

# SPLUNK® FOR BUSINESS ANALYTICS

Harness your machine data to gain valuable real-time insights for the business

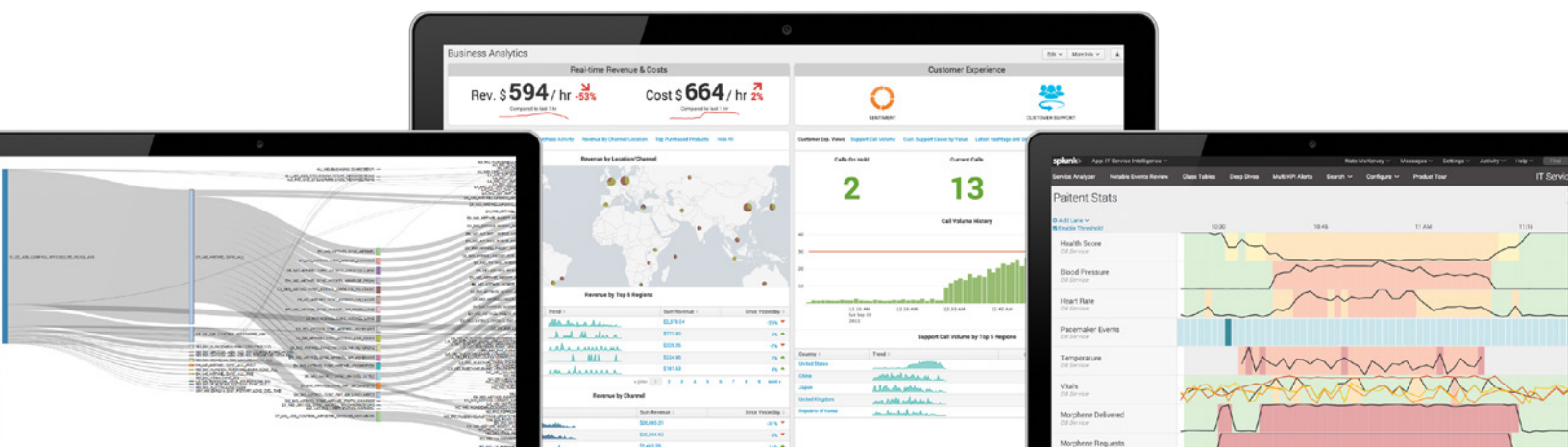
- **Leverage a new class of data** for business analytics
- **Gain new business insights** by enriching machine data with structured data sources
- **Analyze machine data** to identify patterns, outliers and trends to make better business decisions
- **Complement existing BI tools** and other big data technologies



The world is messy—and so is your data. If you're only relying on structured data for business analytics, you're missing the big picture.

You have a unique opportunity to improve products, the customer experience and business processes by expanding the scope of business analytics to incorporate data from new sources, such as machine data. This machine data holds a wealth of timely and relevant business insights that can provide a tremendous strategic advantage.

Splunk software analyzes, visualizes and monitors machine data from any source—such as applications, mobile devices and servers—to provide insights to IT and business operations on-premises and in the cloud. Delivering these enhanced business insights, in real time, to your teams—including executives, sales, product, marketing, operations and customer service—can help transform your organization into a market leader.





**Business Process Analytics**



**Customer Experience Analytics**



**Product Analytics**



**Digital Marketing Analytics**



### Business Process Analytics

Gain real-time end-to-end insights into complex business processes, such as trade settlements in financial institutions, claims processing in healthcare, and order lifecycle management in retail. Optimize various stages in the process workflow by identifying bottlenecks. Improve customer experience with end-to-end visibility into transactions, and increase revenue by gaining insight into why process steps failed and fixing them promptly. Comply with government mandates and regulations more easily.

### Customer Experience Analytics

Measure and analyze your customers' behavior, and understand customer journeys across multiple channels to identify opportunities and increase their engagement. Uncover key insights on how customers use and engage on your apps. From there, identify new ways to improve application response times and improve business processes to meet customer needs, improve site conversion, reduce drop-offs and increase revenue.

### Product Analytics

Understand and analyze product feature adoption, usage and effectiveness. Gain real-time insights into web and mobile product feature usage to gain deeper understanding of customer behavior. Identify user experience bottlenecks in real time and pinpoint areas for improvement. Enable product innovation, gain deep understanding of user engagement and user acquisition funnel, and increase product engagement.

### Digital Marketing Analytics

Get real-time insights into marketing campaigns, user engagement and shopping cart conversion across multiple channels. Perform customer segmentation, measure marketing campaign effectiveness, and track consumption and purchasing patterns. Increase conversion by optimizing the marketing funnel, improve SEO, enhance user engagement and improve marketing campaigns effectiveness.

Customers like Otto Group and Domino's rely on Splunk products to increase efficiencies, make data-driven decisions and gain tactical and strategic advantages. [Learn more.](#)



Learn more: [www.splunk.com/asksales](http://www.splunk.com/asksales)

[www.splunk.com](http://www.splunk.com)