

In the report, Gartner listed Splunk in their 10 highest ITOM Performance Analysis Software Vendors, Worldwide, Ranked by 2017 Software Revenue, 2016-2017. Compared to the previous year, Splunk moved from being the fifth highest in 2016 to the second highest in 2017.

[Access a complimentary copy of the Gartner Market Share Analysis: ITOM, Performance Analysis Software, 2017](#) on the Gartner website.

Splunk Growing Much Faster than Competitors in Security Market

In the security market, the IDC report, *Worldwide Security and Vulnerability Management Market Shares 2017: Defending the Boundaryless Network**** found Splunk grew on a percentage basis more than five times faster than IBM and Micro Focus (HPE) in 2017. The security and vulnerability management (SVM) market grew 12.3 percent to an estimated \$6.7 billion in 2017.

The report states: “The bid for Splunk to become a one-stop shop for IT, OT, and security may have been ambitious, especially since these departments have decidedly different functions. However, in many companies, information professionals have overlapping responsibilities, and the idea of working with one central platform is resonating.”

“The limitation of security personnel and the improving architectures of products are changing the paradigm in security and vulnerability management,” said Chris Kissel, research director, *Worldwide Security Products*, IDC. “Simply put, SVM products can no longer tell the client what is wrong - the platform must initiate the remediation.”

The report adds: “No matter the larger technology classification, there can be no doubt that Splunk is gaining market share in network security, particularly at the expense of [other] SIEM vendors. Splunk Enterprise Security and Splunk User Behavior Analytics (UBA) has proven to be a winning combination in security.”

Both IDC reports methodology included bottom-up/company level data collection for calendar 2017 occurred in January 2018 with in-depth vendor surveys and analysis to develop detailed 2017 company models by market, geographic region, and operating environment. Gartner data presented in the report included software revenue, market share and annual growth rates. For more details about segment and regional definitions, see “Market Definitions and Methodology: Software.”

*DC, *Worldwide IT Operations Management Software Market Shares, 2017: Hybrid Management Drives Growth*, Doc #US43859818, June 2018.

**Gartner, *Market Share Analysis: ITOM, Performance Analysis Software, Worldwide, 2017*, Federico De Silva, Laurie F. Wurster, 9 July 2018.

***IDC, *Worldwide Security and Vulnerability Management Market Shares, 2017: Defending the Boundaryless Network*, Doc #US42049417, July

2018.

About Splunk Inc.

Splunk Inc. (NASDAQ: SPLK) turns machine data into answers. Organizations use market-leading Splunk solutions with machine learning to solve their toughest IT, Internet of Things and security challenges. Join millions of passionate users and discover your “aha” moment with Splunk today: <http://www.splunk.com>.

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