



# SPLUNK CASE STUDY

3|SHARE, ahem, GETS SPLUNKED in Propelling Splunk to New Web Platform Heights with Adobe Experience Manager

3|SHARE, who you may know as those ridiculously sweet Adobe Experience Manager (AEM) experts, or as a trusted partner for Adobe's top Digital Marketing customers, or as that company who has collectively watched the newest 'Star Wars' trailer 400 times, bestowed upon Splunk's web presence a new AEM that will propel them into the 21st century...and beyyoonnnndddd!

(Sorry.) (But seriously though.)

3 | SHARE

splunk>

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ABOUT 3|SHARE

# SITUATION

## Rapid Growth

You could say that Splunk has been doing a thing or two right, as it has grown rapidly since 2004 (its cesarean birth) and 2012 (its public offering).

And even since January 2013, Splunk has increased its customer base by 3200 people. Not too shabby. But this meant Splunk's web presence needed to grow, too. Splunk. I just like saying it.

## Great Importance of Web Presence to Business

Since this isn't 1991, Splunk's web presence is important to them, because it provides potential customers with access to information, and existing customers with the full-blown Splunkified experience they often crave.

## Need for A Better Web Platform

Because Splunk blew up like whoa, more and more people came to the Splunk website to see what the fuss was about.

That's why Splunk wanted to develop a web platform that wasn't embarrassing, basically: robust web content management, multi-language support, and several added-value web services. The works, in essence.

## Better Branding, Enhanced User Experience and Higher Revenue

Everything in life works hand-in-hand. A better Splunk website meant the ability to introduce new web content.

New web content meant Splunk customers with smiles on their faces. Smiles on Splunk customer faces meant Splunk could take a chunk of the growing data analytics market. Splunk. Splunk.

# CUSTOMER PROFILE:

**Customer:** SPLUNK. Splunk.

**Location:** Headquartered in lovely San Francisco, California, the Athens of the west coast, Splunk is a multinational corporation.

**Customer Profile:** Splunk can be whatever you want it to be, since it has the universe's best company name for the rest of time, but in reality, it produces software and cloud services to enable organizations to search, monitor, analyze and visualize machine-generated big data coming from websites, applications, servers, networks, sensors and mobile devices.

Which, you know, is still pretty fun. A lot -- A LOT -- of folks use Splunk software to mitigate cyber security risk, prevent fraud, reduce cost, and just generally feel better about their own lives.

**Employees:** More than 1,000 worldwide. A cool G, if you will. And you will.

# BACKGROUND



Back when they were a wee-little company on the verge of mega-stardom, Splunk had a legacy content management system (CMS) that was only appropriate for its size at the time, and pretty much nothing else.

Predictably, its client base ballooned, and predictably, its website, once a chipper, young upstart with a bright future, sadly whittled under the pressure of the bigtime.

Ch-ch-ch-changes were necessary.

# CHALLENGES

## Support for Features and Content was... Lacking

Fact: due diligence periods and sales cycles take longer with Splunk, since they are a B2B company and the world is a cold-hearted, naturally skeptical place.

Because of this existential reality, content and info needs to be available on their website, and it often wasn't, thanks to Old Man Legacy System that operated on Splunk's old web platform.

## Site Performance Suffered

As the Splunkification of the world commenced and visits to the Splunk website increased, needless to say, the site slowed down haaaard, meaning decreased download speeds and longer waiting times.

That also meant the overall length of time Splunkers spent on the Splunk site decreased. Sad Splunk faces all around.

## IT team resources were stretched

The ancientness of the Splunk CMS meant it was up to the IT crowd to save the day all the time. But they were already busy doing IT stuff, and Splunk's marketing team knew how to, you know, market, not finagle with CMS mumbo jumbo. There was no one up to the task.

## Marketing was left out to dry

The marketing team was frequently made to look foolish because the obsolete web platform was forcing IT to put out fires, screwing things up for everybody. It was one big Splunking mess.

# BUSINESS IMPACT

## People Visit the Website, Then Want Off Immediately

The bad websites meant potential Splunkaholics instead clicked the big red X in the top corner at record speeds. Customers don't have time for that.

And with no time spent on the Splunk site? Well, the fine folks at Splunk couldn't discover a damn thing about anyone in order to direct future marketing campaigns. It was just a giant loss for everybody.

## Reputation Reputation Reputation

You can't be a technology company and have a terrible website. That's like if you bragged about being a world famous mathematician but couldn't quite figure out the intricacies of long division. Splunk had to foremost avoid embarrassment.

## Threat to Bottom Line

Imagine this exchange: "Hey, I'm a business that wants to attract new customers!" "Oh, cool, what's your website?" "Uh, it doesn't work right now." "Sounds awesome! Here's all of my money!" Would be great and hilarious, never, ever going to happen.

And for existing Splunkified customers, if the website isn't up and running, and they can't learn important information or get questions answered... why would they bother wasting their time?

**Life is finite, after all.**



# NEW. PLATFORM. OBJECTIVES

- Make a Splunk website that supports a lot of content and a lot of visitors without even stressing about it. Step one. Splunk one.
- Give the marketers ALL OF THE POWEEERRRRRRRRR... to change content on the website based on what the market demands. Simple stuff.
- Let the IT crowd take a load off. Take a load off Splunk IT. Take a load, for free.
- With a smoother-running website, use that newfound free will to make the user experience better, so website visitors and Splunk can mutually Splunkify themselves for the better.
- Get that SPLUNK name out there by having users remember -- positively -- their time on the site. "Remember when we went to splunk dot com?" "Oh my God YES DEREK OF COURSE!"

Solution: 3|SHARE provided **Consulting and Training** services to Splunk, a match made in fun-name heaven.

# CONSULTING

## Adobe Experience Manager

As they are wont to do, the fine, adequately-toned folks at 3|SHARE decided to implement a little software called, ahem, Adobe Experience Manager (AEM), which of course includes Digital Asset Management (or Jean-Claude Van DAM) which only stores, assigns metadata, and manages and distributes its branded digital assets NO BIG DEAL.

And good news! Splunk's brand-spankin' new website diggs fits like a glove with Splunk's marketing strategy, pleasing customers and (especially) not wasting their time. Fun fun fun fun looking forward to the weekend.

## Customized and out-of-the-box (OOTB) integration

Your amateur eyes may not at first realize this, but 3|SHARE foremost considers itself a peacemaker -- or integrator, if you prefer.

That's why, when several different systems needed to be integrated into Splunk's new web platform, 3|SHARE pulled it off, no sweat.

## Here's how:

- Forms: "Ask an Expert"

In sum, a person creates a custom form in the site's style. That form says "Hello! How are you?

How's the fantasy team?" to a servlet, which passes the information on said form to Salesforce.com.

Salesforce.com gathers said information, then emails a Splunk expert about it. Okay, everybody on the "Ask an Expert" bus? GOOD GREAT GRAND WONDERFUL.

- Post Download Tracking

In a savvy maneuver, Splunk is now able to track which of its website downloads -- including the lovely "Beta Products" and the talented "Previous Releases" -- are being downloaded most frequently.

This specific integration point required the special know-how of the folks at 3|SHARE, because it involved a special log format inside AEM. And who has two thumbs and knew about that log format? (3|SHARE uses its thumbs to point towards itself.)

- "Search" API

The "Search" API was embedded in Splunk's old legacy CMS (ewwwww) and needless to say needed to be brought out for public fun on the new AEM.

3|SHARE used asynchronous calls and a buffer system to make things even more efficient because they're just so smart, aren't you, 3|SHARE? Yes you are.

# CONSULTING CONT.

- “Download”

We’re reeeeeally getting into the nitty gritty now, but if you absolutely positively MUST know about Splunk’s new ‘download’ feature, waiting on baited breath, about to pass out... (dramatic pause)... (deep breath)...the new “download” feature required a delicate cocktail of asynchronous calls, an authenticated user check, redirects, and session info that bounce back and forth between different systems.

Breathe, reader, breathe! A user was now required to “login” or “signup” before downloading, which used signals to redirect to other systems. Voila!

**We’re back, baby!**

- Single Sign On (SSO) Login/Logout

Now an especially ambitious and excited Splunk user can be logged into different Splunk websites both inside and outside of the AEM platform.

Congratulations, you’re officially a nerd now, but cookies were used to exchange information with other sites, which lead to a cleanup process following logout, which leads users to an outside URL to finish the job. I hope you’re a better person for knowing that.

# TRAINING

## Customized hybrid training

All 3|SHARE does is train, no matter what, got training on their minds, Splunk can never get enough, and everytime 3|SHARE steps into the Splunk building, everyone at Splunk says, “Hello, would you mind training me on AEM today?”

- Developer

Like grandma letting you in on the secret to her special sauce, 3|SHARE trained Splunk developers in the fundamentals of building their customized AEM experience, based on Templates and Components.

- Administrator

You can’t be an admin if you don’t know how to do anything, right? Right? Kind of, right? In a perfect world, at least? That’s why 3|SHARE trained administrators how to install, configure maintain and troubleshoot their customized AEM system.



# The Many Benefits of the new **Adobe Experience Manager**

## Jean-Claude Van DAM platform implemented by 3|SHARE:

### **More Reliable Web Platform**

Splunk execs can now sleep comfortably on their custom-made waterbeds at night because their web platform reliably supports a whole lot of content and web services it didn't before, meaning a whole lot of visitors to the Splunk site.

### **Scalable! Hooray for Scalability!**

Splunk's customer base is going to grow. Now, its web platform can grow with it. (Everybody nods like, "of course.")

### **Marketing Team CAN HANDLE ITS OWN BIZNESS**

Changes to the content and additional website pages can be added by... the marketing team! Big hand for the marketers! (Everyone claps except a few people.)

### **IT Team is No Longer Strained**

The IT crowd isn't obnoxiously asked by the rest of the entire company to do things all of the time. (The IT department collectively sits back in their chairs, solemnly smiling.)

### **Website Content Is Changeable Based the Needs and Wants of the Customer**

Splunk employees can add whatever they want – WHATEVER THEY WANT – to the website now. That includes new product releases, news, articles, recipes, cheat codes, their personal Facebook pages, etc.

### **Better Overall Visitor Experience**

Customers come to the new site, experience a website on par with their expectations (read: a good website), and everybody is happy.

### **Supports Mobile Responsive and Mobile Only Sites**

Splunk's shiny new website can handle whatever device you're accessing it from. Whether it's a PC, laptop, smartphone, it's all child's play to the fine folks at Splunk.

### **Improved Brand Presence**

With a new design, look, scent, musk, etc., along with improved functionality and fresher content, would you believe this? People are interested in Splunk and stay interested in Splunk!

Yeeeeeee hawwwww.

### **Supports Editing in Multiple Languages**

Splunk has customers in more than 100 countries, which means websites needed to be created in different languages. That's right: The entire world unites in consensual Splunkitude.

# ABOUT 3|SHARE:

3|SHARE is a Premier Level Adobe Systems Solution Partner, leading service provider of AEM, member of Adobe's Partner Advisory Board, and nine-time champion backyard Wiffle Baller.

Focused with laser-sharp dagger eyes on the Adobe Marketing Cloud suite, 3|SHARE is set apart from other firms by its highly skilled consultants, innovative tools, unparalleled commitment to client success, and dedicated love of carnitas nachos. Headquartered in the glorious city of Carlsbad, CA, 3|SHARE specializes in Consulting, Training, Massaging (on Tuesdays only), and Remote Operations Management (ROM) for clients throughout North America.

[www.3sharecorp.com](http://www.3sharecorp.com)

THANK YOU