

Splunk for Gaming and Software Companies

Performing your best in the virtual age

The world of business can present infinite challenges — especially when it comes to managing and accelerating your organization's operations. That's why having insights into how data affects performance and output is critical to meeting market demands and getting ahead of the competition.

Challenges to operational insight include demands around:

- Enhanced customer engagement
- Faster and more robust software releases
- Heightened analytics to quickly spot, resolve and predict service anomalies
- Automation of processes to resolve service issues with minimal human interaction

To address the above, the software industry has evolved to a DevOps mindset, and is constantly iterating and integrating. This means there's a pronounced need for an integrated Dev/Ops/IT ecosystem that acts as a single source of truth for game engines.

One platform for all your data needs

Digital initiatives and cloud technologies are transforming businesses everywhere. Regardless of whether an organization's business drivers are to:

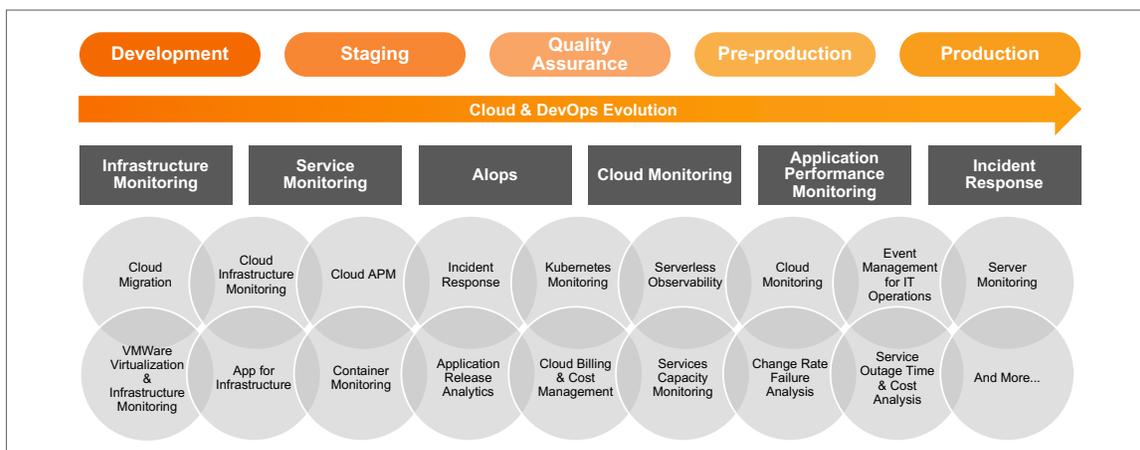
1. Improve organizational speed and responsiveness (to accelerate time-to-market or to adapt to rapidly changing market conditions and competitors).
2. Improve or elevate customer experience (by providing a more stable or reliable interaction).
3. Improve operational efficiency (e.g., team productivity, reduced costs).

Software and gaming companies choose Splunk to:

- Ingest and make sense of any data — regardless of source or structure.
- Support insights and analytics across functional domains, leveraging commonly shared data.
- Build integrated analytics and connect service experience to the network and infrastructure.
- Incorporate machine learning and a rich array of capabilities as your business moves forward.

Managing the transformation from on-premise data centers and monolithic applications requires new methods — and that includes capturing large volumes of data from new sources in real time, powered by machine learning.

A DevOps and IT ecosystem relies on data from across all these functions:



Enter Splunk

Splunk offers analytics and unified monitoring for applications, services and infrastructure. Now, you can aggregate any kind of data and connect disparate systems for a complete view of your technology stack.

Orchestration

Digital playbooks automate actions



Machine Learning

Let machines do the work of interpretation



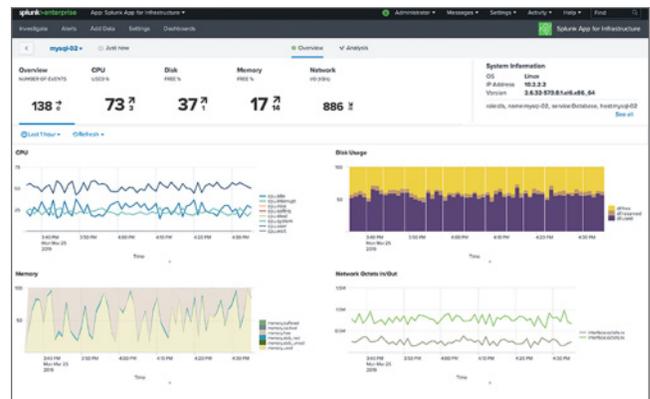
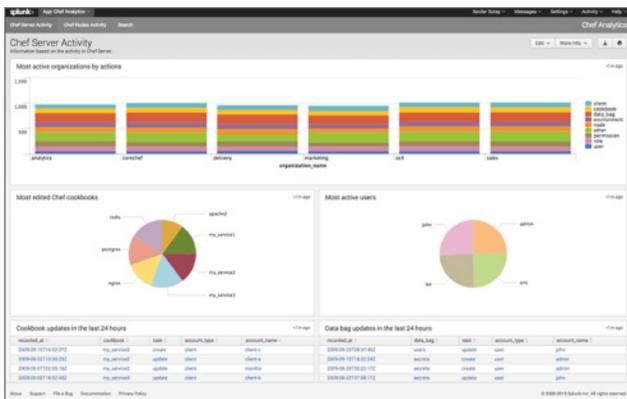
Collaboration

Utilize intelligent routing and issue resolution



Better yet, you can deliver the business-critical insights and predictions necessary to stay ahead of the game (literally). Say goodbye to service degradations and resource constraints, and minimize noise and complexity through automated event management and simplified workflow orchestration.

As the Data-to-Everything Platform, Splunk brings everything together in a single, actionable view, and can investigate, monitor and analyze large volumes of data in real time at scale. This means gaming professionals are empowered to address challenges faster and more effectively than ever before.



Learn more about how Splunk drives data to everything for gaming and software companies at [Splunk/online services](https://www.splunk.com/asksales).



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