



SPLUNK BUILDS AN INNOVATIVE SERVICES MODEL

A FINANCIALFORCE CUSTOMER STORY



PHOTOGRAPHY BY JASPER SANIDAD



ABOUT

Splunk turns data into doing with the Data-to-Everything Platform. Splunk technology is designed to investigate, monitor, analyze, and act on data at any scale, from any source over any time period. The Data-to-Everything platform removes the barriers between data and action, so its customers—regardless of size or business—have the freedom to deliver meaningful outcomes across their entire organization. The company's unique approach to data has empowered companies to improve service levels, reduce operations costs, mitigate risk, enhance DevOps collaboration, and create new product and service offerings. With more than 5,000 global employees, Splunk serves more than 18,500 customers—including 91 companies in the Fortune 100.

COMPANY SIZE

Large

HEADQUARTERS

San Francisco, CA

FINANCIALFORCE PRODUCT

Professional
Services
Automation

INDUSTRY

Technology



MIGRATING FROM SPREADSHEETS

The Splunk Services team helps customers get the most out of their investment in the company's software. However, the team had been relying on spreadsheets to manage professional service engagements and combine data from various systems.

Even after migrating to an earlier professional services automation (PSA) system, the team still faced numerous limitations. Because the system was not native to the Salesforce Platform, consultants and project managers had to constantly switch between the PSA system and Salesforce to manage service operations.



POWERFUL SERVICES DELIVERY

SERVING MULTIPLE STAKEHOLDERS

Since adopting FinancialForce PSA, Splunk can now equip its professional services management team, operations team, internal consultants, and partner consultants with a single source of truth for project management.

GAINING A CONSISTENT VIEW OF THE BUSINESS

Splunk also uses FinancialForce PSA in tandem with its own software to surface project-related information and insights. As a result, it can analyze data across revenue, utilization, and resource demands by region, ensuring a consistent view across the company.

SEAMLESSLY FITTING IN WITH SALESFORCE

Splunk considers Salesforce a core platform for connecting essential back-office applications. FinancialForce PSA seamlessly integrates with Salesforce to deliver end-to-end visibility across sales, services delivery, and finance.

FUELING FUTURE BUSINESS GROWTH

Splunk is now empowered to more effectively manage its global services business with FinancialForce.

“The platform enables an incredible degree of flexibility and agility for our business model that we didn’t have before,” explains Ryan Brown, Senior Director of Operations, Global Professional Services at Splunk.

In addition, Splunk now has a far more comprehensive view of projects and opportunities. Within a single platform, users get enhanced visibility into all project-related details, including customer contacts, executive sponsors, project resources, and more. “The richness and transparency of data that FinancialForce PSA provides is critical for our ability to scale our growing global workforce,” concludes Brown.

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READY FOR THE #1 PSA?

FinancialForce delivers the #1 professional services automation (PSA) and the only customer-centric ERP. We accelerate business value with comprehensive best practices and the most intelligent analytics—all on the leading business cloud platform from Salesforce. Founded in 2009 and headquartered in San Francisco, FinancialForce is backed by Advent International, Salesforce Ventures, and Technology Crossover Ventures.

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