



Prelert to Participate in .conf2013, Fourth Annual Splunk Worldwide Users' Conference

Prelert Presents its Predictive IT Analytics Solution with Sneak Preview of New Analytics Application

FRAMINGHAM, Mass. – September 24, 2013 – [Prelert](#), the first company to provide 100% self-learning [predictive analytics solutions](#) to address the volumes of data generated by today's IT systems, today announced it is participating in .conf2013, the 4th Annual Splunk Worldwide Users' Conference being held September 30 through October 3 at The Cosmopolitan, Las Vegas, Nevada. Prelert will be exhibiting in the Partner Pavilion and co-presenting a breakout session on a customer's success using Prelert's predictive IT analytics with Splunk® Enterprise.

In the Partner Pavilion, Prelert will be showcasing Anomaly Detective, its machine learning predictive IT analytics solution for Splunk Enterprise, and previewing a beta program for revolutionary self-learning analytics to be announced in the future.

Prelert's conference breakout session will be co-presented with Responsys, a leading provider of cloud-based digital marketing services that relies on Splunk software to secure its IT environment. The session, entitled "Detecting Security Anomalies with Machine Learning Analytics" and taking place Tuesday, October 1, at 4:30 p.m. PDT, features Craig Merchant, senior security architect at Responsys, who will explain how Responsys extended Splunk Enterprise's real-time detection of known security issues by adding Anomaly Detective and its tightly integrated machine learning analytics. Merchant will provide specific examples of improvements he made to his security toolset by combining Splunk and Anomaly Detective. Rich Collier, senior solutions engineer at Prelert, will follow with a brief overview of Anomaly Detective.

For more information on .conf2013 and to register, go to <http://conf.splunk.com/>. The hashtag for .conf2013 is #splunkconf.

About Splunk Inc.

Splunk Inc. (NASDAQ: SPLK) provides the engine for machine data™. Splunk® software collects, indexes and harnesses the machine-generated [big data](#) coming from the websites, applications, servers, networks, sensors and mobile devices that power business. Splunk software enables organizations to monitor, search, analyze, visualize and act on massive streams of real-time and historical machine data. More than 6,000 enterprises, universities, government agencies and service providers in over 90 countries use Splunk Enterprise to gain [Operational Intelligence](#) that deepens business and customer understanding, improves service and uptime, reduces cost and mitigates



cybersecurity risk. Splunk Storm®, a cloud-based subscription service, is used by organizations developing and running applications in the cloud.

To learn more, please visit www.splunk.com/company.

About PreAlert

The complex IT environments behind today's online applications and services generate more operations management data than a human can structure or analyze. PreAlert is the first company to solve this problem by providing 100 percent self-learning predictive analytics solutions that augment IT expertise with machine intelligence assistance to dramatically improve IT operations. For more information, visit www.prealert.com.

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