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History of Splunk Inc.

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Splunk Company

Introduction

Processing data that is too big to traditional data processing applications has been a challenge in the recent years. Splunk is one of the companies that have focused on capturing, indexing and correlating in real-time big data (Van Vleet et al., 2009). The company is based in San Francisco but has regional bases all over the world like in Europe, Africa, and Asia. Splunk Company's main product is splunk, a product that upon capturing and indexing data generates graphs, reports, alerts, dashboards, and does visualizations. Therefore, Splunk Inc. is one of the technology companies whose main product is a software called splunk.

The main mission of Splunk Inc. is to make machine data accessible by all organizations by making the data identifiable with patterns, providing metrics, diagnosing problems, and acts to provide intelligence for business operations. Other than presentation and storage and analysis of data, Splunk Inc. also focuses on deepening business and customer applications, aids in mitigations of cybersecurity issues, helps in prevention of fraud, helps in improvement of service performance and it helps business entities and even governments reduce operational costs. Therefore, other than the offered introduction, this article analyzes the history of Splunk Inc. and besides discusses its operational bases across the world.

Before delving deeper into the history of Splunk, perhaps it is so that we know how the founders arrived at the name Splunk. It is essential, therefore, to understand that when the founders were searching for the understanding of why the computers crash they were trying to get data from various sources. Looking for the data was liked to ferreting around in a cave, and

hence the name came from speology in America which is simply spelunking which was then shorted to Splunk.

History of Splunk Inc

Splunk was co-founded by Rob Das, Michael Baum, and Eric Swan in 2003. Baum and Swan, after selling their first company, CommerceFlow to Accenture in 2002, they needed at least something to do having stayed home without making money (Merza, 2015). The two tried to research the cure of cancer, but they realized there is no way Cancer can be cured and so they had to do something else. As Swan recounts, in CommerceFlow they had built a big transactional engine, but then they had to troubleshoot their engine whenever there was something wrong. They, therefore, spent a lot of time talking to people and convincing them about similar problems, and they realized that all of the issues needed to be searched through the logs. In that quest, the Splunk team initially built as they call it, a complicated transactional engine on the dashboards but upon showing customers, everybody was excited about their search features. They, therefore, were convinced through customer reviews that their data and search engine was a good idea and they changed it to a powerful business idea.

By 2007, the company had risen over \$40 million, and by 2009 it had become profitable (Fikes et al., 2015). By the year 2012, Splunk had its earlier public offering, trading Under NASDAQ which is a symbol of SPLK. It is until September 2013 that the company acquired Bugsense which was a mobile-device data-analytics company. One of the functions of Bugsense as a mobile analytics platform is to improve the performance of applications. Bugsense also supplied a software developer kit that gives developers access to data analytics from mobile devices, but the acquisition amount was never disclosed.

In its growth, Splunk has seen very many acquisitions. Therefore, according to the company portfolio, the company makes purchases that are in line with their company philosophy and product lines. They also have made acquisitions that address a broader set of customer challenges and enhance their market leadership position as well as those acquisitions that cement their status as an operational intelligence company. Swan et al. (2018) say the history of Splunk entails acquisitions of many companies. One of such companies is Caspida which was by that time a cybersecurity startup. Caspida was acquired in by Splunk in 2015 for US\$ 190 million. Most recently, in 2018, the company earned Krypton which expands the company's ability to innovate for the Internet of Things (IoT) use with the company's market-leading machine data platform. In 2018 also, the company acquired VictorOps which is a collaborative incident management company. Besides, Splunk has also acquired Cloudmeter (2013), Metafor (2015), Drastin (2017), SignalSense (2017) as well as Phantom and Roxana in 2018. While the acquired companies help Splunk mitigate various customer challenges, they have also made it grow significantly (Fikes et al., 2006).

Since its launch, it is worthwhile to note that Splunk has increased in its operations. At the moment, the company is defined as an IT Service Intelligence organization which deals in monitoring and analyzes solutions hence giving a better view that helps predict and prevent problems that might occur to companies and customers that depend on it or who are its clients. Therefore, as it is, the company offers valuable insights to both corporates and individuals which have IT-based as well as business and its applications as far as data is concerned.

Currently, Splunk deals with all sorts of data. Right from Twitter logs to Twitter Feeds to network traffic. As noted, many Splunk customers also use Hadoop. Splunk is used but Hadoop concurrently in that while the customers use Splunk to collect data, Hadoop is used to process it.

This, therefore, necessitates the connection of Hadoop to Splunk which then adds information from Hadoop to Splunk dashboards.

Having mentioned the case of Hadoop, since its inception, Splunk has revolutionized how companies handle their data machines. In 2009, for instance, Splunk employees launched Loggly to offer a tool that helps to provide a log searching tool in the cloud (Van Vleet et al., 2009). In the recent past also, they introduced Boundary, which is a real-time service-as-a-service powered by data that serves as a monitor by machine data which means that the company is at the verge of starting even bigger data management revolution.

As it is, the company provides some services to its customers. Splunk is a leading software platform for collecting data via connectors to other companies. The company also provides security features to organizations across the world. It is also important to note that Splunk Inc. has not been operating in isolation of the U.S government. The company has an agreement with the government to offer combined cyber threat detection and intelligence analysis technology. The deal was sealed in 2015 where the government contracted Booz Allen Hamilton (Swan et al., 2018).

Additionally, BAE systems and Splunk help secure U.S governments clouds via machine learning. Therefore, it is vitally imperative to note that apart from handling clients and corporate issues, Splunk has crossed borders and now it is operating with the government. The company also is involved in the stock exchange where its app is used to monitor and make analysis in the stock market. The app uses 6000+ stocks from the historical prices of NASDAQ and DOW JONES as well as the latest RSS news from various news centers.

In conclusion, Splunk is a fast growing technology company¹ which is based in Orlando San Francisco. It has its regional bases across the globe and in all continents. It was started in 2003 and has acquired several other companies namely like Bugsense and Caspida among others. The company indulges in capturing, indexing and correlating big data as well as operates in processing the data as well as securing data.

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