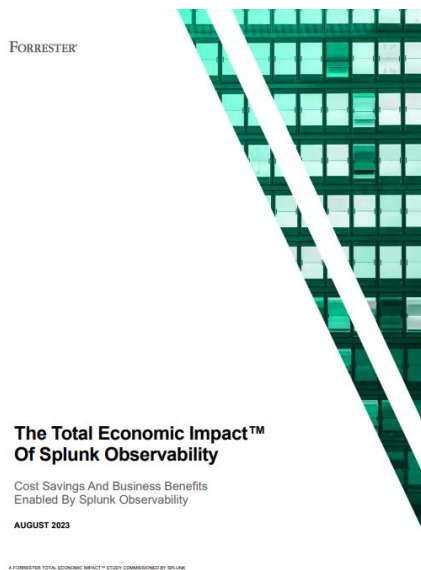




# Forrester Consulting Study: The Total Economic Impact™ Of Splunk Observability



Splunk Observability provides a holistic view of organizations' machine data, logs and events regardless of the source, and optimizes resources with informed, data-driven decision-making while reducing manual and time-consuming tasks. Splunk commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying Splunk Observability.

Inside the study, Forrester explores:

- The Splunk Observability customer journey (including drivers leading to the investment)
- Analysis of benefits (including retained profit and productivity gains)
- Analysis of costs

The study shows that with Splunk Observability deployment, organizations experienced a considerable reduction in outages and mean time to resolution (MTTR) as well as labor cost savings, translating to more uptime and higher profit.