

Keeping Up With The New Era of Retail

As customer expectations evolve, **retailers must adapt.**

Having the ability to interact with customers and diverse shopping behaviors is a retailer's greatest competitive advantage. While omnichannel retail brings new opportunities to increase customer satisfaction, retailers are challenged with delivering reliable and secure experiences across channels. Splunk gives retailers data insights to mature security, enhance store performance, improve eCommerce reliability, and increase sales.

By 2026,
customer journey
analytics are expected
to grow to nearly

\$25.93
Billion¹

The Digital-First Customer

Today's shoppers expect a streamlined and frictionless experience that just works.



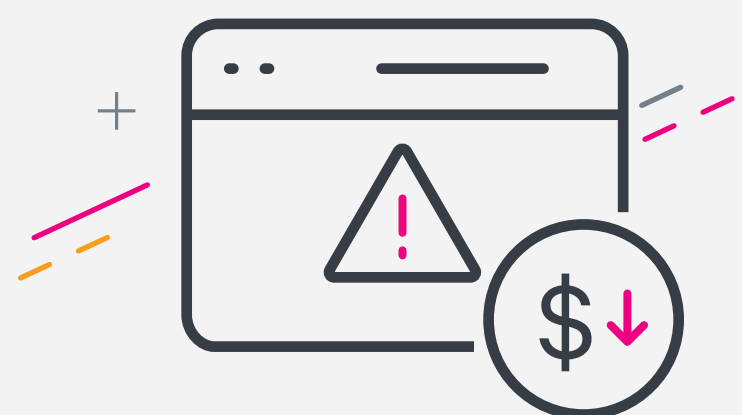
47% of online customers expect a website to load in under 2 seconds.

91% of respondents said they had left a website because it was too slow.

30% of shoppers said they would think twice before using that retailer again.

Even small disruptions lead to serious loss.

Walmart loses around \$40k of revenue for every minute of downtime on its website.²



Do You Know the Value of Your Data?

Data equals dollars in retail but not all companies are realizing the full potential of their eCommerce data

79%

of retailers agree they will be disrupted if they cannot improve their ability to use data to better customize products and offers to customers.

53%

of retailers say they have used data to improve customer data security.

47%

of retailers say they are reducing their cyber threat risk with data.



Retail has remained strong...

Despite market uncertainties, e-commerce is up 25% since the beginning of March.



...but cybercrime persists.

Online credit card skimming has increased by 26% in March alone, according to Malwarebytes.

Digital Problems Need Data-Driven Solutions

Splunk is leveraging data and analytics to respond to the ever-evolving threats and issues faced by modern retailers.

Solving Issues Faster at Tesco.com

With Splunk, Tesco.com has benefited from a 50% decrease in escalations, a 30+ hour weekly reduction in troubleshooting and support time, and application development cycle acceleration of up to 30%.

Discover how your business can unlock and maximize the value of your data.

[Learn More](#)

¹PSFK Report: Omnichannel Optimization

²Walmart stands to lose \$20k every second it's down. How do other retailers fare?