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Splunk for Business Process Analytics

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Machine Data – Critical Source of Insights

“By 2017, over 50% of analytics implementations will make use of event data streams generated from instrumented machines, applications and/or individuals.”

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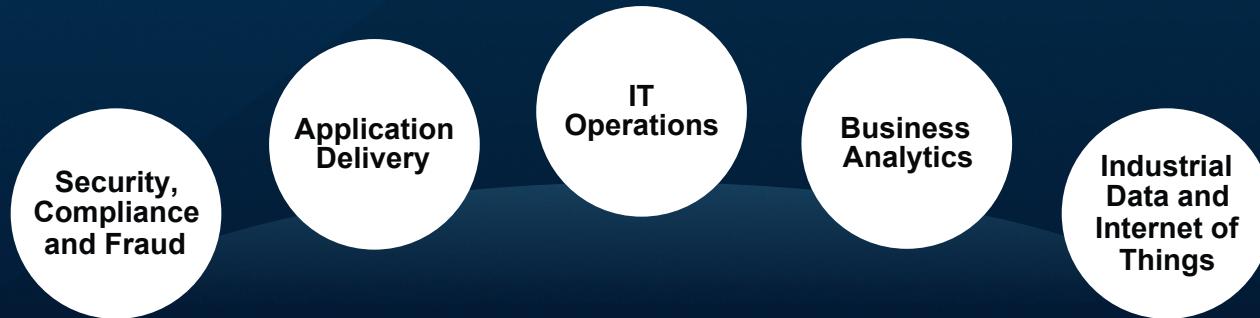
MAKE MACHINE DATA ACCESSIBLE, USABLE AND VALUABLE

TO EVERYONE

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Splunk Markets

Across Data Sources, Use Cases & Products



splunk>enterprise

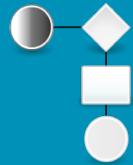
Hunk

splunk>cloud

splunk>light

splunk> Platform for Machine Data

Customer Use Cases for Business Analytics



BUSINESS
PROCESS
ANALYTICS



CUSTOMER
EXPERIENCE



PRODUCT
ANALYTICS



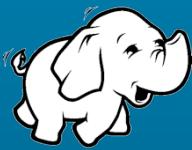
DIGITAL
MARKETING

Why Splunk for Business Analytics

Splunk Complements Existing Business Intelligence Technologies



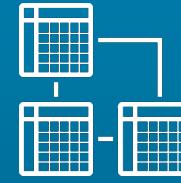
NEW CLASS OF
DATA FOR
BUSINESS
ANALYTICS



FASTER INSIGHTS
FROM
HADOOP AND
NOSQL



REAL-TIME
BUSINESS
INSIGHTS

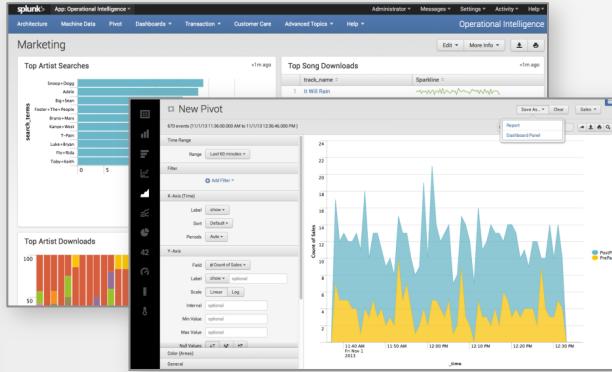


ENRICH MACHINE
DATA WITH
STRUCTURED
DATA

Apps & Capabilities for Business Analytics

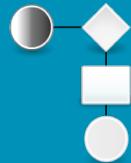
Apps, Features & Partners

- DB Connect
- Stream
- ODBC Driver
- Search
- Data Models
- Pivot



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Customer Use Cases for Business Analytics



BUSINESS
PROCESS
ANALYTICS



CUSTOMER
EXPERIENCE



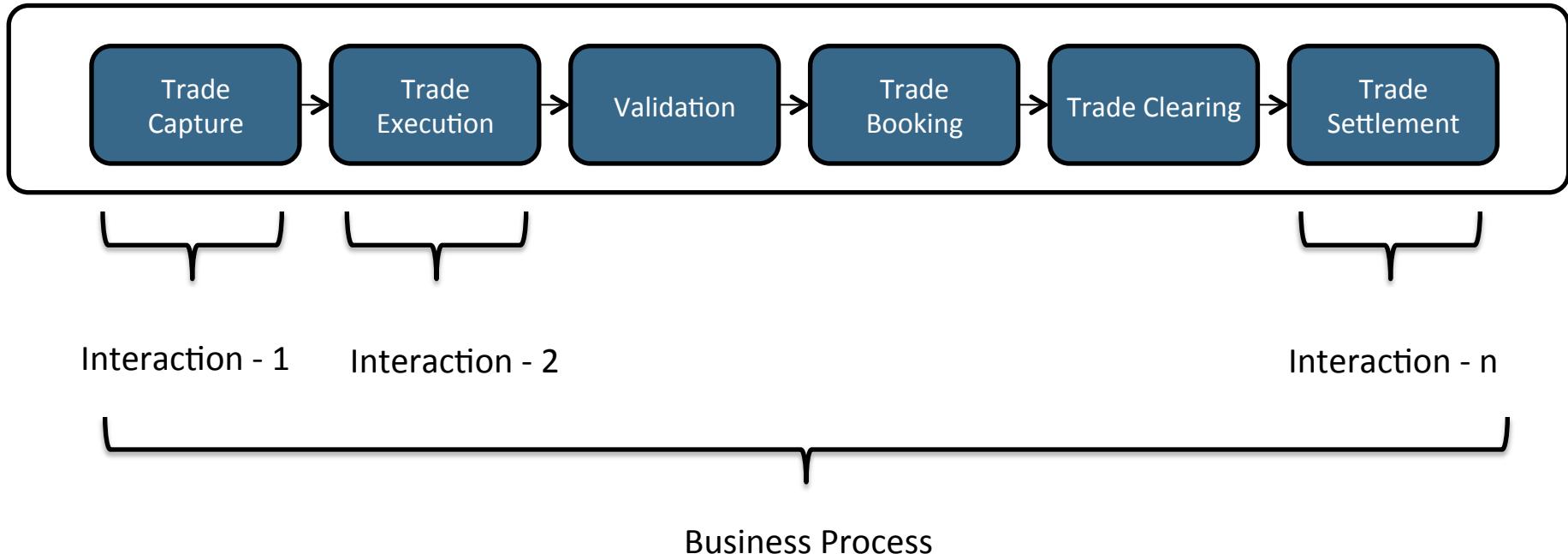
PRODUCT
ANALYTICS



DIGITAL
MARKETING

Interactions Make a Business Process

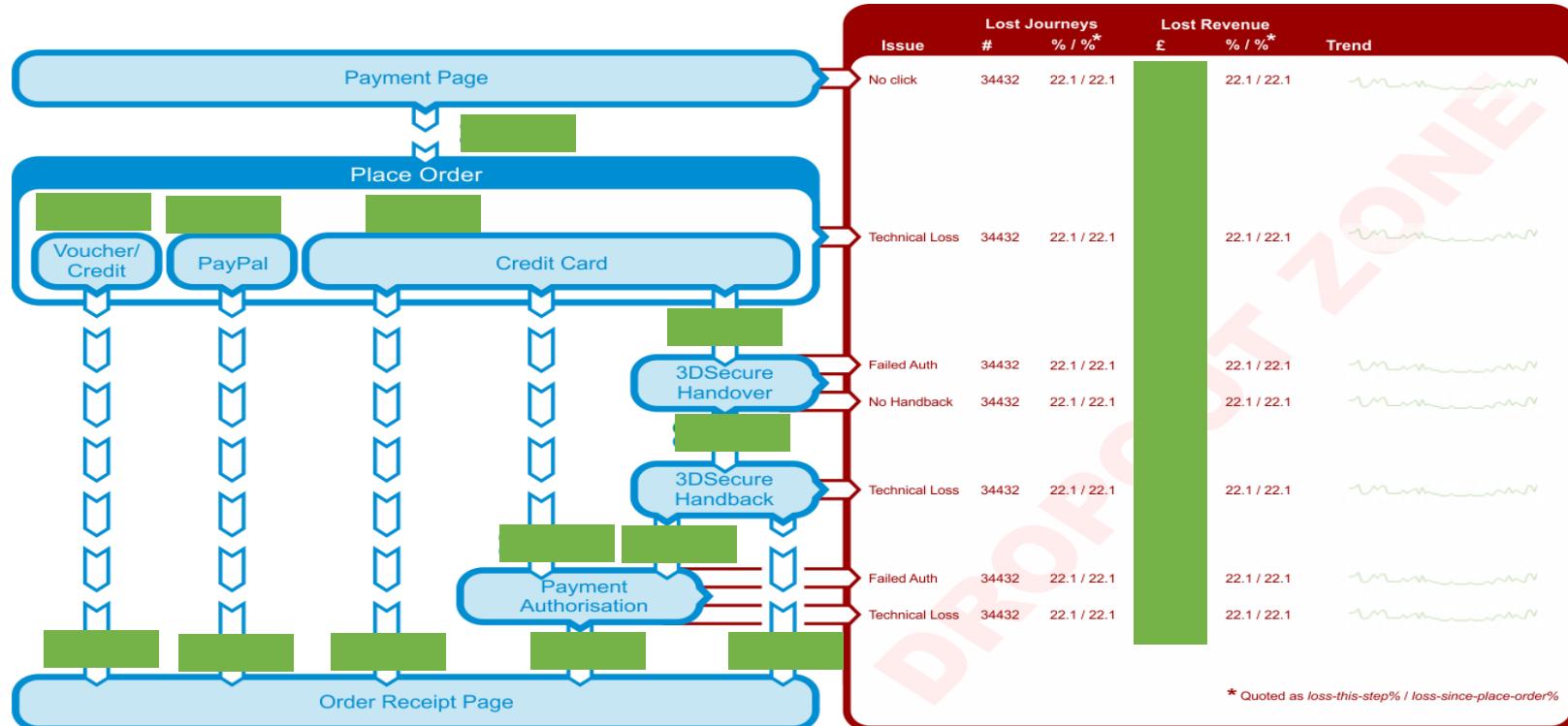
Business Process – Trade Settlement



Business Process Analytics

Business process analytics provides end-to-end real-time insights across the complete business process

Online Retailer – Monitoring Checkout Process



Managing Order Lifecycle



Business Process Analytics Is Challenging

Processes span heterogeneous systems

make it difficult to collect, correlate, explore, and analyze data

Process are fluid

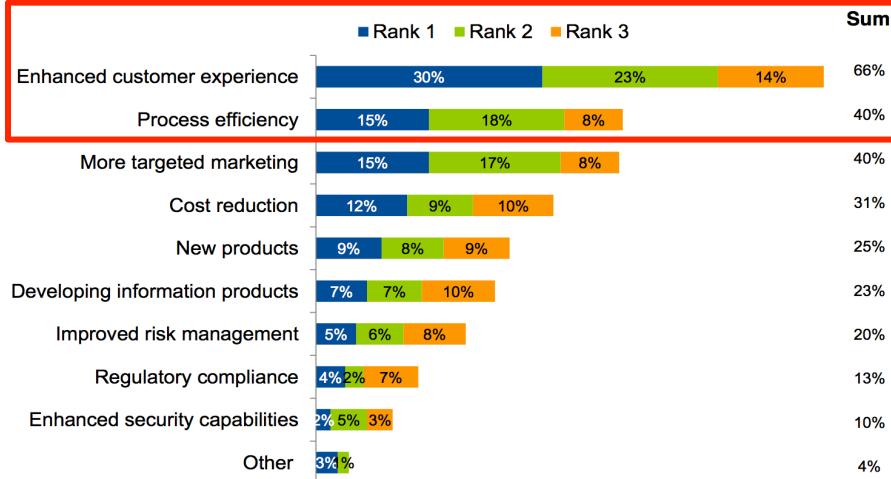
Introduce challenges in rapidly on-boarding new data source, deliver new insights

Need real-time visibility

Analyzing large volumes of data from disparate systems in real-time is arduous

Process Efficiency Directly Impact Customer Experience

Customers Top the List of Priorities



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Business Process Analytics Value

Telco

New Service Activation

Prevent revenue loss from reduced activation failure incidents

Real-Time Order Visibility

Increase revenue from higher order conversions

Retail

Financial Services

Trade Monitoring and Settlement

Reduce risk and liquidity requirements through faster trade settlement

Real-Time Patient Eligibility

Optimize revenue cycle by enhanced claims visibility

Healthcare

Splunk: A New Approach for Business Process Analytics

- Provides an end-to-end view into business processes by correlating events across “siloed” heterogeneous systems
- Enables continuous real-time monitoring of business processes
- Rapidly onboard new data sources as underlying business processes change
- “Non-intrusive” - easily integrate with existing applications and infrastructure
- Gain data driven view of the business process

Key Features for Business Process Analytics

Join data on the fly
across structured/
unstructured
sources

Data Ingestion – tap
into wire data
(Stream) and mobile
data (MINT)

Correlate data
across systems

Real-time data
processing and
alerts

Easily integrate
Splunk as a part of
business process via
REST API integration

Business Process Analytics – Customer Success

Communications



Retail



Financial Services



Omni-channel Visibility to Improve Customer Service

otto group

Initial IT Ops Use Case

- Reduce MTTR/MTTI
- Minimize downtime and optimize maintenance cycles
- Meet compliance regulations



Expansion to Business Analytics

- Gain real-time end-to-end visibility into operations across call centers
- Investigate complex customer order issues in real time
- Track current order status across multi-tiered enterprise systems

Data sources: syslog files, application and transaction logs, business operations data

Insight Into Activation & Provisioning Process



Initial IT Ops Use Case

- Identify, reduce and resolve application incidents quickly
- Avoid financial impact from fewer application outages
- Optimize server capacity



Expansion to Business Insights

- Gain end-to-end visibility into order tracking and device activation
- Improve customer experience with faster activation failure investigation
- Prevent revenue loss by mitigating activation failures

Data sources: CDN logs, content usage logs, mobile/set top box/web logs, network perf logs

Manage Customer Experience Across Channels



Initial IT Ops Use Case

- Spot trends and stop disruptive user behavior
- Troubleshoot network problems
- Improve internet banking operations

Expansion to Business Analytics

- Analyze POS, ATM transactions
- Visualize transactions, card usage and client behavior
- Understand online banking usage and navigation patterns

Solving the Disappearing Test Problem

PEARSON

Initial IT Ops Use Case

- Automate manual diagnoses and searches for lost tests
- Reduce MTTR
- Correlate and search data across different silos



Expansion to Business Analytics

- Gain visibility into business process across complex multi-tiered systems
- Optimize various stages in the process workflow by identifying bottlenecks
- Comply with labor regulations

Data sources: custom applications, application server logs, transaction logs, database logs

Summary

- Increasing number of customers are leveraging Splunk to gain end-to-end real-time visibility into their business processes
- Leverage your investments and data you have already indexed in Splunk to answer new business questions
- Enrich machine data in Splunk with business data to deliver business context

Business Analytics Sessions at .conf2015



Predict, Alert, Manage, and Optimize an Ecosystem with Splunk



End-to-End Business Transaction Monitoring with Splunk at Otto



Quick Service Data for Quick Service Restaurants



The Challenges of Tiny Data



How MetLife is using Splunk to Improve Customer Experience of Our Sales and Servicing Websites



Where Mobile meets In-Store and Point of Sale - Data Collides. Making Real Time Data Actionable to Drive Decisions



Tracking Health Claims Status across Multiple Formats, Forms, Systems, and Platforms (and not losing any!)



A constant evolution towards vision, performance and analytics



Leveraging Splunk for Tracking Business Transactions



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Q&A

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THANK YOU

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