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Splunk Ranked No. 1 in Fastest Growing IT Markets

Leading Analyst Firm Ranks Splunk No. 1 in 2016 Market Share in IT Operations Analytics and Event and Log Management Software

SAN FRANCISCO--(BUSINESS WIRE)-- Splunk Inc. (NASDAQ: SPLK), provider of the leading software platform for real-time Operational Intelligence, today announced that it has been ranked No. 1 for 2016 market share in the Worldwide IT Operations Analytics (ITOA) Software Market* and the Worldwide IT Event and Log Management Software Market**. IDC reports these two IT markets have the highest growth rates within the overall IT market with 32.9 percent growth in the ITOA market and 23.5 percent in the Event and Log Management market.

For the third consecutive year, Splunk earned the No. 1 spot in the IT Operations Analytics Software Market, once again besting legacy players IBM, Microsoft, VMware, Hewlett Packard Enterprise, CA Technologies and BMC. IDC reports Splunk® software and cloud services grew by 45.2 percent year-over-year for a total market share of 32.2 percent. According to IDC report author Tim Grieser, "Splunk supports prepackaged 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." Download the IDC Worldwide IT Operations Analytics Software Market Shares on the Splunk website.

In the IT Event and Log Management Market Shares report, IDC states that Splunk software and cloud services grew by 45.2 percent year-over-year for a total market share of 21.2 percent. It is the second consecutive year Splunk ranked No. 1 in market share. According to IDC report author Tim Grieser, "Splunk's continued, rapid growth is based on core capabilities for big data capture, indexing, management, search and visualization that extend across a wide variety of machine-generated data sources including metrics and logs." Download the IDC Worldwide IT Event and Log Management Software Market Shares on the Splunk website.

"Every day, across all verticals and geographies, our customers turn to Splunk to ingest and visualize a broad range of data sources to obtain predictive, real-time insights for maximum value from their IT operations," said Rick Fitz, senior vice president and general manager of IT Markets, Splunk. "Customer success and industry reports from trusted analyst firms like IDC further demonstrate our ability to deliver an analytics-driven approach to solve organizations' most complex IT problems."

*IDC, Worldwide IT Operations Analytics Market Shares, 2016: Strong Growth Continues (doc #US42908117, July 2017)

**IDC, Worldwide IT Event and Log Management Software Market Shares, 2016: Year of Strong Growth (doc #US42639217, May 2017)

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.

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