

Splunk® at Hostworks

Gaining Web and Operational Intelligence



“Splunk is a major component of our Analytics product that provides customers with real-time web intelligence and online user metrics.”

ADRIAN BRITTON
*General Manager of
 Technology, Strategy and
 Innovation*

OVERVIEW

INDUSTRY

- Managed Services Provider that Specializes in Online and Digital Media

SPLUNK USE CASES

- Web Intelligence
- IT Operations
- Application Management
- Security and PCI Compliance

BUSINESS IMPACT

- Provides Customers with Real-time Web Intelligence
- Streams Real-time Mentions in Social Media to Television Broadcast Shows

DATA SOURCES

- Web Logs
- Network Probes
- Traffic Management Systems
- Database
- Application Log
- API Integration
- Social Media (Facebook, Twitter)
- Web Page Content
- External Content Source

WHY SPLUNK

- Universal Data Engine
- Agile Reporting, Analytics & Visualization
- Powerful Search / Reporting Language

The Business

As a market leader in solutions for the online and digital media industry in Australia, Hostworks specializes in the provision of online, rich media and digital media managed services. Hostworks delivers services and solutions via multiple datacenters across Australia to broadcasters, radio stations and corporate media organizations and provides online services to the most prominent online brands within Australia.

Founded in 1999, Hostworks managed services include high bandwidth website content delivery services, dedicated server hosting, cloud hosting and managed IT services. Customer segments include federal and state government, finance, retail, manufacturing and service sector organizations.

Challenges

Hostworks needed a way to gather better metrics and analytics across its web properties to optimize content delivery and increase user engagement. The company was looking for new ways to view its hosted sites in total and individually to observe patterns and business opportunities along with the ability to capture granular details around specific audience segments. Hostworks wanted to share insights from these segments with its clients—to give them real-time web intelligence and better visibility into their website performance and a deeper understanding their audiences/customers online behavior.

Enter Splunk

Hostworks first started Splunking its content delivery network and web payloads. Hostworks quickly realized the powerful capabilities of Splunk and began using it to look at hosted services by audience type and content type, including traffic and audio/video streams by geography and devices. They also measured capability and volume by show and genre. From these insights, web analysts at Hostworks began examining and correlating real-time patterns of various audience segments. They were able to share these extensive and actionable insights with their clients in the form of an advanced Hostworks solution that leverages powerful real-time visualizations and historical trends and charts.

Hostworks clients depend heavily on site availability and speed. These needs were met using Splunk to monitor content for errors in real-time and resolve any issues across the (formerly siloed) enterprise and technology stacks. Hostworks also monitors server response time in real-time for improving and maintaining site speed and availability.

Splunk is also used to index twitter feeds and social media mentions and stream them in real time to clients’ television broadcast shows to increase audience engagement.