

SPLUNK® FOR BUSINESS ANALYTICS

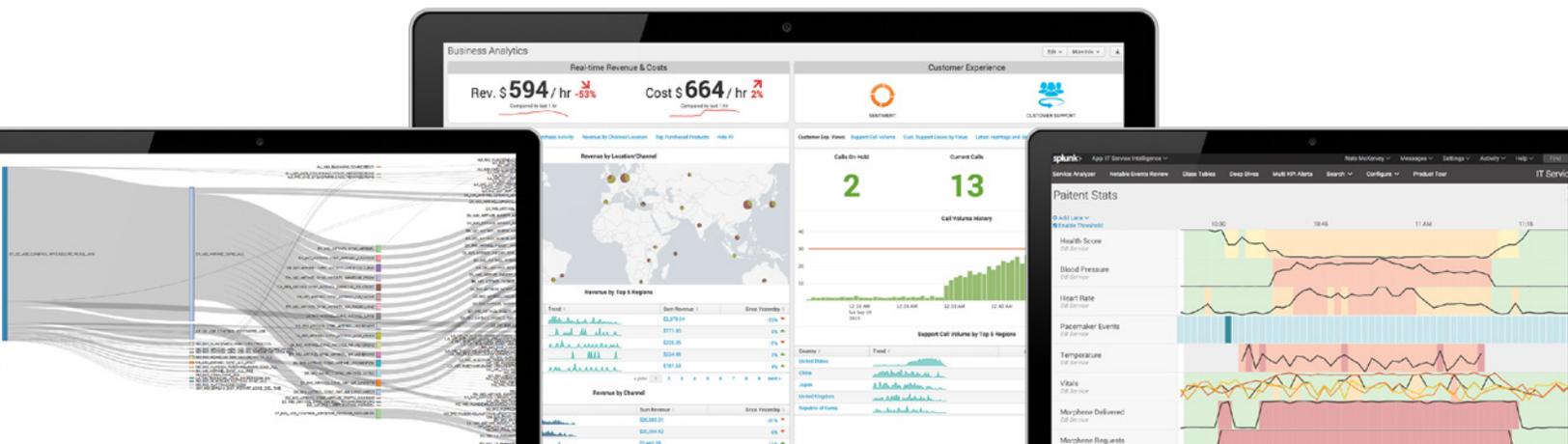
Discover, visualize and explore actual business processes and customer experiences

- Gain **visibility into end-to-end business processes** by analyzing data streams to identify patterns, outliers and trends
- Build dashboards for IT or explore LOB processes visually to get transparency into **critical business metrics**
- **Investigate potential root causes** of problems to drive continuous improvement



As organizations digitize more and more of their business operations, new challenges emerge to achieving operational excellence and adhering to critical performance indicators, like cycle time and conversion rates. Machine data from business processes and customer experiences can provide complete transparency into end-to-end flows without requiring complex, manual analytics. But traditional approaches to reporting based on stale data leave organizations unable to fix problems in a timely fashion.

Splunk's solution for Business Analytics discovers, analyzes, visualizes and monitors event data from any source—such as applications, mobile devices and servers—to provide insights to IT and line of business operations teams. Using these enhanced operational insights, lines of business can easily get a complete understanding of their business operations to drive greater efficiency and efficacy.



Example Solution Use Cases

EXAMPLE PROCESS	EXAMPLE DATA SOURCES	PROBLEMS	RESOLUTION BENEFITS
Order-to-Cash	ERP, CRM, financial systems	delayed or incomplete transactions in the order-to-cash flow	greater operational efficiency and profitability
Material Flow	inventory management systems, machine floors, warehouse management systems	delayed transportation, incomplete deliveries	meet customer delivery expectations
Call Center Incident Management	IVR systems, service management ticketing systems, support applications	delayed or incomplete incident resolutions across the service management flow	meet incident resolution expectations
Financial Trade Processing	websites and other trade processing systems	delayed or incomplete transactions across the trade processing flow	meet regulatory expectations
Retail Order-to-Fulfillment	websites and other ordering systems	delayed or incomplete purchases across an e-commerce purchase flow	meet sales expectations
Telecommunications Order-to-Activation	websites and other order processing systems	delayed or incomplete activations across the order-to-activation flow	meet sales expectations
Healthcare Patient Experience	record databases, medical devices, and other patient related system	poor healthcare outcomes across the patient experience flow	meet patient outcome expectations

[Download Splunk for free](#) or explore the online sandbox. Whether cloud, on-premises, or for large or small teams, Splunk has a deployment model that will fit your needs. [Learn more.](#)



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