

# Splunk Platform

Unlock insights with Splunk Platform: Stream, search, analyze, visualize, and act on machine data.

## Product Benefits



**Manage IT backend,** enabling focus on data action with rapid deployment



**Get real-time analysis,** monitoring across data types, preventing issues and supporting investigation

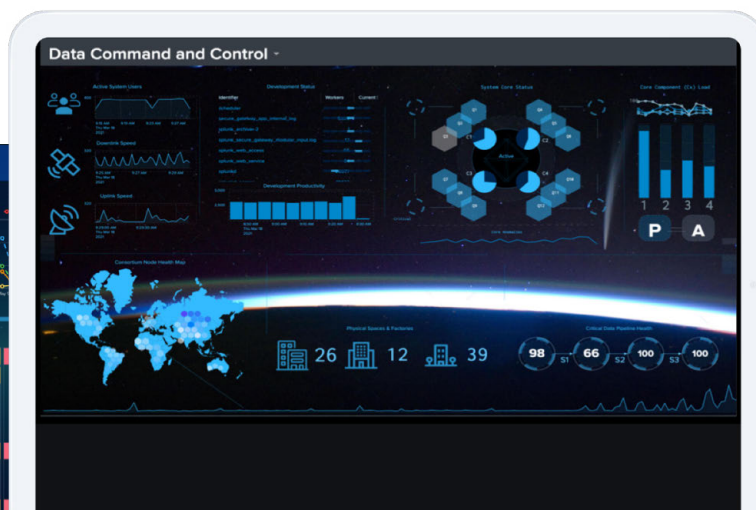


**Maximize big data investments,** managing ingestion, movement and utilization

Unlock the full potential of your data with Splunk Platform. Our customers choose their implementation path with Splunk — whether cloud or enterprise and our platform delivers the full suite of Splunk capabilities as a service, enabling confident decision-making and action-taking. With machine learning innovations, tackle data sprawl in multi-cloud environments effortlessly.

Splunk Platform collects data from any source imaginable, from metrics to social media, enabling powerful insights across various domains like security, IT operations, and IoT. Leverage machine learning for faster, smarter decisions across your organization.

With Splunk, everyone from analysts to business users can drive operational performance and results. Whether you're troubleshooting IT issues, monitoring security, or optimizing marketing campaigns, Splunk has you covered. Benefit from frequent updates, workload-based pricing, and seamless integration with cloud providers like Amazon Web Services and Google Cloud. The Splunk Platform provides operational insights for any industry and any use case.



## Data Management

Splunk simplifies data management, effortlessly collecting and indexing diverse sources. Seamlessly filter, enrich, and direct data from edge or cloud to Splunk or third-party storage. Convert logs to metrics for flexible analysis. Monitor the entire data lifecycle centrally. Ensure reliable data collection with scalable forwarders. Streamline configuration distribution and changes with Deployment Server.

## Scalable Index and Storage

Store real-time data for high-performance monitoring. Decouple compute and storage for cost-effective long-term cloud storage. Retain summaries and rollups of long-term data. Monitor and act on performance issues. Apply CPU resource rules for search prioritization while accelerating searches with pre-structured data models. Set internal security with field-level access control and cluster search heads for faster results in large deployments.

## Flexible Offering Model

Excel in hybrid, multi-cloud setups with smooth data aggregation and flexible deployment options. Our compliance features guarantee adherence to standards like FedRamp and HIPAA, while cross-region disaster recovery and private connectivity bolster security. Tailored pricing ensures scalability and efficient data utilization.

## Search and Visualize

Powerful search language supports all of your search needs — from the simplest to the most sophisticated. Point-and-click analysis brings insights to business users. Rich visualizations then make results understandable and actionable for all audiences.

## Federated Analytics

Storing your data in different places? Not a problem. Federation ensures you're not creating new data silos, ensuring you have easy access to all relevant data for unplanned investigations and longer term needs like compliance.

## AI and Machine Learning

Accelerate detection, investigation and response. Cut down the time to train and deploy custom ML with our Anomaly Detection algorithm while importing from various platforms and leveraging AI chat assistance for SPL queries.

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