

Splunk Inc. (SPLK)

\$129.14 (As of 03/26/20)

Price Target (6-12 Months): **\$136.00**

Long Term: 6-12 Months

Zacks Recommendation:

Neutral

(Since: 02/19/20)

Prior Recommendation: Outperform

Short Term: 1-3 Months

Zacks Rank: (1-5)

4-Sell

Zacks Style Scores:

VGM:F

Value: F

Growth: F

Momentum: D

Summary

Splunk's impressive fourth-quarter fiscal 2020 results benefited from growth in cloud and software revenues and expanding customer base. Additionally, solid demand for cloud-based solutions drove subscription revenues. Management expects cloud contribution to grow significantly over the next few years. Moreover, strategic acquisitions and an expanding partner base are key catalysts. Further, the successful transition to a renewable model from perpetual license model is expected to drive the top line in the long haul. Notably, shares have outperformed the industry in a year's time. However, this transition hurt Splunk's cash flow generation ability, which doesn't bode well for investors. Moreover, slowing maintenance & services revenues amid intensifying competition remains a headwind.

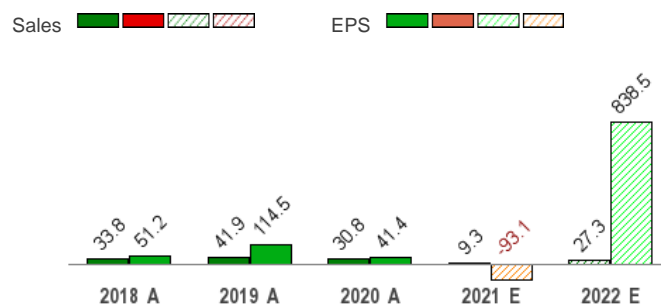
Price, Consensus & Surprise



Data Overview

52 Week High-Low	\$176.31 - \$93.92
20 Day Average Volume (sh)	3,233,735
Market Cap	\$20.1 B
YTD Price Change	-13.8%
Beta	1.77
Dividend / Div Yld	\$0.00 / 0.0%
Industry	Internet - Software
Zacks Industry Rank	Top 32% (80 out of 253)

Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	0.0%
Last Sales Surprise	0.9%
EPS F1 Est- 4 week change	-201.4%
Expected Report Date	05/28/2020
Earnings ESP	0.0%
P/E TTM	69.4
P/E F1	993.4
PEG F1	35.7
P/S TTM	8.5

Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2022	569 E	712 E	882 E	1,118 E	3,283 E
2021	451 E	571 E	703 E	895 E	2,579 E
2020	425 A	517 A	626 A	791 A	2,359 A

EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2022	-\$0.46 E	\$0.06 E	\$0.50 E	\$1.14 E	\$1.22 E
2021	-\$0.56 E	-\$0.17 E	\$0.17 E	\$0.66 E	\$0.13 E
2020	\$0.02 A	\$0.30 A	\$0.58 A	\$0.96 A	\$1.88 A

*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 03/26/2020. The reports text is as of 03/27/2020.

Overview

San Francisco, CA-based Splunk provides software solutions that enable enterprises to gain real-time operational intelligence by harnessing the value of their data. The company's offerings enable users to investigate, monitor, analyze and act on machine data and big data, irrespective of format or source, and helps in operational decision making.

The company's flagship offering, Splunk Enterprise, is primarily a machine data platform. It can collect and index petabytes of machine data on a daily basis. Splunk Enterprise also enables users to interactively explore, analyze and visualize data stored in sources such as Hadoop and Amazon S3.

Splunk Cloud delivers the benefits of Splunk Enterprise deployed and managed reliably and scalably as a service. Splunk Light provides log search and analysis, which are designed, priced and packaged for small IT environments.

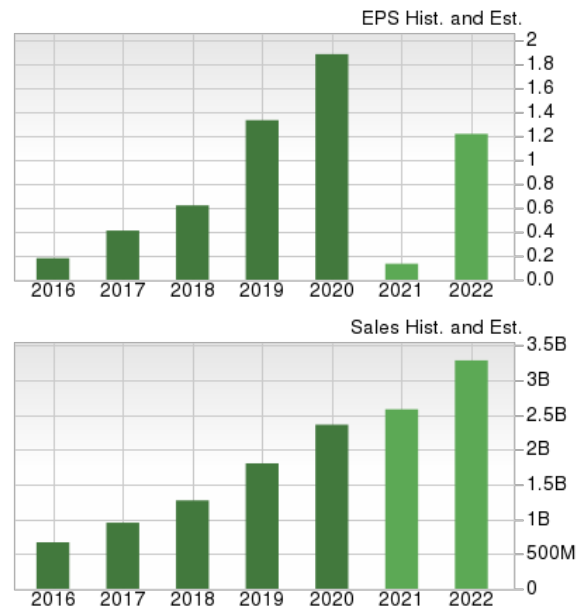
The company's premium solutions include Splunk Enterprise Security (ES), Splunk IT Service Intelligence (ITSI) and Splunk User Behavior Analytics (UBA). These solutions address emerging security threats and information and event management (SIEM), monitor health and key performance indicators of critical IT, and detect cyber-attacks and insider threats in business operations, respectively.

Splunk complements the aforementioned services with few add-ons, including Splunk Machine Learning Toolkit (MLTK), Splunk App for AWS, Splunk DB Connect and Cisco Firepower App for Splunk.

Splunk generated revenues of \$2.35 billion in fiscal 2020. License revenues contributed 58.2% to total revenues, while maintenance and services revenues accounted for the rest.

Splunk Enterprise customers pay license fees generally based on their estimated peak daily indexing capacity needs. The company also generates revenues from enterprise adoption agreements (EAAs). Splunk Cloud customers pay an annual subscription fee based on the combination of the volume of data indexed per day and the amount of data stored.

The company faces significant competition from the likes of Oracle, IBM, Intel and Microsoft, among others.



Reasons To Buy:

- ▲ Splunk's software offerings enables users to have deep insight of their data on a real-time basis, thereby making the operational decision-making process faster. The company's software has a broad range of applications, including security analytics, business analytics and IT operations. The valuable insight into machine and big data is allowing users/enterprises to improve service levels, reduce operational costs, mitigate security risks and maintain compliance.
- ▲ Splunk's software can be deployed in a wide variety of computing environments, from a single laptop to large globally distributed data centers as well as public, private and hybrid cloud environments. The company's top line is benefiting from high demand for its cloud solutions. Splunk's ES solutions also hold promise. Users leverage ES to centralize security management on a single platform and better handle the big data scale of their security operations center. Splunk also benefits from the ongoing SIEM replacement cycle. Further, the company's integration with Amazon Web Services (AWS) security Hub to help customers accelerate detection, investigation and response to potential threats within their AWS security environment is a key catalyst for the long haul.
- ▲ The company's business transition from perpetual licenses to subscription or renewable model is expected to benefit it in the long run. Splunk has been witnessing an increase in the number of renewable terms contracts, which is a tailwind. The company booked 35 orders greater than \$10 million in 2020 compared with 24 in the prior year. Additionally, cloud ARR was \$442 million in fourth-quarter fiscal 2020. These indicate strong subscription revenue growth for the rest of fiscal 2021.
- ▲ Splunk's aggressive acquisition strategy has played a pivotal part in developing its business over the last couple of years. The SignalFx acquisition makes the company a leader in cloud monitoring and APM for organizations transitioning to cloud. The VictorOps buyout helps it in addressing the needs of DevOps, which is a rapidly growing domain of software engineering. The acquisition of Phantom Cyber aided in the addition of security orchestration, automation and response to Splunk's portfolio. The buyout of Rocana has strengthened the company's machine data platform. Some of the other acquisitions include SignalSense, Drastin and Caspida, among others. These acquisitions are helping the company not only address the needs of IT operations but also DevOps. Splunk is expected to continue pursuing acquisitions in order to expand its portfolio and increase market share over the long term.
- ▲ Moreover, the company's strong partner base is a major top-line growth driver. The Splunk Partner+ Program includes more than 1,700 active partners, of which almost 1,000 partners contribute to sales. In fact, these partners are responsible for expanding Splunk's footprint in EMEA, APAC and the U.S. public sector. Further, partnerships with the likes of Cisco Systems, Deloitte and AWS are expected to boost the company's competitive position in the long haul.

Splunk benefits from a rapidly expanding user base, high demand for cloud solutions, increase in renewable subscription revenues, acquisitions and strong partner base.

Reasons To Sell:

- ▼ Splunk's top line over the last couple of years has been negatively impacted by the ongoing business model transition. Moreover, the transition from perpetual licenses to subscription or renewable-based model has severely hurt the company's cash flow generation ability due to lower upfront payment. Although long-term cash yield is expected to return to the mid-20% level, the company is unsure about the time frame.
- ▼ Moreover, the maintenance & services segment revenues are slowing down due to the ongoing transition to the cloud. Splunk relies on partners to provide maintenance and professional services (since it's a low-margin business), which is another reason behind the declining growth. This trend is expected to continue as the company projects cloud to account for 50% of total revenues over the next few years.
- ▼ Splunk generates a significant portion of revenues (29% in fiscal 2019) from its international operations. Despite its hedging program, the exposure makes the company vulnerable to foreign currency volatility.
- ▼ Splunk also faces significant competition across most of its product lines. Its competitors include the likes of BMC Software, CA Technologies, Micro Focus, IBM, Intel, Microsoft and VMware in the security and systems market. In the business intelligence market, Splunk competes with IBM and Oracle. Moreover, in the big data market it faces intensifying competition from the likes of Elastic.
- ▼ Splunk is a highly leveraged company. This is indicated by the fact that the ratio of its long-term debt-to-equity is currently 106.3% compared with industry's 29.8%.

Splunk's ongoing business model transition hurts its cash flow generation ability. Stiff competition and slowing maintenance & service revenues are concerns.

Last Earnings Report

Splunk's Q4 Earnings Gain on Cloud and Software Revenues

Splunk reported fourth-quarter fiscal 2020 non-GAAP earnings of 96 cents per share, which matched the Zacks Consensus Estimate and increased 3.2% year over year.

Revenues rose 27.2% year over year to \$791.2 million and beat the Zacks Consensus Estimate by 0.9%. The year-over-year upside was driven by greater utilization of Splunk's products by existing customers and new customer wins.

Quarter Ending **01/2020**

Report Date	Mar 04, 2020
Sales Surprise	0.92%
EPS Surprise	0.00%
Quarterly EPS	0.96
Annual EPS (TTM)	1.86

Quarter in Details

License revenues (65.4% of revenues) were \$517.5 million, up 25.9% year over year. Maintenance & service revenues (34.6% of revenues) rose 29.7% to \$273.6 million.

Software revenues jumped 33% from the year-ago quarter to \$617 million. Splunk stated that 99% of software bookings were either term or cloud.

Remaining performance obligation (RPO) was \$1.8 billion, up 43.2% year over year. The company expects to recognize \$1 billion (indicating a 23% year-over-year increase) of this RPO as revenues over the next 12 months.

RPO bookings grew 23% year over year to \$1.14 billion.

Cloud revenues soared 86% from the year-ago quarter to \$99 million on the back of increased utilization of cloud-based services. Management expects cloud's contribution to grow 50% over the next few years. In the reported quarter, Cloud ARR was \$442 million.

The company continues its successful transition to a subscription or renewable model, which is evident from the fact that Splunk met its 75% transition rate for fiscal 2020 in fiscal 2019 itself. However, this transition is a headwind for the perpetual business, which is declining rapidly. Elimination of perpetual licenses increased renewable mix to 99% in the fourth quarter.

Splunk added 450 new enterprise customers in the fourth quarter. The company had 221 orders worth more than \$1 million in total contract value, up 23.4% from 179 in the year-ago period.

Splunk's Data-to-Everything Platform including new products such as Data Fabric Search (DFS), Data Stream Processor (DSP) and Splunk Mission Control, launched in the third quarter, witnessed rapid adoption in the reported quarter.

Operating Details

Non-GAAP gross margin contracted 90 basis points (bps) from the year-ago quarter to 86.7% due to greater proportion of cloud revenue contribution. Splunk's long-term cloud gross margin target is 70% or more.

Non-GAAP operating expenses, as a percentage of revenues, expanded 170 bps on a year-over-year basis to 62.6%. Research & development (R&D) expanded 270 bps, general and administrative (G&A) expanded 130 bps while sales & marketing (S&M) expenses decreased 230 bps year over year, respectively.

Non-GAAP operating profit was \$190.9 million, up 14.7% from the year-ago quarter. Operating margin contracted 260 bps on a year-over-year basis to 24.1%.

Fourth Quarter Developments

Splunk announced the expansion of its footprint to 11 global innovation hubs in locations across Canada, Poland, Singapore, the United Kingdom and the United States.

Balance Sheet & Cash Flow

As of Jan 31, 2020, cash & cash equivalents, including investments, were \$778.6 million compared with \$873.5 million reported in the previous quarter.

Cash outflow from operations was \$58.8 million due to rapid growth of the multi-year term and cloud contracts.

Guidance

For first-quarter fiscal 2021, Splunk expects revenues of \$450 million. Non-GAAP operating margin is likely to be negative 25%.

For fiscal 2021, Splunk anticipates revenues of \$2.6 billion. Non-GAAP operating margin is expected to be approximately breakeven. The company expects ARR growth in the range of mid 40% for fiscal 2021.

Recent News

On Mar 11, Splunk announced the United States Census Bureau is using Splunk's Data-to-Everything Platform to connect data from 35 operations and 52 systems, ranging from cloud-based applications and data warehousing to field-deployed end-point devices.

On Feb 6, Splunk announced global partnership with McLaren, making Splunk an official McLaren Technology Partner in the 2020 Formula 1 season and bringing the Data-to-Everything Platform to both McLaren Racing and McLaren Group.

On Dec 17, Splunk announced the expansion of its footprint to 11 global innovation hubs in locations spanning Canada, Poland, Singapore, the United Kingdom and the United States.

On Oct 22, Splunk announced the expansion of its data access, Data Fabric Search and Data Stream Processor, which will help customers solve any data problem at any scale.

On Oct 22, Splunk announced that it has enhanced its IT operations portfolio with new versions of Splunk IT Service Intelligence (ITSI) and Splunk App for Infrastructure (SAI) among others.

On Oct 22, Splunk announced the launch of its security solution, Splunk Mission Control modernize and unify the Security Operations Center (SOC).

On Oct 22, Splunk announced that it has received FedRAMP Authorization at a moderate impact level, which will enable Fed agencies to use software from Splunk to solve their IT, security and IoT issues.

On Oct 22, Splunk announced investment in Zonehaven, a cloud-based analytics application designed to help communities improve evacuations and reduce wildfire risk with data.

On Oct 2, Splunk announced that it has completed the acquisition of SignalFx, a SaaS leader in real-time monitoring and metrics for cloud infrastructure, microservices and applications.

Valuation

Splunk shares are up 9.6% in the past six-month period and 6% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Computer & Technology sector are down 3.8% and 2.4% in the past six-month period, respectively. Over the past year, the Zacks sub-industry is down 11.6% while the sector is 0.5%, respectively.

The S&P 500 index is down 16.7% in the past six-month period and 12.8% in the past year.

The stock is currently trading at 7.39X forward 12-month sales, which compares to 5.44X for the Zacks sub-industry, 3.08X for the Zacks sector and 2.68X for the S&P 500 index.

Over the past five years, the stock has traded as high as 13.58X and as low as 4.65X, with a 5-year median of 7.79X. Our Neutral recommendation indicates that the stock will perform in-line with the market. Our \$136 price target reflects 7.78X forward 12-month sales.

The table below shows summary valuation data for SPLK

Valuation Multiples - SPLK					
		Stock	Sub-Industry	Sector	S&P 500
P/S F12M	Current	7.39	5.44	3.08	2.68
	5-Year High	13.58	15.61	3.58	3.43
	5-Year Low	4.65	3.06	2.3	2.54
	5-Year Median	7.79	5.35	3.07	3
EV/Sales TTM	Current	7.87	6.03	3.6	2.65
	5-Year High	17.35	11.55	4.48	3.46
	5-Year Low	4.48	3.04	2.57	2.16
	5-Year Median	8.89	6.04	3.54	2.83
P/B TTM	Current	11.03	5.74	4.55	3.33
	5-Year High	16.58	8.23	5.7	4.56
	5-Year Low	4.66	2.29	3.13	2.85
	5-Year Median	11.06	5.18	4.27	3.63

As of 03/26/2020

Industry Analysis Zacks Industry Rank: Top 32% (80 out of 253)



Top Peers

Check Point Software Technologies Ltd. (CHKP)	Neutral
Citrix Systems, Inc. (CTXS)	Neutral
FireEye, Inc. (FEYE)	Neutral
F5 Networks, Inc. (FFIV)	Neutral
Fortinet, Inc. (FTNT)	Neutral
Okta, Inc. (OKTA)	Neutral
Palo Alto Networks, Inc. (PANW)	Neutral
Proofpoint, Inc. (PFPT)	Underperform

Industry Comparison Industry: Internet - Software				Industry Peers		
	SPLK Neutral	X Industry	S&P 500	FFIV Neutral	FTNT Neutral	PANW Neutral
VGM Score	F	-	-	F	C	F
Market Cap	20.14 B	396.57 M	18.50 B	6.93 B	17.15 B	16.75 B
# of Analysts	16	5	13	10	14	17
Dividend Yield	0.00%	0.00%	2.35%	0.00%	0.00%	0.00%
Value Score	F	-	-	C	D	D
Cash/Price	0.11	0.18	0.07	0.19	0.14	0.22
EV/EBITDA	-299.48	-0.52	11.16	10.03	27.80	35.10
PEG Ratio	34.35	2.37	1.74	1.50	2.66	1.59
Price/Book (P/B)	11.03	4.28	2.44	3.59	12.87	10.41
Price/Cash Flow (P/CF)	NA	20.59	9.87	12.11	34.14	33.24
P/E (F1)	955.31	35.13	15.29	12.30	37.24	37.14
Price/Sales (P/S)	8.54	3.53	1.93	3.06	7.96	5.37
Earnings Yield	0.10%	0.84%	6.47%	8.13%	2.69%	2.69%
Debt/Equity	1.06	0.11	0.70	0.18	0.00	1.13
Cash Flow (\$/share)	-0.47	-0.01	7.01	9.42	2.91	5.05
Growth Score	F	-	-	D	A	D
Hist. EPS Growth (3-5 yrs)	NA%	16.66%	10.85%	14.40%	106.16%	NA
Proj. EPS Growth (F1/F0)	-92.89%	4.64%	2.89%	-10.51%	8.10%	-17.00%
Curr. Cash Flow Growth	-25.40%	6.87%	5.93%	2.02%	45.71%	119.25%
Hist. Cash Flow Growth (3-5 yrs)	-1.16%	18.18%	8.55%	9.12%	46.74%	69.30%
Current Ratio	2.33	1.46	1.23	1.51	1.88	1.78
Debt/Capital	51.52%	16.90%	42.57%	15.07%	0.00%	53.01%
Net Margin	-14.27%	-16.16%	11.64%	17.43%	15.14%	-5.58%
Return on Equity	-11.56%	-13.19%	16.74%	28.40%	27.51%	-2.19%
Sales/Assets	0.51	0.61	0.54	0.68	0.62	0.46
Proj. Sales Growth (F1/F0)	10.32%	13.89%	2.37%	3.94%	18.98%	15.89%
Momentum Score	D	-	-	F	F	D
Daily Price Chg	5.82%	3.64%	6.21%	8.32%	2.58%	1.20%
1 Week Price Chg	-4.25%	-7.65%	-16.96%	-5.26%	2.75%	-5.30%
4 Week Price Chg	-12.07%	-14.13%	-15.70%	-7.13%	-3.12%	-10.43%
12 Week Price Chg	-15.03%	-18.19%	-23.67%	-18.98%	-9.34%	-28.64%
52 Week Price Chg	6.00%	-23.24%	-13.99%	-25.80%	20.75%	-29.53%
20 Day Average Volume	3,233,735	426,380	4,286,768	1,144,233	3,200,438	2,159,663
(F1) EPS Est 1 week change	0.00%	0.00%	-0.15%	-4.34%	-0.06%	0.00%
(F1) EPS Est 4 week change	-201.38%	-0.76%	-2.28%	-4.45%	-1.85%	-2.97%
(F1) EPS Est 12 week change	-226.55%	-9.87%	-3.22%	-16.18%	3.54%	-462.16%
(Q1) EPS Est Mthly Chg	-60.75%	0.00%	-1.60%	-5.06%	0.00%	-1.94%

Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	F
Growth Score	F
Momentum Score	D
VGM Score	F

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

Disclosures

This report contains independent commentary to be used for informational purposes only. The analysts contributing to this report do not hold any shares of this stock. The analysts contributing to this report do not serve on the board of the company that issued this stock. The EPS and revenue forecasts are the Zacks Consensus estimates, unless indicated otherwise on the reports first page. Additionally, the analysts contributing to this report certify that the views expressed herein accurately reflect the analysts personal views as to the subject securities and issuers. ZIR certifies that no part of the analysts compensation was, is, or will be, directly or indirectly, related to the specific recommendation or views expressed by the analyst in the report.

Additional information on the securities mentioned in this report is available upon request. This report is based on data obtained from sources we believe to be reliable, but is not guaranteed as to accuracy and does not purport to be complete. Any opinions expressed herein are subject to change.

ZIR is not an investment advisor and the report should not be construed as advice designed to meet the particular investment needs of any investor. Prior to making any investment decision, you are advised to consult with your broker, investment advisor, or other appropriate tax or financial professional to determine the suitability of any investment. This report and others like it are published regularly and not in response to episodic market activity or events affecting the securities industry.

This report is not to be construed as an offer or the solicitation of an offer to buy or sell the securities herein mentioned. ZIR or its officers, employees or customers may have a position long or short in the securities mentioned and buy or sell the securities from time to time. ZIR is not a broker-dealer. ZIR may enter into arms-length agreements with broker-dealers to provide this research to their clients. Zacks and its staff are not involved in investment banking activities for the stock issuer covered in this report.

ZIR uses the following rating system for the securities it covers. **Outperform-** ZIR expects that the subject company will outperform the broader U.S. equities markets over the next six to twelve months. **Neutral-** ZIR expects that the company will perform in line with the broader U.S. equities markets over the next six to twelve months. **Underperform-** ZIR expects the company will underperform the broader U.S. equities markets over the next six to twelve months.

No part of this report can be reprinted, republished or transmitted electronically without the prior written authorization of ZIR.