



October 9, 2017

## Splunk Acquires Rocana Assets

### *Splunk Extends IT Operations Leadership, Further Fueling Product Innovation and Customer Value*

SAN FRANCISCO--(BUSINESS WIRE)-- [Splunk Inc.](#) (NASDAQ:SPLK), first in delivering "aha" moments from machine data, today announced it has acquired selected assets of Rocana, Inc., a privately held technology company offering analytics solutions for the IT market. Under the terms of the agreement, Splunk has acquired the technology and intellectual property assets of Rocana for an undisclosed amount. A number of technical employees from Rocana will also be joining Splunk as part of the transaction, which was funded with cash from Splunk's balance sheet.

"Insights from machine data are the lifeblood for organizations seeking to better monitor, investigate and understand their IT and security environments at scale," said Richard Campione, chief product officer, Splunk. "Adding Rocana's team demonstrates Splunk's commitment to innovate - through a build, buy, and partner approach - as we better serve our customers and partners around the world. We are always interested in adding great talent to Splunk, particularly a team such as Rocana's with experience in large scale data systems and open source technologies."

Splunk will leverage Rocana's technology and team to advance its market-leading machine data platform and machine learning capabilities across Splunk's product portfolio.

"Splunk is the most widely adopted machine data and analytics platform in the market today," said Eric Sammer, chief technical officer, Rocana. "We are thrilled to join the Splunk team and help contribute to its vision of helping customers turn data into answers."

For more information on Splunk and Rocana, visit the [Splunk website](#).

### **Safe Harbor Statement**

This press release contains forward-looking statements that involve risks and uncertainties, including statements regarding Splunk's proposed product, technical and employee investments and future product and technical direction. There are a significant number of factors that could cause actual results to differ materially from statements made in this press release, including: difficulties encountered retaining Rocana's employees and integrating Rocana's technologies; whether Splunk can successfully develop new products or modify existing products and the degree to which these gain market acceptance; and general market, political, economic and business conditions.

Additional information on potential factors that could affect Splunk's financial results is included in the company's Quarterly Report on Form 10-Q for the quarter ended July 31, 2017, which is on file with the U.S. Securities and Exchange Commission. Splunk does not assume any obligation to update the forward-looking statements provided to reflect events that occur or circumstances that exist after the date on which they were made.

### **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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