



April 13, 2017

CORRECTING and REPLACING Yelp Democratizes Data with Splunk

Splunk Platform Complements Open-Source Strategy Across IT and Business Operations

SAN FRANCISCO--(BUSINESS WIRE)-- Second paragraph, first sentence should now read: "Yelp supports about 65 million unique mobile web visitors per month" instead of "Yelp supports 65 million unique visitors per month across its mobile platform".

The corrected release reads:

YELP DEMOCRATIZES DATA WITH SPLUNK

Splunk Platform Complements Open-Source Strategy Across IT and Business Operations

[Splunk Inc.](#) (NASDAQ:SPLK), provider of the leading software platform for real-time Operational Intelligence, today announced [Yelp Inc.](#) has adopted Splunk® Enterprise to help improve Yelp's customer experience and uncover new revenue opportunities across its business. Splunk champions at Yelp are democratizing data across the organization, making it easily accessible to teams outside of IT. Hundreds of Yelp employees rely on Splunk Enterprise for use cases including application management and delivery, IT operations troubleshooting and monitoring, as well as business analytics. Watch the Yelp [video](#) and read the Yelp [case study](#) to learn more about how the company benefits from Splunk Enterprise.

As of December 31, 2016, Yelp supports about 65 million unique mobile web visitors per month including reviews, food delivery, payments and restaurant reservations. Prior to standardizing on the Splunk platform, Yelp explored various ways to manage data growth, including leveraging a pure open source data solution. However, with Yelp's growing ecosystem and increasing data demands, scaling and correlating disparate data sets in real time with open source alone was not possible. Yelp deployed Splunk Enterprise to bolster its open source strategy, correlating all log and server data in one central point to allow all users whether engineers, IT operations or business users, to quickly gain actionable insights.

"Yelp is a digital-first business. An excess of 10 terabytes per day flows into Splunk Enterprise, so the ability to quickly access and gain insights from that data in real time is invaluable," said Kris Wehner, vice president of engineering, Yelp Reservations. "With Splunk, we put data into the hands of Yelp teams and users that historically had no access or insight. The team can now pinpoint underperforming services by examining the changes in user-response time, as well as be notified in real time of issues on the site to ensure issues are solved faster."

Splunk Enterprise is now used across Yelp to underpin customer-facing portions of the business such as business operations and community management. For example, Yelp uses Splunk for the Eat24 food delivery service to help monitor order pipeline, providing operational teams with customized dashboards and real-time alerts to track food deliveries. Splunk enhances Yelp's business operations and customer experience, enabling customer trend analysis and untapped revenue opportunities.

"Customers are at the heart of everything Yelp does. Our ability to address not only IT and operational issues, but also customer-facing issues in real time is transformative," said Rick Fitz, senior vice president of IT Markets, Splunk. "With Splunk Enterprise running alongside an open source strategy, Yelp has democratized data across the organization, allowing all departments to build a better experience for customers in a cost-effective way."

Over the past two years, Yelp has transitioned to a cloud-based IT infrastructure built on Amazon Web Services (AWS). To take full advantage of AWS and the Splunk platform, Yelp has built an extension to bring Amazon Redshift data into Splunk and visualize it with all logs in one place.

Visit the [Splunk website](#) to learn more about Splunk solutions.

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 13,000 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>.

Social Media: [Twitter](#) | [LinkedIn](#) | [YouTube](#) | [Facebook](#)

Splunk, Splunk > , Listen to Your Data, The Engine for Machine Data, Splunk Cloud, Splunk Light and SPL are trademarks and registered trademarks of Splunk Inc. in the United States and other countries. All other brand names, product names, or trademarks belong to their respective owners. © 2017 Splunk Inc. All rights reserved.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20170413005017/en/>

Splunk Inc.

Media Contact

Jacinda Mein, 415-266-3990

Jacinda@splunk.com

or

Investor Contact

Ken Tinsley, 415-848-8476

ktinsley@splunk.com

Source: Splunk Inc.

News Provided by Acquire Media