

AAA Western and Central New York

AAA Western and Central New York (AAA WCNY) is part of a federation of not-for-profit motor clubs throughout North America, providing members with around-the-clock automotive services, roadside assistance, travel agency, auto, home, life insurance and financial services.



Business Challenge:

AAA WCNY lacked the visibility into its data to ensure superior customer experience through all of its service channels. Additionally, this lack of data visibility impacted its ability to safeguard members' personal and financial information. This safeguarding is key to maintaining strict Payment Card Industry (PCI) regulatory compliance.

Splunk Solution:

With Splunk Cloud, AAA WCNY learned that its data held valuable insights into its business and helped it to achieve its mission of providing a superior customer experience. The insights and efficiencies gained from Splunk Cloud enabled the organization to focus on serving members, rather than on operating infrastructure, while also helping it improve its network and physical security posture and enhancing its PCI compliance.

Business Value Realized:

"Splunk Cloud opened our eyes to the tremendous value we can extract from our data, and we are thrilled that every new use case brings significant unexpected value...We're building a long-term strategy with our Splunk platform because the possibilities for gaining insight from our data are endless."

- Frank D'Arrigo, Director of Technology, AAA Western and Central New York.

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