

Splunk® at Otto Group

Retail—E-commerce; Digital Intelligence;
Application Management; Operational Intelligence

otto group

“Splunk is an important tool for us to simply and quickly identify, analyze and fix problems such as failures, work processes and delays. Furthermore Splunk helps us with achieving our KPIs through identifying the actual system stability and performance. Splunk is an indispensable tool in our daily work.”

Michael Otremba

Department Manager,
Customer Care Center Software
Development, Otto Group

OVERVIEW

INDUSTRY

- Retail/E-Commerce

SPLUNK USE CASES

- Operational Intelligence
- Application Management
- Business Process Management
- Business Analytics
- Monitoring/Troubleshooting

BUSINESS IMPACT

- Increase in operational efficiency
- Faster & more accurate troubleshooting
- Optimized maintenance; reduced downtime
- Increased satisfaction with GTP (IT service provider)
- Improved testing and system optimization before going into production

DATA SOURCES

- Application & transaction logs from call center software
- Syslog files
- Business operations data
- KPI measurements of end-to-end business workflows

The Business

Founded in 1949, the Otto Group is a worldwide-operating retail and services group that encompasses 123 companies of primary significance and operates in more than 20 countries in Europe, North and South America and Asia. With more than 53,000 employees worldwide, Otto Group is the world's biggest online retailer for fashion and lifestyle products, and the world's second largest web retailer overall. Catalogue business, e-commerce and over-the-counter retail are the three pillars of the Otto Group's multichannel retail strategy.

Challenges

In addition to their online stores and warehouse management, some of the most critical systems at Otto Group which need to be up and running 24/7 are their CRM Call-Center application and the central processing system. The central processing system runs on a distributed and complex infrastructure and processes all customer, product and order information. All 20 Otto Group call centers in Germany, as well as the largest Otto Group web store, comprise this system. Otto Group needed a real-time monitoring solution that could provide operational and digital intelligence across the entire infrastructure.

Enter Splunk

GTP (Group Technology Partner), the IT service provider of the Otto Group, initially deployed Splunk Enterprise in 2008. At that time, GTP was looking for a consolidated monitoring approach to gain insight across their transactional infrastructure (they have a SOA based architecture set-up with databases, application server and client applications). Splunk was initially used as part of the monitoring system for production use. Soon, the 10 GB (per day) license wasn't enough, as GTP realized the full potential of Splunk. In January 2009 they upgraded to a 100 GB (per day) license. The use of Splunk has also been expanded to their development and QA testing environments. Now, in addition to monitoring, GTP is using the software in a Dev/Ops capacity to optimize code, configurations and setups before they go into production. The operations team also uses Splunk for reporting and analytics.

Breakthroughs

Before deploying Splunk, GTP could only monitor exceptions within single call centers. Through utilizing Splunk Enterprise, all 20 of Otto Group's call centers can now be monitored in real time, including 100% of all relevant backend requests. This ability has significantly improved their ability to recognize, identify and solve system errors, often before impacting users. In addition, the time it takes to resolve problems has been significantly reduced, overall downtimes have been decreased and maintenance has been optimized. Thanks to Splunk software, when a call center reports a failure to support, GTP is already aware of the problem. The average time to act on a highlighted issue has now decreased to five minutes.

Introducing Splunk to the development and QA testing teams has increased the speed and ability to launch more stable solutions and set-ups into the production

“By being our central data handler, Splunk makes it possible for us to carry out very fast and high quality analysis of our data. Without Splunk, this would only be possible with more effort and lesser quality. We were able to find and address several problems during the installation phase. Splunk’s integration with other applications enables us to reduce MTTR and improve service quality.”

Jens Ihnow,
*System & Process Manager,
Application Management
Backoffice Systems,
Otto Group*

environment. As a result, the quality of software deployments has improved significantly. Splunk software has also been deployed in network operations at Otto. They are monitoring their switches and internal proxy servers. As an added benefit, Splunk software’s long term data retention helps Otto address German compliance requirements by saving internal proxy server logs for 90 days. Furthermore Splunk offers analysis that wasn’t possible with the previous log management solution. Lastly, Splunk is being used within the Otto Group’s procurement department to monitor the procurement system and provide troubleshooting and analytics.

Splunk has saved the Otto Group valuable resources, because it needs so little configuration. It has helped create increased collaboration between Dev and Ops, streamlining development efforts. GTP has a very complex SOA architecture and Splunk has made multi-system analysis much easier. Finally, Splunk has helped GTP to innovate new ideas that help Otto Group gain operational intelligence across its infrastructure. For example Splunk is being used to create a real-time hourly “Top Seller” list for the customer care center software client and to deliver data for a mobile KPI-App.

Free Download

Download [Splunk](#) for free. You’ll get a Splunk Enterprise 6 license for 60 days and you can index up to 500 megabytes of data per day. After 60 days, or anytime before then, you can convert to a perpetual Free license or purchase an Enterprise license by contacting sales@splunk.com.