

splunk>

.conf2017

© 2017 SPLUNK INC.

Illuminating Value

Retail Analytics

Mike Hinline | Products GTM Strategy Lead

September 2017 | Washington, DC

Meet The POS Zoom Team



W. Michael Hineline
Global Strategic Plays &
Offerings Lead
Atlanta



Stanley Kaplunov
Tech Architecture Lead
San Francisco



Frank Savino
Products Lead
New York



Tommy Lam
Products GTM Specialist
San Francisco

130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&JSESSIONID=SD5L9FF1ADFF3 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=FL-SW-01" "Opera/9.80.29.116; U.S.; SV1; .NET CLR 1.1.4322" 468 125.17.14.102
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD5SL9FF1ADFF3 HTTP 1.1" 200 1316 "http://buttercup-shopping.com/cart.do?action=changequantity&itemId=EST-18&product_id=AV-CB-01&JSESSIONID=SD5SL9FF1ADFF3 HTTP 1.1" 200 2423 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-18&product_id=AV-CB-01" "Opera/9.80.29.116; U.S.; SV1; .NET CLR 1.1.4322" 468 125.17.14.102
130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&JSESSIONID=SD5L9FF1ADFF3 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=FL-SW-01" "Opera/9.80.29.116; U.S.; SV1; .NET CLR 1.1.4322" 468 125.17.14.102
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD5SL9FF1ADFF3 HTTP 1.1" 200 1316 "http://buttercup-shopping.com/cart.do?action=changequantity&itemId=EST-18&product_id=AV-CB-01&JSESSIONID=SD5SL9FF1ADFF3 HTTP 1.1" 200 2423 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-18&product_id=AV-CB-01" "Opera/9.80.29.116; U.S.; SV1; .NET CLR 1.1.4322" 468 125.17.14.102
130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&JSESSIONID=SD5L9FF1ADFF3 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=FL-SW-01" "Opera/9.80.29.116; U.S.; SV1; .NET CLR 1.1.4322" 468 125.17.14.102
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD5SL9FF1ADFF3 HTTP 1.1" 200 1316 "http://buttercup-shopping.com/cart.do?action=changequantity&itemId=EST-18&product_id=AV-CB-01&JSESSIONID=SD5SL9FF1ADFF3 HTTP 1.1" 200 2423 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-18&product_id=AV-CB-01" "Opera/9.80.29.116; U.S.; SV1; .NET CLR 1.1.4322" 468 125.17.14.102

A New Vision

Questions towards a revenue growth business



What if Splunk didn't just monitor transactions, but also created them?



What if Splunk was selected based on value generation, not just consumption?



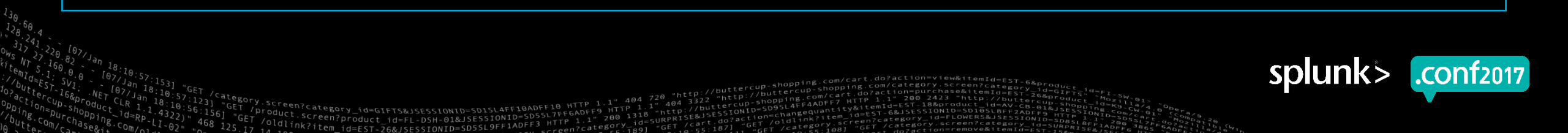
What if Splunk could disrupt and displace traditional business operations solutions?



What if Splunk could automate processes that have been manual since the beginning of time?

PIVOTAL QUESTION

What if Splunk was a key driver in generating hundreds of millions of dollars in new revenue across an industry?



We See It Differently

ROI in months

1

Retail and Consumer Goods sales data should be easily accessible across the enterprise

2

Store operations should have real-time visibility into on-hand inventory, sales velocity, delivery schedules, and safety stock

3

DC operations, supply chain, merchandising, and marketing should have a robust set of predictive capabilities to drive efficiencies and sales lift

Better, Faster, Leaner



Industry Challenges

- ▶ Legacy fulfillment forecasting engines lack
 - Recent sales activity (up to a week)
 - Limited visibility into demand influencing factors
 - Promotions / Advertisements
 - Social events (Sports, Entertainment, etc.)
 - Weather
- ▶ Store operations are primarily reactive rather than proactive
- ▶ Customers are resistant to change as change management is uncertain
- ▶ Supply chain operations and store operations can vary by retailer or by vendor
- ▶ Supply chain operations and store operations can vary in real time
- ▶ Customer habits change sporadically
- ▶ Customer channel preferences are tied to technological change and market trends

Illuminating Value Through Real-time POS Analytics



Out of Stock



Waste



Fraud



Returns

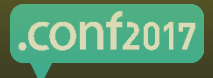


Real-time Cart



PCI Compliance

Expansion (Incentives & Increasing Store Traffic)



What Is It?

POS
ZOOM

- ▶ Eliminates sales data silos across the enterprise
- ▶ Mitigates product fulfillment disruptions to increase sales
- ▶ Identifies inventory anomalies and triggers revenue protecting actions
 - Expediting deliveries for low product inventory balances
 - Real-time customer segmented promotions through email, text and mobile app
 - Real-time demand forecasting leveraging predictive models
- ▶ Segments customers and products to incentivize revenue lift
- ▶ Delivers Regression & Predictive Analytics (Machine Learning)

```

130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category_id=GIFTS&JSESSIONID=SD1SLAFF10ADFF10 HTTP/1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product_id=FL-SW-01" "Opera/9.80.
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.screen?product_id=FL-DSH-01&JSESSIONID=SD5SL7FF6ADFF9 HTTP/1.1" 200 1316 "http://buttercup-shopping.com/cart.do?action=purchase&itemId=EST-26&product_id=K9-CU-01" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_4; rv:53.0) Gecko/2010089.0 Chrome/39.0.2171.65 Safari/537.36"
ows NT 5.1; SV1: - - [07/Jan 18:10:56:150] "GET /oldlink?item_id=EST-26&JSESSIONID=SD5SL9FF1ADFF3 HTTP/1.1" 200 1316 "http://buttercup-shopping.com/cart.do?action=changequantity&itemId=EST-18&product_id=AV-CB-01&JSESSIONID=SD10SL9FF2ADFF3 HTTP/1.1" 200 2423 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-11&product_id=K9-CU-01" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_4; rv:53.0) Gecko/2010089.0 Chrome/39.0.2171.65 Safari/537.36"
:/buttercup-shopping.com/cart.do?action=purchase&itemId=EST-16&product_id=RP-LI-02" 468 125.17.14.11link?item_id=EST-26&JSESSIONID=SD5SL9FF1ADFF3 HTTP/1.1" 200 1316 "http://buttercup-shopping.com/cart.do?action=changequantity&itemId=EST-18&product_id=AV-CB-01&JSESSIONID=SD10SL9FF2ADFF3 HTTP/1.1" 200 2423 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-11&product_id=K9-CU-01" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_4; rv:53.0) Gecko/2010089.0 Chrome/39.0.2171.65 Safari/537.36"
opping.com/purchase&itemId=EST-16&product_id=RP-LI-02" 468 125.17.14.11link?item_id=EST-26&JSESSIONID=SD5SL9FF1ADFF3 HTTP/1.1" 200 1316 "http://buttercup-shopping.com/cart.do?action=changequantity&itemId=EST-18&product_id=AV-CB-01&JSESSIONID=SD10SL9FF2ADFF3 HTTP/1.1" 200 2423 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-11&product_id=K9-CU-01" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_4; rv:53.0) Gecko/2010089.0 Chrome/39.0.2171.65 Safari/537.36"
/buttercup-shopping.com/purchase&itemId=EST-16&product_id=RP-LI-02" 468 125.17.14.11link?item_id=EST-26&JSESSIONID=SD5SL9FF1ADFF3 HTTP/1.1" 200 1316 "http://buttercup-shopping.com/cart.do?action=changequantity&itemId=EST-18&product_id=AV-CB-01&JSESSIONID=SD10SL9FF2ADFF3 HTTP/1.1" 200 2423 "http://buttercup-shopping.com/cart.do?action=remove&itemId=EST-11&product_id=K9-CU-01" "Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_4; rv:53.0) Gecko/2010089.0 Chrome/39.0.2171.65 Safari/537.36"

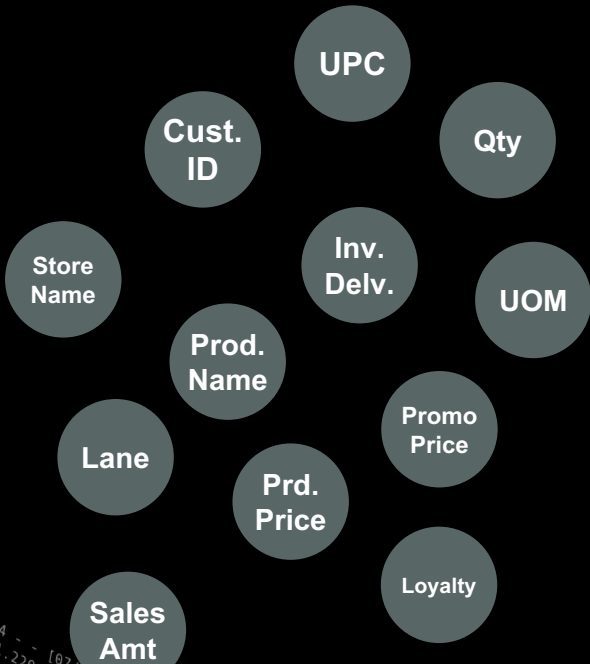
```

How It Works

Big data analytics accelerates the ingestion to insight process by collapsing the model, map, transform, write, query paradigm

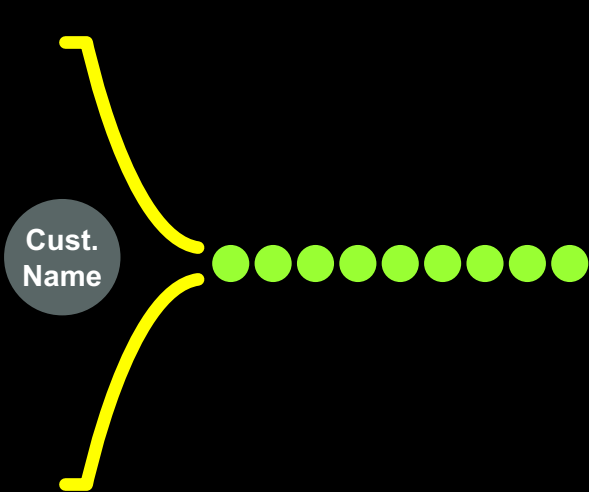
Disparate Data

Ingests volumes of data across silos in native formats



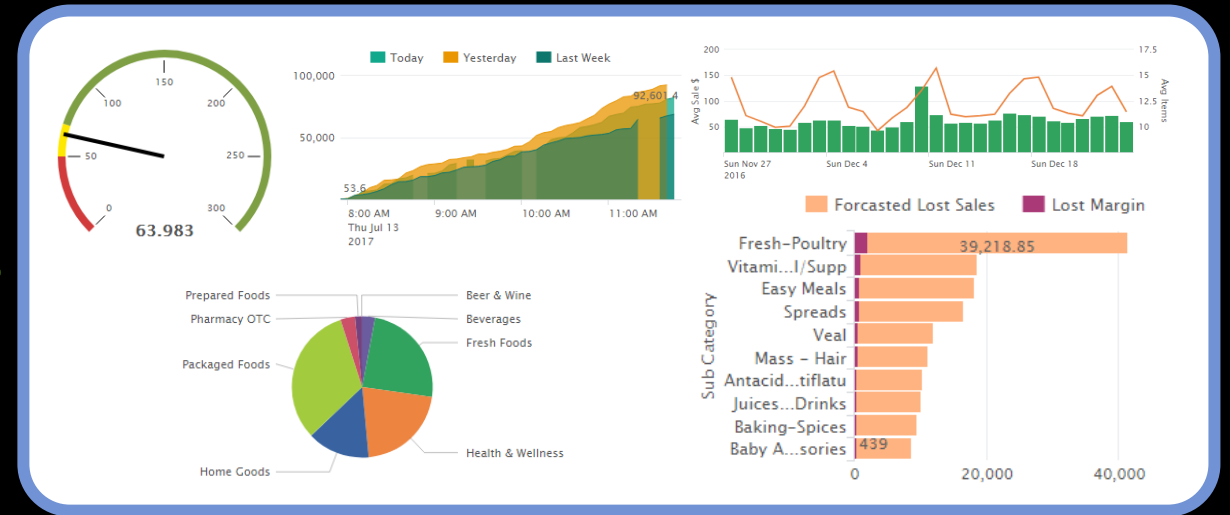
Schema @ Read

Applies a logical index to data "as-is" at inquiry, enabling robust correlations in real-time at scale



Insights

Rapidly visualize queries, correlations and KPIs on one platform



- Real-time Replenishment Forecasting
- Customer Sales Incentives
- Return Win/Win Propositions & Incentives
- Fraud Detection

POS Zoom Analytics Roadmap

Land in Store Ops and Expand to Marketing or Vice Versa

42 OR Less

Value Achieved in Weeks

TIMELINE



VALUE

Land in Store Ops Use Cases

- Stock-out Reduction
- Waste Reduction
- Fraud Mitigation
- Return
- Refine KPIs & correlations
- Create Change Management Plan



Expand to Marketing

- Prioritize use cases
- Identify data sources
- Ingest & enrich data
- Refine correlations & dashboards
- Deploy

PHASES

1 Use Case 1 Pilot

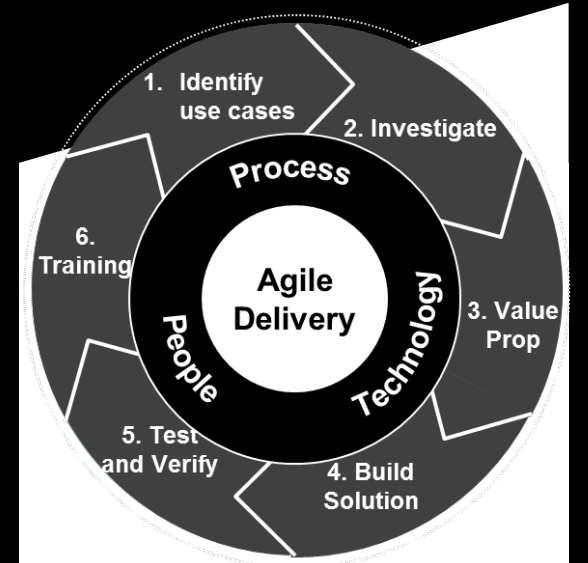
- Define architecture
- Identify, translate, ingest data
- Refine KPIs & correlations
- Create Change Management Plan

2 Deploy to stores

- Use case #1
- Define deployment plan
- Develop scripts & automation
- Obtain governance approvals
- Execute Change Management
- Deploy

3 Use Case 2

4 Additional Use Cases

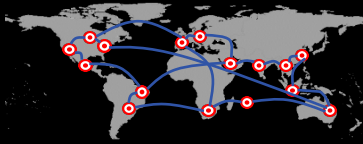


Repeat #3

Accenture Lift

Accenture and **Splunk** Combine to Multiply Value to Our Retail Clients

Results Matter



90+ Accounts **9+ Countries**

2.3k Certified Resources

6.3k Trained Resources

85+ Additional Splunk Engagements

Projects Delivered in All 5 Vertical Markets

Accenture Honored as Splunk's 2017 Partner of the Year

- ▶ C-Level Trusted Advisor Relationships
- ▶ Supply Chain Domain Subject Matter Advisors
- ▶ Inventory Subject Matter Advisors
- ▶ Marketing Domain Subject Matter Advisors
- ▶ Remote Data Sciences Team – Expertise in Predictive Modelling and Machine Learning



Splunk Capability Demo: Point of Sale Analytics

Thank You

Don't forget to **rate this session** in the
.conf2017 mobile app

splunk> .conf2017