



Retailers: Deliver Frictionless Experiences to Omnichannel Customers

Retailers need end-to-end full-stack visibility to confront challenges and seize opportunities

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Splunk for Business Service Insights Is the Modern Data Tools Retailers Need

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Retail has come under immense pressure to consistently innovate and provide greater flexibility to customers. Consider this statistic: in May 2020 there was a **195% increase in buy online and pick up in-store purchases**, according to Forbes. From browsing to payment, to delivery and returns, shoppers expect simplicity and ease across every step of the buying journey.

For retailers, high availability is vital since customers expect digital interactions to just work — for every click, every time. According to Kissmetrics, **47% of online customers expect a website to load in less than 2 seconds, 40% will go to another site after 3 seconds, and more shoppers follow with every passing second.** In short, every second of downtime translates directly to lost revenue.

Ensuring the high level of service and the quality of frictionless retail experiences that customers expect requires reliable infrastructure and applications, ranging from in-store experience and point of sale all the way to ubiquitous eCommerce. It is crucial for retail teams to track, monitor, and analyze interdependent systems to identify, locate and fix issues fast from point of sale all the way across every touchpoint of the business. Splunk and Splunk® IT Service Intelligence (ITSI) gives retailers complete visibility into both their online and in-store systems from IT performance to customer actions and business performance.

“90% of consumers will abandon a shopping session just because it is slow. And when they get frustrated by a slow site they leave, they buy from a competitor, and they likely won’t be coming back to the site.”

Steve Rowen, Managing Partner,
Retail Systems Research (RSR)

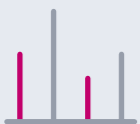
Retail Challenges



Need to identify, locate, and fix issues fast



Complex, interdependent systems



Outages and slow performance lead to lost business

How Splunk Helps



Ensure service reliability by connecting your infrastructure and application metrics to business KPIs in one real-time view



Retail teams can track store reliability and omnichannel operations while monitoring and analyzing point of sale (POS), inventory, pricing and promotion applications, and order management systems



Prevent major incidents that impact the customer experience with machine learning to predict performance degradations and pinpoint root causes

The Advantages of Splunk for Retail

See all of your retail services together with Splunk:



eCommerce Performance & Reliability

Gain greater visibility across digital channels while proactively monitoring web applications and identifying issues before they impact the customer



Order Management Performance

Provide an end-to-end view of digital orders as they move from first click to delivery



POS & Mobile Device Monitoring

Ensure that POS, payment services, and associate mobility health are optimized for the best experience



Digital Service Intelligence

Monitor complex commerce microservices, each customer's unique journey, and overall site performance to predict and prevent service degradations



Store Infrastructure & IoT Health

Monitor and correlate issues quickly to determine the root cause of outages and performance degradation at the store



Retail Application Performance

Improve uptime and reliability of business-critical retail applications including workforce management, training, inventory, replenishment and back-office functions

Next-Generation Monitoring for Better Payment Experiences

Even in the age of digital sales, brick and mortar interactions still play a critical role in the retail experience. This means POS systems are essential components that need to be monitored.

Splunk helps retailers perform proactive, end-to-end monitoring of POS devices to quickly identify errors, and efficiently fix them.

With Splunk, you can:

- **Collect logs and metrics** from all POS systems and peripherals
- **Monitor central POS systems** including transactions between POS terminals and configuration management database (CMDB)
- **Track software and configuration upgrades** on all POS terminals
- **Correlate POS data and connectivity to payment processing networks**
- **Control the quality** of the various software releases

Splunk helps ensure measurable results, including:

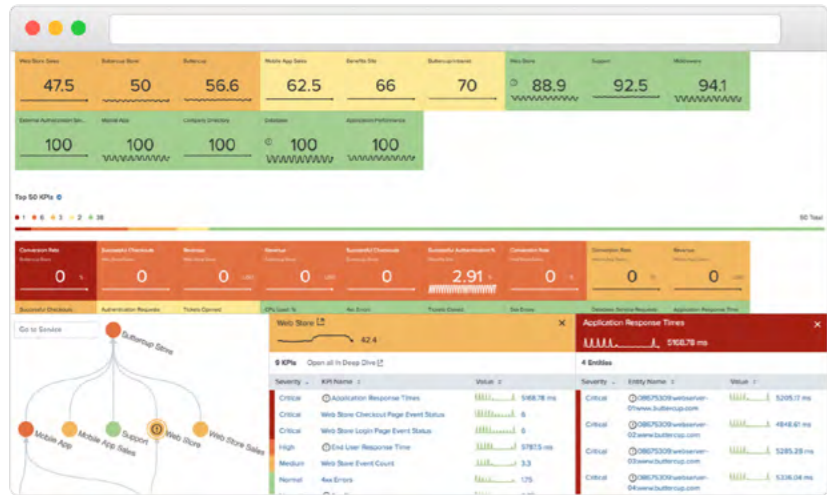
- **Increased customer satisfaction**
- **Increased effectiveness** of the POS support department
- **End-to-end visibility** of POS terminals across geographies
- **Better prioritization** of customer needs for software releases

One Dashboard for Revenue Performance, Business Services and System Health



Analyze service health and drill down into underlying infrastructure, all from one dashboard

Only Splunk's ITSI dashboard provides real-time visibility into the health of retail businesses, underlying applications, supporting infrastructure, and customer service interactions on one unified platform. Utilizing our up-to-the-minute views, incident response teams can quickly pinpoint and address issues before they can cause any customer impact.



Intelligent Health Monitoring for Retailers

The future of retail depends on turning data into doing. In this landscape, high-performing services and applications are critical, and Splunk's solution for business service insights, powered by ITSI, provides the continuous full-stack visibility into the health of operations retailers need. Unlike alternative approaches, Splunk helps retailers intelligently monitor the health of their business services and prevent unplanned issues from turning into lost business.

Mini Case Study – Dell.com and Splunk

As one of the most frequently visited eCommerce sites, Dell.com is a major contributor to Dell Technologies' revenue. But when mere minutes of downtime can potentially cause millions in lost revenue, it's up to the Dell Technologies Site Reliability Engineering (SRE) team to ensure continuous availability. To help them ensure uptime and availability, they introduced Splunk into their data centers. With Splunk, Dell.com was able to:

- **Achieve 99.9% availability** by reducing points of failure and enabling cloud infrastructure
- **Increase observability** for IT and business partners
- **Accurately measure crucial KPIs**
- **Boost revenue** by eliminating human error
- **Reduce Mean Time to Resolve (MTTR)** from hours to minutes

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