Splunk® for Web Intelligence
Gaining Real-time Web Visibility, Analysis and Insights

Web Intelligence—a New Approach to Actionable Insights

Web analytics tools and related technologies provide metrics on website performance, marketing channel effectiveness, user behavior and customer experience. These metrics help businesses drive incremental revenue, improve user engagement and acquire/retain customers. Yet with today’s ever-increasing data volumes and data sources comes a new complexity in keeping track of data and getting valuable metrics and actionable insights from the data. The daunting task of correlating high volume and disparate data sources is causing web analysts to spend more time in data collection, transformation and extraction and less time in strategic analysis for the business.

The Challenge of Keeping Up with Customers

A new class of data is being generated by a wide array of sources such as web servers, machines and systems of all types. This machine-generated data is one of the fastest growing and most pervasive segments of “big data”—generated by websites, applications, servers, networks, mobile devices and the like that organizations rely on every day. It includes clickstream, call logs, social media, RSS feeds, GPS readings, weather data and fleet locators. It contains a record of customer behavior, user transactions, machine behavior, security threats, fraudulent activities and more.

This data is an incredibly valuable resource, but organizations rarely get the value they need from it. Existing web analytics tools and data warehouses are simply not engineered to handle this type of high-volume, variable and dynamic data.

Since customers can interact with your product or company in multiple ways (website, mobile, social, etc.), the amount of data generated from these channels is enormous. Additionally, the data from each source varies—part of the dataset might be completely unstructured, while part might be semi-structured. Combining these disparate data sources through traditional web analytics tools or business intelligence solutions can prove challenging. Part of the challenge is technology (scaling, bringing structure to the data, real-time reporting, etc.) and part of the challenge is cost (moving large data sets to or from third-party providers). The complexity increases significantly for organizations that are looking to create segmentation on the fly and optimize user experience using real-time insights into the data.

Web Analytics and Operational Intelligence

Whether it is structured or unstructured data, Splunk can mash it up with other business data for complete real-time visibility and Operational Intelligence. From your customer behavior and usage statistics to security readiness and operational analytics, Splunk makes data accessible, usable and valuable and provides new levels of visibility and insight for IT and the business.

Monitor the success of new online services in real time, reconcile third-party service provider fees against actual use, find your heaviest users and heaviest abusers and more using Splunk. Machine generated data captures virtually every behavior, so the possibilities are game changing. With Splunk you can get this intelligence dramatically faster—measured in just hours or days instead of many months.

The following unique capabilities of Splunk are fundamental to harnessing your clickstream and machine generated data:

- Real-time visibility—search, correlate and monitor live events as they occur across your online ecosystem.
- High-performance search and navigation—find what you’re looking for anywhere in your environment quickly and easily. Search across billions of events in seconds on a single commodity server. Splunk scales to the largest of data volumes.
- Powerful historical analytics—analyze important trends, statistics and metrics about nearly any aspect of behavior. Custom dashboards help you to analyze the behavior of your customers, users, transactions, applications, web servers, app servers and networks.
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Splunk captures a full scope of your clickstream and machine generated data so you can focus on what’s important. Here are but a few examples of how customers are using Splunk to gain unprecedented visibility and insight for your organization.

Optimizing User Experience

Many organizations spend a tremendous amount of money and resources in acquiring customers and retaining customers through marketing campaigns. Data-driven organizations have realized the importance of providing a consistent and compelling user experience that engages customers and enables them to take action on a given website. Splunk lets you analyze data in real-time at the user and session level and create customer segments on the fly. Understand specific online shopping patterns, quickly find problems with e-commerce sites, correlate
poor customer experience and lost revenue to network latencies and find out why consumers are dropping off the site before revenue-generating advertisements are served. A number of customers also use Splunk to monitor product changes in real-time—both for removing bottlenecks in the user experience and to identify opportunities for incremental revenue.

**Comprehensive Web Analytics**

Splunk offers server-side data capture and can enable client-side data capture for your website. This unique visibility provides a full picture behind the variance or similarity of the transactions, opportunities and interactions across your site. Splunk lets you analyze real-time and historical data and provides an easy-to-use interface for creating dashboards and reports so you can visualize your data.

A large US-based public media company with nearly 10 million online subscribers had no way to measure the popularity of their streaming web programs. The company needed to answer questions like: “When were different assets streamed?” and “How many were concurrent?” They deployed Splunk and achieved comprehensive visibility and intelligence beyond just their websites. For the first time they were able to gain a deeper understanding of their assets and reconcile their royalty payments and measure their abandonment rates.

“After 6 months of effort with a leading web analytics company, we turned to Splunk to give us the business reports about our web-based digital assets that we needed.”

Sondra Russell Sr. Digital Analyst, National Public Radio

**Trending Analysis**

Edmunds Inc. publishes four websites that empower, engage and educate automotive consumers, enthusiasts and insiders. They were however spending too much effort on disparate analysis and not enough time answering questions that could impact the business. They had limited visibility across their website properties. While each web property was being monitored separately, which was great for single point analysis, Edmunds lacked a holistic and comprehensive view. The company deployed Splunk to deliver operational insights for investigating root cause analysis and to enhance troubleshooting. They now also use Splunk and their IT data to analyze longer-term trends and capture and identify new customer behavior.

“Our Splunk dashboards provide both real-time and historical trending data we use to make the decisions that impact revenue.”

John Martin Senior Director, Application Operations

**End-to-end Visibility**

Splunk was developed to solve a major IT data problem and provide end-to-end visibility across the entire IT environment—including all the systems that run the business and drive customer experience. The team at Macy’s.com manages some of the world’s highest-grossing retail websites, with online sales in excess of $1/billion per year. After experiencing outages for 6 consecutive holiday seasons Macy’s turned to Splunk.

“The money we’ve spent on licensing Splunk, we’ve captured back over and over again. We’ll spend two or three minutes using Splunk, versus five or six hours before.”

Camille Balt, Senior Analyst, Architecture Team

Macy’s subsequently achieved end-to-end real-time visibility across their online properties and delivered a premier customer experience. Not only has Macy’s seen no holiday downtime since introducing Splunk (in spite of a 50% increase in site traffic), they provide new levels of operational visibility for IT and the business.

With robust web analytics businesses can enhance their offerings, optimize customer experience and multiply incremental revenue opportunities. Click-stream analysis and user behavior impacts product design. Fraud detection and abuse monitoring protects the business. Trending reports and data drill-down capabilities helps you to optimize your business and improve IT infrastructure performance.

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<tr>
<th>Splunk Capabilities</th>
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<tr>
<td><strong>Index All Types of Data Formats:</strong> Splunk indexes virtually any data and data format across your infrastructure in real time.</td>
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<tr>
<td><strong>Ad hoc Search and Investigate:</strong> Search terabytes of historical data and live streaming data using the powerful Splunk search language.</td>
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<tr>
<td><strong>Monitor and Alert:</strong> Monitor your data for patterns, breakout trends or specific events and turn these into proactive alerts.</td>
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<td><strong>Report and Analysis:</strong> Build powerful reports in minutes, visualize your data, perform statistical analysis, spot trends and share your reports.</td>
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<td><strong>Custom Dashboards:</strong> Create custom dashboards in a few clicks, integrate multiple charts and views of your data for needs of different users.</td>
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<td><strong>Advanced Visualization:</strong> Integrate maps and more complex visualizations within Splunk dashboards.</td>
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<td><strong>Role-based Access:</strong> Provide secure, role-based access controls to anyone in your organization.</td>
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<td><strong>External Lookups:</strong> Enrich your results by performing lookups to external databases and other systems.</td>
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<td><strong>Massive, Linear Scalability:</strong> Scale Splunk linearly across commodity servers to support the largest of data volumes.</td>
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**Free Download**

Download Splunk for free. You’ll get a Splunk Enterprise license for 60 days and you can index up to 500 megabytes of data per day. You can convert to a perpetual Free license or purchase an Enterprise license by contacting sales@splunk.com.