



Foundational 0%

Capabilities 50%

Performance 40%

Engagement 10%

How to boost your Splunk Value Index

Partners

August 2025



Splunk Value Index

How to boost your Splunk Value Index

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Start here

Bookmark the [Splunk Partner Value Index](#) in PXP.

Find links directing you to the [Splunk Partner Portal](#) which includes enablement resources, more information on Splunk Badges, sales tools and more.

Stay up to date

Join our next [webinar](#): Learn how to grow your Partner Value Index and take full advantage of Cisco resources.

Get the full picture:

- Visit the [Cisco 360 Program Site](#)
- Read the [Cisco 360 Partner FAQ](#)

Maximize your benefits

Invest in your Splunk capabilities!

Partners investing in [Splunk Badges](#) demonstrate specialized expertise, differentiate themselves in the market, and ultimately accelerate their business growth and customer success.

Need help or personalized support?

We're here to help with questions, strategy, and next steps tailored to *your* business!

Questions?
Email our project team at askpartnerprogram@cisco.com for help.

Splunk Value Index

Foundational

Foundational 0%

- Customer Experience Specialization
- Managed Services

Capabilities 50%

Performance 40%

Engagement 10%

Foundational (0%)

Splunk Foundational Category

Currently displays “No Results Found” in the Splunk Value Index.
This is expected as it has zero weighting in the index.

Current Integration Status

Splunk is not yet incorporated into Cisco Provider maturity assessments or Cisco’s Customer Success practice enablement (e.g., use cases, telemetry).

Future Inclusion

Once Splunk is fully integrated and partners are enabled in these areas, this metric will be included in the Splunk Value Index.

Impact on Partner Score

The Foundational category's zero weighting means it does not negatively impact a Partner's Value Index Score.

Key takeaway

Seeing “No Results Found” for this category is normal and anticipated until Splunk is fully enabled within the Cisco 360 Partner Program for Customer Experience and Managed Services practices.

Splunk Value Index

Capabilities

Foundational 0%

Capabilities 50%

- Foundational Enablement
- Advanced Badges
- Industry Badges

Performance 40%

Engagement 10%

Foundational Enablement (15%)

Unlock future growth

- **Complete Prescriptive Enablement:** Focus on the [accreditations and certifications](#) aligned with your chosen Route to Market.
- **Fulfill Training Requirements:** Ensure you completed required training for the [transactional Routes to Market](#).
- **Meet Programmatic Eligibility:** Successfully [complete this foundational enablement](#) to unlock your ability to transact Splunk business.

Advanced Badges (75%)

Showcase your expertise

- **Earn Solutions Badges:** Each [Solutions Badge](#) earned contributes 5 towards your index, showcasing your proficiency in specific Splunk solutions.
- **Prioritize Service Capabilities Badges:** These [badges](#), valued at 7 require a greater time investment but offer higher returns, validating your ability to deliver specialized Splunk services.
- **Commit to Advanced Training:** Engage with the more [significant training](#) and practical requirements to truly master advanced Splunk implementations and service delivery.

Industry Badges (10%)

Tailor your solutions

- **Target Key Verticals:** Focus on earning [badges](#) that align with the industry sectors where your business has existing strengths or strategic growth opportunities.
- **Showcase Industry-Specific Solutions:** Develop and validate your expertise in deploying Splunk to solve problems unique to industries.
- **Align with Customer Needs:** Prove your capability to deliver tailored Splunk solutions that resonate deeply with the specific pain points and objectives of clients in specialized markets.

Pro tip

View Splunk badges as a strategic investment in continuous learning and market differentiation.
Prioritize earning across all categories to unlock new opportunities and demonstrate unparalleled expertise to customers.

Splunk Value Index

Performance

Foundational 0%

Capabilities 50%

Performance 40%

- Partner Sourced ACV
- ACV Bookings
- iACV Growth Bookings
- TCV YoY Growth %

Engagement 10%

Partner Sourced ACV % (40%)

Ignite new growth

- **Proactive Lead Generation:** Invest in robust marketing and sales initiatives to identify and cultivate new customer opportunities for Splunk solutions. [Deal register all new Splunk opportunities that are partner sourced.](#)
- **Targeted New Customer Acquisition:** Focus on bringing new logos into the Splunk ecosystem by demonstrating clear value propositions and solving critical business challenges.

ACV Bookings (20%)

Accelerate your sales

- **Effective Deal Closure:** Optimize your sales processes to efficiently convert opportunities into closed deals, ensuring timely and successful contract bookings.
- **Expand Market Reach:** Broaden your target audience and geographical footprint to identify and secure more Splunk sales opportunities.
- [Leverage Selling Tools.](#)

iACV Growth Bookings (35%)

Cultivate customer expansion

- **Deepen Customer Relationships:** Implement strong customer success programs to identify opportunities expanding Splunk usage, adding new solutions, or increasing user counts and closing new logos.
- **Proactive Renewal Management:** Engage with customers well before renewals due date to ensure continuity and explore opportunities for increasing Splunk investment and license capacity. [Activate incumbency and register all upgrades in the partner portal.](#)

TCV YoY Growth % (5%)

Secure long-term value

- **Promote Multi-Year Contracts:** Encourage customers to commit to longer-term Splunk agreements to increase the Total Contract Value of your bookings.
- **Strategic Account Management:** Develop and execute account plans that focus on maximizing the lifetime value of each customer through comprehensive solution adoption and continuous value delivery.

Pro tip

To truly maximize your Performance Score, adopt a holistic strategy that not only aggressively pursues new Splunk opportunities but also deeply nurtures existing customer relationships to drive continuous value realization and long-term expansion.

Splunk Value Index

- ACV is the Annual Contract Value which is the USD value of the first 12 months of a contract.
- iACV is the Incremental Annual Contract Value in USD.
- TCV is the Total Contract Value over the life of the contract in USD for transactions completed on the Cisco Global Price List.

Engagement

Foundational 0%

Capabilities 50%

Performance 40%

Engagement 10%

- Customer Success Examples
- Co-Marketing Activity

Customer Success Examples (70%)

Showcase your wins

- **Document Success Stories:** Proactively capture and [submit detailed case studies](#), testimonials, and solution overviews that highlight how you've helped drive exceptional customer outcomes with Splunk.
- **Highlight Measurable Impact:** Focus on quantifiable results, such as cost savings, improved security posture, enhanced operational efficiency and visibility, or accelerated time to insight.

Co-Marketing Activity (30%)

Collaborate & promote

- **Develop Joint Marketing Assets:** Collaborate with Splunk on webinars, whitepapers, solution briefs, or event participation that feature your specialized Splunk offerings and customer success stories publicly.
- **Leverage Program Resources:** Actively utilize [co-marketing funds](#) and resources available through the Splunk Partner Program to amplify your message and reach a broader audience.

Pro tip

Beyond just selling, actively demonstrating your value through documented customer success and collaborative marketing efforts is paramount; these actions not only boost your value but also build undeniable credibility and market leadership.

Splunk Value Index

