Splunk Technical Overview at HDFC Bank

Data Driven Business

splunk > listen to your data®

Agenda

▸ Splunk Technical Overview

▸ Splunk Use Cases - IT Operations, Application Management, Security Analytics, Business Analytics, IoT

▸ Demo - How Splunk helps reduce root cause investigation time

▸ Machine Learning in Splunk

▸ Splunk Success stories at World's Leading Bank

▸ Q&A

Splunk Company Overview

Company

- **Global HQs:**
  - San Francisco
  - London
  - Hong Kong
- **3,000+ employees globally**
- **Annual Revenue: $1.2 Bil (YoY +42%)**
- **NASDAQ: SPLK**

Products

- **Free trial to massive scale**
- **Splunk Products**
  - Splunk Enterprise
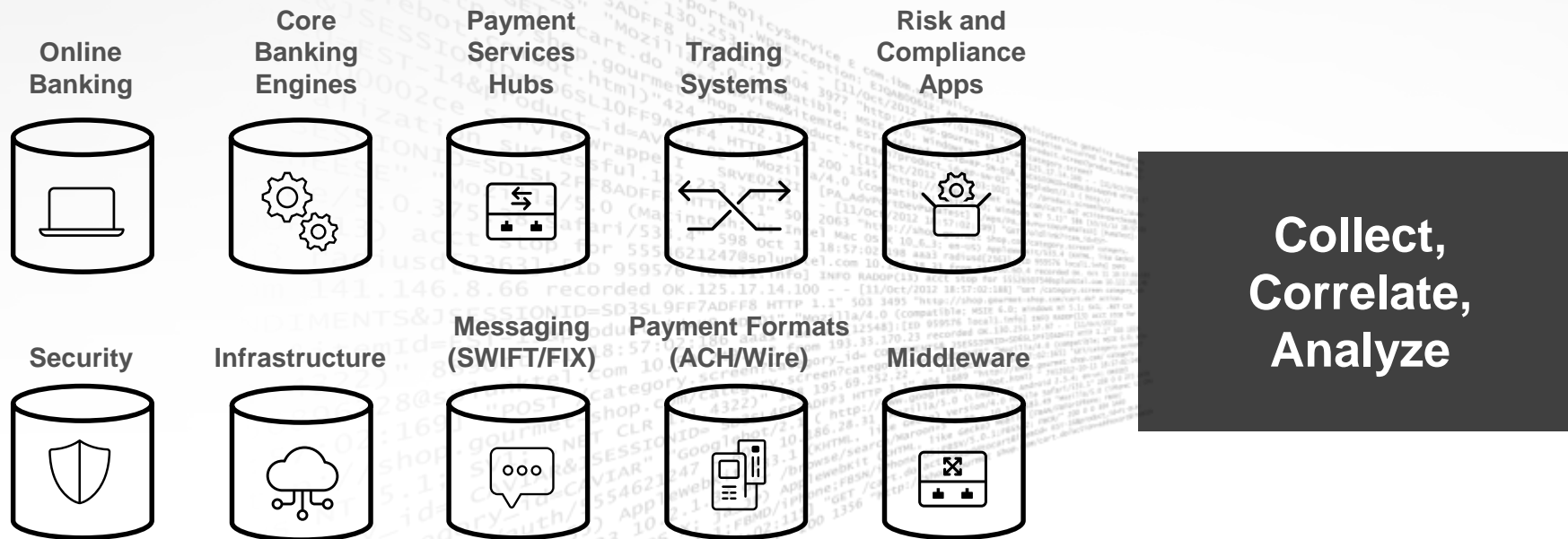 - Splunk Cloud
  - Splunk Light
  - Premium Solutions

Customers

- **15,000+ customers**
- **Across 110+ countries**
- **Small to large organizations**
- **More than 85 of the Fortune 100**
- **Largest license:**
  - 3+ Petabytes/day

splunk > listen to your data

Making machine data accessible, usable and valuable to everyone.

splunk > listen to your data

Gain Insights Across Financial Services Machine Data

Online Banking

Core Banking Engines

Payment Services Hubs

Trading Systems

Risk and Compliance Apps

Security

Infrastructure

Messaging (SWIFT/FIX)

Payment Formats (ACH/Wire)

Middleware

Collect, Correlate, Analyze

Payments and Core Banking

Security, Compliance and Fraud
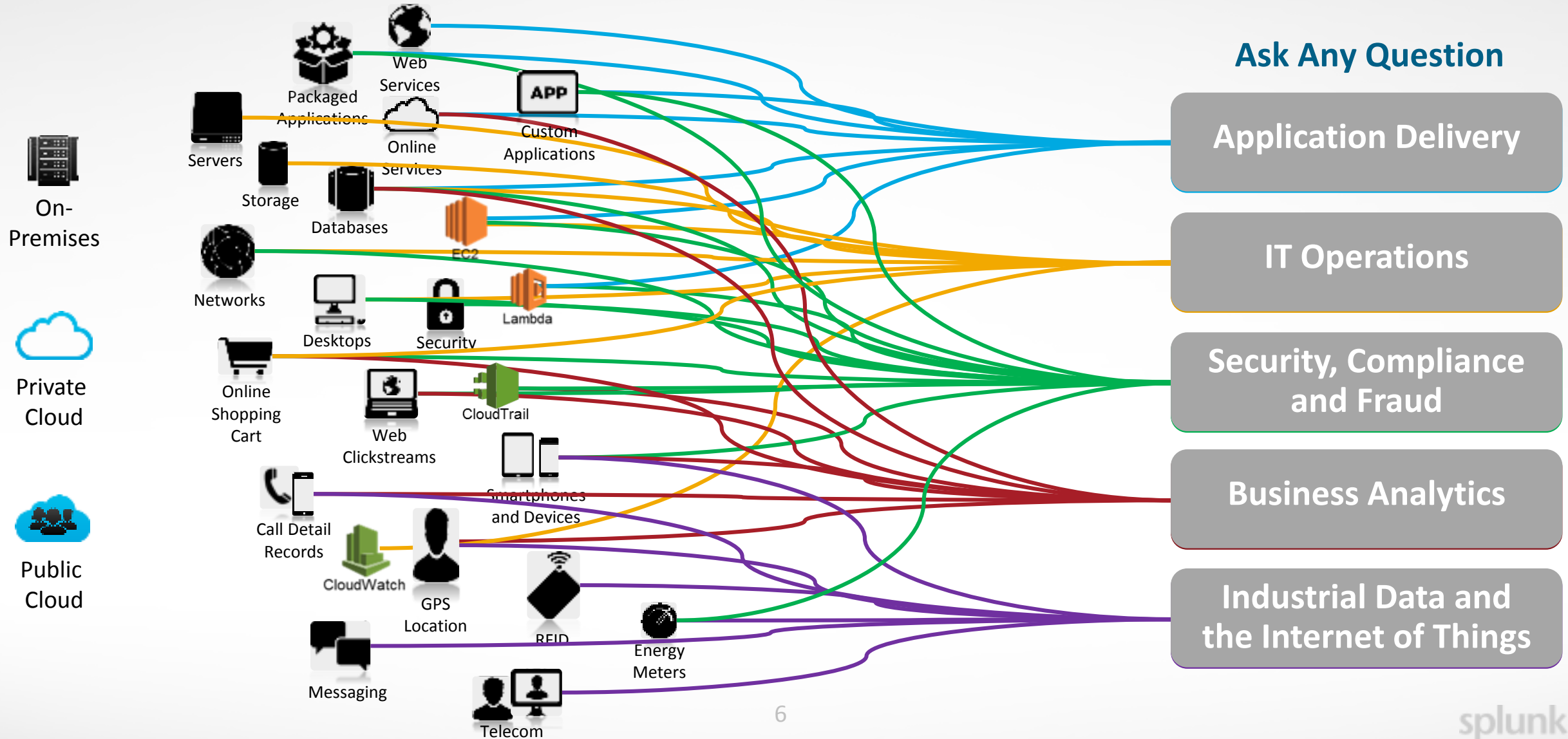
Web/Mobile Banking

Electronic Trading

Loan and Treasury Services

IT Operations and App Performance

splunk>

Turning Machine Data Into Business Value

Index Untapped Data: Any Source, Type, Volume & any Use Case

On-Premises

Private Cloud

Public Cloud

Packaged Applications
Web Services
Servers
Online Services
Custom Applications
Storage
Databases
EC2
Networks
Desktops
Security
Lambda
Online Shopping Cart
CloudTrail
Web Clickstreams
Smartphones and Devices
Call Detail Records
CloudWatch
GPS Location
RFID
Energy Meters
Messaging
Telecom

Ask Any Question

- Application Delivery
- IT Operations
- Security, Compliance and Fraud
- Business Analytics
- Industrial Data and the Internet of Things

6

splunk>

Turning Machine Data Into Business Value

On-Premises · Private Cloud · Public Cloud

Packaged Applications · Web Services · Custom Applications · Servers · Online Services · Storage · Databases · EC2 · Networks · Lambda · Desktops · Security · Online Shopping Cart · CloudTrail · Web Clickstreams · Smartphones and Devices · Call Detail Records · CloudWatch · GPS Location · RFID · Energy Meters · Messaging · Telecom

Different people,
Asking different questions,
All using the SAME Data

splunk>

Splunk>
becomes the
Data Fabric Platform
for multiple use cases

Ask Any Question

- Application Delivery
- IT Operations
- Security, Compliance and Fraud
- Business Analytics
- Industrial Data and the Internet of Things

splunk>

Demo

Over 1,200 Financial Services Customers

Wells Fargo: Monitoring Application Performance

"The benefits we have gained from Splunk include being able to trace transactions across multiple channels, monitor complex flows that touch many systems, and complete scalability."

– *Director, Online Banking Applications*

▸ Centralize and correlate all data; navigate application data efficiently

▸ Help develop and troubleshoot mobile and online banking applications

▸ Visualize attempted sign-ons geographically; minimize unauthorized attempts

splunk> listen to your data®

Northern Trust: Tracking Payments and Business Transactions

> "With Splunk, we bring value to our business community."
>
> – *Director, Transaction Processing Operations*

▸ Able to locate transactions anywhere within the environment

▸ End-to-end view of process flows

▸ Able to monitor system health and troubleshoot abnormal events

splunk> listen to your data®

ING: Greater Customer Insight

"Splunk Enterprise provides answers incredibly fast and we make business decisions based on the insights it provides."

– *Software Administration Expert, ING Bank*

▶ Increased availability of key applications through improved troubleshooting

▶ More accurate and efficient forecasting of required IT systems capacity

▶ Greater insight into customer behavior through real-time monitoring of online journeys

splunk> listen to your data®

Banking Use Case

1. Improve UPI transaction success rate

2. Reduce fraudulent activity

3. Monitor response time of OTP

4. Improve customer experience

5. Improve STP rate

6. Security Analytics

7. Identify delay in processing or settlement

8. Transaction confirmation details

9. Number of transactions processed