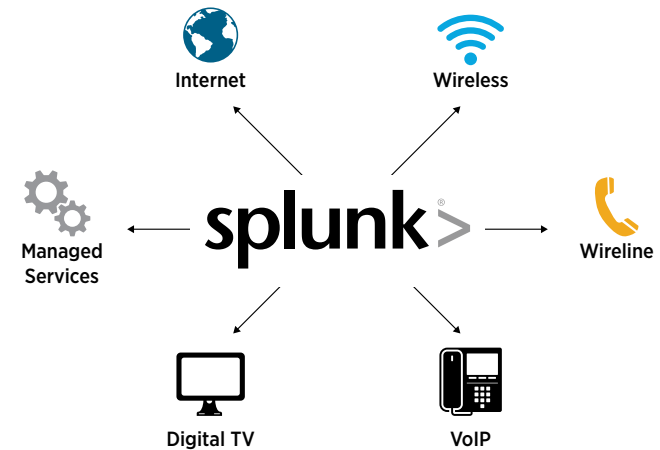


SPLUNK® FOR COMMUNICATIONS SERVICE PROVIDERS

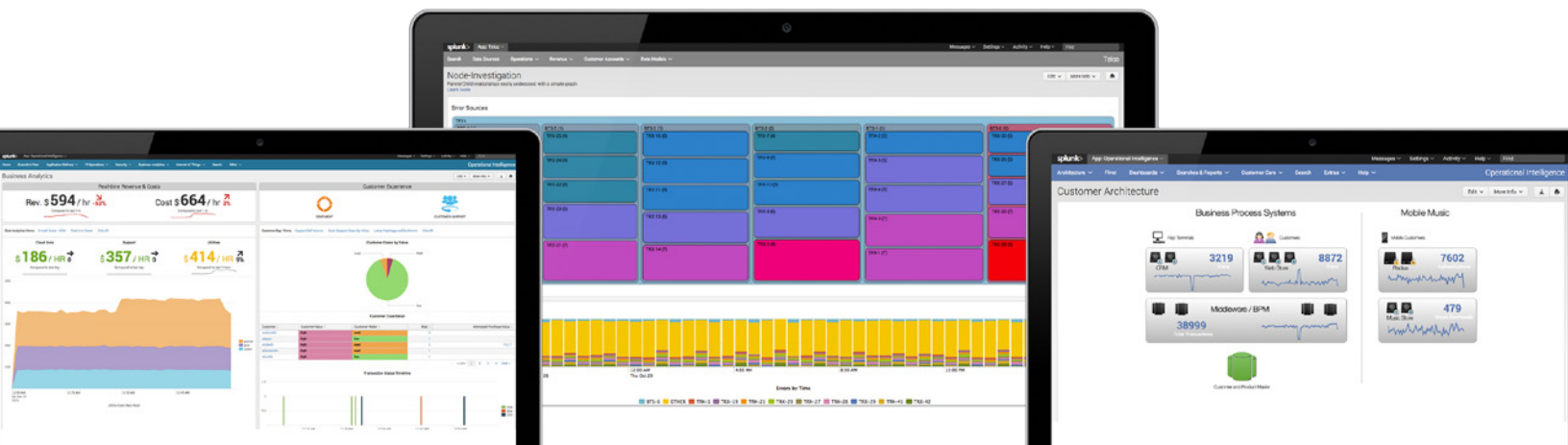
Improve customer experience and service delivery

- **Improve service delivery** and ensure optimal network performance
- **Promote superior customer experience** across all touch points
- **Accelerate innovation** and launch of new services
- **Improve security posture** and reduce fraud



Life as a communications service provider (CSP) isn't easy. You're racing to offer the most innovative features, services and content to customers over any device—and your network infrastructure must support all of your changing requirements. The shift to network function virtualization (NFV) and software-defined networking (SDN) can accelerate new rollouts of VoIP, IPTV and other IP-based services, but your legacy infrastructure must still be maintained. And all of this must be done while keeping up with customer demand. Any moment of downtime is an opportunity for a competitor to take your business.

Splunk software analyzes, visualizes and monitors machine data from any source—such as networks, servers and call detail records (CDRs)—to gain insights from your complex network and IT infrastructure—on-premises and in the cloud. It gathers and correlates massive volumes of data in real time—helping you improve service provisioning and delivery, operations, customer experience and network availability. Proactively resolve network performance problems, ensure consistent delivery of services to subscribers, and accelerate the introduction of new products. With the Splunk platform, you can identify risks and opportunities to drive better decisions for both IT and the business.



Customer
ExperienceService Provisioning
and DeliverySecurity
and FraudRevenue
Assurance

Splunk for Communications Service Providers

Customer Experience

Index and analyze data from your entire infrastructure to gain real-time insight into customer usage and issues impacting customer service. Improve uptime of services and gain insights into customer behavior by correlating data from multiple sources.

Service Provisioning and Delivery

Gain real-time visibility into network performance to resolve issues that interfere with service delivery. Monitor service provisioning to ensure that products work as intended.

Security and Fraud

Secure subscriber information across devices and services. Detect and respond faster to security incidents, and identify network abuse and where fraud may be occurring.

Revenue Assurance

Understand customer usage of content and services to help drive higher monetization. Accurately bill for appropriate services and reconcile transactions.

Customers like Verizon and Vodafone rely on Splunk products to improve security, increase efficiencies, make data-driven decisions and gain tactical and strategic advantages. [Learn more.](#)



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