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Three Leading Analyst Firms Recognize Splunk as a Leader in AIOps

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__Industry Analyst Firms Omdia and Research In Action Rank Splunk a Market Leader in 2021 AIOps Vendor Evaluation Reports; Constellation Research Names Splunk to AIOps ShortList__

SAN FRANCISCO--(BUSINESS WIRE)--Aug. 31, 2021-- Splunk Inc. (NASDAQ: SPLK), provider of the Data-to-Everything Platform, today announced it has been recognized as a Market Leader in AIOps by three prominent market analyst reports: Omdia Universe: Selecting an AIOps Solution, 2021-22 report*, Research In Action's Vendor Selection Matrix ™ Artificial Intelligence Predictive Analytics-Top 20 Global Vendors 2021** and Constellation's ShortList™ for AIOps***. All three market reports recognize Splunk's industry-leading AIOps platform and the breadth of its capabilities.

"Our customers are at the forefront of how we continue to innovate, with Splunk serving as the foundation for driving advanced insights and strategic impact across any organization with data," said Shawn Bice, President of Products and Technology, Splunk. "Splunk's recognition as a Market Leader in AIOps in not one, but three leading analyst reports is a direct testament to this sustained innovation, along with our commitment to providing customers an AIOps platform that further modernizes how they approach service monitoring, predictive management and more amid the rapidly evolving IT landscape."

Omdia Recognizes Splunk as the Only Vendor to Score a Perfect 100% for Solution Breadth

According to Omdia's AIOps customer survey, which was conducted as part of its research, Splunk is the top-most recognized AIOps vendor and "should appear on your shortlist if you want to gain new insights into a range of operational data and extend this to cover business metrics." Additionally, the Omdia report highlights that Splunk was the only vendor to record a perfect 100% score for solution breadth[1], and that it scored 50% or better for every category — one of the best score groupings of the report.

Research In Action Awards Splunk the Highest Customer Recommendation Score

 According to Research In Action's Artificial Intelligence Predictive Analytics-Top 20 Global Vendors 2021, Splunk received the highest customer srecommendation score with a 99% rating. Research in Action points out that Splunk's "domain agnostic approach to converge and correlate all data i powerful." Additionally, the market report awards Splunk strong scores across vision, innovation, breadth and customer satisfaction, showcasing its well-rounded capabilities across the Splunk IT portfolio.

Constellation Research Names Splunk a Top Solution to Know for AIOps

Splunk was selected from over 40 AIOps solutions and was named to Constellation Research's ShortList™ for AIOps. Constellation defines AIOps as a discipline, set of tools and set of use cases that can help provide insight into complex, distributed sets of data and get to the root cause of a problem quickly. According to Constellation, AIOps can enable IT operators to concentrate on strategic work and focus on eliminating technology debt, improving usability and increasing scalability.

Splunk's leadership across AIOps and IT Operations Management (ITOM) extends even further. Earlier this year, Splunk ranked No. 1 for the ITOM Performance Analysis software market, as well as No. 1 for the AIOps, IT Infrastructure Monitoring (ITIM) and Other Monitoring Tools subsegment in the Gartner® Market Share Analysis: ITOM, Performance Analysis Software, Worldwide, 2020****.

Splunk's industry-leading IT management portfolio enables customers to thrive no matter where they are on their IT modernization journey. Splunk's IT solutions provide organizations end-to-end visibility across their entire IT stack, predictive management for faster remediation and increased agility and speed across all workflows. For more information on the Splunk IT portfolio, 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, and analyze and act on data at any scale.

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