Splunk for Retail

Deliver consistent, secure and reliable experiences across all channels for customers and associates

- **Improve the customer experience** with greater visibility to the performance of digital and brick-and-mortar technologies

- **Improve uptime and reliability** of infrastructure, applications and services across online and in-store environments

- **Protect customers and retail operations** while reducing risks from internal and external threats

Omnichannel Operations

If you're a CIO or IT leader in retail, you're thinking about how to improve digital, mobile and in-store shopping experiences for your brand. You're exploring innovative ways to deliver the kinds of experiences shoppers have come to expect: seamless, fast, reliable, consistent and secure. Your business requires integrated systems with complex processes in order to make omnichannel strategies a reality. And with customers walking into your stores with product information at their fingertips, it's important to equip your store associates with the right technologies so that they can quickly pull up product and order information — making interactions with customers even more meaningful at any time, anywhere. This is truly a tall order — delivering on the customer experience while keeping complex infrastructure, services and applications across all channels reliable and secure. Every IT leader is expected to rise to these new challenges to deliver at a faster pace than ever before in the competive world of retail.

These new business requirements introduced by digital transformation are driving CIOs to modernize retail operations. It's critical to get a better understanding of the customer experience at the deepest application level, as well as the broad spectrum of performance and security data needed to monitor the health of their physical and virtual environments. Furthermore, IT teams need to know where degradations are occurring, pinpoint where the issues are taking place, take corrective actions in real time and, in some cases, even predict where things may go wrong before they occur.

To help CIOs and Retail IT teams exceed these goals, Splunk® is here to provide visibility into your entire retail landscape, informing what actions and decisions need to be made to optimize performance, improve uptime and satisfy expectations for enhanced security posture.
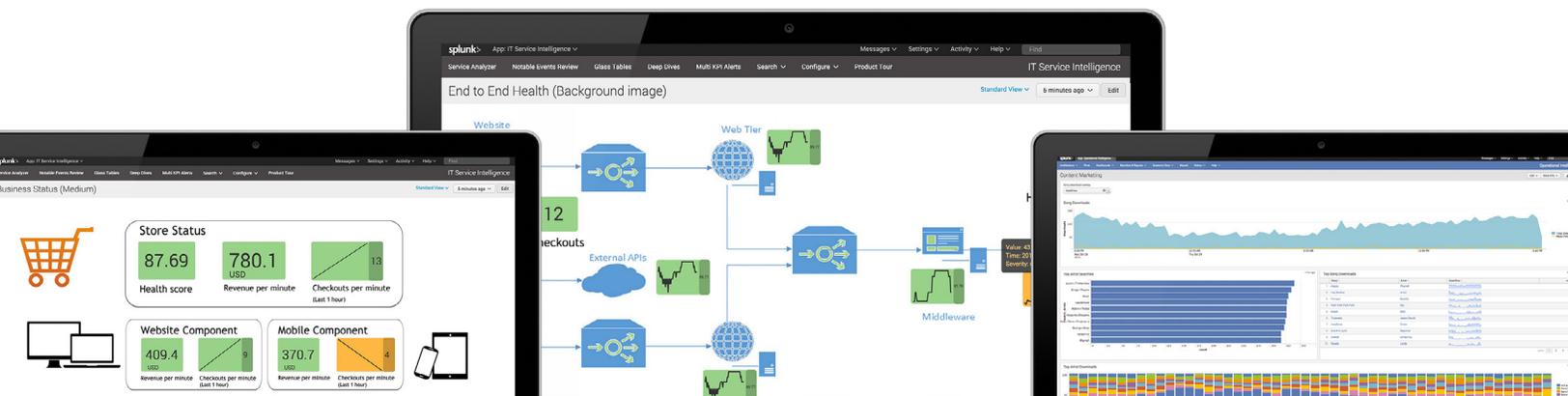
Splunk: The Data-to-Everything Platform for Retail

To deliver the optimal shopping experience, retailers' IT, security and application development environments must work together across every customer touchpoint, every order and every system across the enterprise. Yet these disparate data sources complicate an already complex retail landscape.

The Data-to-Everything Platform brings together all of your data sources, including POS systems, core infrastructure, loyalty applications, mobile applications, supply chain systems and IoT devices for a single, actionable view of retail operations. With the ability to investigate, monitor and analyze large volumes of data in real time at scale, retail IT professionals are empowered to answer business-critical questions faster than ever before.

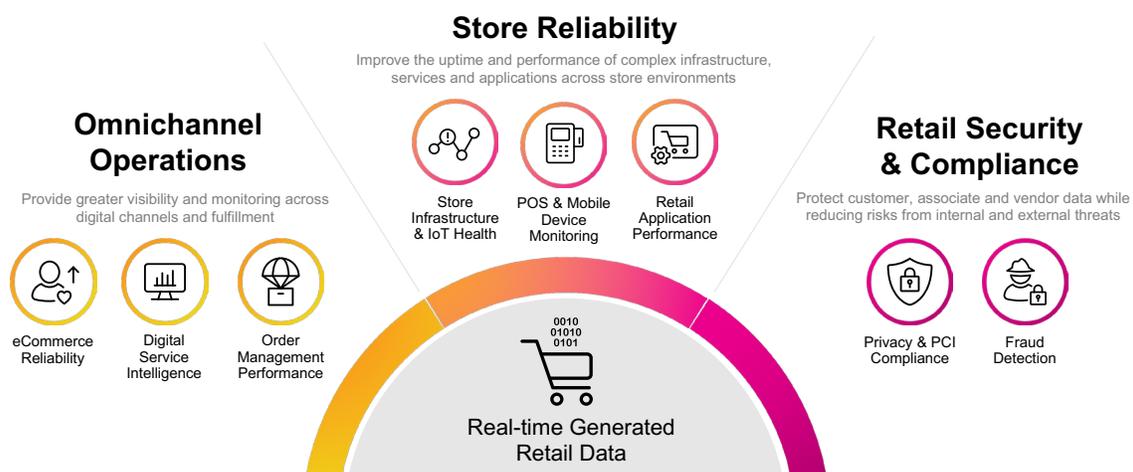## Key Use Cases for Retail

Retail Cybersecurity: Minimize the impact of data breaches and fraud by understanding the potential security and privacy-related risks from devices in stores to online environments. Pinpoint fraudulent and abnormal behavior within purchasing, accounts payable, POS, warehouse movements and returns. Report on insider threats or unauthorized access to personally identifiable information (PII) and establish controls to lower operational and security risks.

Store Reliability: Improve uptime, performance and response time of business-critical applications and the infrastructure they run on by monitoring and correlating issues to quickly determine root causes and remediate incidents. When POS systems, associate mobile devices, facilities systems, in-store digital experiences, wired and wireless networks, surveillance cameras and other IoT endpoints fail, it can cost you customers, your reputation and the sale.

Omnichannel Operations: Gain greater visibility across channels and identify bottlenecks and errors that could impact digital ordering and the overall customer experience. By improving the reliability and uptime of your eCommerce platform and increasing your visibility on orders as they process through continuous monitoring and correlating data across your infrastructure, you can minimize downtime risks - especially at peak traffic times, when problems are more likely to arise.

Splunk Use Cases for Retail. Turn Your Retail Into Doing.

Store Reliability
Improve the uptime and performance of complex infrastructure, services and applications across store environments

Omnichannel Operations
Provide greater visibility and monitoring across digital channels and fulfillment

Retail Security & Compliance
Protect customer, associate and vendor data while reducing risks from internal and external threats

- Store Infrastructure & IoT Health
- POS & Mobile Device Monitoring
- Retail Application Performance
- eCommerce Reliability
- Digital Service Intelligence
- Order Management Performance
- Privacy & PCI Compliance
- Fraud Detection

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Real-time Generated Retail Data

Retailers like Nordstrom, Domino's and John Lewis 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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