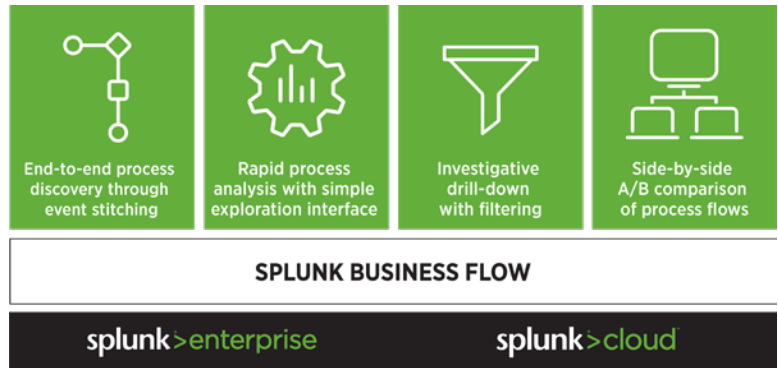


SPLUNK® BUSINESS FLOW

- Gain **visibility** into end-to-end digital business processes by correlating data streams from multiple systems
- Easily **explore variances and discover anomalies** in operational flows
- **Investigate potential root causes** of problems to drive continuous improvement



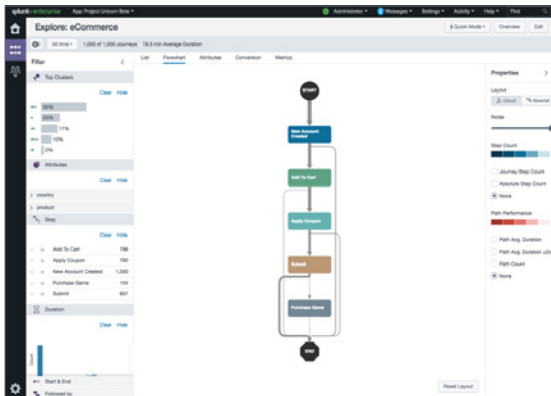
As organizations increasingly digitize their business operations, new challenges emerge in achieving operational excellence and adhering to critical performance indicators, like cycle time and conversion rates. With business processes and customer experiences often spanning disparate systems, getting complete transparency into these end-to-end flows requires manual and complex analytics. Traditional approaches to reporting are based on stale data, preventing organizations from fixing problems in a timely fashion.

Splunk Business Flow is a process-mining solution that provides transparency into actual end-to-end digital business processes and customer experiences. It discovers patterns and calculates metrics from event logs to improve process efficiency and efficacy. Using Splunk Business Flow, organizations can proactively monitor their business operations by discovering delays and bottlenecks that threaten business performance, so they can better meet their operational goals and key performance indicators.

What is Process Mining?

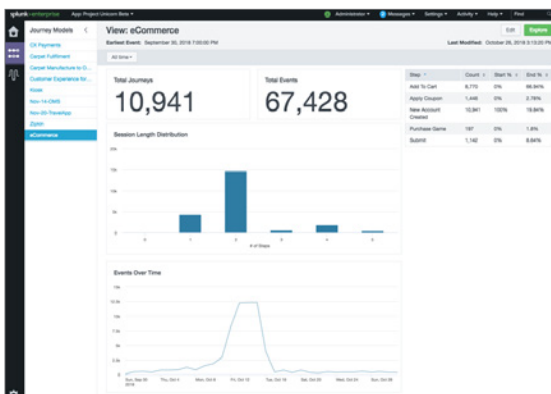
Process mining is an approach to automated business process analysis that discovers patterns and calculates performance measures. By analyzing data, organizations can get a view of their actual processes to improve efficiency and efficacy.

Unlike traditional approaches to reporting that require significant manual effort and advanced knowledge of process steps to produce insights, Splunk Business Flow's simple exploration and visualization provides a data-driven view of your actual business processes. Built on Splunk's platform, organizations can stitch together data from disparate sources to discover processes and can explore variances without the burden of manual analysis or delays from using legacy data architecture.



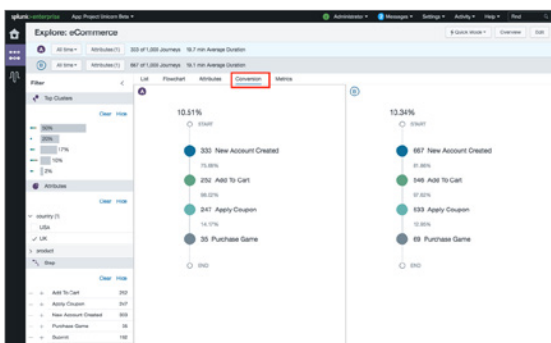
Discover your actual end-to-end processes

Get transparency into processes — as they actually occurred — to accurately understand how orders, customers or other entities flow through the process. Patent-pending correlation techniques dynamically stitch together events across disparate data sources and produce a visualization of the actual flows. These techniques provide accurate, timely and comprehensive transparency into real business operations.



Identify and explore variances across end-to-end processes

Understand the performance of your business operations more easily. With pre-built visualizations and pre-calculated metrics, processes can be quickly assessed for anomalous delays or fallout that may be affecting performance. These capabilities help identify high impact problems more quickly.



Understand and diagnose root causes of process variances

Diagnose the potential root causes of problems and identify affected transactions. With a robust set of faceted filters, process analysis can be pivoted by specific attributes. An A/B comparison feature enables different sub-segments of transactions to be graphically compared across time and date ranges for relative performance.

GET STARTED NOW

Learn more about [Splunk for Business Analytics Pricing](#) and [Splunk Business Flow](#).



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