



Splunk To Put Data In Motion With Global Cycling Team Trek-Segafredo

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Splunk Sponsors Men's and Women's Cycling Teams to Improve Race Performance and Results with Data Analytics

SAN FRANCISCO--(BUSINESS WIRE)--Oct. 30, 2018-- [Splunk Inc.](#) (NASDAQ: SPLK), delivering actions and outcomes from the world of data, today announced its global partnership with Trek-Segafredo Men's and Women's Road Teams, both owned by [Trek](#), a multi-national bicycle and cycling product manufacturer and distributor. The partnership kicks off January 1, 2019, when Splunk sponsors the road teams on their global circuit including the Tour de France, Giro d'Italia, Tour of California and more, and provides both teams and Trek with actionable insights created by analyzing data from across the Trek ecosystem from the factory floor to the finish line.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20181030005404/en/>



Splunk is sponsoring both the men's and women's Trek-Segafredo cycling teams, a first in Trek history for the women's team, demonstrating Splunk's commitment to a culture of diversity and inclusion. With this partnership, Splunk is focused on analyzing data from all parts of the race experience, including riders, coaches, mechanics, fans and more to maximize performance and results directly from the training grounds, to the track, all the way to the Trek factories and warehouses. Splunk will capture, enhance and drive insights using Splunk technologies, making Trek-Segafredo one of the most data-driven, efficient teams on and off the circuit.

"Being a lifelong cyclist myself, I'm excited for Splunk to partner with Trek-Segafredo to help them turn data into a strategic advantage for the team," said Doug Merritt, President and CEO, Splunk. "Innovation is at the heart of Splunk and Trek DNA, which is why this partnership is such a great fit for us. We are thrilled to support the Trek team and build upon the global journey they've embarked on by making things happen with data."

Splunk will be fully integrated in the branding of the team, from jerseys to bikes to team vehicles, along with participating in Trek-Segafredo's race hospitality program around the globe.

"We're focused first on the safety of shared information," said Trek Vice President Roger Gierhart. "As technology continues to drive our industry, we're thrilled to find such a strong partner whose goals perfectly align with ours. Splunk's support will give us an important advantage in all aspects of our business, including our racing programs and product development."

"I am excited by the prospect of what analytics could do for racing in the near future, that's what makes this partnership such a great fit," said Luca Guercilena, General Manager, Trek-Segafredo. "When you combine the two, innovation starts to take over and Trek-Segafredo will be pushed to a new level in terms of agility, as Splunk technologies help the teams with efficiency, consistency and record-breaking performance."

For more information on Splunk's partnership with Trek-Segafredo, visit the [Splunk website](#).

About Splunk Inc.

Splunk Inc. (NASDAQ: SPLK) helps organizations ask questions, get answers, take actions and achieve business outcomes from their data. Organizations use market-leading Splunk solutions with machine learning to monitor, investigate and act on all forms of business, IT, security, and Internet of Things data. Join millions of passionate users and [try Splunk for free](#) today.

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Splunk announces partnership with Trek-Segafredo Men's and Women's Road Teams (Graphic: Business Wire)

About Trek-Segafredo

[Trek-Segafredo](#) is a global professional cycling team that competes at the highest level with the utmost passion and respect to the sport. Weaved around unique, rich personalities that create perfect unity, the team is open, engaging and welcomes all to come experience the grit and glory of professional cycling.

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