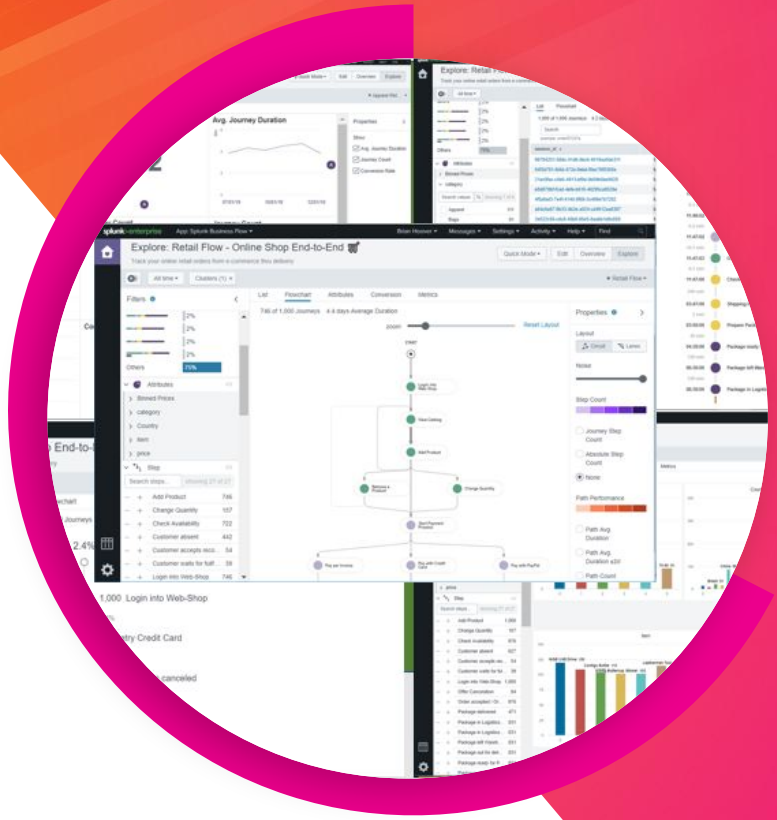

1966 Product Overview: Business Analytics with Business Flow

Charles Adriaenssens | EMEA Lead Business Analytics Specialist | Splunk

Brian Hoover | AMER Lead Business Analytics Specialist | Splunk

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Charles

Business Analytics Specialist, EMEA

Brian

Business Analytics Specialist, AMER

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Forward-Looking Statements

During the course of this presentation, we may make forward-looking statements regarding future events or the expected performance of the company. We caution you that such statements reflect our current expectations and estimates based on factors currently known to us and that actual events or results could differ materially. For important factors that may cause actual results to differ from those contained in our forward-looking statements, please review our filings with the SEC.

The forward-looking statements made in this presentation are being made as of the time and date of its live presentation. If reviewed after its live presentation, this presentation may not contain current or accurate information. We do not assume any obligation to update any forward-looking statements we may make. In addition, any information about our roadmap outlines our general product direction and is subject to change at any time without notice. It is for informational purposes only and shall not be incorporated into any contract or other commitment. Splunk undertakes no obligation either to develop the features or functionality described or to include any such feature or functionality in a future release.

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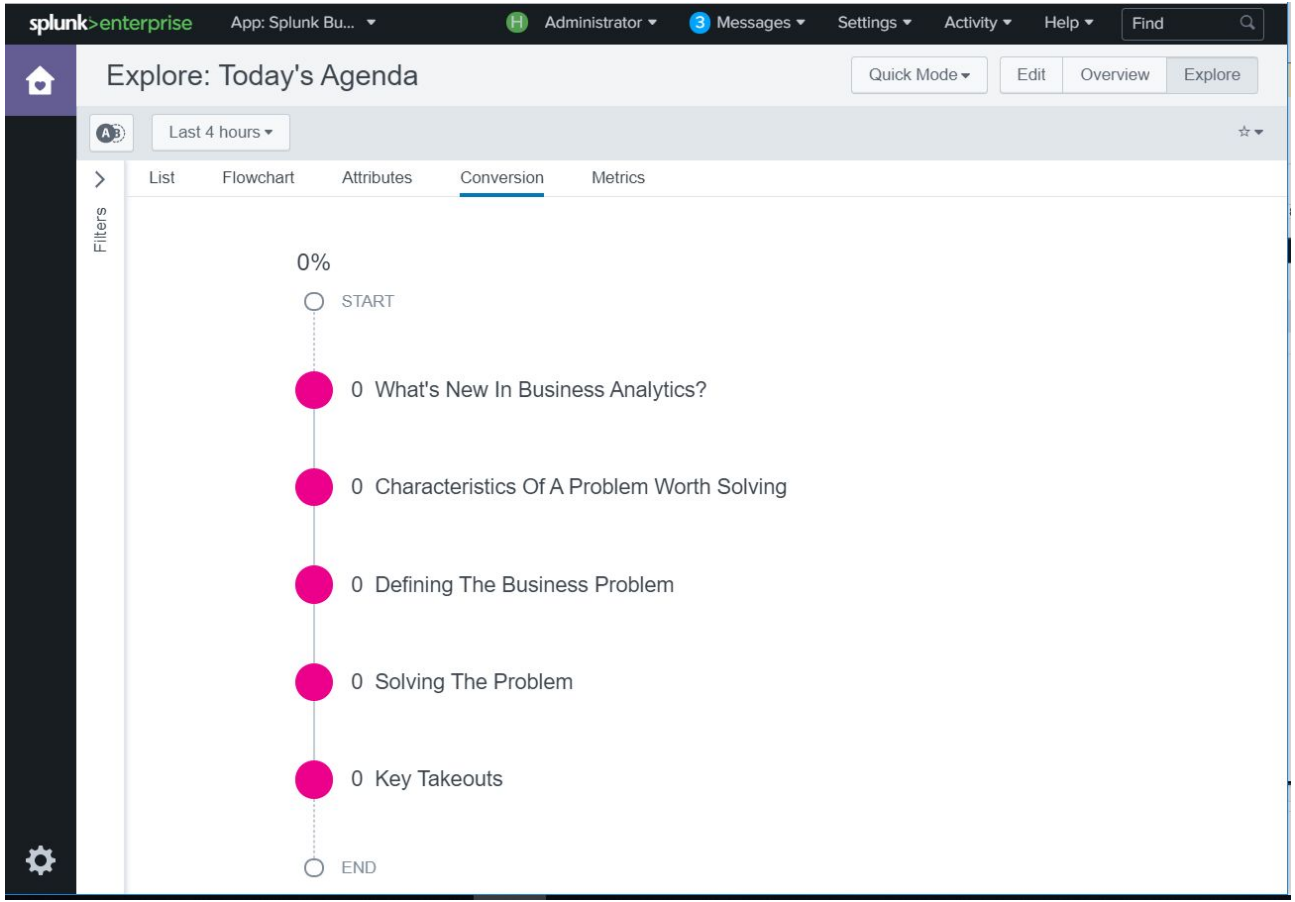
Agenda



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1. 2130 What's new in Business Analytics: A quick recap

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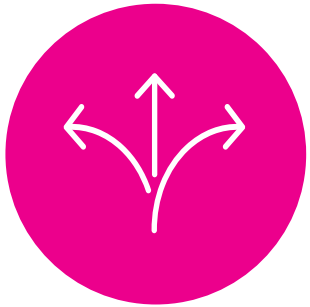
Every LOB is Now Powered by Applications

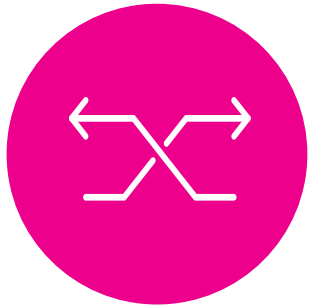
Generating Millions of Events per Day



Supply Chain

Customer Service

Sales



Logistics

Finance

EVERY LOB IS NOW A “DIGITAL BUSINESS”

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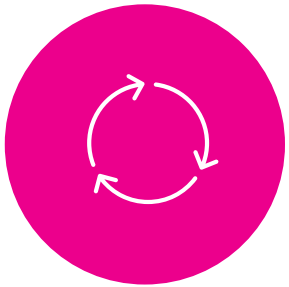
Gaining Transparency Into Complex, High Volume Processes is Challenging



Processes are fluid, need to constantly update and model data

Data spans disparate systems, difficult to collect

Processes lack real-time visibility, slow feedback loop

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What if Your Data Could Tell You…

If processes are actually operating and performing as expected

Where you have incomplete processes or unexpected delays

How conversion rates and performance differs from one cohort to another

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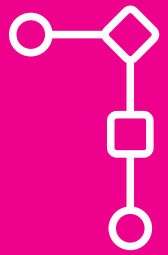
Introducing Splunk Business Flow (SBF)



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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2. Characteristics of a problem worth solving

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SBF can be used to improve business processes and customer journeys

"A business process or business method is a collection of related, structured activities or tasks by people or equipment which in a specific sequence produce a service or product for a particular customer or customers. Business processes occur at all organizational levels and may or may not be visible to the customers."

– *Source Wikipedia*

"The customer journey is the series of interactions between a customer and a company that occur as the customer pursues a specific goal. (The journey may not conform to the company's intentions.)

– *Source: Forrester*

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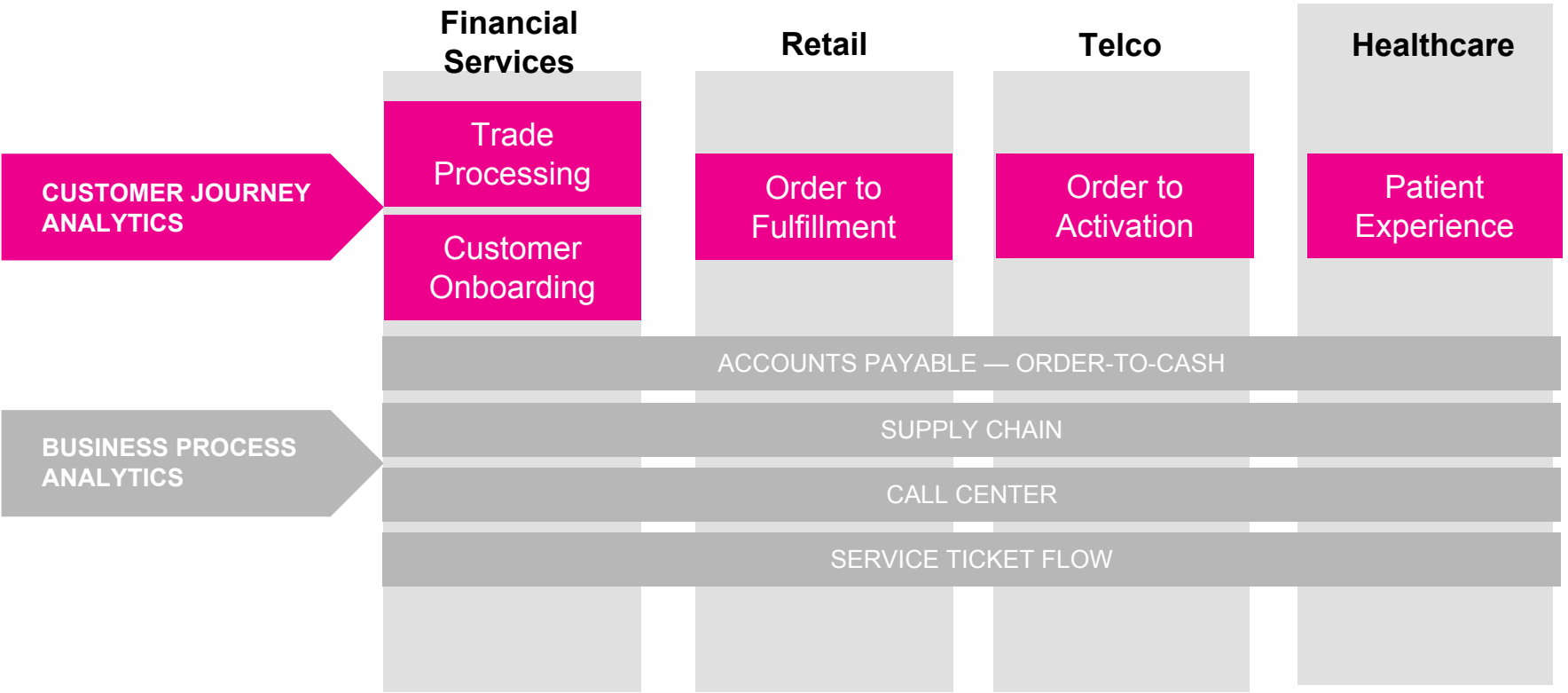
Customer Journey : Vertical Use Case Examples



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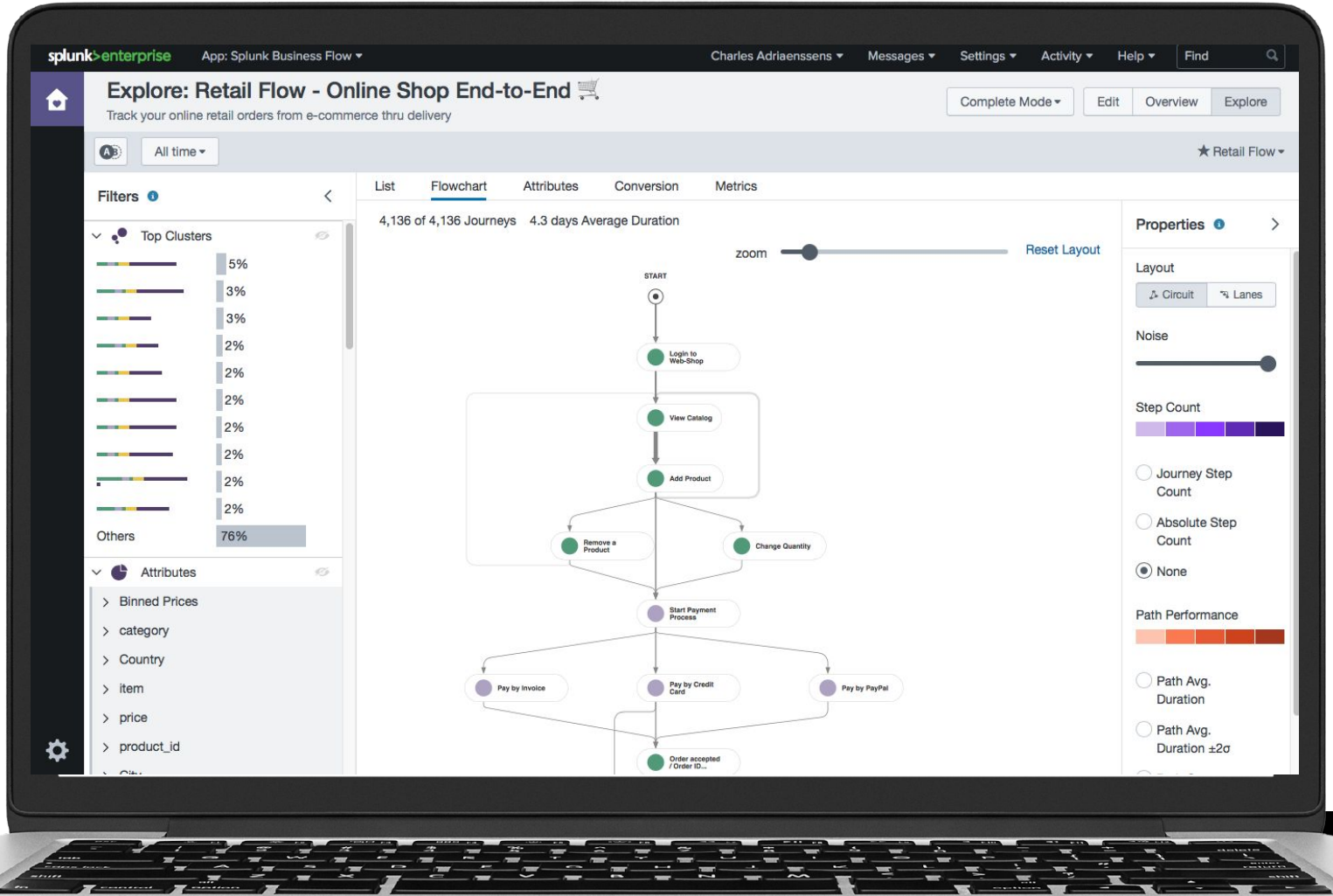

Otto Group

With Business Flow, it's the first time that we can have a look into the living system. It's like you're using an X-Ray machine into your software. Business Flow can help us find out where are we losing time and losing time often means losing money."

Product Manager, Otto Group

- Gain end-to-end visibility into operations across the customer experience
- Investigate complex customer order issues without delays
- Track current order status across multi-tiered enterprise systems

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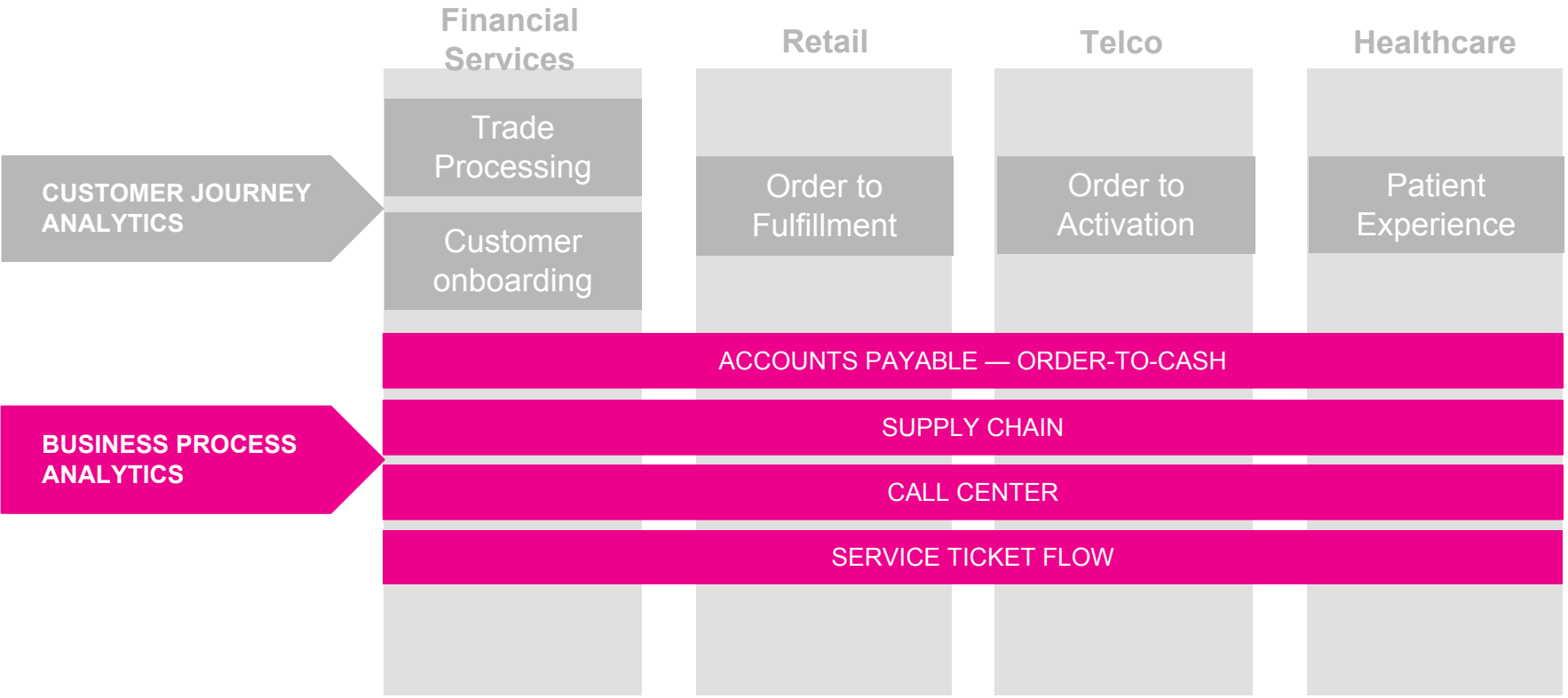
Business Process : Use Case Examples



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3. Defining the business problem

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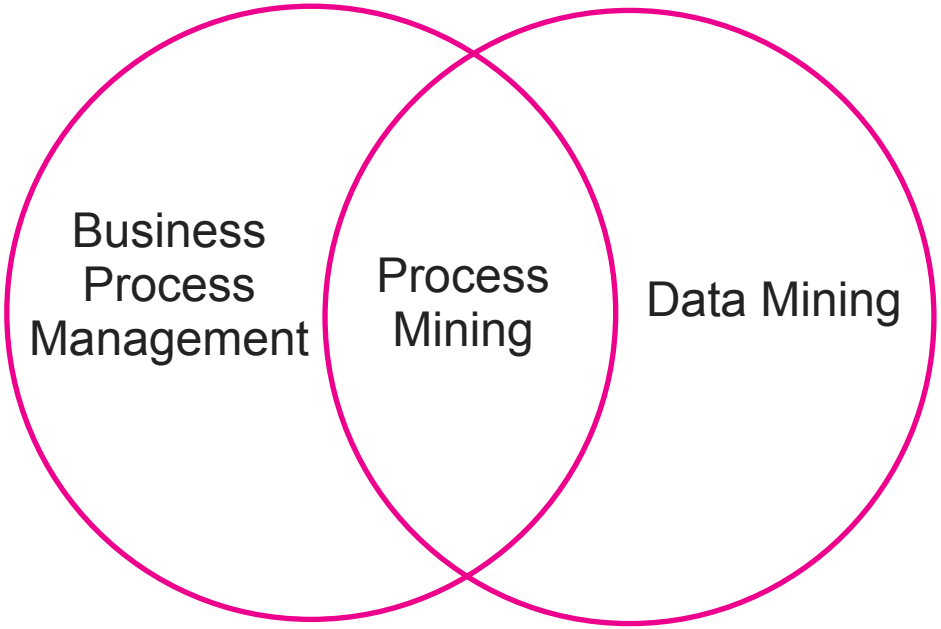
What is process mining?



Process Mining is a process analysis method that aims to discover, monitor and improve real processes (processes not assumed) by extracting knowledge easily from available event logs in the systems of current information of an organization

Source: wikipedia

With the explosion of **digital transformation**, many organisations are struggling to deliver operational excellence

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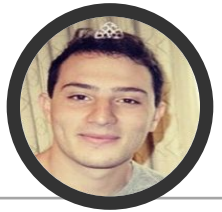
Who should be involved?

				
Role	**Data Architect “Splunk Expert”**	**IT Business Apps “Data Admin”**	**LOB Process Improvement Analyst**	**LOB Business Operations Analyst**
Responsibility	Understands the value and administration of Splunk	Administers critical business applications from which logs can be extracted	Identifies defects, eliminates waste, and streamlines inefficiencies in processes	Provides reporting and visibility on key performance metrics to decision makers

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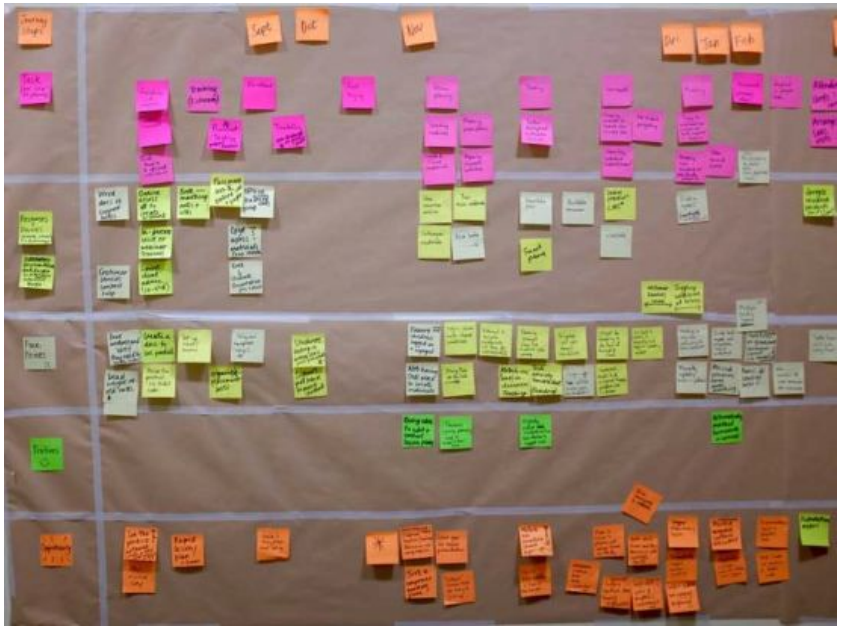
Defining the end-to-end process / journey



- All possible steps
- Identification of data sources / owners
- Key attributes (for analysis)
- KPIs

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Translating Insights into Business Value

Example insights from the Retail / Order To Fulfillment Use Case

Insight	Business Value
Identification of unexpected loops	Time saving by identifying / unblocking
Identification of unfulfilled orders	Reduced fulfillment costs
Reduction of ‘pick failures’	Higher first time pick volumes, reduced costs / compensation
Manual intervention during process causing delays	Decreased fulfillment costs and call centre escalations
High variance in time between orders released and fulfilment	More orders delivered on time, reduced fulfillment costs

Improved customer experience and business profitability

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Key Success Criteria

1. Are event level data available which can be correlated to build the end-to-end journey / process?

2. Do we know enough about the journey / process to derive insights that lead to improvements?

3. Can we deliver tangible business value?

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4. Solving the problem

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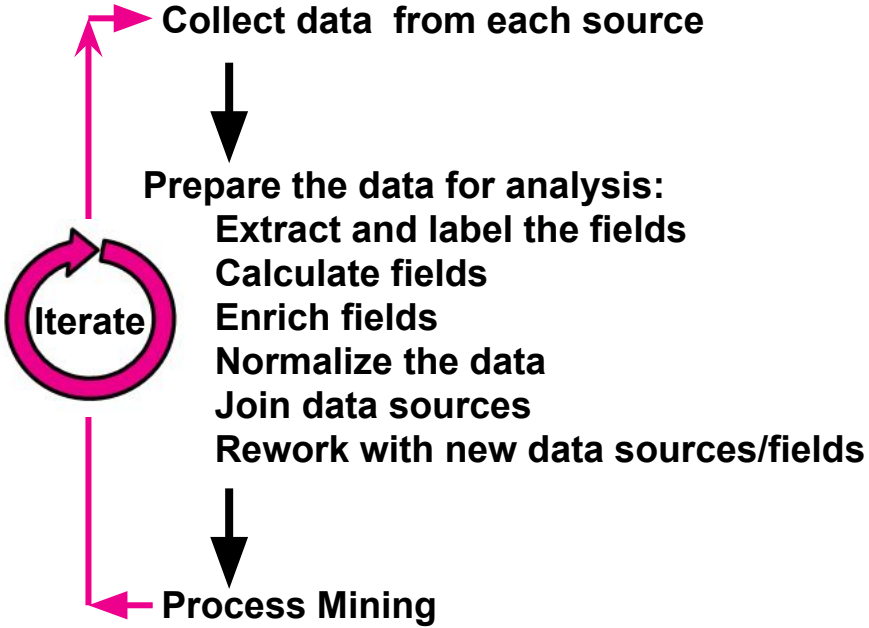
Before The Mining Starts

Data Collection and Preparation – 80% Of the Effort



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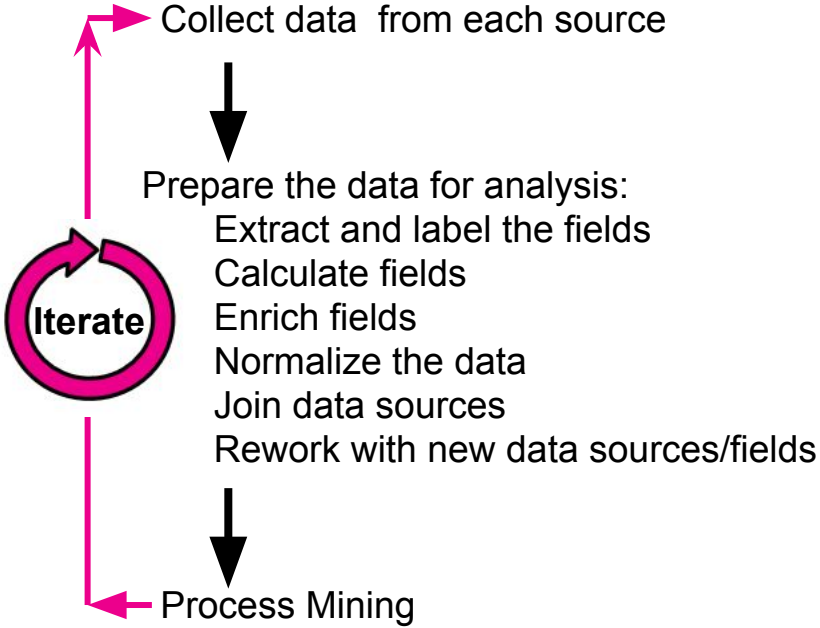
Process Mining Without Splunk



Different Technology For Each Step

Extract data from each machine/data source using custom code or third party tool

Run batch jobs to collect the data
USE ETL tool or custom code to transform the data and load into a database based on database design criteria
Rework each time new sources or fields are added
Run batch jobs to refresh the data for analysis
Separate tool to monitor the performance of batch jobs
Separate data mining tool for quality and compliance analysis

Process visualization tool only as current as the last data load
Separate tool for custom dashboarding
Separate tool for notifications and alerts

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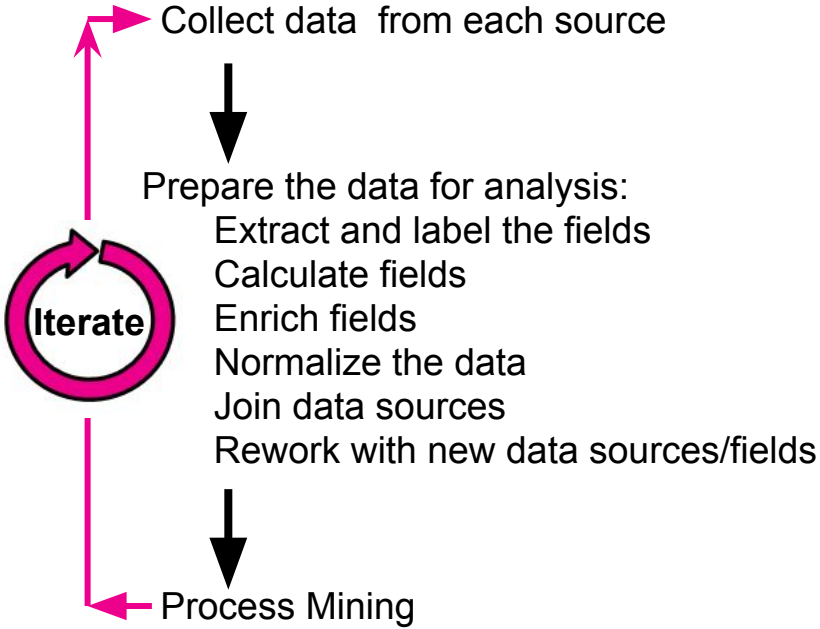
Process Mining With Splunk !



Integrated Splunk Technology

Splunk technology forwards data from each source

Splunk indexes the data
Splunk commands extract, calculate, enrich, normalize, and join data in real time
Splunk commands add new data sources and fields
Splunk monitors the entire data pipeline and notifies if there are disruptions

Analysis based on current data
Splunk dashboards for custom analysis and alerting

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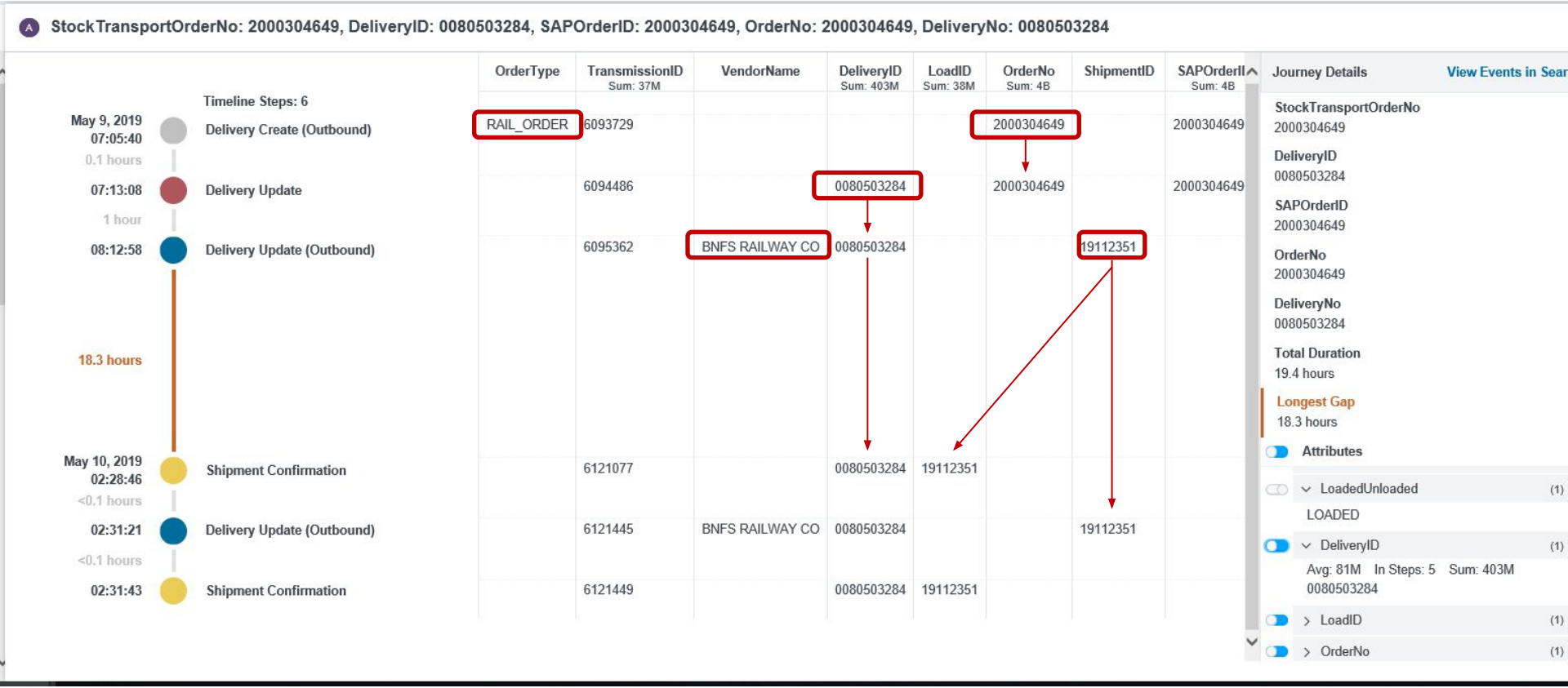
Challenge: Correlating Across Data Sources



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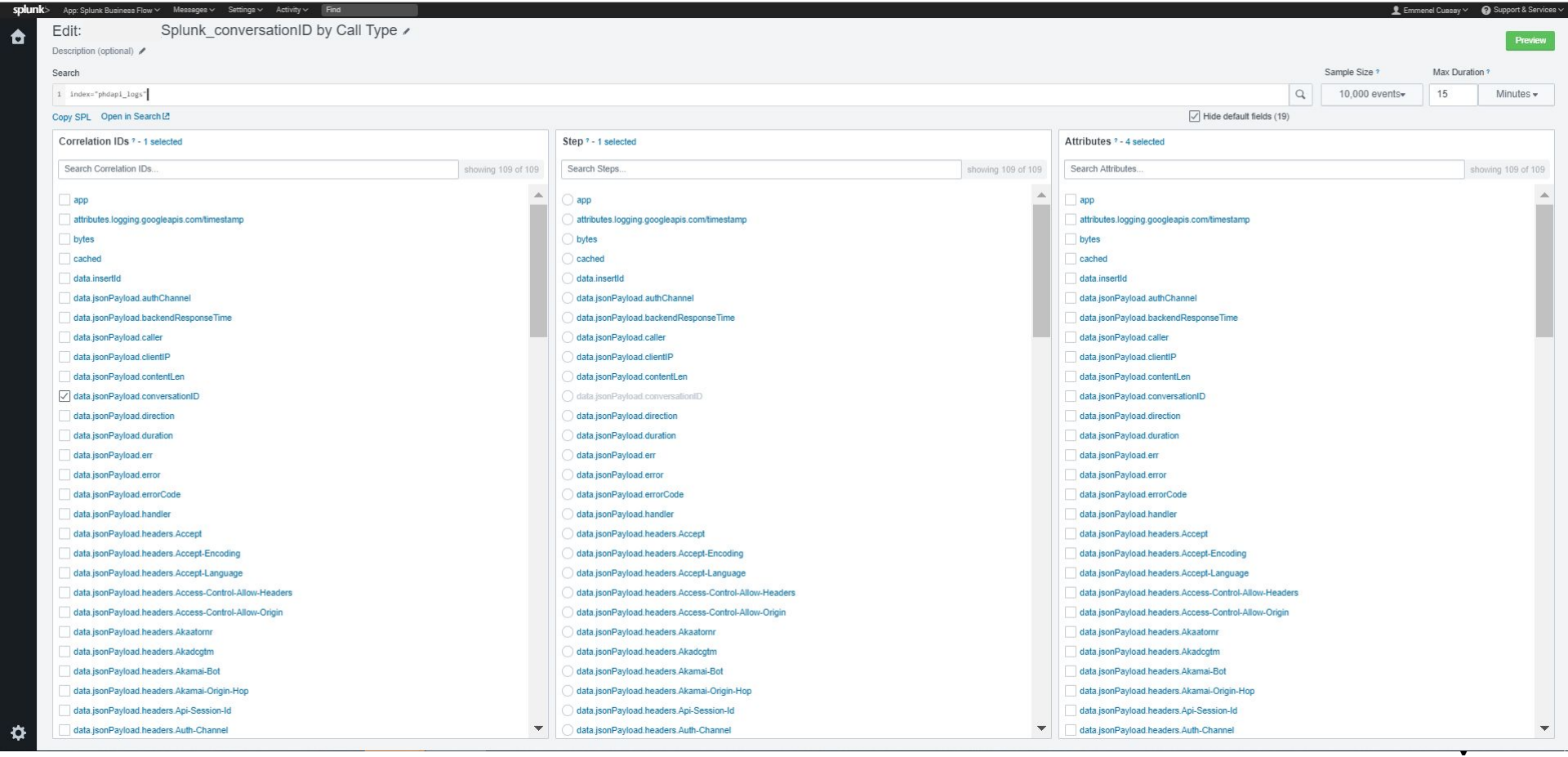
Challenge: Who Is The Data Expert ???



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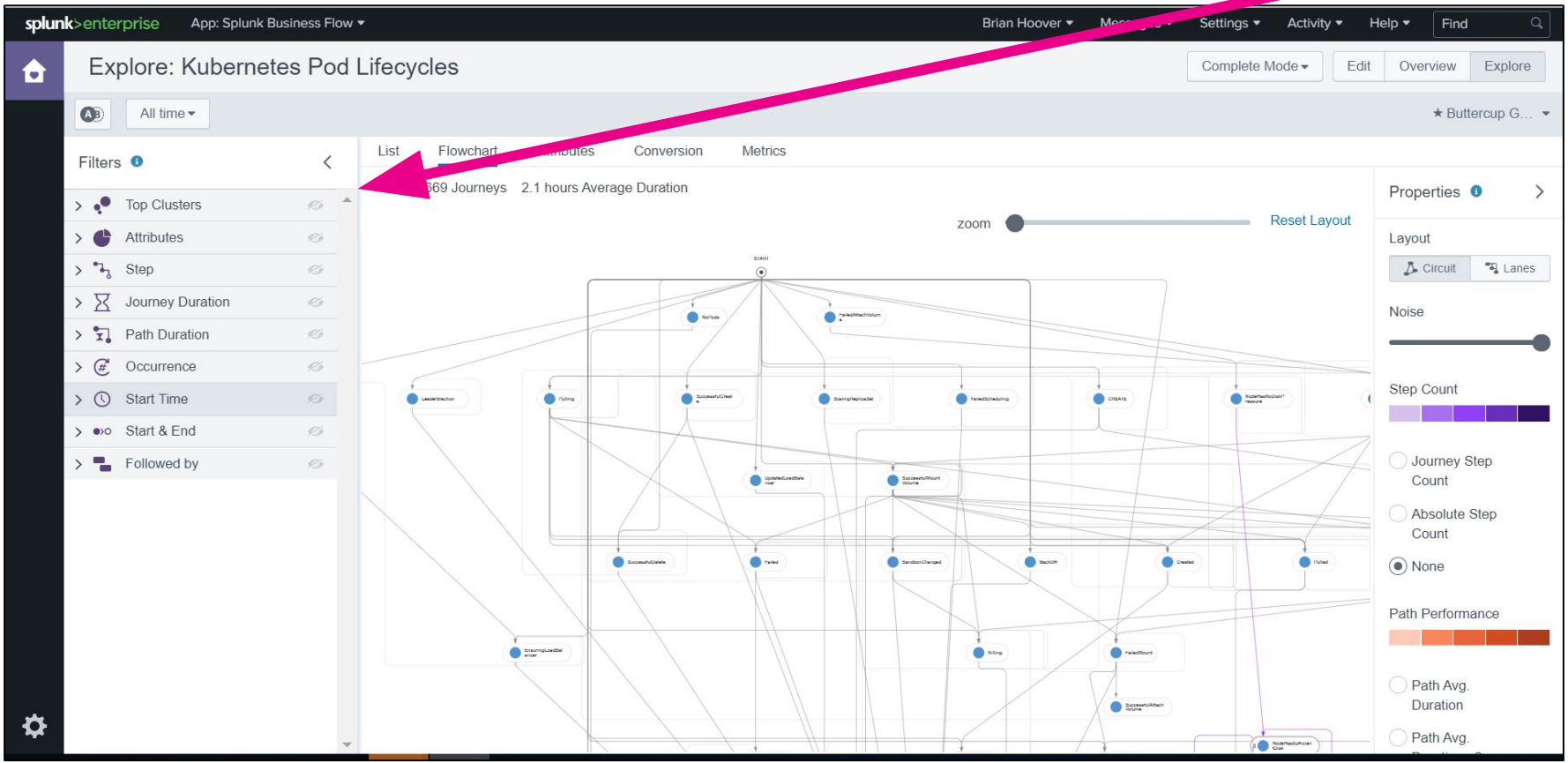
Challenge: So Many Options – Where To Start !



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5. Key Takeouts

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Key Takeaways

1. Get the right people involved as early as possible
2. Constantly be thinking of how to deliver business value
3. Don’t be afraid to experiment with your data. Refine, refine, refine!

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6. Want to learn more?

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Want to learn more about Splunk Business Flow?

1. Attend the SBF Technical Workshop with Tom Martin and Dirk Beerbohm (BA2138, today 13.45).

2. Hear how Deutsche Bahn have been successful using SBF (BA1191, today 15.00).

3. Visit the Splunk Business Flow booth.

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Interested in Splunk Business Flow?

Fill Out Our Survey To Get More Information From the Splunk Product Team

http://bit.ly/2kjBoXm

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Q&A

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