



## U.S. Census Bureau Powers Its First Digital Census With Splunk's Data-to-Everything Platform

March 11, 2020

### *Splunk Increases Data Collection Quality, Improves Respondent Convenience, Reduces Costs and Strengthens Security for 2020 Census*

SAN FRANCISCO--(BUSINESS WIRE)-- [Splunk Inc.](#) (NASDAQ: SPLK), provider of the Data-to-Everything Platform, announced today the [United States Census Bureau](#) is using Splunk Cloud™ to make its first digital census the most secure, efficient and user-friendly in history. With Splunk, the U.S. Census Bureau is connecting data from 35 operations and 52 systems, ranging from cloud-based applications and data warehousing to field-deployed end-point devices. By bringing data from these systems together, Census leadership will be able to investigate, monitor, analyze and act on data in-real time, allowing them to field the most cost-effective and dynamic Census ever. For more information, visit the [Splunk website](#).

"Addressing the numerous challenges to an accurate count while also fielding the first-ever digital census required us to take a whole new approach to our IT, security and data operations," said Atri Kalluri, a senior advocate in the Decennial Census Response Security and Data Integrity Department. "We knew we needed to capitalize on the value of our data for success. Splunk enabled us to do that, becoming the backbone that let us take action on data across our diverse technologies, whether in the field, at regional offices, at headquarters or in the cloud."

Mandated by the United States Constitution, the [Decennial Census](#), conducts a count of the nation's population once every 10 years. This data is then aggregated, analyzed and distributed by the Census Bureau to inform major policy decisions for the next decade. Legislation and policies that benefit include the distribution of more than \$675 billion federal dollars to state governments, the apportionment of representation among states, the drawing of congressional, state legislative and school districts and more.

Achieving an accurate count is central to the Census' mission to serve as the nation's leading provider of quality data about its people and economy. However, constant changes in technology and consumer preference, historically low participation, an increase of non-traditional housing arrangements and growing skepticism in government are all creating new challenges that impact those goals. By taking action on their data with Splunk, the U.S. Census Bureau is turning data into doing by creating the most convenient respondent experience and highest-quality count ever on record. Ultimately, this helps the Census solve tough questions at mission speed.

Among the diverse technologies the Census Bureau now uses are geographic information system (GIS) tools that combine satellite and aerial images with public data records to identify new addresses and changes; route optimization and laptop devices that allow field operators to verify and input updates in real-time; and automated payroll, training, and recruiting processes to further streamline operations.

"With Splunk, the Census Bureau can bring data to everything, helping to ensure the Bureau's goals of delivering timely, relevant, quality and cost-effective data to the public," said Frank Dimina, VP of Public Sector for Splunk. "Splunk has enabled the Bureau to address security challenges, improve their efficiency and reliability of IT infrastructure, and introduce new applications, which have provided compounding value to this year's decennial census operations while also mitigating risk."

The 2020 Census is the Bureau's first digital Census. The agency aims to continue using innovative technologies to adapt to new challenges, implement predictive analytics and use real-time data to adapt its strategy to the modern era.

To learn more about Splunk and how it is helping [bring data to government agencies](#), please 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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