What's New With Business Analytics

Introducing Splunk Business Flow (BETA)

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Forward-Looking Statements

During the course of this presentation, we may make forward-looking statements regarding future events or the expected performance of the company. We caution you that such statements reflect our current expectations and estimates based on factors currently known to us and that actual events or results could differ materially. For important factors that may cause actual results to differ from those contained in our forward-looking statements, please review our filings with the SEC.

The forward-looking statements made in this presentation are being made as of the time and date of its live presentation. If reviewed after its live presentation, this presentation may not contain current or accurate information. We do not assume any obligation to update any forward-looking statements we may make. In addition, any information about our roadmap outlines our general product direction and is subject to change at any time without notice. It is for informational purposes only and shall not be incorporated into any contract or other commitment. Splunk undertakes no obligation either to develop the features or functionality described or to include any such feature or functionality in a future release.
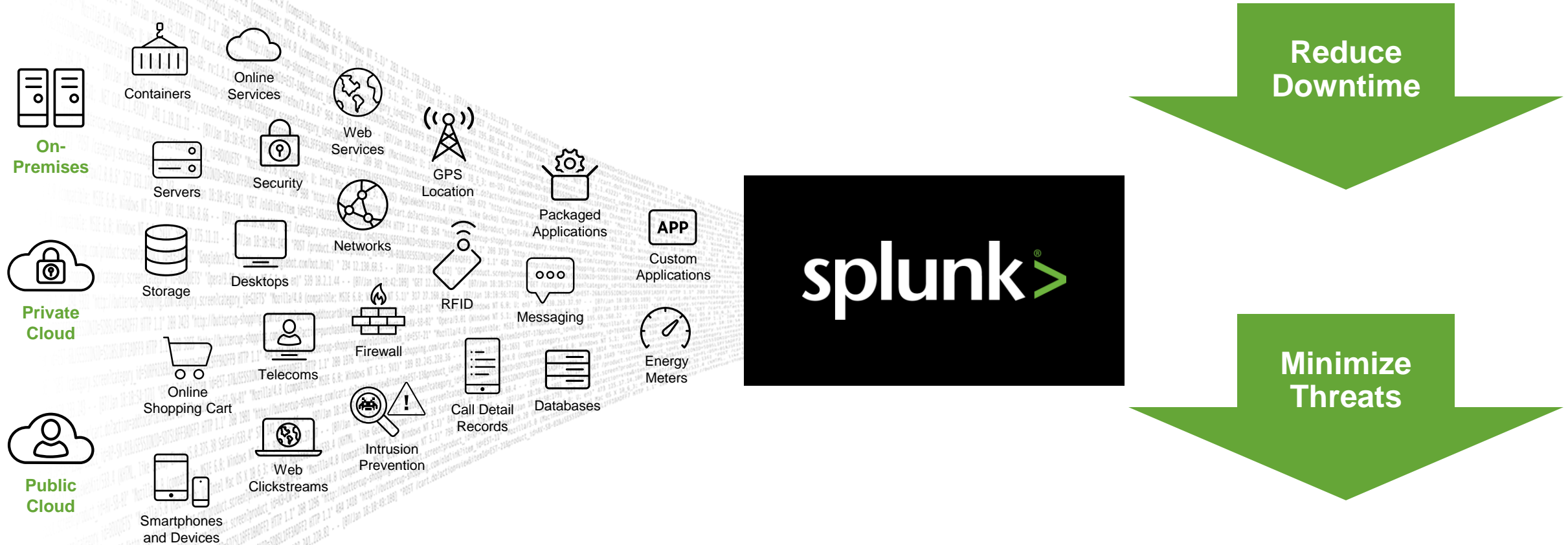
What You Will Learn Today

1. New Ways Of Using Splunk

2. How Can Splunk Business Flow Beta Help You?

3. How Has Splunk Business Flow Beta Helped Splunk?
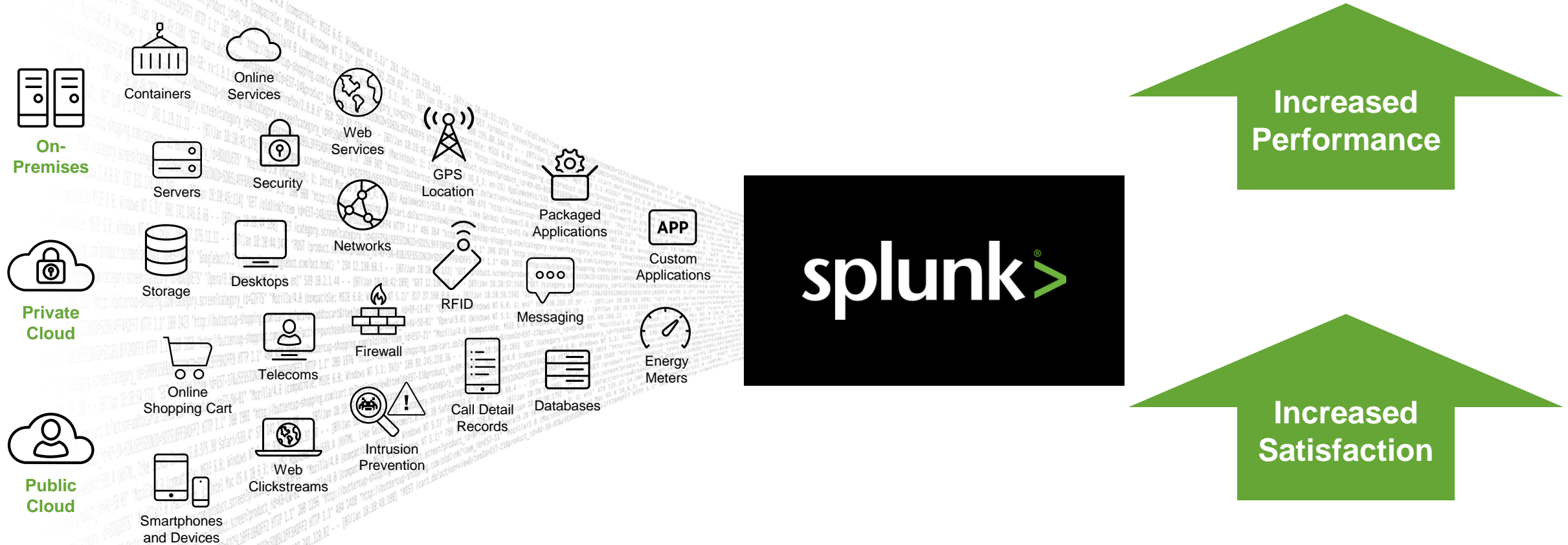
4. How Do I Get Access To The Beta?

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"Making machine data accessible, usable and valuable to everyone"

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1000s of Organizations Have Lowered Costs and Risks With Splunk

On-Premises

Private Cloud

Public Cloud

Containers

Online Services

Web Services

GPS Location

Packaged Applications

APP Custom Applications

Servers

Security

Networks

RFID

Messaging

Storage

Desktops

Firewall

Energy Meters

Online Shopping Cart

Telecoms

Call Detail Records

Databases

Smartphones and Devices

Web Clickstreams

Intrusion Prevention

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Reduce Downtime

Minimize Threats

Announcing Splunk Business Flow BETA
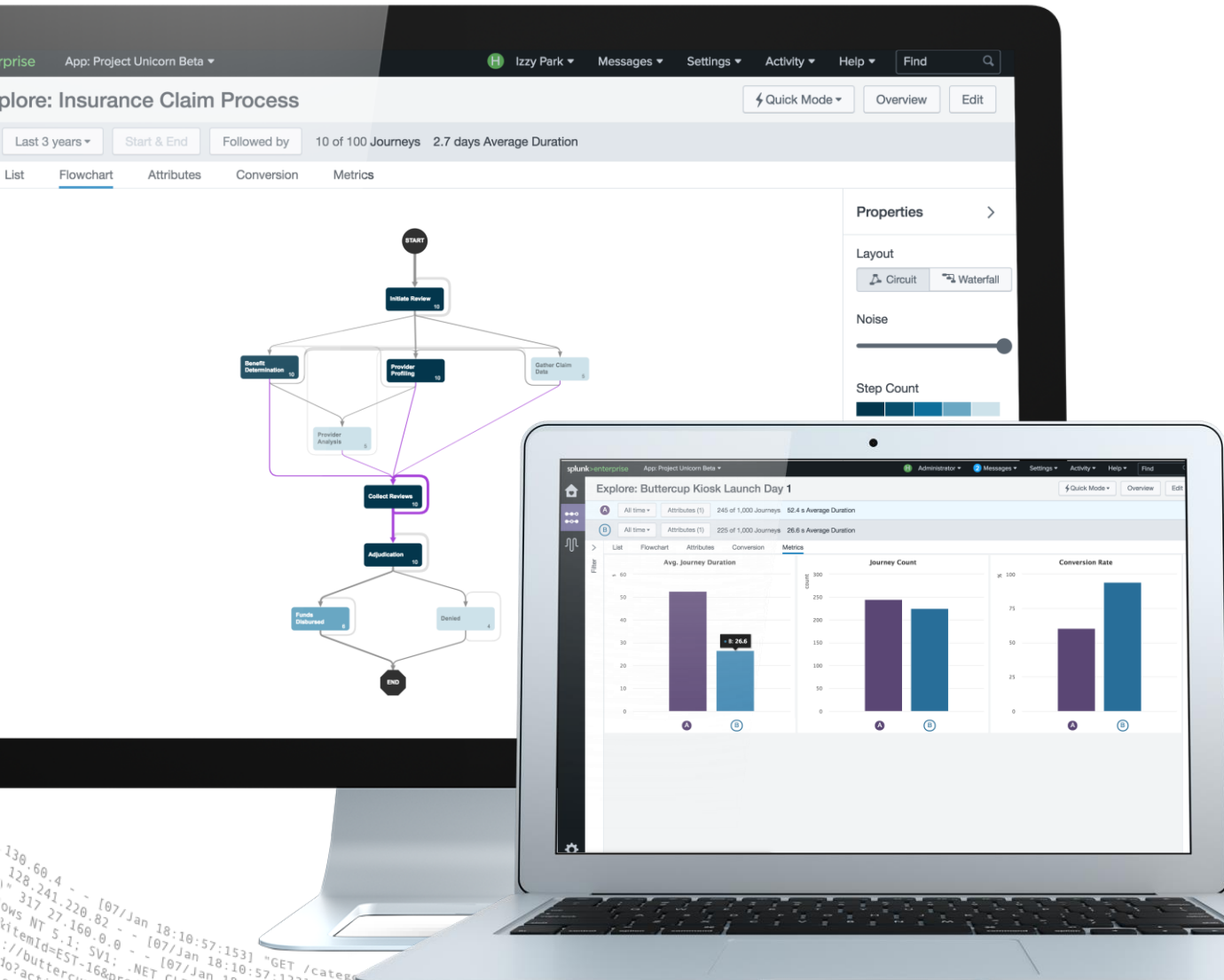
Enable The Business (and IT!)

Empower the business to easily discovery and monitor the health of critical business workflows
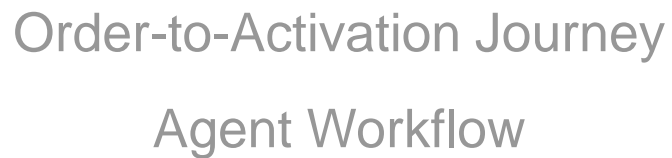
Interactive Analysis & Visualizations

Quickly discover, investigate and validate root causes using point-and-click exploration

Visibility into your business

Gain end-to-end visibility of business flows by automatically correlating multiple data streams

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Example Pre-Beta Customer Use Cases

Telecom Provider

Order-to-Activation Journey

Agent Workflow

eCommerce & Retail

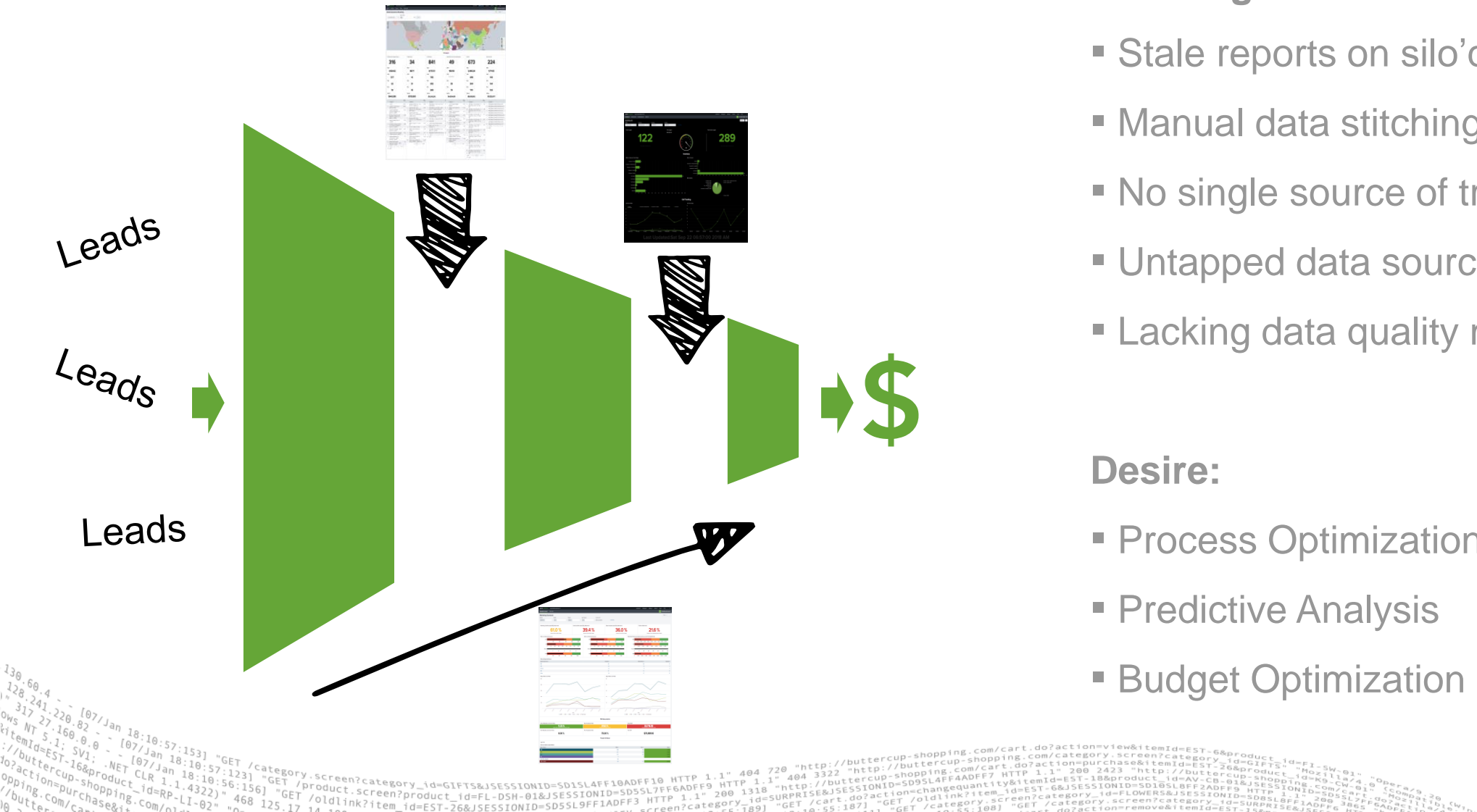Customer Order Fulfillment

Compliance & Audit Processes

HI. I'M JAKE STEIN

Business Intelligence Manager, Splunk

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My Journey With Splunk

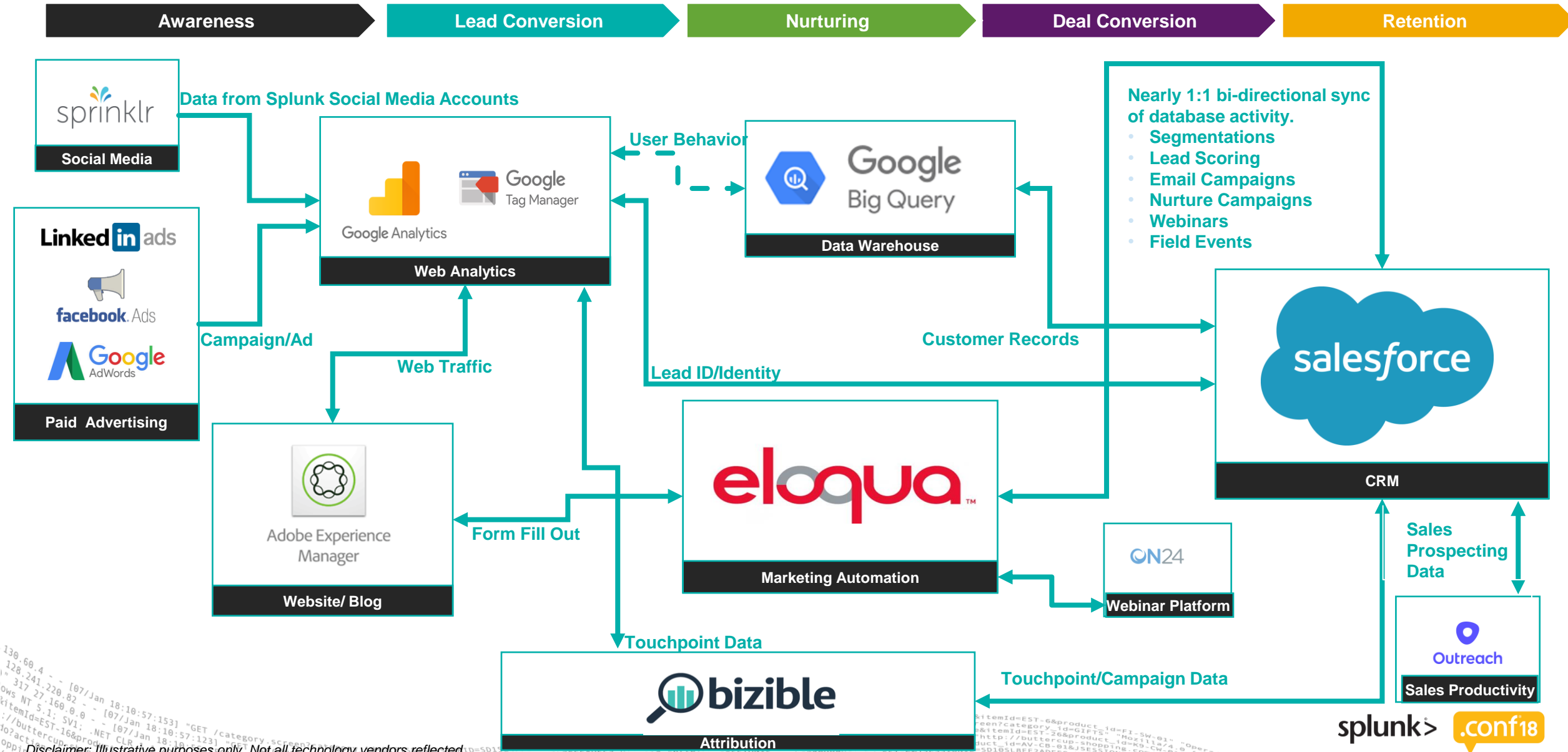**From awful Wednesdays to great problems to have**

Challenges:

- Stale reports on silo'd views
- Manual data stitching and analysis
- No single source of truth
- Untapped data sources
- Lacking data quality measures

Desire:

- Process Optimization
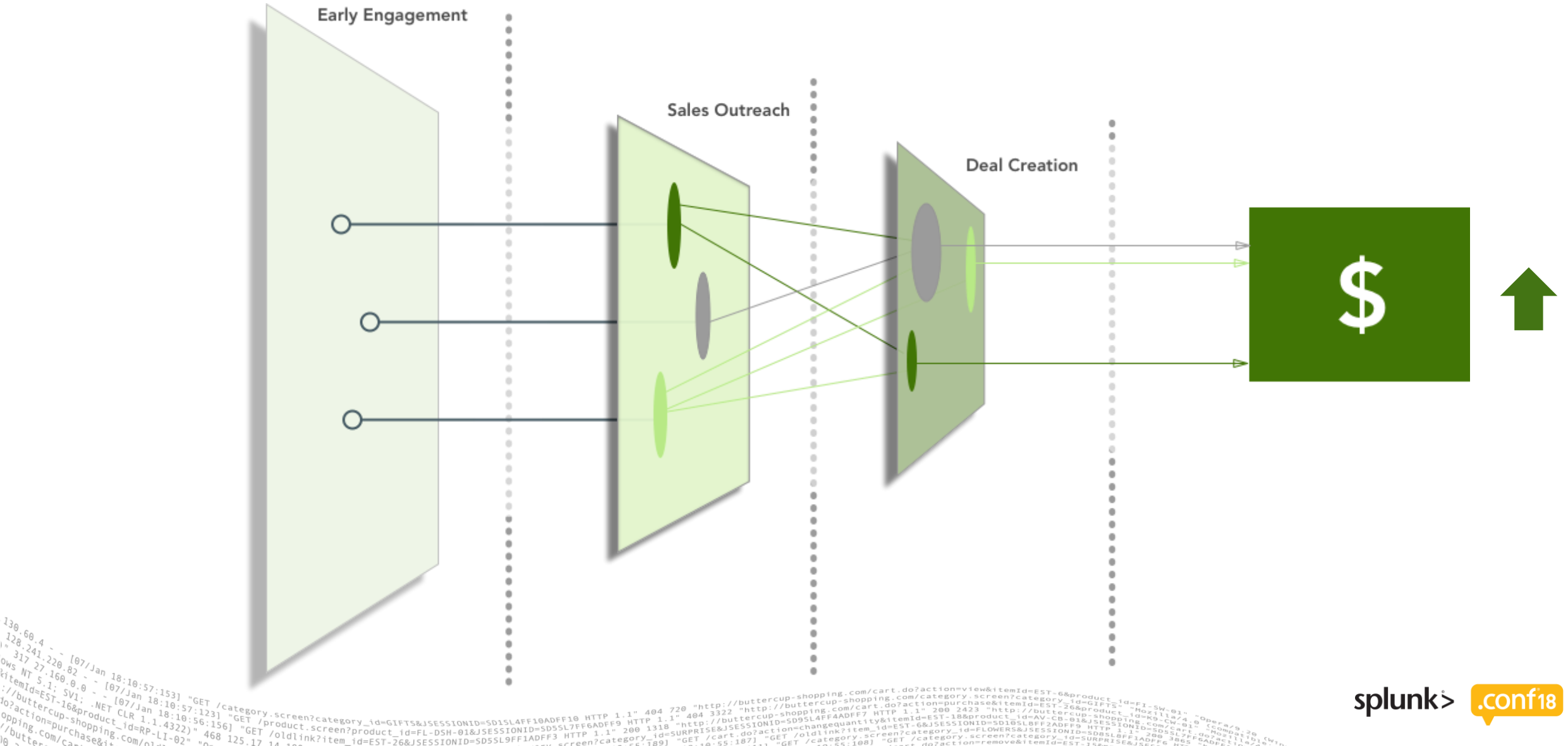- Predictive Analysis
- Budget Optimization

Leads

Leads

Leads

$

Our Marketing Operations Business Has Multiple System Touchpoints

Awareness → **Lead Conversion** → **Nurturing** → **Deal Conversion** → **Retention**

sprinklr
Social Media

Data from Splunk Social Media Accounts

LinkedIn ads
facebook Ads
Google AdWords
Paid Advertising

Campaign/Ad

Google Analytics / **Google Tag Manager**
Web Analytics

User Behavior

Google Big Query
Data Warehouse

Web Traffic

Lead ID/Identity

Customer Records

Nearly 1:1 bi-directional sync of database activity.
- **Segmentations**
- **Lead Scoring**
- **Email Campaigns**
- **Nurture Campaigns**
- **Webinars**
- **Field Events**

salesforce
CRM

Adobe Experience Manager
Website/ Blog

Form Fill Out

eloqua™
Marketing Automation

ON24
Webinar Platform

Sales Prospecting Data

Outreach
Sales Productivity

Touchpoint Data

bizible
Attribution

Touchpoint/Campaign Data

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Demo

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Splunk Business Flow enabled us to see the real flow

How Did Splunk Business Flow Beta Help Splunk?

Increased Reporting Accuracy by <u>1%</u> ($$$)

Empower business teams with Splunk

Collect the data and stitch it together

- Quickly and easily stitch data from multiple sources
- Spot integration timing issues
- Identify lead duplication
- Prevent record mismatching

Automated insight delivery

- Campaign Effectiveness
- Create a single source of truth
- Deliver more than the readout
- Real time, dynamic results
- Empower business users, offload repetitive report creation

Key Takeaways

1. Connect the dots

2. See the forest AND the trees

3. Splunk for Business Analytics

Visit the Pavilion for more info

Join our Beta Program

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