National Business and Industry Leadership Team (BILT) Meeting for Networking and Convergence Technology

August 11, 2020
* **Mute your phone** if you’re not talking – on Zoom, that’s *6.

* You have to **pick an audio channel** – you can’t listen on your phone and also listen through your computer. That creates an echo and you will be muted.

* **Do not put us on hold** – we prefer to not hear your hold music.

* Feel free to speak up, but always **say your name** so everyone knows who’s speaking.

* We’ll be monitoring the Zoom “**Chat**” tool for questions (it may be closed by default). Send your chat comments and questions to the Host. Do not send messages to us via e-mail.

>>To maximize our time with the BILT, we encourage CCN educators to use the chat box for questions and comments.

* If you’re having trouble calling in via your computer, hang up and try connecting with a phone.
 Agenda

Trends
CTC updates
“IT Skill Standards” project update
Splunk overview
Group discussion – “new collar worker”
BILT survey
Trends

Discussion format:

* Define the trend
* Discuss the ramifications for educators
* Look at the trend’s timing/adoption
* Identify the mashups needed to make the trend successful
* Project possible risks
CTC updates

Summer Working Connections (ran online July 13-17)

184 attendees (previous record was 112 in 2004)

Seven tracks:

* AWS Cloud Architecting
* Cybersecurity
* Hybrid App Development
* Intro to Microsoft Azure
* Programming Essentials in Python
* vSphere 6.7 Fast Track
* Wireshark
CTC updates

Summer Working Connections (ran online July 13-17)

184 attendees (previous record was 112 in 2004)

Three lunch videos:
* Palo Alto Networks cyber resources
* Challenges in Building the Mobile App Degrees at CSCC
* The Interplanetary Internet
CTC updates

“KSA” revision and dissemination

CTC’s BILT convened May 5, voted on KSAs
BILT “Tiger Team” met July 8 to revise two specific line items

Next steps:
* Post to the CTC’s website
* Share with the CCN community (alongside Google sheet package)

Notable changes from 2019:
* Inclusion of new, separate cloud-specific KSAs
* KSAs now have Ts - tasks
* Created new K – “Knowledge of metrics, how they are developed in general, their purpose, and why they are used”
CTC updates

The “BILT model” at conferences

HITEC online (July 2020)
“Successful Scaling: Strategies to Expand the Capacity and Impact of Your Program” (41 views)

* Will deliver similar asynchronous presentation to NCPN in October
“IT Skill Standards” update

“Data Analysis & Predictive Modeling” cluster
KPIs completed July 14.
• Posting for comment in process

KPIs to be completed for these clusters prior to posting. Meetings late August-early September.
• “Infrastructure” cluster
• “Technical Support” cluster
• “Project Management” cluster

Scheduling cluster meeting – latter part of September
• “Data Management and Engineering” cluster

New web page - https://connectedtech.org/itss-2020/
Splunk overview

Eric Fusilero
VP, Global Enablement and Education
Splunk Overview for CCN and BILT

Eric Fusilero
VP, Global Enablement and Education
efusilero@splunk.com
Spelunk vs Splunk?
New technologies are enabling and fueling digitization

Cloud

5G

IoT

AI

Platforms

Mobility

Virtualization

Robotic Process Automation

Blockchain

VR
Data is Transforming Everything

The way we work, live and play
Why Do Organizations Struggle to Answer Critical Questions?

- Are You Secure?
- Are Your Systems Performing?
- Why Did This Problem Occur?
- How Do You Prevent This Problem from Happening Again?
- How Are Your Customer Apps Performing?
- Do You Know What's Happening in your Business?
- How Do I Use Data More Efficiently?
Turning Real-time Data Into Action is Hard
Any **Structure**

Any **Source**

Any **Time Scale**
Our Data-to-Everything Platform
Drive Outcomes Faster with Purpose Built Solutions

**IT**
- IT Service Intelligence
- Splunk App for Infrastructure
- VictorOps

**Security**
- Enterprise Security
- User Behavior Analytics
- Phantom
- Mission Control

**DevOps**
- SignalFx Infrastructure Monitoring
- SignalFx Microservices APM
- VictorOps
Splunk Guides Customers on a Complete Data Journey

Faster time to business outcomes

Investigate
IT Ops
- Investigation Leveraging Metrics and Logs
- Unified Monitoring for Infrastructure, Services and Apps

Monitor
- Security
- Incident Investigation, Forensics, Hunting
- Security Monitoring, Compliance
- Incident Response, Fraud

Analyze
- DevOps
- Investigation Leveraging Metrics, Traces & Logs
- Cloud Infra., Apps, Microservices, Serverless, Functions, Containers & Kubernetes
- Outlier & Anomaly Detection, Directed Troubleshooting

Act
- Business Processes
- Investigation Leveraging Logs
- Business Processes and Business Services
- Customer Journey and Business Process Analytics

AIOps (Prediction, Collaboration, Orchestration)
SOC Automation, Incident Response & Orchestration
Prediction, Incident Response, Collaboration, Automation
Automation & Orchestration
Go Faster with Our Welcoming Community & Ecosystem

102K+ Questions answered

1900+ Apps on Splunkbase

125+ User Groups

2000+ Partners
Impactful Learning Experience
Build Confidence and Increase Productivity

- **Comprehensive Curricula**: No matter the Splunk experience or role, there’s a course that fits your team’s needs.
- **Live Lab Environments**: Hands-on practice on a real hosted Splunk environment.
- **Expert Instructors**: Overall customer satisfaction 4.7 out of 5.0 and 98% would recommend instructor and class to a colleague.
- **Quizzes to Certifications**: Frequent assessments ensure knowledge is being transferred and retained.
Learning Paths

Success path based on Splunk product and role

Recommended sequence of courses

- Splunk User Learning Path
- Splunk Administrator Learning Path
- Splunk Cloud Customer Learning Path
- Splunk Architect Learning Path
- Splunk App Developer Learning Path
- Splunk Enterprise Security Administrator Learning Path
- Splunk Enterprise Security End-Users Learning Path
- Splunk IT Service Intelligence Administrator Learning Path
- Splunk IT Service Intelligence End-Users Learning Path
- Splunk Phantom Learning Path
- Splunk SignalFx Learning Path
Customers Turn Data Into Outcomes with Splunk

<table>
<thead>
<tr>
<th>90%</th>
<th>82%</th>
<th>70%</th>
<th>90%</th>
<th>50%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faster incident detection, investigation and response</td>
<td>Reduction in negative business impact from shorter and fewer incidents</td>
<td>Lower risk of data breach, IP theft and fraud</td>
<td>Faster development</td>
<td>Improvement in time to market for apps</td>
</tr>
</tbody>
</table>

*Splunk’s Customer Value Assessments Worldwide*
Trusted by Organizations with the World’s Highest Security Standards

<table>
<thead>
<tr>
<th>Cloud &amp; Online Services</th>
<th>Education</th>
<th>Energy &amp; Utilities</th>
<th>Financial Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google, Splunk, Zillow, mandtouch, PEXA, SurveyMonkey</td>
<td>Duke, Exeter, Imperial College London, Stanford University, University of Southern California, Texas</td>
<td>Concierge, TransAlta, EnerNoc</td>
<td>Concierge, TransUnion, Finra, Aflac, Nasdaq</td>
</tr>
<tr>
<td>Government</td>
<td>Healthcare</td>
<td>Manufacturing</td>
<td>Media &amp; Entertainment</td>
</tr>
<tr>
<td>NASA, IBM, Microsoft, Google, Amazon, Coca-Cola, GroupOn, Coca-Cola, Amazon, Cisco, Symantec</td>
<td>Pfizer, Imprivata, Travel, Premier, Contivio, Myriad, AstraZeneca, Omnicom, TikTok, Lenovo, Intuit, Symantec, TiVo, Leidos, Viasat</td>
<td>BMW, ASICS, MBDA, Bosch, PG, Jabil, Canon, Yokogawa</td>
<td>Discovery, ESPN, Netflix, Amazon, Netflix, HBO</td>
</tr>
<tr>
<td>Retail</td>
<td>Technology</td>
<td>Telecommunications</td>
<td>Travel &amp; Transportation</td>
</tr>
<tr>
<td>Amazon, Coca-Cola, GroupOn, Zappos, Tesco, Google, Apple, Microsoft, Netflix, Amazon, Netflix, HBO, Amazon, Disney, Netflix</td>
<td>HP, Symantec, Autodesk, Rockspace, Intuit, TiVo, Leidos, Viasat</td>
<td>Comcast, Telstra, Verizon, Telxon, Cisco, Yelp, Vodafone</td>
<td>Fedex, Expedia, Skyn, Expedia, Carnival, MTR, Husat</td>
</tr>
</tbody>
</table>
We’ve Reached New Heights Together

$2.3B+
FY20 Total Revenue

18,500+
Customers

5,000+
Employees

514+
Patents

© 2020 SPLUNK INC.
Need to Grow Splunk Users
Who Are They and Where are They?

Degrees
Most frequent Splunk user education is an IT degree, NOT computer science

School
Most frequent Splunk user went to Tier 3 / 4 universities*

Careers
Many Splunk users started in help desk or IT support roles moving up in their career to be Splunk admins

Location
Research indicates a lot of those early roles are located in India

KEY TAKEAWAY:
WE NEED TO TARGET THESE RELEVANT EXTERNAL MARKETS TO BUILD SPLUNK SKILLS

*We Learned That Splunk Users... HAVE IT OR CYBER SECURITY DEGREES
FROM 2-YEAR OR A 4-YEAR TIER 3/4 INSTITUTIONS
STARTING CAREERS IN HELP DESK OR IT SUPPORT ROLES
WE SEE THESE EARLY ROLES MOVING MORE & MORE TO INDIA
Opportunity for Splunk Jobs
January 2020 Job Openings for Splunk

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Jobs Posted (US, Jan)</th>
<th>WW Annualized (14x, assumes 50 days to close, US 60% of openings)</th>
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</thead>
<tbody>
<tr>
<td>TOTAL Splunk (Varied)</td>
<td>~3,650</td>
<td>~44,000</td>
</tr>
<tr>
<td>Splunk Consultant (Specific)</td>
<td>~150</td>
<td>~1,700</td>
</tr>
<tr>
<td>Splunk Architect (Specific)</td>
<td>~250</td>
<td>~3,000</td>
</tr>
<tr>
<td>Splunk Admin (Specific)</td>
<td>~300</td>
<td>~3,700</td>
</tr>
<tr>
<td>Splunk Engineer (Specific)</td>
<td>~1,700</td>
<td>~21,000</td>
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<tr>
<td>Splunk Developer (Specific)</td>
<td>~200</td>
<td>~2,400</td>
</tr>
<tr>
<td>Splunk Analyst (Specific)</td>
<td>~700</td>
<td>~8,500</td>
</tr>
<tr>
<td>Other</td>
<td>~700</td>
<td>~8,800</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Seniority</th>
<th>Mix</th>
<th>Pay Scale</th>
<th>Mix</th>
</tr>
</thead>
<tbody>
<tr>
<td>No listed</td>
<td>15%</td>
<td>No listed (801)</td>
<td>18%</td>
</tr>
<tr>
<td>Entry-level (548)</td>
<td>12%</td>
<td>$70K-$100K (1435)</td>
<td>33%</td>
</tr>
<tr>
<td>Mid-level (2,038)</td>
<td>46%</td>
<td>$100K-$125K (1349)</td>
<td>31%</td>
</tr>
<tr>
<td>Senior-level (1,127)</td>
<td>26%</td>
<td>&gt;$125K (804)</td>
<td>18%</td>
</tr>
</tbody>
</table>

Top Hiring Companies (October):
Consultants: Booz Allen Hamilton = 290; Deloitte = 141; CDW = 242
Defense: Northrop Grumman = 80, Lockheed Martin = 72, General Dynamics = 58, Praxis Eng = 92
Tech / Finance: Amazon = 54, Wells Fargo = 60, Verizon = 58

Using Indeed.com, searched for Splunk jobs, (excluding Splunk Corporate), and excluding the following terms:
Elasticsearch, ELK, Azure, Solarwinds, Dynatrace, Prometheus, Nagios, Jenkins, New Relic, Syslog, LogRhythm.
Thank You
Group discussion

The “new collar worker”
* Term coined by IBM’s CEO Ginny Rometty – company invested in apprenticeships and training programs to build a “new collar” workforce
* Mid-level tech jobs aren’t white collar, aren’t blue collar
* Companies facing shortage of skilled high-tech workers amid rapid technological change
* Develop emerging technology job skills through non-traditional paths (i.e. no traditional four-year degree)
* Prioritize capability over degrees
* Looking “beyond the resume” – strong employability “soft” skills
* CompTIA’s 2019 industry report: Apple, Google, IBM no longer requires four-year degrees for many positions
* New way to frame jobs that need tech skills but not a bachelor’s degree
* Blue-collar workers looking to transition
Group discussion

The “new collar worker”

Has this trend impacted employer recruiting or hiring strategies?

Has this trend impacted college curriculum development or student recruiting?
BILT survey

April 15-16 National Visiting Committee feedback regarding CTC special projects:
* Portfolios
* Hosted cloud skills
* BILT model effectiveness and impact

Recommended we seek specific input from the BILT

Employers only:
https://www.surveymonkey.com/r/BILT2020survey
LinkedIn poll responses

BILT members, how – if at all – do you think the COVID-19 health crisis will change the IT landscape?

>> Move more working to WFM
>> There will be continued growth in cloud and hybrid Cloud Solutions. This move away from premise will give the ability to have an elastic solution which can expand to meet the needs such as remote workers.
>> Most companies that didn't have security in place for a mobile workforce deployed cloud-delivered security to protect their new remote workers.
>> A large number of employees will work from home. This may require VPN solutions that can be installed by non-technical workers. You will also see more contact center agents at home. IT may need the ability to assess the home network to ensure it's sufficient to meet work requirements.
Thank you!

Next BILT web meeting
Tuesday, November 10, 2020
8:30am-10:00am Central

CCN, if you missed the opening roll call please send your name/school to us via the Zoom chat box

https://www.surveymonkey.com/r/BILT2020survey

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