



The Splunk Data-to-Everything Platform Brings Speed and Scale to McLaren

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McLaren to Enhance Performance Fueled by Actionable Insights from Splunk

SAN FRANCISCO--(BUSINESS WIRE)--Feb. 6, 2020-- [Splunk Inc.](#) (NASDAQ: SPLK), provider of the Data-to-Everything Platform, today announced its global partnership with [McLaren](#), a prominent technology innovator and racing team. The multi-year partnership kicks off from the 2020 Formula 1 season and makes Splunk an official McLaren Technology Partner, bringing the power of the Data-to-Everything Platform to both McLaren Racing and McLaren Group.

Splunk's solutions will capture data across the McLaren Group infrastructure, network and server environment and from across the McLaren Racing function, including from the team's Formula 1 cars, to help them accelerate performance development across the organization.

"From the production line to the race track, Splunk will help McLaren drive meaningful business outcomes by connecting all of their data at ferocious speed and at immense scale. Performance is critical in the racing world, and it is no different in the world of data, which makes this partnership a great fit," said Doug Merritt, President and CEO, Splunk. "I'm looking forward to the Formula 1 2020 season and will be rooting for the McLaren Racing team across the globe."

As part of the partnership, Splunk will be integrated into the branding of the team, including on the sidepod and cockpit surrounds of McLaren MCL35 race car for the 2020 Formula 1 season.

"It's great to have Splunk join us as both a McLaren Racing and McLaren Group partner. Data is at the heart of everything we do at McLaren and in the competitive sport of Formula 1, and the Splunk platform will enable us to continue to draw meaningful insights that can be used to impact performance," said Zak Brown, Chief Executive Officer, McLaren Racing. "We look forward to working as partners for the 2020 season and beyond."

For more information about Splunk's partnership with McLaren, visit the [Splunk website](#).

About Splunk Inc.

Splunk Inc. (NASDAQ: SPLK) turns data into doing with the Data-to-Everything Platform. Splunk technology is designed to investigate, monitor, analyze and act on data at any scale.

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About McLaren Racing

McLaren Racing was founded by New Zealand racing driver Bruce McLaren in 1963. The team entered its first Formula 1 race in 1966, since when McLaren has won 20 Formula 1 world championships, more than 180 Formula 1 grands prix, the Le Mans 24 Hours at its first attempt and the Indianapolis 500 three times. McLaren Racing competes in the FIA Formula 1 World Championship with Carlos Sainz and Lando Norris, and the IndyCar Series in North America with Oliver Askew and Pato O'Ward.

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