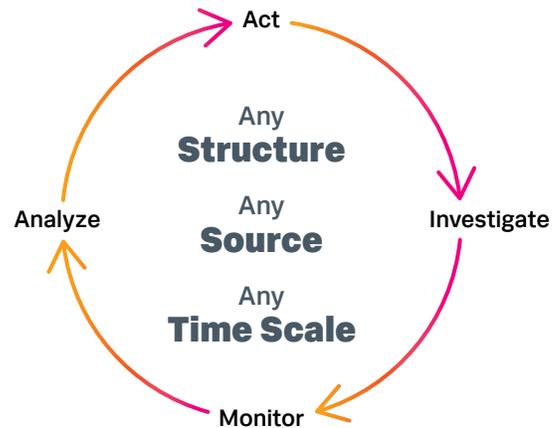


Splunk for Media Service Providers

Deliver consistent, secure and reliable experiences across all platforms for your subscribers.

- Drive increased audience engagement with greater visibility to the performance of digital content.
- Enhance revenue growth and yield from subscribers with better insights to attachment rates.
- Protect investments in content, services and platforms in real time to prevent and stop fraud.



Adapting to the modern business environment is the name of the game for today’s media providers. Companies in this sector must be able to compete in a digital world that is changing rapidly by designing, piloting and rapidly industrializing new content, services and tailored offerings that enrich the audience experience and scale. These investments are needed to stay competitive but can be a cash drain on the bottom line. In order to adapt to these changes a transformation of the core needs to take place to unlock the value to drive optimization of assets and resources to drive the digital transformation of these organizations.

The process must begin with a clear vision for the organization’s digital future. Companies need to understand how they want to engage in the industry value chain — be it as a multi-channel operator, vertically-integrated direct to consumer provider or digital platform — and the capabilities they’ll need to achieve this. The value drawn from the existing, core business becomes cashflow that media companies can invest in the new, innovative products and services needed for an uplift in new businesses models.

Key Use Cases for Communication Service Providers

Service Assurance

Pinpoint in-depth insight into key issues and metrics across applications and systems to improve reliability and resiliency. Improve mean time to resolution (MTTR) when IT or application issues occur with offerings to improve customers’ global viewing experience. Improve targeting for upsell and cross sell with insights into marketing analytics. Optimize business processes across the organization to lower costs and improve work streams with data to predict trends and identify possible issues proactively.

Operational Excellence

Gain clear visibility to network infrastructure with real-time anomaly detection, automated alerting and remediation, to reduce response times. Utilize proactive customer trouble resolution to drive positive impacts for service quality as well as capacity management and monitoring. Exercise operational efficiency and excellence to automatically detect network problems and launch an adaptive response to remediate across platforms. Providers face daunting challenges in securing new, highly complex and massive surface areas from security threats. Create a security strategy which is nimble, holistic and capable of spanning a diverse and dynamic environment to secure and protect content and platforms end-to-end in today’s continuously changing market climate.

Revenue Assurance

Help Media service providers collect and correlate transactional data from databases, customer reference information and machine data from Video on Demand (VoD) platforms, subscriber databases, payment gateways and backend order processing systems, to create powerful insights based on customer journeys. Analytics based on customer journeys are more meaningful when they're individualized and can drive cost savings and create new revenue opportunities. Leverage data and analytics to improve transparency of current costs and true spend. Identify and quantify savings through value targeting to support growth and increasing sustainable benefits.

Splunk Delivers Insight Into Any Machine Data

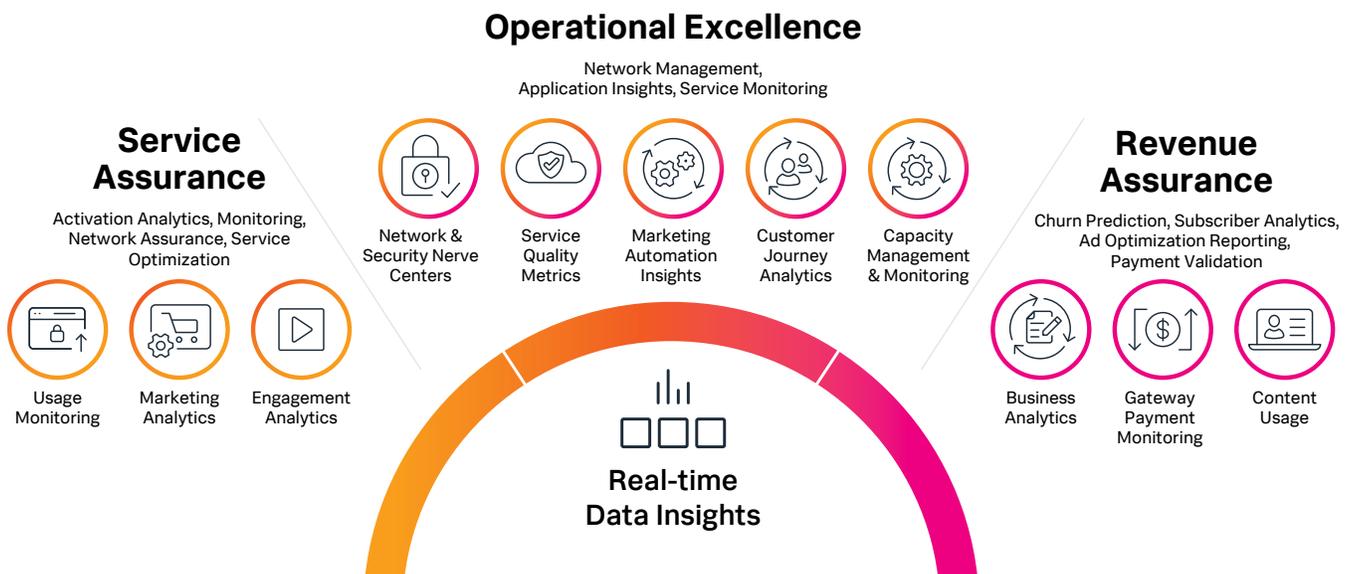
Splunk is the engine for data. Splunk can read data from just about any source imaginable, such as networks, web servers, service delivery platforms, virtualized

applications and servers, as well as marketing analytics and order entry systems.

Splunk delivers real-time understanding of what's happening and deep analysis of what's taken place across systems and platforms. Using untapped data to identify problems, risks and opportunities and drive better decisions for the business overall by providing insights across the organization by turning data into action.

Splunk gives media service providers in-depth insight into key issues and metrics across their applications and infrastructure. For example, a media service provider using Splunk can connect the dots across platform, content and subscriber, and apply machine learning to drive optimal marketing and customer engagement strategies, in a predictive and prescriptive fashion. By bringing data to everything across the Splunk platform, organizations can drive the delivery of the right content to the right subscriber at the right time, increasing revenue and reducing churn.

Media Services Provider Ecosystem



Splunk: The Data-to-Everything Platform

To turn data into everything, success requires a seamless end-to-end view of service paths and of customer journeys, as well as cross-layer integration. Customers care about the experience, not the underlying details. It's incumbent on the provider to connect the dots, and understand the customer experience and journey. [Learn More](#).



Learn more: www.splunk.com/asksales

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