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Splunk Ranked #1 in Worldwide IT Operations Analytics Software Market Share for Second Year in a Row

SAN FRANCISCO--(BUSINESS WIRE)-- Splunk Inc. (NASDAQ: SPLK), provider of the leading software platform for real-time Operational Intelligence, today announced it has been ranked number one in worldwide IT Operations Analytics (ITOA) software market share for 2015 by IDC, a leading provider of global IT research and advice. The IDC report* states that Splunk® software and cloud services claimed the top market share with 28.5 percent. This is IDC's second study of vendor revenues and market shares in the rapidly growing ITOA software market. For the second year in a row, Splunk holds the greatest share of the market.

According to the IDC report authored by Tim Grieser and Mary Johnston Turner: "The company [Splunk] achieved rapid growth driven by expansion in log management and analysis capabilities. The number of data sources, data volumes, and use cases continued to expand driving increased customer adoption. Splunk has invested in solutions for Hadoop, mobile, real-time wire, and security. Splunk supports pre-packaged content and visualization for a variety of use cases including IT operations and APM. This is making Splunk-based analytics available to an increasing variety of IT and business users."

"We have seen rapid adoption of Splunk IT Service Intelligence (ITSI), which helped cement Splunk's position as the number one market share leader for 2015 in the emerging ITOA market," said Rick Fitz, senior vice president of IT markets, Splunk. "The latest IDC report is a strong proof point for the success our customers and partners experience with an analytics-driven approach to understanding and responding to complex enterprise environments."

Splunk Enterprise and Splunk Cloud enable organizations to consolidate silos of machine data and use analytics to improve IT service health, reduce costs, resolve problems faster and drive critical business decisions. Splunk IT Service Intelligence, built on the powerful Splunk platform, is a machine learning-powered monitoring solution that employs analytics to help organizations find root cause faster and lower mean-time-to-resolution by providing unified service visibility, detecting emerging problems, and simplifying incident investigations and workflows.

Visit the Splunk website to learn how customers like Cox Automotive, Cardinal Health, and Surrey Satellite Technology (SSTL) use analytics from Splunk ITSI to gain real-time insights and increase IT operational efficiencies. Learn more about IT Operations Analytics with Splunk Enterprise and Splunk Cloud by visiting the Splunk website.

* IDC, Worldwide IT Operations Analytics Software Market Shares, 2015: Special Report (doc #US41663816 August 2016)

About Splunk Inc.

Splunk Inc. (NASDAQ: SPLK) is the market leader in analyzing machine data to deliver Operational Intelligence for security, IT and the business. Splunk® software provides the enterprise machine data fabric that drives digital transformation. More than 12,000 customers in over 110 countries use Splunk solutions in the cloud and on-premises. Join millions of passionate users by trying Splunk software for free: http://www.splunk.com/free-trials.

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