splunk> listen to your data™

SOLUTIONS GUIDE

Splunk for Telcos

Using Operational Intelligence to Drive Better IT and Business Results

The Challenge for Today's Telcos

For telecommunications (telco) companies, your network, infrastructure and applications represent the critical backbone of your organization. The need to deliver cutting-edge services, reduce customer churn, provide superior customer experience and optimize costs requires that you to get the most out of your technology investments.

You need an agile infrastructure to stay ahead of the competition along with the ability to identify and eliminate bottlenecks across business processes like order management, service assurance and provisioning. The rapid delivery of next-generation mobile and data services is a necessity. You also need critical insight into business and IT metrics to make better decisions.

Today, machine data represents a large, untapped opportunity for savvy telcos looking to address these priorities.

Telco networks, infrastructure, applications, servers and consumer devices generate a huge volume of logs, messages, traps and metrics—machine data that can provide tremendous value for business and IT. It can help drive revenues, improve operations, accelerate innovation and mitigate risk. Yet, few companies effectively harness the value of their machine data.

Over time, IT has developed as "silos" of systems, focused on specific technologies, functions, departments, or groups of systems and people. IT ends up being managed as silos, with narrow, focused tools that provide a limited view of what's really going on across the infrastructure and processes.

Splunk Enterprise helps you break down IT silos and provides visibility into machine data across your entire infrastructure and processes to drive business and IT results.

Splunk Delivers Insight into Any Machine Data

Splunk is the engine for machine data. Splunk can read data from just about any source imaginable, such as networks, web servers, call detail records (CDRs), service delivery platforms, custom applications, application servers, GPS systems, social media and databases.

Splunk delivers real-time understanding of what's happening and deep analysis of what's happened across your processes, IT systems and infrastructure. It uses your untapped machine data to identify problems, risks and opportunities and drive better decisions for IT and the business.

Typical use cases for Splunk include application management, IT operations management, security and compliance and business analytics. Leading telcos are using Splunk in many different ways to effectively benefit from machine data and create a competitive advantage for their business.

"Splunk customers include 8 out of 10 world's largest telecommunications companies."

Enhancing Customer Service and Experience

Splunk gives telcos in-depth insight into key issues and metrics across their applications and IT infrastructure. A leading European telco is using Splunk to index, search and analyze data across their entire service delivery platform that spans applications, servers and network. With Splunk, they can easily perform end-to-end transaction tracking across the entire platform to reduce mean time to resolution (MTTR) and increase first call resolution rates. The end result is significant customer service improvements leading to lower churn.

vodafone

"Splunk reduced our escalations by 90% and problem resolution time by 67%."

Vodafone

Detecting Network Abusers and Fraud

Network fraud is huge problem for telcos, often resulting in millions of dollars in lost profits while causing undue strain on the network. Splunk can help detect patterns and fraudulent activity as it occurs by correlating machine data across various sources. A leading North American telco uses Splunk to index data from firewalls, intrusion detection systems (IDS) and web servers. They now use Splunk to correlate data across such sources to identify network abusers and take corrective action—plugging a key source of lost revenues.

SaskTel

"Splunk is the one place we go to find our heaviest 'users' and heaviest 'abusers'. Within the first month we terminated enough rate plan abusers to pay for Splunk."

SaskTel

Next-Gen Content Delivery & Network Visibility

Telcos are increasingly focusing on next generation content delivery networks to deliver innovative multimedia services to end customers. For example, a Splunk telco customer in Asia is indexing machine data across the network and devices (mobile devices, computers, set-top boxes) to improve the efficiency and productivity of their network. The company now has real-time visibility into network performance issues, most downloaded content and popular requests. These insights have helped them improve content quality while ensuring optimal network performance.

"With Splunk, we can trace business transactions across the infrastructure, monitoring user activations by the minute, by channel, by market."

Cricket Communications

Ensuring Security and Compliance

Telcos are particularly vulnerable to security threats, considering the sheer number of users they serve across different delivery channels. Security threats can happen quickly and start anywhere across the IT infrastructure. Splunk collects and indexes all machine data to enable end-to-end situational awareness. It supports ad-hoc reporting and real-time monitoring of incidents and attacks, which helps security teams move from being reactive to more proactive.

Telcos are also subject to various regulations such as PCI and Sarbanes-Oxley. Splunk effectively supports the data collection, auditing, data storage and visibility requirements of these regulations. With Splunk, telcos can ensure cost-effective security and compliance posture to best mitigate business risk.

"Splunk not only gives you compliance with key PCI requirements, but it lets you demonstrate compliance quickly and easily across all PCI-mandated controls."

A leading North American telco

Analytic Insight for Mobile and Voice Data

Terabytes of machine data are generated from the massive volumes of customer interactions related to use of data, voice and gaming services. Data such as call detail records (CDRs), clickstream data and multi-media messaging service (MMS) records can provide valuable insight. A leading telco in Taiwan is using Splunk to index such machine data to track key metrics that include mobile portal visits, popular content, website traffic and ad performance. These insights are helping the company significantly improve customer experience while driving higher revenues for the business.

"Splunk provided us visibility into data sources that we did not have access to...You've got to have Splunk."

T-Mobile

Splunk Delivers Rapid Time to Value

Splunk has been architected to deliver rapid time to value. Unlike traditional enterprise software solutions, Splunk can be installed in minutes and is available as a free download. In addition, Splunkbase provides a growing repository of applications that run on core Splunk technology. These applications include pre-built metrics, reports and dashboards. They can be deployed rapidly to augment core Splunk capabilities, further accelerating time to value. Examples of apps on Splunkbase include the Splunk App for F5, the Splunk App for BlueCoat and the Splunk App for Cisco.

Machine Data Insight = Competitive Advantage for Telcos

The use cases described here highlight just a few areas where telcos are realizing significant value from Splunk and delivering compelling business results. Telcos that are able to effectively harness the power of their machine data are at a distinct competitive advantage, whether for improving customer experience, accelerating innovation, streamlining operations or optimizing costs.

Download Splunk for free today. Contact us and let us know how we can help you.

Key Splunk Features:

- Index data from virtually any format or source
- Conduct root cause analysis, monitoring or reporting across IT silos
- Create highly flexible dashboards for IT and business users alike
- Adapt to change with a schema-less approach; doesn't drop or ignore new or unexpected data
- Scale as needed—index terabytes of data per day

Getting Started with Splunk:

- Free download, installs in minutes
- Start small and grow over time—reduce risk while proving value
- Realize value in days, not months or years

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. 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.

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