ING Bank Śląski S.A. Enables Real-Time Business Decisions With Greater Customer Insight

Executive summary

ING Bank Śląski S.A., a member of the ING Group, aims to develop and strengthen its position in the Polish banking sector by providing integrated financial services while remaining a customer-oriented bank. This strategy relies on a number of factors, including cooperation with the ING Group, the use of modern technology, expansion of distribution channels and providing top quality service. The bank wanted to gain real-time visibility into its operations and performance, while enhancing its business analytics. Since deploying Splunk Enterprise, ING Bank Śląski S.A. has seen many benefits, including:

- Greater application availability
- Faster troubleshooting
- Improved insight into customer behavior

Why Splunk

Customers of ING Bank Śląski S.A. have access to the bank's services 24 hours a day, seven days a week. The bank also offers an online banking service, ING BankOnLine, which provides direct and fast access to ING accounts over the Internet, for both individual clients and businesses. ING Bank Śląski S.A.'s IT unit is responsible for providing IT services for the entire bank, which includes maintaining over 200 business applications, of which 20 are mission critical. The IT department needed real-time insight into application performance in order to spot any potential issues to keep these applications running 24/7, with a minimum 99 percent uptime. ING Bank Śląski S.A. chose Splunk Enterprise for its fast time to value and agile analytics and reporting functionality.

Industry
- Financial services

Splunk Use Cases
- Application delivery
- Business analytics
- IT operations

Challenges
- Providing seamless IT services for an entire organization
- Maintain 200 business applications, including 20 mission critical
- Needed real-time insight into application performance

Business Impact
- Increased availability of key applications through improved troubleshooting
- More accurate and efficient forecasting of IT systems capacity
- Greater insight into customer behavior through real-time monitoring of their online journey
- Ability to make better business decisions in real time

Data Sources
- Web application logs
- Mobile application logs

Splunk Products
- Splunk Enterprise

Seamless monitoring and troubleshooting lead to improved uptime

Splunk Enterprise is now used at ING Bank Śląski S.A. by the IT team for application management, which includes monitoring systems for any failures that could result in the unavailability of key business applications. If something goes wrong, Splunk software automatically sends out an alert to notify the appropriate authority and activate the necessary support. Thanks to this improved troubleshooting, the IT team has real-time insight into application performance and can proactively address any potential issues. In addition, the IT team is using Splunk software to monitor the status of all the IT systems and forecast occupancy disk resources.

Making business decisions in real time

The business unit at ING Bank Śląski S.A. also uses Splunk Enterprise, but for business analytics and customer insight. By indexing logs from web and mobile applications, the bank can now see—in real time—which pages within the ING BankOnLine service customers are visiting. This data can also be exported in a range of formats, from Excel spreadsheets to interactive dashboards. The business unit uses this insight to make business decisions, such as tailored product offerings and other marketing activities.

> **"Splunk Enterprise provides answers incredibly fast and we make business decisions based on the insights it provides."**
>
> **Software Administration Expert**
> ING Bank Śląski S.A.

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