

Splunk® for Digital Intelligence

Gaining Real-time Visibility, Analysis and Insights across Digital Channels

Digital Intelligence: A New Approach to Actionable Insights

Traditional digital analytics tools and related technologies primarily focus on providing metrics on items such as marketing channel effectiveness or traffic. These point solutions are unable to meet today's analytics needs, which include deep customer and product understanding across web, mobile and social channels as well as multi-channel usage. A new class of data is being generated by a wide array of sources such as web servers, mobile apps, social media and sensors. This machine-generated data is one of the fastest growing and most pervasive segments of big data, generated by the websites, applications, servers, networks and mobile devices that organizations rely on every day. With today's ever-increasing data volumes and data sources comes a new complexity in getting valuable metrics and actionable insights from data. The daunting task of correlating multiple, high volume and disparate data sources is causing analysts to spend more time in data collection, transformation and extraction and less time in strategic analysis for the business.

The Challenge with Traditional Digital Analytics Tools

User activity and product usage data is an incredibly valuable resource, but organizations rarely get the value they need from it. Customers can interact with your product or brand in multiple ways—website, mobile, social media, etc.—and the amount of data generated via these channels is enormous. Complicating the issue, the data from each source can vary from completely unstructured to semi-structured.

Combining these disparate data sources through traditional web analytics tools or business intelligence solutions can prove challenging. There are technology issues with scaling, working with unstructured data and delivering real-time reports and cost issues when moving large data sets to or from third-party providers.

The challenges are compounded as new types of digital analytics are attempted. Traditional web analytics tools provide analytics based on client side data; however, there are number of meaningful insights in server side data, such as bot activity, assets accessed or server response time. Mobile analytics can provide product managers and mobile app developers insights into product feature usage and engagement, but this data is difficult to capture and process in real time, as traditional methods like tagging are not feasible for capturing mobile app usage data. Web analytics, mobile app usage and activity need a different approach. Batch process oriented tools hinder the ability to provide actionable insights in a timely fashion.

Combining digital data in real time and taking action on it often remains out of reach for organizations. Understanding multi-channel usage and creating a 'digital data fabric' can provide superior customer analytics, leading to better user experience across digital and offline channels.

Operational Intelligence from Digital Data

Splunk Enterprise arms business users and IT with new levels of visibility, analysis and insight. This is called operational intelligence. Whether digital data is structured or unstructured, Splunk Enterprise can mash it up with other business data for complete, real-time visibility and Operational Intelligence. From customer behavior and product usage/engagement to operational analytics, Splunk Enterprise makes data accessible, usable and valuable. Splunk's capabilities are not just limited to providing insights—the platform can also feed content management systems and other relevant systems with input for meaningful actions.

Splunk Enterprise's approach brings client and server side data together for insights that were previously impossible.

- Correlate datasets—Splunk ingests server side weblogs and partners with Tag Management Systems to bring in client side data in real time at a user/session level. Correlate these datasets with IT operations data to reveal the reasons behind any variance and opportunities to further improve user experience
- Improve development—Splunk Enterprise developer framework and available SDKs make it easy to capture user activity and product adoption. Combine mobile data with IT operations data to quickly identify and help resolve bottlenecks
- Monitor services—Monitor the success of new online services in real time, reconcile third-party service provider fees against actual use and find your heaviest users and abusers

By indexing machine-generated data, Splunk Enterprise can provide a full scope of clickstream, mobile app usage and social data so you can focus on what's important. Machine data captures virtually every behavior, so the possibilities are game changing. With Splunk Enterprise you can get this intelligence dramatically faster—measured in just hours or days instead of months.

Customer/Product Analytics

Many organizations spend a tremendous amount of money and resources in acquiring 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 or mobile app. Splunk Enterprise lets you analyze data in real time at the user and session level and create customer segments on-the-fly. This can help you understand specific online shopping patterns, quickly find problems with websites or mobile apps, and correlate poor customer experience and lost revenue to network latencies, so you can understand why visitors bail out before revenue-generating advertisements are served. A number of customers also use Splunk Enterprise to monitor product changes in real time to remove bottlenecks in the user experience and to identify opportunities for incremental revenue.

Understanding Web Behavior in Real Time

Tesco.com is the e-commerce arm of Tesco PLC, a British multinational grocery and general merchandise retailer that operates across the globe. Tesco developers and business/web analysts needed a better understanding of what products and website features customers were engaging and what pathways resulted in the highest lead conversions. Splunk Enterprise is helping Tesco understand and optimize web behavior in real time by assisting in analytics with grocery, direct and international businesses in all regions. The company is using Splunk Enterprise to map process flows and provide visual representation of transactions in dashboards with associated alerts.

An emerging E-commerce company that specializes in selling children's clothing, uses Splunk Enterprise for optimizing its online user experience in real time and to monitor site conversion as new pages and products launch. Correlating the clickstream data with IT operations data has helped improve site uptime and resulted in an improved user experience and higher revenue.

Improving Mobile App User Experience

With the increasing use of mobile and tablets, organizations are struggling to understand how users interact and engage with various features within mobile apps. There is limited understanding of product experience and the reasons for any variance. Mobile SDKs and developer framework make it easy to collect and analyze mobile usage data. Additionally, the ability to correlate mobile app data with IT operations data provides insights that were not possible before.

Splunk in Action: Mobile App Intelligence at Large Payroll and Benefits Provider

With over 600,000 clients, this large payroll and benefits provider is one of the world's top providers of business outsourcing solutions. Their industry-leading mobile app is built to engage, connect and empower employees, managers and other users. Splunk Enterprise provides unified views of disparate data sources in real time across the organization. Product teams use Splunk Enterprise to understand their mobile app feature adoption, usage and user engagement. Deep insights into device level usage and engagement, correlation of hardware utilization with usage patterns and app performance make it easy to measure and optimize the user experience.

Splunk Enterprise is also used by operations and support teams for mobile app uptime and to resolve customer issues using machine data from a variety of systems.

Multi-channel Analytics

Organizations are increasingly facing the need to understand user interactions and engagement across multiple channels in a timely fashion. Stitching data from all these channels is difficult with traditional tools. Splunk's unique capability to ingest and correlate multiple datasets with real-time analytics helps address the needs of multi-channel analytics. You can create a digital data fabric by combining data from all the digital channels.

The world's largest retailers, social networking companies, telecoms and banks rely on Splunk and machine-generated data to move their businesses forward. Robust digital intelligence can help businesses enhance their offerings, optimize customer experience and multiply incremental revenue opportunities.

Splunk Enterprise helps you get the answers you need in real time, even for sites generating terabytes of data a day. Use Splunk Enterprise to provide real-time insights into the trends and behaviors of your customers and products across all your digital assets and channels.

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

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.