

Splunk® at Box®

Operational Visibility Drives Product Innovation
and Customer Experience



"We are not even scratching the surface of what Splunk can do."

TOMAS BARRETO
ENGINEERING MANAGER

OVERVIEW

INDUSTRY

- Cloud Collaboration / Content Sharing

SPLUNK USE CASES

- Application Monitoring
- Application Intelligence
- Dev/Ops Collaboration
- Capacity Planning

BUSINESS IMPACT

- Enhanced customer experience
- Optimized marketing spending
- Real-time insights on product usage
- Enabling product innovation

DATA SOURCES

- Application Logs (PHP web application, Scala backend services, Apache)
- Traffic Management Systems
- External Content Source

WHY SPLUNK

- Agile Reporting, Analytics & Visualization
- Open, Extensible Platform
- Powerful Search / Reporting Language

The Business

Box provides a secure, scalable content sharing and collaboration platform that both users and IT love and adopt, including 82% of the Fortune 500. Box's dynamic, flexible content management solution empowers users to share and access content from anywhere, while providing IT enterprise-grade security and oversight into how content moves within their organizations. Content on Box can also be accessed through mobile applications, and extended to partner applications such as Google Apps, NetSuite and Salesforce. Box is privately-held and backed by leading venture capital firms.

Challenges

To support their rapidly growing, constantly innovating, cloud-based collaboration platform, Box maintains a strict focus on customer satisfaction. Rolling out new product features quickly and efficiently is critical, along with ensuring reliability across its infrastructure. Box clients have come to rely on consistent site availability and fast upload speed, not to mention fast issue resolution. As the company has continued to expand, Box found that its in-house exception monitoring and logging solution had scalability issues, leading to slower response times and a lack of visibility into its key applications. In order to sustain its growth, prepare for the future and continue to provide a superior customer experience, Box needed to enable better collaboration between Dev/Ops and improve its operational insight into service performance and application stability.

Enter Splunk

After initially deploying Splunk to troubleshoot and debug its application logs, Box quickly saw the value of Splunk Enterprise™ software and its machine data for a wider set of use cases. The number and type of users grew rapidly across tech ops, engineering, product teams and marketing. Using Splunk software and their machine data, over 100 Splunk software users at Box have gained new visibility into key application health metrics, the impact of new features on backend services and learned how users were interacting with their platform. As a result, Box has moved toward a more proactive approach to issue resolution and product development, which has improved response times and helped increase customer satisfaction.

To support their growing number of users, Box created IT, business and executive-level dashboards that track key metrics including uploads (success by browser), breakdown of upload and device types and capacity modeling metrics to help them scale their operation. In order to better plan their development resource needs, Box is using Splunk dashboards to gain visibility into mobile app usage and trends. Engineering at Box is also instrumenting their code to generate logs that deliver immediate operational insights they can then visualize in Splunk dashboards.

In addition, Splunk software's real-time monitoring and analytics capabilities have allowed Box to target and optimize marketing campaigns, allocate this spending more efficiently and see immediate results of marketing activity as new product features are released.