Splunk for Retail Store Reliability

Maximize in-store experience with digital service intelligence

Key Benefits

- **Optimize store operations:** Improve overall performance and the health of store infrastructure, digital devices and retail applications to deliver the best customer experience.

- **Empower in-store associate:** Ensure applications and devices work as expected to improve staffing models, checkout flow, omnichannel fulfillment, loss prevention and the associate experience.

- **Enable actionable intelligence:** Create dynamic dashboards that combine in-store technology health with operational data and business KPIs to communicate impact on business and customer satisfaction.

Customers expect a consistent, connected and frictionless experience across digital and physical store touchpoints. Leading retailers have been combining their store networks with the right technology platforms to fulfill orders faster while offering new delivery options customers love, such as "buy online pickup in store" (BOPIS) or curbside. Today, retailers are extending these omnichannel capabilities to in-store technologies for smarter marketing, merchandising, and personalized customer service.

With omnichannel capabilities and in-store technologies increasing in complexity, digital business leaders and store operations teams must continuously monitor and mature their digital store ecosystems to optimize store operations, empower in-store associates, and enable real-time actions.

Splunk provides retailers full health and performance visibility of their store operations with data — from in-store infrastructure, Point of Sale (POS), payment gateways and associate devices to retail applications — to deliver the best customer experience. Splunk's Data-to-Everything™ Platform applies machine learning capabilities to your data to quickly detect service anomalies, identify the root cause of problems that arise and pinpoint areas of service degradation. This allows retailers to optimize service delivery performance, improve service health and gain back time for business differentiators.
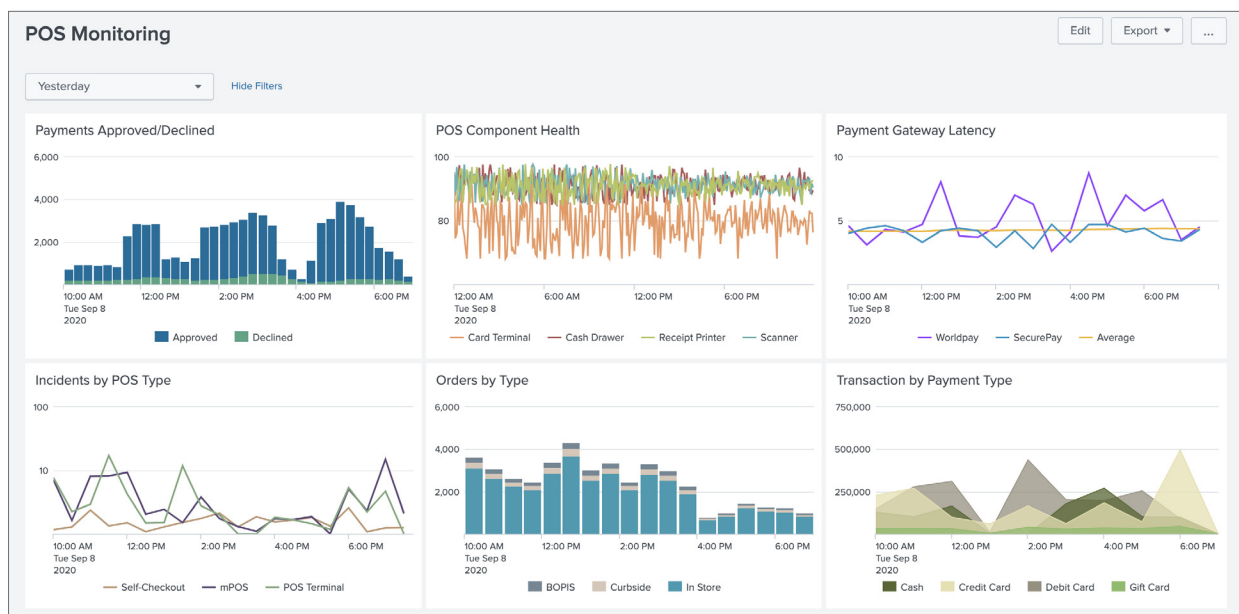
Increase Store Productivity and Reliability

Retail operations teams are leveraging existing and emerging in-store technologies to improve productivity while better serving their customers. POS systems, handheld devices and applications, payment processing services, order management systems, wired and wireless networks, surveillance cameras, kiosks, digital signage, Internet of Things (IoT) sensors and more are essential to providing the level of service and quality of frictionless retail experiences that customers come to expect.

Consumers expect to find the information or digital services they want in-aisle, via their mobile devices — whether it's validating the prices and product information they find in-store or buying from your website for in-store or curbside pickup. Retailers must adapt to ever-evolving consumer behaviors and shifting expectations.

To ensure store reliability and proactively identify issues in retail systems, retail store operations and IT teams require a comprehensive view of their store technologies and services, as well as the ability to drill down to a particular location, network, device type, software version or individual endpoint to determine the root cause faster. As new technologies are deployed and digital services become more critical, careful monitoring of store infrastructure and application health can also help leadership prioritize areas for upgrades or further investment.

Empower In-Store Associates With Access to Data

In-store digital technologies benefit both customers and associates. With digital devices, store associates can create more valuable customer engagements by performing tasks such as ordering out-of-stock items or providing personalized product recommendations in real time. Workforce management systems allow associates to reallocate their time to engage with customers in a high-touch category or notify associates of more urgent tasks. Additionally, video analytics are used for loss prevention and to ensure safe shopping spaces by monitoring live occupancy metrics.

Retailers are investing in multiple omnichannel services with the physical store being central to the fulfillment portion of the experience. This means that as soon as an order is placed online, a store associate at the

Brick-and-Mortar Store Reliability

POS Monitoring

Mobile Device Monitoring

Store Infrastructure and IoT Health

splunk>

Retail Application Performance

Customer Journey
Shopping analytics
In-aisle shopping
Omnichannel fulfillment
Digital marketing
Visual merchandising

Associate Experience
Inventory management
Workforce management
Customer engagement
Mobile POS
Digital service training

Physical and Cyber Security
Loss prevention
Threat mitigation
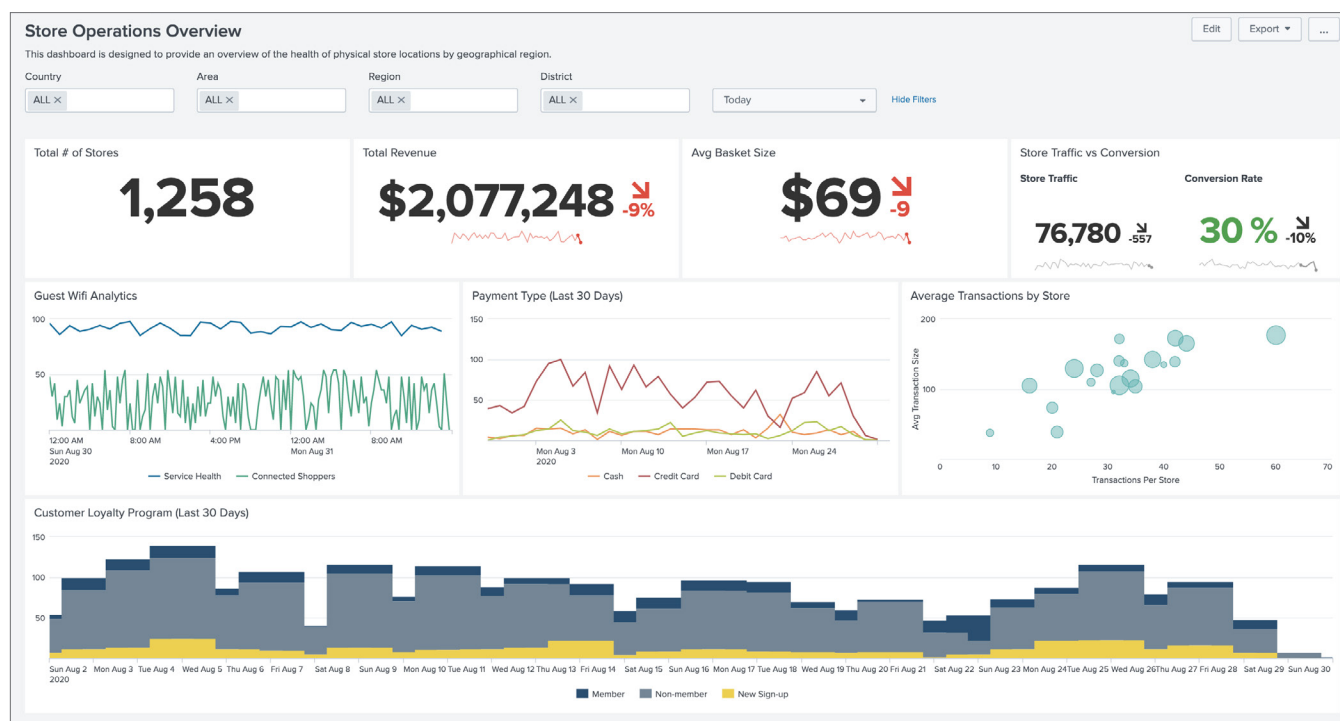Fraud detection
Surveillance and safety

chosen local store can use an app to easily locate, pick and pack the order to hold for the customer. When ready for pick-up, an email, text or in-app notification is sent to the customer letting them know it's ready. Reliable access to data, applications and services are becoming increasingly critical for associates to perform their jobs and serve the customer better.

Enable Real-Time Actions and Increase Business Intelligence

To realize the benefits of digital investments, retailers must continuously monitor and optimize their store ecosystems. Now, you can capture your overall digital service health and measure your business risks such as revenue loss and customer experience impact. This data-driven visibility and context empower retail teams with real-time operational intelligence

over the business, driving faster resolution times and decision making based on facts. Data can also be shared across many departments — from store operations, eCommerce and merchandising to inventory management and logistics — improving team collaboration. This eliminates the common challenges of fragmented data pools, limited service visibility and disconnected processes. In an increasingly complex hybrid-retail landscape, these challenges reduce efficiencies, innovation and growth.

With Splunk, retailers can create dynamic dashboards that combine performance data with business KPIs to understand impact on the business and the customer. Tracking these KPIs enables retail teams to act quickly and stay agile. The faster retail teams can identify and resolve a service issue, the less impact the problem will have on the business and associated KPIs.

Store Operations Overview

This dashboard is designed to provide an overview of the health of physical store locations by geographical region.

Country	Area	Region	District		
ALL ×	ALL ×	ALL ×	ALL ×	Today	Hide Filters

Total # of Stores	Total Revenue	Avg Basket Size	Store Traffic vs Conversion
1,258	$2,077,248 -9%	$69 -9	Store Traffic 76,780 -557	Conversion Rate 30 % -10%

Guest Wifi Analytics

Payment Type (Last 30 Days)

Average Transactions by Store

Customer Loyalty Program (Last 30 Days)

Learn more about Splunk in retail.