

What's New in Business Analytics and Business Flow



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October 23, 2019



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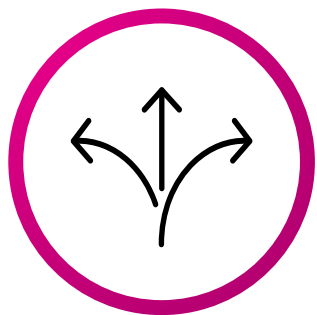
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Digital Transformation is Changing Every Function

Generating Millions of Events per Day

**Supply
Chain**



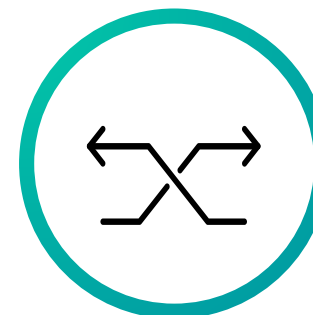
**Customer
Service**



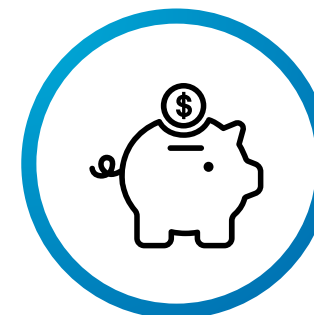
Sales



Logistics

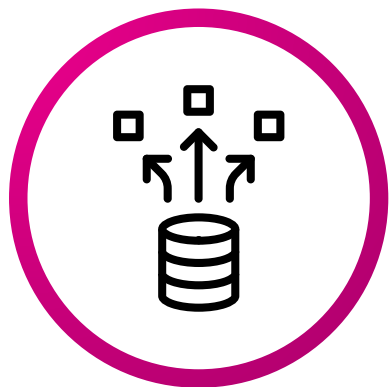


Finance



Gaining Transparency

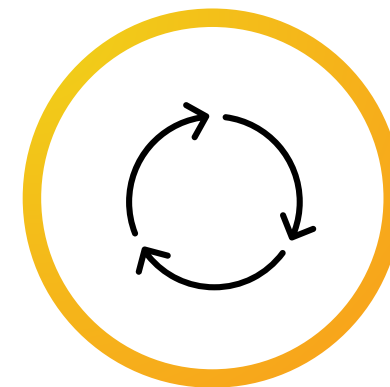
Into Complex, High Volume Processes is Challenging



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

Hundreds of Organizations

Have Turned To Splunk's Platform to Analyze Business Processes

TESCO

John Lewis

MetLife

ideel

FlightNetwork[®]
search no further.™

otto group

Karavel[®]
-com

e-Travel

YOUR LONDON AIRPORT
Gatwick

COMCAST

SONIC

DIRECTV

Lincoln
Financial Group[®]

Bronto

cars.com

CISCO

metroPCS

cricket[™]
wireless

Cerner

UniCredit

HCSC
Health Care Service Corporation

B2W
DIGITAL

CSC

San Francisco

KAISER PERMANENTE[®]

Telstra

Northern Trust

Pearson

Homes.com

satcom
direct.

Corporate Express
NetXpress

salesforce

SONIFI

vantrix
moving media

box

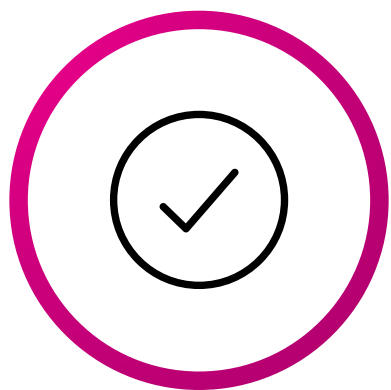
ADP

Shopping Smart
CJmall

SNAP
INTERACTIVE

eBay
classifieds
group

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

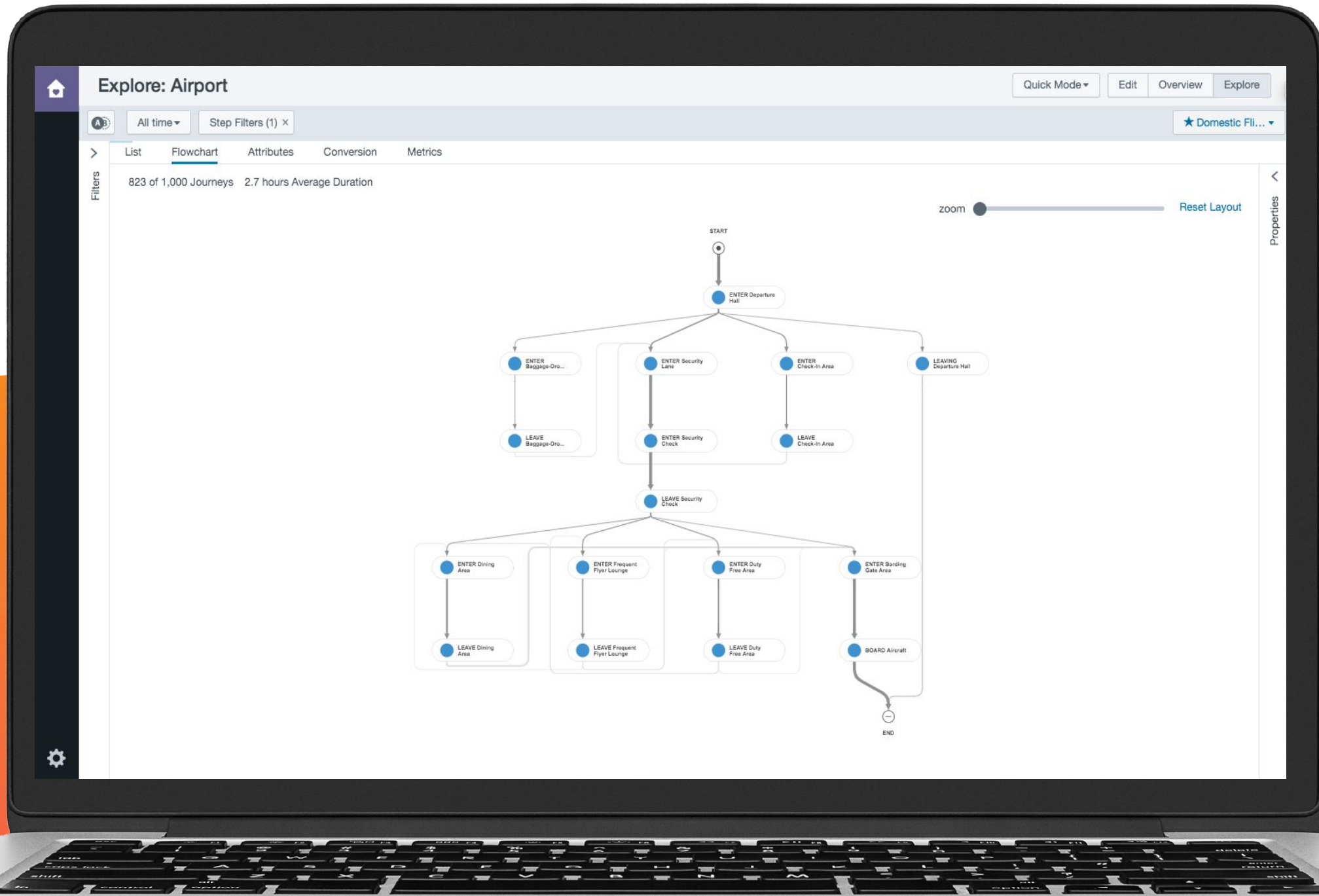


Conformance
checking and
deviation
notifications

SPLUNK BUSINESS FLOW

splunk>enterprise

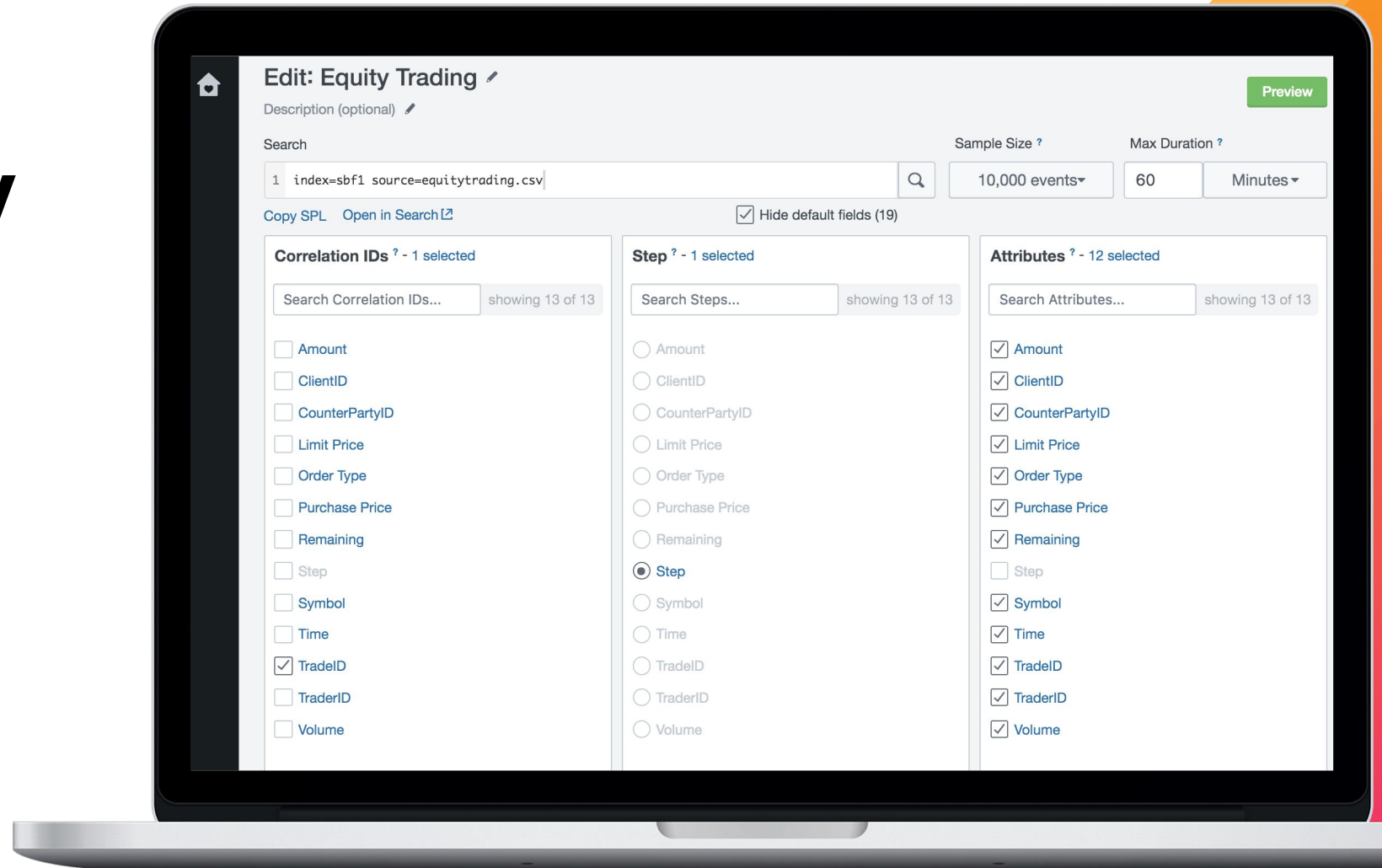
splunk>cloud™



See How Processes are Actually Operating

Create a model using actual events with a few clicks

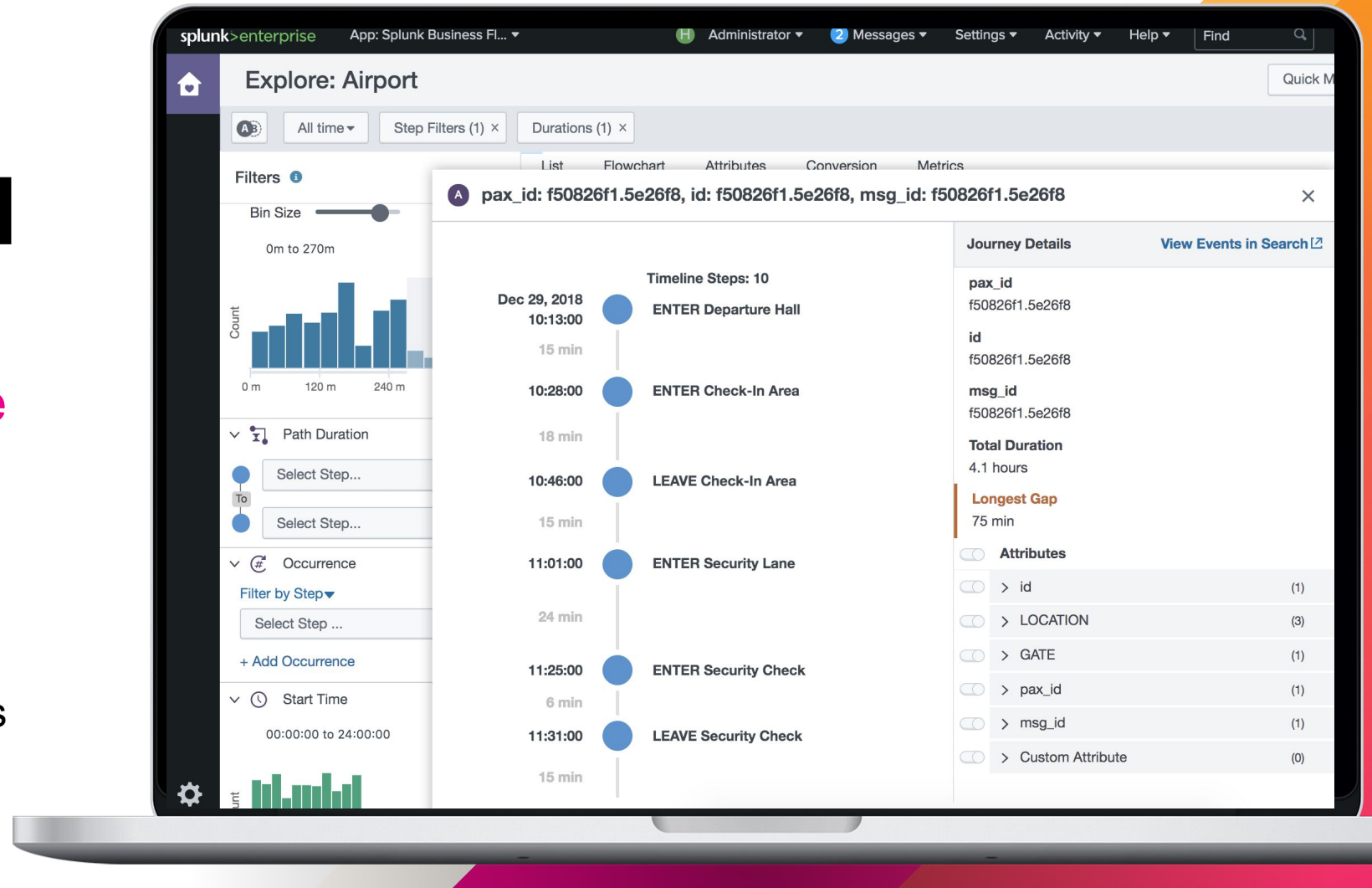
- Interactively select Correlation IDs, Step, and Attributes
- Instantly preview your process flowchart
- Save multiple views from this flow model



Investigate Delays or Unexpected Behavior

Quickly slice-and-dice to drill down into specific journeys

- Apply a variety of filters
- Save commonly used filters into filter sets
- Investigate individual journeys

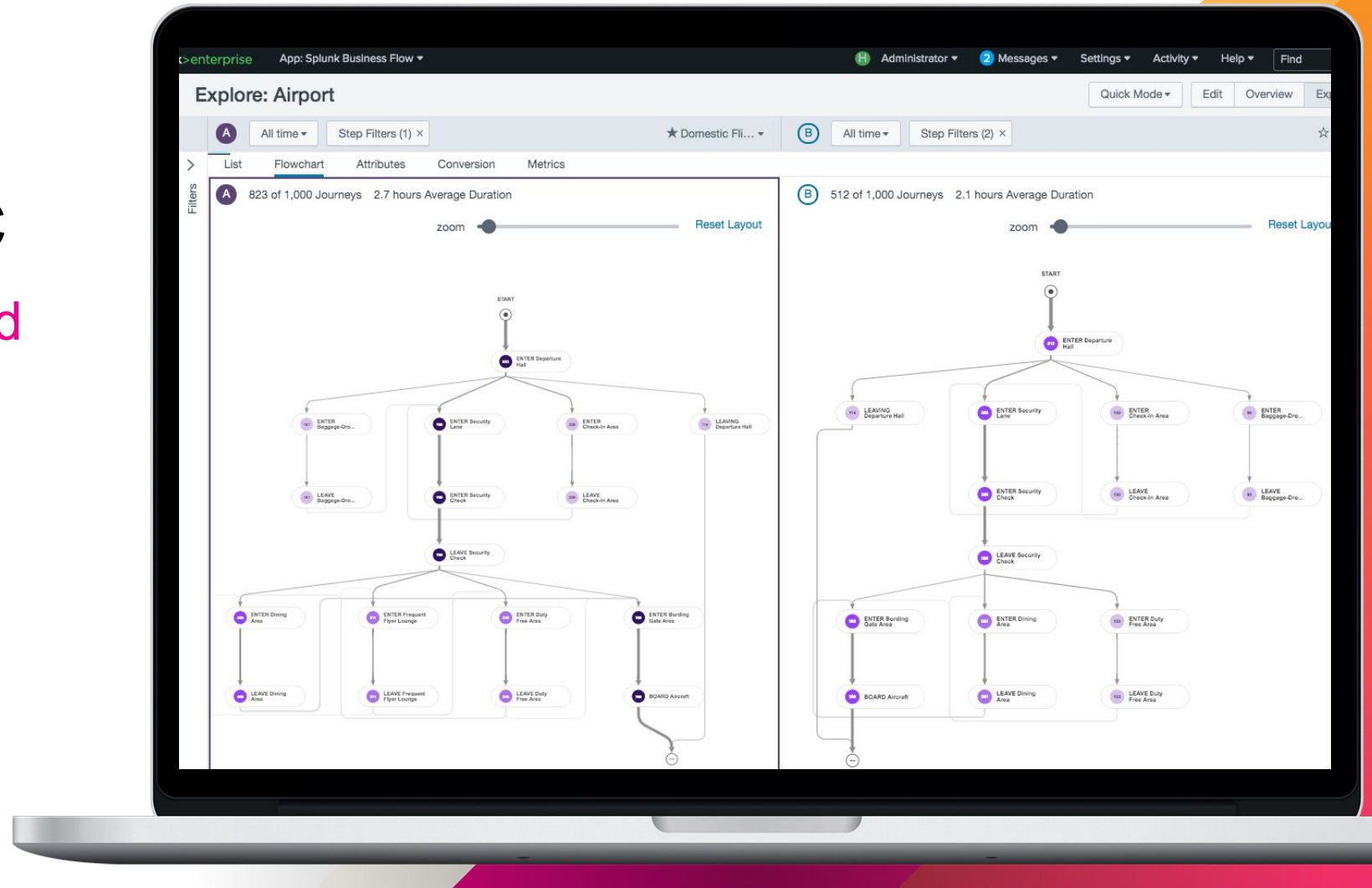


Compare Cohort Performance

e Easily define A and B variants for side-by-side comparison

A/B mode for side-by-side comparisons:

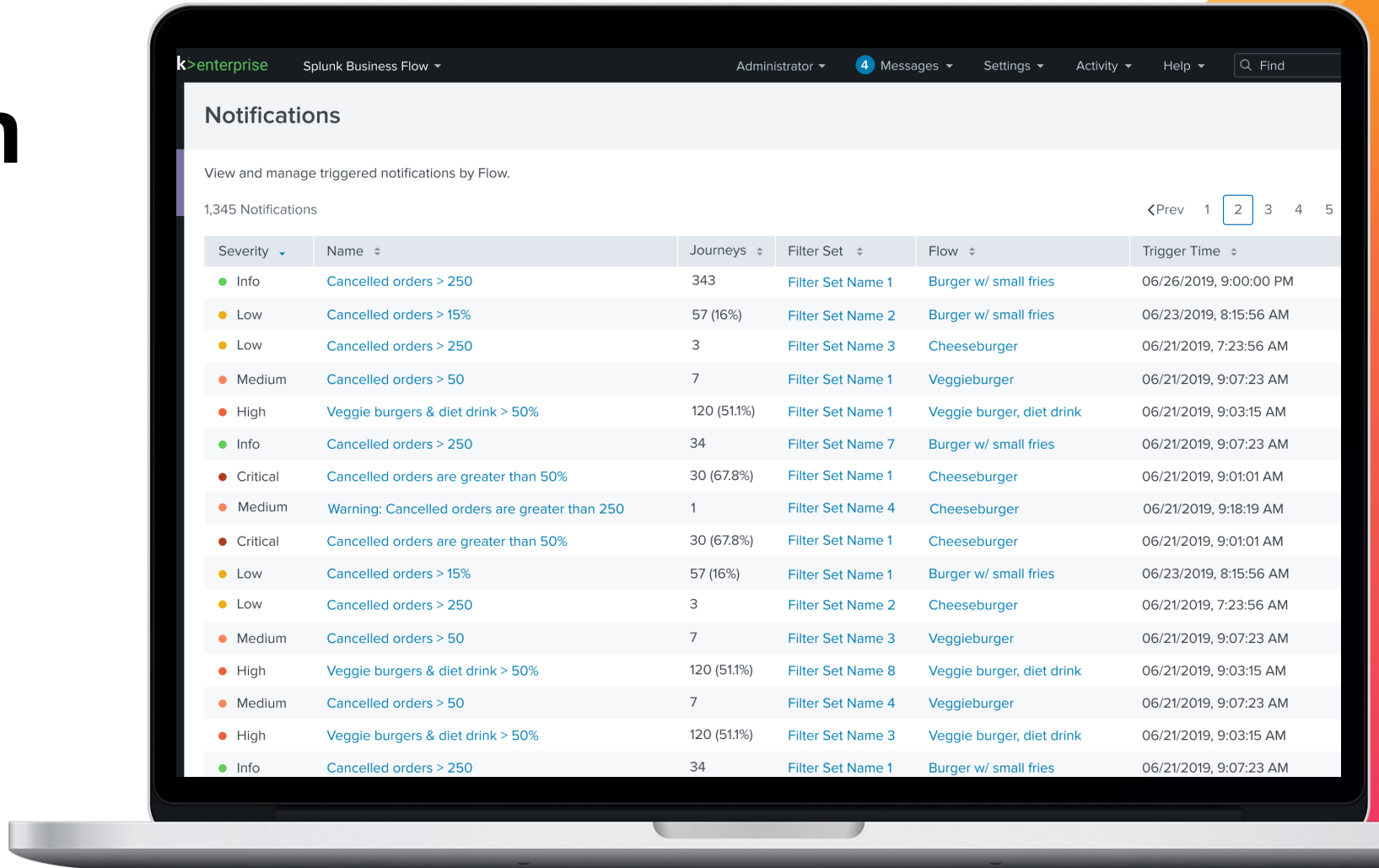
- Flowcharts
- Conversion rates
- Activity heat maps



Notify Users When Flows Need Investigation

Check for process conformance

- Interactively specify notification conditions and thresholds
- Review the history and details of triggered notifications



The screenshot displays the 'Notifications' section of the Splunk Business Flow interface. The header includes the Splunk logo, 'enterprise', 'Splunk Business Flow', and navigation links for 'Administrator', 'Messages', 'Settings', 'Activity', and 'Help'. A search bar is also present. Below the header, the text 'View and manage triggered notifications by Flow.' is shown, followed by '1,345 Notifications' and a pagination control showing '2' of 5 pages. The main content is a table with the following columns: Severity, Name, Journeys, Filter Set, Flow, and Trigger Time. The table lists various notifications, including 'Cancelled orders > 250', 'Cancelled orders > 15%', 'Cancelled orders > 50', 'Veggie burgers & diet drink > 50%', and 'Cancelled orders are greater than 50%'. Each row includes a severity level (Info, Low, Medium, High, Critical), a name, the number of journeys (and percentage for some), a filter set name, the flow name, and the trigger time.

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 (16%)	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 (51.1%)	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 (67.8%)	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 (67.8%)	Filter Set Name 1	Cheeseburger	06/21/2019, 9:01:01 AM
Low	Cancelled orders > 15%	57 (16%)	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 (51.1%)	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 (51.1%)	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

DEMO



Retail | Business Analytics

“As the world’s pizza delivery leader, Domino’s has always leveraged technology to ensure a seamless customer experience. However, slow and expensive monitoring solutions required our technical teams to identify business processes up front in order to monitor them. Splunk Business Flow gives us unprecedented visibility into our processes as they are actually happening allowing us to identify unforeseen bottlenecks, increase conversion rates, and ultimately deliver a great experience for our customers.”

- Mike Cox, Splunk Architect

- Gain end-to-end visibility into online delivery orders
- Investigate unpredictable issues that would go uncaught with traditional tools
- Reduce fallout and improve the conversation rate

Deep Dive into Splunk Business Flow Use Cases

1. **BA2138** Technical Workshop: Business Analytics with Splunk Business Flow
2. **BA2642** Technical Overview: How We Used Splunk Business Flow at Splunk
3. **BA1966** Product Overview: Business Analytics with Splunk Business Flow
4. **BA1191** Driving More Sales at Deutsche Bahn: DB Systel's Journey Mapping With Splunk Business Flow (DB Systel)



Thank

You



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