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Embrace the digital transformation

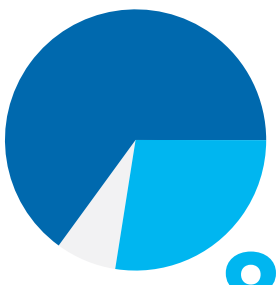
The world around us is changing.

IT OPERATIONS
Moving toward continuous delivery

5X One year ago, Docker had almost no market share. Now, Docker adoption is up fivefold.[1]

In a survey:

65%
Of respondents currently use containers



80%
Of the remainder plan to adopt containers[2]

SECURITY
Rising costs = increasing risk to organizations

4X **From 2013 to 2015 cybercrime costs quadrupled,** and it is expected to happen again from 2015 to 2019[3]

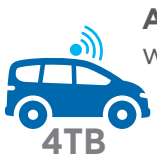
$400 BILLION
Estimated costs in 2015[4]

$2.1 TRILLION
Projected costs in 2019[5]

IoT AND INDUSTRIAL
More data than ever before

It is anticipated that:

The automated, connected factory will generate 1PB (1,000TB) of data daily



Autonomous vehicles will produce 4TB of data daily

A connected plane will transmit 40TB of data[6]

50% of CEOs expect their industries to be digitally transformed by 2020[7]

At the center of this digital transformation: **Machine Data**

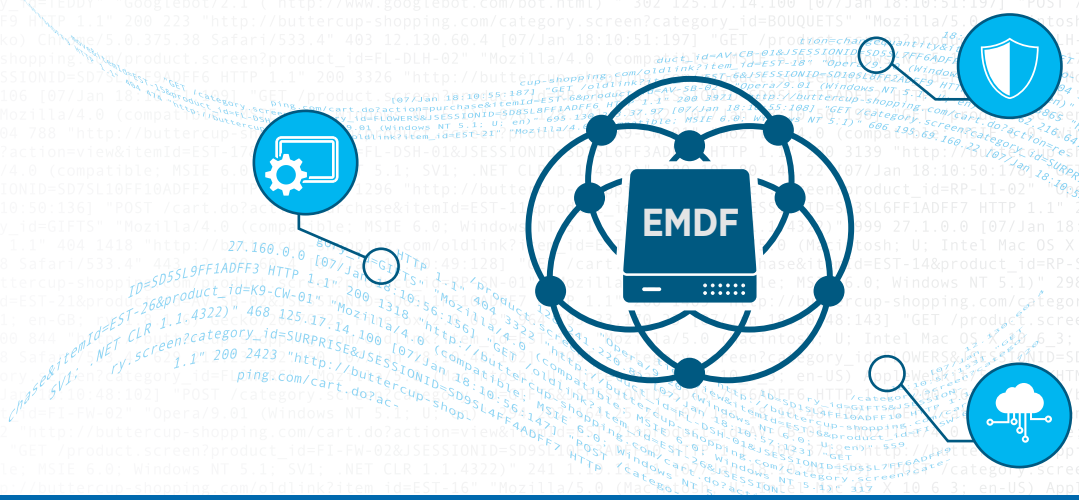
Harness the value of your machine data with the

ENTERPRISE MACHINE DATA FABRIC
(EMDF)

DIFFERENT
People

ASKING DIFFERENT
Questions

OF THE
Same Data



Are you ready for the digital transformation?

Learn more about the Enterprise Machine Data Fabric at
splunk.com/enterprise-machine-data-fabric

[1] David Linthicum, "The state of containers: 5 things you need to know now," TechBeacon, January 26, 2016, http://techbeacon.com/state-containers-5-things-you-need-know-now
[2] Based on the O'Reilly survey of members of the O'Reilly community leading up to DockerCon 2015 as reported in "The State of Containers and the Docker Ecosystem": 2015, O'Reilly Media Inc., http://www.oreilly.com/webops-perf/free/state-of-docker-2015.csp
[3] Steve Morgan, "Cyber Crime Costs Projected To Reach $2 Trillion by 2019," Forbes, January 17, 2016, http://www.forbes.com/sites/stevemorgan/2016/01/17/cyber-crime-costs-projected-to-reach-2-trillion-by-2019/#11538dce3bb0
[4] Stephen Gandel, "Lloyd's CEO: Cyber attacks cost companies $400 billion every year," Fortune, January 23, 2015, http://fortune.com/2015/01/23/cyber-attack-insurance-lloyds/, originally sourced in Forbes (Steve Morgan article)
[5] James Moar, "The Future of Cybercrime & Security: Financial and Corporate Threats & Mitigation," Juniper Research, May 12, 2015, http://www.juniperresearch.com/press/press-releases/cybercrime-cost-businesses-over-2trillion, originally sourced in Forbes (Steve Morgan article)
[6] Gil Press, "AI And Machine Learning Take Center Stage At Intel Analytics Summit," Forbes, August 16, 2016, http://www.forbes.com/sites/gilpress/2016/08/16/ai-and-machine-learning-take-center-stage-at-intel-analytics-summit/#76e9f332108e, citing Intel's Executive Vice President Diane Bryant speaking at Intel Analytics Summit
[7] Julian Poulter, "Technology Providers Need to Reshape Their Business to Capitalize on Digital Business Opportunities," Gartner, Inc., July 21, 2016

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