

Splunk for Business Service Insights

Improve service availability and end-user experience

The New Digital Normal

Organizations across all industries are embracing digital transformation to increase their competitiveness, efficiency, flexibility, and responsiveness to end-user needs. Whether engaging customers online via e-commerce, offering distance learning, delivering medical care through telemedicine services or operating a complex supply chain with enterprise resource planning (ERP) systems, organizations are digitizing their most mission critical services.

The growing importance of digital services presents new opportunities for innovation and end-user accessibility, but also introduces new challenges and risks. Outages or even simple degradation of performance of critical digital services can be economically paralyzing, leading to poor customer experience and potential damage to your brand's reputation. In the most severe cases, in healthcare and public safety applications for example, service degradation can have a significant impact on the wellbeing of the end-users depending on those services.

With a growing portfolio of digital services, organizations need to take a proactive, analytics-driven approach to monitoring and managing business services that consolidates data across their technology stack and continuously evaluates key performance indicators to manage business performance and end-user impact.

Splunk Ensures Visibility and Performance of Critical Digital Services

Splunk® provides continuous, full-stack visibility into the health of digital services so service owners can prevent issues from escalating into problems. Splunk's unique solution with built-in machine learning consolidates metrics, events and logs into customizable business dashboards mapped to key performance indicators, providing real-time visibility into service health.

Customer Spotlight

TransUnion helps businesses and consumers manage their credit, personal information and identity. As a provider of mission critical financial services, it was imperative for their Operations team to have a complete understanding of traffic volume and set benchmarks to monitor for deviations. Being able to see key metrics in real time made it possible to prevent outages before they happened and speed up service restoration when they did. Thanks to Splunk, TransUnion has improved both the reliability and availability of its financial services.

“Understanding customer volume patterns is important for the business. If traffic falls outside of a certain range, an alert is created. Splunk machine learning allows us to **investigate early to ensure a seamless customer experience.**”

— Steve Koelpin, Lead Splunk Developer, TransUnion



Splunk empowers service owners to understand the health and performance of their services with powerful visualizations

With Splunk, organizations improve service availability by predicting outages, extracting critical signals from a sea of alert noise and elevating the most critical problems. When outages or performance degradation do occur, Splunk's inbuilt understanding of the relationship between business KPIs and the technology stack helps accelerate the mean time to investigate and respond to incidents. Splunk's broad data platform, combined with its top-down understanding of how infrastructure and applications affect overall business performance, helps organizations protect service performance and ensure uninterrupted access to critical services.

Business Service Insights Use Cases

Telemedicine and Patient Services

Patients may not be able to visit a doctor's office to get the care they need. Healthcare organizations are investing in digital telemedicine services to deliver care to patients and improve collaboration between distributed healthcare centers. Service availability and performance can sometimes mean the difference between life and death. Splunk can monitor telemedicine and other digital patient services to ensure end users have continuous access to the services they depend on.

Telecommunication

Service outages are a leading cause of customer churn for telecommunications providers. Customers measure their satisfaction with their mobile or wired service providers based on the availability and performance of the services. Splunk's built-in machine learning can predict outages before they occur, safeguarding customer satisfaction.

Manufacturing and Supply Chain

Industrial organizations have digitized every step of the production process — from raw material to finished groups — using ERP and related systems. They need end-to-end visibility over the health of these digital services to avoid catastrophic delays from downtime. Splunk not only provides content packs specific to SAP systems but more generally monitors the health and performance of supply chain systems that power the production process.

Retail and E-Commerce

Electronic commerce is no longer a side business for retailers. For many, it's a lifeline. Splunk aggregates data across all of the infrastructure and applications supporting e-commerce services to not only ensure service availability, but also manage end-user KPIs like online order processing and funnel conversion rates.

Financial Services

As banks and other financial institutions rely less on brick-and-mortar branch offices and offer savings, loan and payments services entirely online, the availability and performance of these digital financial services is more critical than ever. Splunk collects data across end-user-facing electronic banking systems and back-end payment and transaction processing systems to provide end-to-end visibility into the health of financial services.

Education and Distance Learning

With more primary schools, secondary schools and universities investing in distance learning systems, students need continuous access to avoid falling behind. Splunk monitors virtual classrooms to provide visibility into performance degradation and prevent outages before they affect educational outcomes.

Read about how Splunk can help at https://www.splunk.com/en_us/it-operations/service-monitoring.html.



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