

# Technical Account Manager (“TAM”)

Make us an extension of your business. Obtain an Expert. Reap the rewards.

## Platform Challenges

Reduce risks | Compliance | End-to-End Visibility | Cost, Feasibility, and Scale

## Platform Program Overview

Splunk can assist you with technical adoption and use of Splunk Enterprise and Cloud for a variety of business use cases:

Business Use Case	Definition
<b>Splunk Cloud Journey</b>	Focused approach in strategizing a technological shift from a self-managed environment to a Splunk-managed platform
<b>Multi-Cloud Vendor Journey</b>	Adoption of services from multiple Cloud native service vendors
<b>Compliance</b>	Policies, regulations, mandates, control and requirements
<b>Business Continuity</b>	Processes and architecture necessary to support business critical operations in a resilient manner
<b>Data Centralization</b>	Standardizing a central logging platform across the enterprise bridging technology endpoints to analytics
<b>Analytics</b>	Analytical insight to every facet of the organization allowing complex business and technological problems to be solved through data
<b>Operational Readiness</b>	Alignment of human talent and processes for initial onboarding and/or continued upkeep of executed business use cases on the Splunk product platform

## Key Benefits

- Accelerate Solution Time-to-Value
- Leverage Best Practices to Mitigate Risk
- Optimize Platform for Cost Savings
- Discover New Capabilities
- Deepen Customer Expertise to Delivery Results
- Expedite Issue Resolution

## Delivery Process

Our delivery framework starts with understanding your business goals, requirements, and environment and aligns a set of planned technical activities and prescriptive product-focused roadmaps to guide successful outcomes.



## Technical Account Manager (“TAM”)

- Splunk Enterprise and Cloud Accredited Specialist
- Product Feature & Capability Expertise
- Technical Advisory; Product Solutioning

Product specialist with an advisory focus on the capabilities and features of Splunk Enterprise and Cloud. Knowledgeable in Splunk features, functions, and operations. Skilled technical expert for planning, implementation, and optimization of business and technical use cases.

## Technical Ability

The TAM specializes in Splunk Enterprise and Cloud and possesses product knowledge to strengthen initiatives spanning multiple business verticals and use cases:

- Common Splunk Platform Questions
- Maintaining a healthy and optimized environment
- Understanding the best way to scale your Splunk environment
- Helping to solve business problems with data solutions

## Tailored Technical Guidance

Talk to your TAM about use cases like those above, and about product features and functionality for Splunk Enterprise and Cloud:

- Search Optimization
- Index Definition and Data Retention Strategy
- Architecture & Scaling
- Splunk System and Cluster Administration
- Splunk Data Administration
- Transitioning to Splunk Cloud
- Splunk SmartStore
- Enriching Data
- Dynamic Dashboards
- Data Onboarding
- Visualizations
- Correlation Analysis
- Statistical Processing
- Comparing Values
- Lookups/Sub-searches
- Multi-value Fields
- Knowledge Objects
- Field Extractions

## Product Specific Activities<sup>1</sup>

The TAM Service spans a broad range of technical activities to enable the adoption of features and functionality for Splunk Enterprise and Cloud with a focus of driving business goals and objectives. Activities may include:

Architecture and Configuration	
Activities	Best Practices
<ul style="list-style-type: none"> <li>• Architecture Review &amp; Documentation</li> <li>• Best Practice Recommendations</li> <li>• Scaling and Change Advisement for Expansion, Feature Adoption, Hardware Refresh, Migrations, Upgrades</li> <li>• Data Governance Review - Security Practices and User Governance around Role Based Access Control</li> </ul>	<ul style="list-style-type: none"> <li>• Search Heads</li> <li>• Indexers</li> <li>• Heavy and Intermediate Forwarders</li> </ul>

Use Case Development	
Activities	Best Practices
<ul style="list-style-type: none"> <li>• Use Case and Source Type Review</li> <li>• Data Readiness and CIM Mapping Guidance</li> <li>• Data Onboarding Assistance</li> <li>• Dashboard Development Guidance</li> </ul>	<ul style="list-style-type: none"> <li>• Role Based Access Control and Add ons</li> <li>• Data Onboarding (On-Prem vs. Cloud)</li> <li>• Dashboard Optimization</li> <li>• Active Monitoring with Reporting and Alerts</li> </ul>

Performance and Health	
Activities	Best Practices
<ul style="list-style-type: none"> <li>• Workload Resource Analysis</li> <li>• Data Integrity Review</li> <li>• Platform Performance and Health Review</li> <li>• Review and Assist with Remediation of Ongoing Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• Splunk Administration</li> <li>• Splunk Server Instance Configurations</li> <li>• Data Feed and Forwarders</li> <li>• Resource Contention Management</li> <li>• Search Optimization</li> </ul>

## Prioritized Support

The TAM Service takes a proactive approach to ensuring expedited issue resolution, such as:

- Rapid and effective resolution of P1 incidents by leveraging deep knowledge of your environment and working with Splunk support and engineering teams.
- Personalized and tailored support experience by maintaining information on your environment & priorities to jump start resolution of support cases quickly
- Champions faster issue resolution of critical issues across your Splunk application(s)
- Direct escalation path for support and engineering teams.

## Education Planning & Personalized Coaching

The TAM Service takes a proactive approach to deepen customer expertise to deliver results, such as:

- Education planning for Splunk Training & Certifications that best supports the work Customer's staff does every day
- Facilitate product and technology enablement by conducting coaching workshops (up to three per quarter) and office hours as time permits (mutually agreed to between the parties)
- Share tailored best practices and prescriptive adoption resources

## Terms and Conditions

Technical Account Manager Services ("TAMS") are annual subscriptions unless expressly agreed otherwise, and consumption of such subscription can be used only for items specifically listed in this Service Datasheet, and not for any other purpose. TAMS is available as an add-on purchase option for [Success Plan](#) and [OnDemand Services](#) customers.

Splunk's ability to deliver these Services is dependent upon the Customer's full and timely cooperation with Splunk, as well as the accuracy and completeness of any information and data the Customer provides to Splunk. Depending on the complexity of Customer's requirements, additional Splunk implementation services may be necessary at additional cost. Splunk reserves the right to make such determination. There are no refunds or credits for any subscription days not used. SPLUNK MAKES NO WARRANTIES, EXPRESSED OR IMPLIED, IN THIS DATASHEET. All of the TAMS engagements are governed by the Configuration and Implementation Services Agreement ("**C&I Services Agreement**")

[[http://www.splunk.com/en\\_us/legal/professional-services-agreement.html](http://www.splunk.com/en_us/legal/professional-services-agreement.html)] except for the payment, refund and credit terms identified above shall control for the TAMS. In this Datasheet all mentions of "Customer" shall refer to the party in the applicable C&I Services Agreement or services agreement with Splunk. All references to SOWs in the C&I Services Agreement mean this Datasheet. However, the agreement noted above does not apply to the extent there is a separate, mutually signed agreement for or includes Professional Services.

## Dedication Level and Availability

The annual subscription entitles Customer to two (2) onsite services selections. Each on-site visit will be for a maximum duration of 5 business days, unless mutually agreed to between the parties. TAMS includes Customer shared direct remote access to TAMs for up to an average of twelve (12) hours per week for "part time" or thirty six (36) hours per week for "full time" which is the level of dedication purchased. Unless otherwise mutually agreed to in writing, TAMS will be delivered remotely.

TAMs proactively shares technical knowledge through strategic and operational planning sessions and deliver services aligned to their expertise, in accordance with the terms and conditions, as outlined above. Splunk may revise and update these services from time to time without notice. TAMs assists multiple customers during local business hours. Direct access to the applicable TAM shall be made through regularly scheduled remote sessions, applicable on-site visits, or ad hoc remote requests with best effort response within 48 hours. TAM access is limited to local business hours 8:00 am to 5:00 pm Monday through Friday in the region where the TAM is located unless otherwise agreed upon. TAM access is not available during local holidays, weekends, and planned time off. For any immediate requests while the TAM is out of the office during a normal working day, Customers may open an [OnDemand Services](#) request if they are entitled. Availability of non-English and cleared assistance is based on Splunk resource availability and may not be available in all regions.

