

# Using the Splunk ODBC Driver

Unlock the Value of Machine Data Insights to All Users

## HIGHLIGHTS

- Make it easier for business users to gain machine data insights
- Correlate machine data with other structured data sources for advanced business analytics
- Leverage familiar interactive visual capabilities to gain new insights from machine data in Splunk Enterprise

## Gain New Business Insights

Splunk Enterprise, the industry-leading platform for collecting and analyzing machine data, has been adopted by organizations across the globe to drive service uptime, identify threats, prevent cybersecurity attacks and gain new business insights.

Business analysts and BI managers are experts at providing analytics to the business, but how do you enable business users to explore machine data with the tools they know?

## The Splunk ODBC Driver

The Splunk ODBC Driver provides industry-standard connectivity between Splunk Enterprise and third-party analytics tools, such as Microsoft Excel®, Tableau Desktop and Microstrategy Analytics Desktop. Now business users can gain dynamic access to valuable machine data and combine it with other data in the organization, delivering new, powerful visibility and insights.

For example, marketing analysts using the Splunk ODBC Driver can now easily track download conversion. They can analyze machine data from web servers, indexed in Splunk Enterprise, to understand top referrers and the path users take to request and download a trial. Analysts can easily correlate this data with other structured marketing data to get a complete picture of how users convert into customers. Non-technical users can gain all these new business insights easily all within the environment of their choice.

Business analysts can also leverage the Splunk ODBC Driver to understand customer behavior and deliver superior customer experience. Use Splunk Enterprise to analyze clickstream data and machine data from web server logs to represent customer activity, and correlate this data with structured data like order history or call center data. In this way, business analysts can get a complete picture of customer interactions with the organization.

## Benefits

**Industry-Standard Connectivity:** Retrieve data from Splunk Enterprise with existing business applications using standard ODBC-based connectivity. With just a few clicks, customers can easily install the Splunk ODBC Driver with a wizard-driven installer. Once installed, customers can use ODBC-compliant applications to connect directly with Splunk Enterprise.

As users perform interactive drag-and-drop operations in their environment of choice, the Splunk ODBC Driver translates these actions into the Splunk Search Processing Language (SPL™). The Splunk ODBC Driver delivers high performance and a rich interactive experience to the end user. It is certified for Microsoft Excel, Tableau Desktop and Microstrategy Analytics Desktop.

**Role-Based Access:** Leverage role-based controls to manage access to sensitive machine data. The Splunk ODBC Driver respects any role-based access privileges defined in Splunk Enterprise. This enables companies to securely manage access to machine data and ensure that users cannot acquire sensitive data that they are not authorized to attain.

**Machine Data Isolation:** The Splunk ODBC Driver uses saved searches and data models in Splunk Enterprise to read machine data, so only this data is accessible for consumption. With the Splunk ODBC Driver, users cannot access the raw data that is indexed in Splunk Enterprise. The ability to access saved searches and data models provides an additional layer of security.

**Machine Data Integrity:** The driver provides read-only connectivity to Splunk Enterprise, ensuring that users cannot accidentally delete or modify the raw underlying data. This capability is especially beneficial for security- and compliance-related applications.

## How it Works

Figure 1 illustrates how the Splunk ODBC Driver integrates with Splunk Enterprise. It also includes a simple workflow of how business users can work with Splunk administrators to gain new business insights in the environment of their choice.

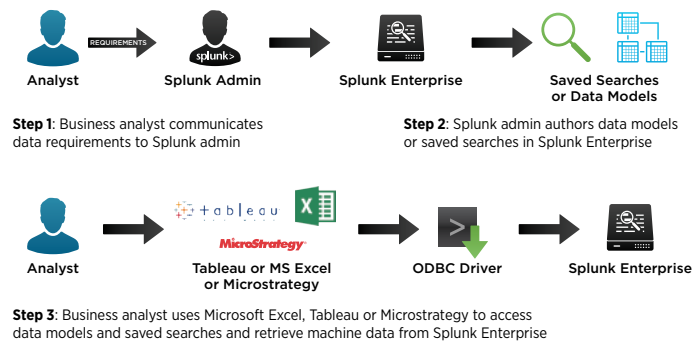


Figure 1: How business users can gain new insights from machine data using the Splunk ODBC Driver.

## Product Requirements

The ODBC Driver is supported on the following Microsoft® Windows® operating systems: Windows 7, Windows 8.x, Windows Server 2008 R2, Windows Server 2012, and Windows Server 2012 R2. The driver requires Splunk Enterprise 5.x or Splunk Enterprise 6.x.

### Supported Third-Party Tools

- Microsoft Excel 2010
- Microsoft Excel 2011
- Tableau Desktop 8.x
- Microstrategy Analytics Desktop 9.4.1 and above

## Summary

The Splunk ODBC Driver enables non-technical users to gain valuable, new business insights from machine data in Splunk Enterprise. Business users gain direct access to machine data, and can explore, visualize and analyze this data in an environment with which they are familiar. Role-based access control and data isolation via saved searches or data models within Splunk Enterprise ensure that users can only access authorized data.

## 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](mailto:sales@splunk.com).

## Try Out the App, It's Free!

Download the Splunk ODBC Driver from [apps.splunk.com](http://apps.splunk.com) and get started today!