See What's New With Splunk Business Flow

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Imagine:

You work for an **online retail** company

It's **Black Friday/Cyber Monday** weekend

It's **your job** to ensure the surge in orders processes successfully

Are you able to answer:

"Are customers **dropping off** before purchasing?"

"What do incomplete purchases have **in common**?"

"Are orders being **processed successfully**?"

"Where are the **delays** during order processing?"

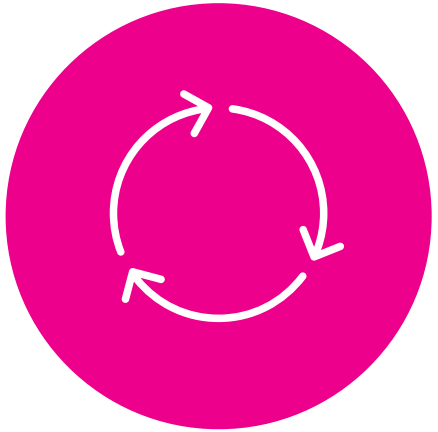
"Is there an increase in **cancelled orders**?"

"Is something in our process causing **errors** in customer orders?"

Gaining Transparency Into Complex, High Volume Processes is Challenging

Data spans disparate systems, difficult to collect

Processes lack real-time visibility, slow feedback loop



Processes are fluid, need to constantly update and model data

What if Your Data Could Tell You…

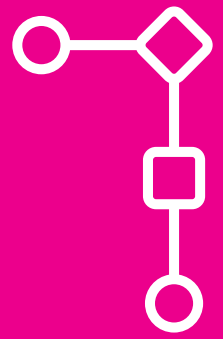
If processes are actually operating as expected

Which processes are incomplete or delayed

How conversion rates and performance differ between cohorts

If processes are deviating out of conformance

Introducing Splunk Business Flow



End-to-end process discovery through event stitching

Investigate drill-down with exploration interface

Side-by-side A/B comparison of process flows

Conformance checking and deviation notifications

SPLUNK BUSINESS FLOW

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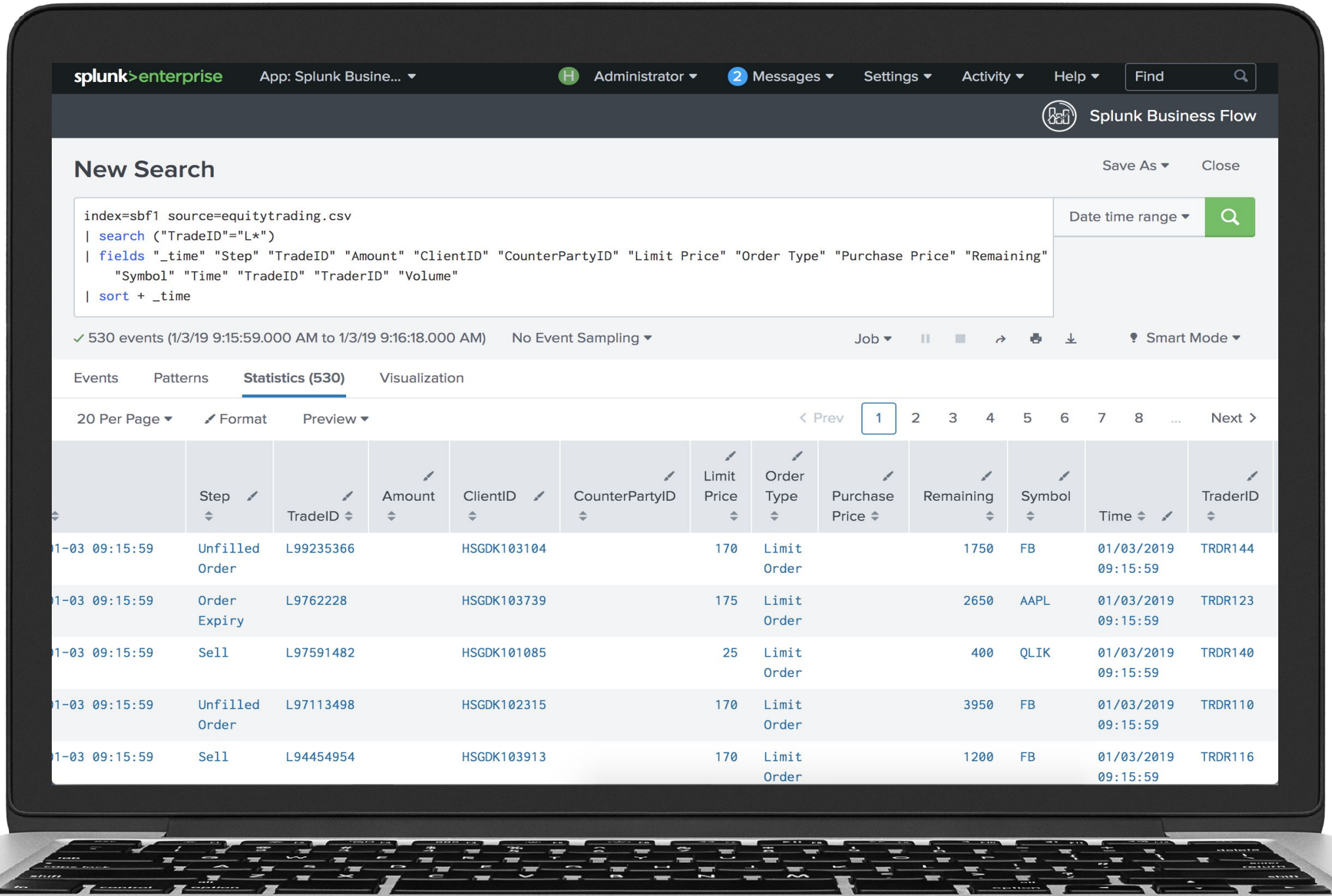
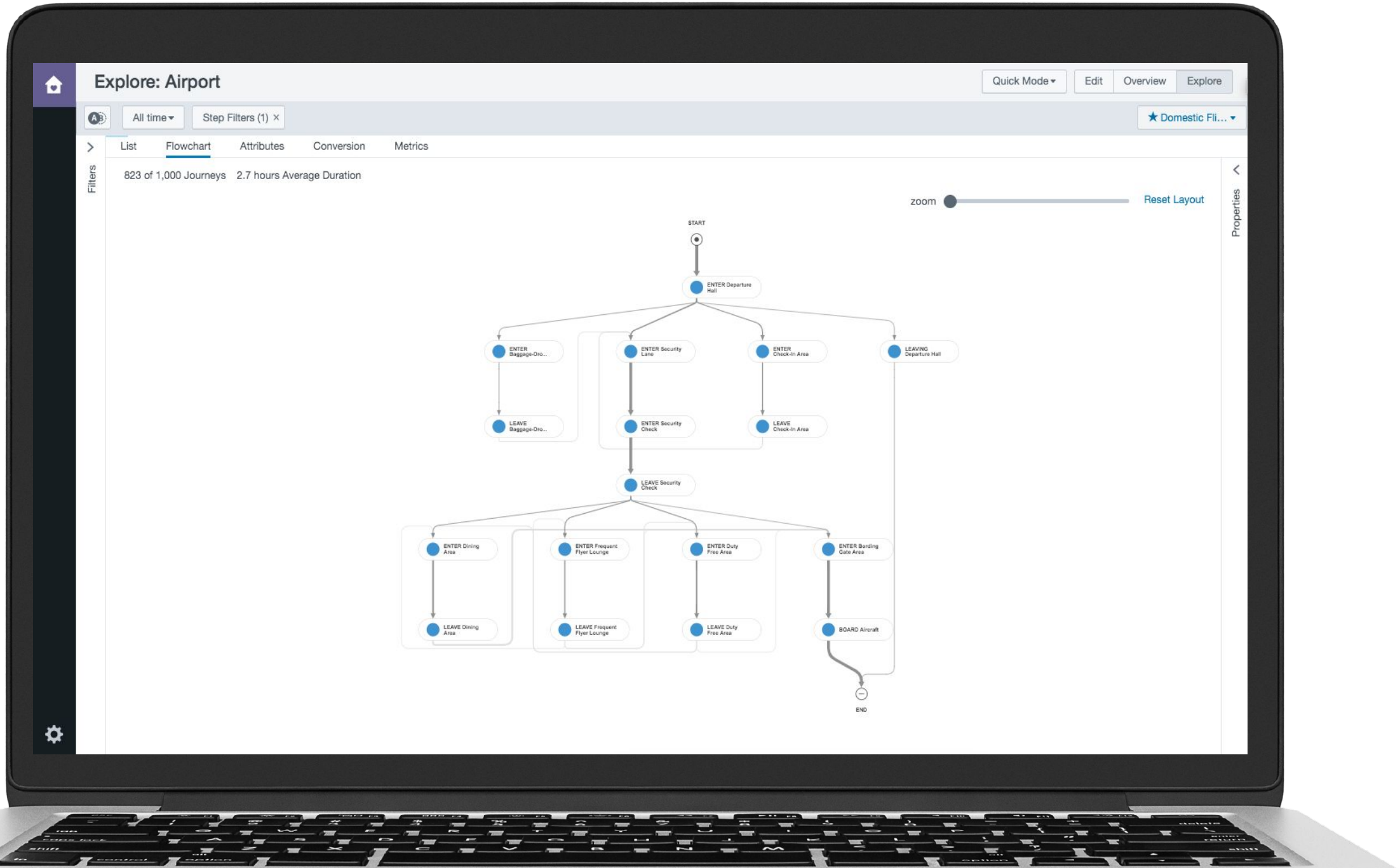
Key Concepts & Terminology

- **Flow Model**
  the definition of a business process (e.g. Customer Activation, Order to Fulfillment); includes SPL and field names to stitch together timestamped events

- **Flow**
  a saved view of a Flow Model; includes filters, metrics, conversion funnels, A/B comparisons, and more

- **Journey**
  a specific instance of a multi-event flow where related events have been grouped into an ordered sequence





Cloud Accelerated Flow Models

Beta program

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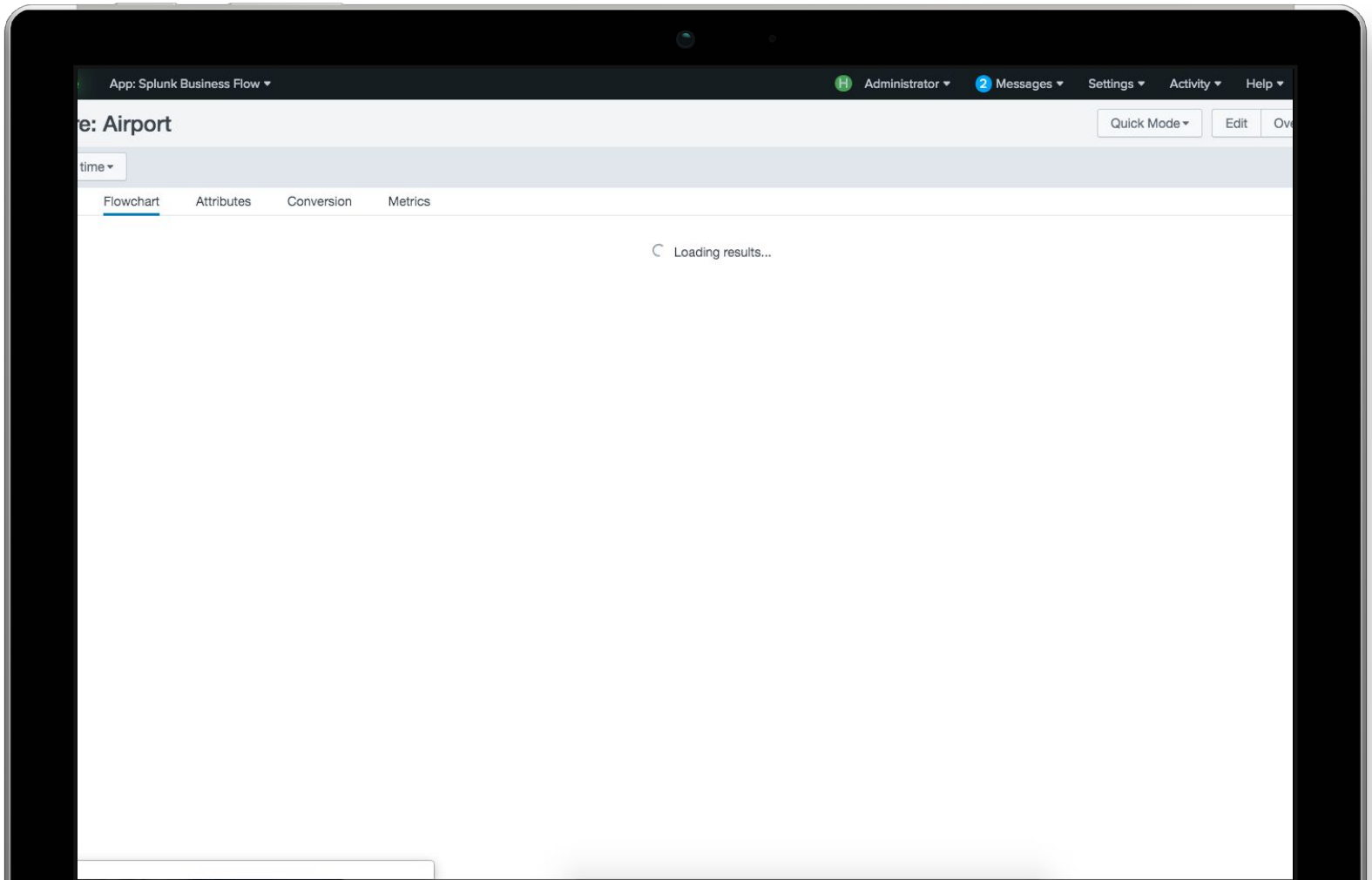
When data sets are really, really big

Journey visualization becomes computationally intensive



It becomes computationally intensive to:

- Stitch millions of events into journeys
- View events over months or years
- Constantly filter to slice and dice data

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Introducing Cloud Accelerated Flow Models

With SBF

- For most use cases (100,000s of events)
- SBF today provides instant, interactive investigation
- Executes search and event stitching on demand

With SBF + CAFM

- For computationally intensive use cases (millions of events)
- CAFM enables preprocessing
- Accelerates journey visualization through columnar data storage

Sign up for the beta in three easy steps

Contact your rep about SBF's beta performance feature

Sign up for the beta: http://bit.ly/2kjBoXm

The fun begins

Notifications

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Back at your job at the online retailer, can you tell me when:

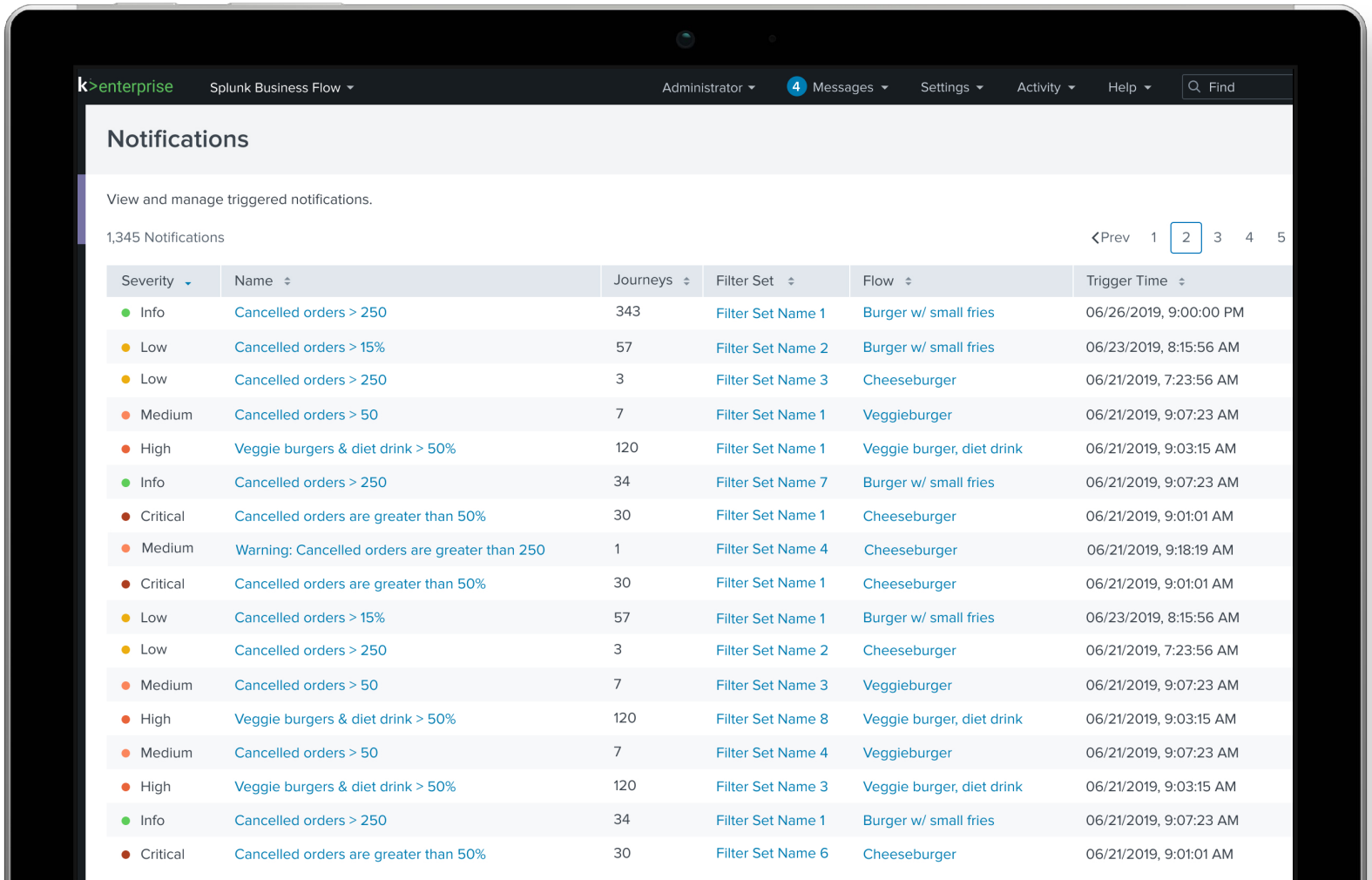
"The **shopping cart abandonment rate** exceeds 30%?"

"The average order processing time **takes longer** than 2 minutes?"

"**Cancelled orders** exceeds 15% of orders placed?"

Notifications

Be notified when your processes meet certain conditions



Severity	Name	Journeys	Filter Set	Flow	Trigger Time
Info	Cancelled orders > 250	343	Filter Set Name 1	Burger w/ small fries	06/26/2019, 9:00:00 PM
Low	Cancelled orders > 15%	57	Filter Set Name 2	Burger w/ small fries	06/23/2019, 8:15:56 AM
Low	Cancelled orders > 250	3	Filter Set Name 3	Cheeseburger	06/21/2019, 7:23:56 AM
Medium	Cancelled orders > 50	7	Filter Set Name 1	Veggieburger	06/21/2019, 9:07:23 AM
High	Veggie burgers & diet drink > 50%	120	Filter Set Name 1	Veggie burger, diet drink	06/21/2019, 9:03:15 AM
Info	Cancelled orders > 250	34	Filter Set Name 7	Burger w/ small fries	06/21/2019, 9:07:23 AM
Critical	Cancelled orders are greater than 50%	30	Filter Set Name 1	Cheeseburger	06/21/2019, 9:01:01 AM
Medium	Warning: Cancelled orders are greater than 250	1	Filter Set Name 4	Cheeseburger	06/21/2019, 9:18:19 AM
Critical	Cancelled orders are greater than 50%	30	Filter Set Name 1	Cheeseburger	06/21/2019, 9:01:01 AM
Low	Cancelled orders > 15%	57	Filter Set Name 1	Burger w/ small fries	06/23/2019, 8:15:56 AM
Low	Cancelled orders > 250	3	Filter Set Name 2	Cheeseburger	06/21/2019, 7:23:56 AM
Medium	Cancelled orders > 50	7	Filter Set Name 3	Veggieburger	06/21/2019, 9:07:23 AM
High	Veggie burgers & diet drink > 50%	120	Filter Set Name 8	Veggie burger, diet drink	06/21/2019, 9:03:15 AM
Medium	Cancelled orders > 50	7	Filter Set Name 4	Veggieburger	06/21/2019, 9:07:23 AM
High	Veggie burgers & diet drink > 50%	120	Filter Set Name 3	Veggie burger, diet drink	06/21/2019, 9:03:15 AM
Info	Cancelled orders > 250	34	Filter Set Name 1	Burger w/ small fries	06/21/2019, 9:07:23 AM
Critical	Cancelled orders are greater than 50%	30	Filter Set Name 6	Cheeseburger	06/21/2019, 9:01:01 AM

- Define conditions with filter sets
- Specify journey count threshold and severity
- View notifications and drill into journeys

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Learn More About Splunk Business Flow

BA2642 Technical Overview: How we used Splunk Business Flow at Splunk

BA1191 Driving More Sales at Deutsche Bahn: DB Systel's Journey Mapping With Splunk Business Flow

BA2138 Technical Workshop: Business Analytics with Splunk Business Flow

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