SPLUNK CASE STUDY

AT&T Reports Immediate ROI Using Splunk Security

Introduction

This case study of AT&T Inc. is based on an August 2022 survey of Splunk customers by TechValidate, a 3rd-party research service.

> "Splunk has enhanced our business processes allowing us visibility into problems and issues that we never had been able to see before Splunk was implemented." — Christopher Oneto, Engineer, AT&T Inc.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Splunk:

- Why their organizations implemented Splunk:
  - Enabling evolving initiatives while reducing agency risk through end-to-end visibility and tools for auditing
  - Improving threat detection, investigation and response capabilities
  - Streamlining operations to strengthen organizational security posture

Use Case

The key features and functionalities of Splunk that the surveyed company uses:

- The Splunk features/capabilities that have been the most valuable to their organization:
  - Advanced threat detection
  - Application modernization
  - Compliance and data privacy
  - Data optimization
  - DevOps
  - Incident investigation and forensics
  - Incident response
  - Insider threat detection
  - IT modernization
  - SOC automation and orchestration
- How the organization is using Splunk:
  - Advanced threat detection
  - Application modernization
  - Compliance and data privacy
  - Data optimization
  - DevOps
  - Incident investigation and forensics
  - Incident response
  - Insider threat detection
  - IT modernization
  - SOC automation and orchestration
- Rates Splunk as superior compared to other cloud solutions.

Company Profile

Company:
AT&T Inc.

Company Size:
Fortune 500

Industry:
Telecommunications Services

About Splunk

Splunk helps organizations ask questions, get answers, take actions and achieve business outcomes from their data. Organizations use market-leading Splunk solutions with machine learning to monitor, investigate and act on all forms of business, IT, security, and Internet of Things data.

Learn More:

[↗ Splunk](#)

Results

The surveyed company achieved the following results with Splunk:

- The benefits the organization has experienced since using Splunk:
  - Enhanced end-to-end visibility
  - Enhanced SOC efficiency and productivity
  - Improved threat detection, investigation and response capabilities
  - Reduced mean time to repair (MTTR)
- They agree with the following statements since using Splunk:
  - Splunk delivers visibility into what is happening across complex agency operating environments.
  - Splunk provides enhanced security awareness through optimized and centralized security operations.
  - Splunk allows agencies to create flexible and trusted computing environments that reduce infrastructure requirements, focus on deriving value from organizational data, enhance IT service delivery and improve customer experiences.
  - Splunk has improved my threat detection, investigation and response capabilities.
- They saw a return on their investment with Splunk immediately.
- Rates significant improvements in the following areas since using Splunk:
  - enhanced end-to-end visibility
  - enhanced SOC efficiency and productivity
  - improved threat detection, investigation and response capabilities:
  - reduced mean time to repair (MTTR)