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Member of the New York Technology Council. Splunk is a forward-looking company that uses a change — in Splunk's case, the way they manage their IT infrastructures. It corrects the errors that are delivered as point solutions for managing each component that's running in IT. Splunk provides a powerful software engine that allows users to point to data from hundreds or thousands of technologies then index it and provide it in one place for viewing, searching and analysis.

Splunk was born from its founders' frustrations running some of the world's largest IT infrastructures. Using state-of-the-art IT management tools, they found it nearly impossible to locate the root cause of problems, investigate security attacks and assemble all the data required for compliance audits. Their conclusion was that the silo approach to managing IT with separate tools for every technology and IT function was complex, costly and didn't scale.

They founded Splunk to develop a new approach. The concept was simple. If Google can index and let users search billions of pages of Web content in seconds, why not do the same for the datacenter? Splunk is the result of thinking differently — indexing the data generated by any application, server or network device running across technical, functional and geographic IT silos and letting users instantly search, alert and report on a massive scale.

The company grew over 125% in 2009, in part because of its functional free download. The free download and transparency has also spawned a community of passionate users. The Splunk community has free access to documentation, online support, Splunkbase, Splunk Answers, community-driven Q&A, interaction with the Splunk development team, and visibility into the future product roadmap.

Users are enthusiastic — comments from user-groups reveal how Splunk has changed the way they work and dramatically improved their ability to manage complex IT infrastructures.

By Lauren Keyson

*Lauren Keyson is a communication professional who develops social media for NYTECH. Member companies wishing to be spotlighted, please send an*

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## UPCOMING EVENTS

### **CLOUD COMPUTING AND SOFTWARE AS A SERVICE: CRITICAL LEGAL AND TAX CONSIDERATIONS**

In the September session of our legal and financial series, we have two speakers focusing on the legal and tax implications of cloud and SaaS deals.

CUNY Graduate Center Science Center, 365 Fifth Avenue

Sep 28, 6:00 PM

[Click here to register.](#)

### **CLOUD COMPUTING REPORT CARD - ENTERPRISE DESKTOP VIRTUALIZATION**

Can desktop virtualization truly deliver more efficient and secure enterprise endpoint management.

Google, 76 Ninth Ave.

Oct 7, 6:00 PM

[Click here to register.](#)

### **INTERNATIONALIZATION FOR SMALL AND MEDIUM BUSINESSES**

This panel discussion will address the issues faced by small and medium businesses in expanding internationally.

Holland & Knight, 31 W. 52nd St.

Oct 13, 6:30 PM

[Click here to register.](#)

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