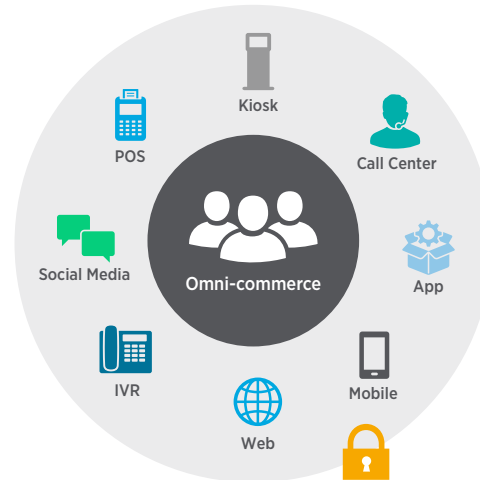


# SPLUNK® FOR RETAIL

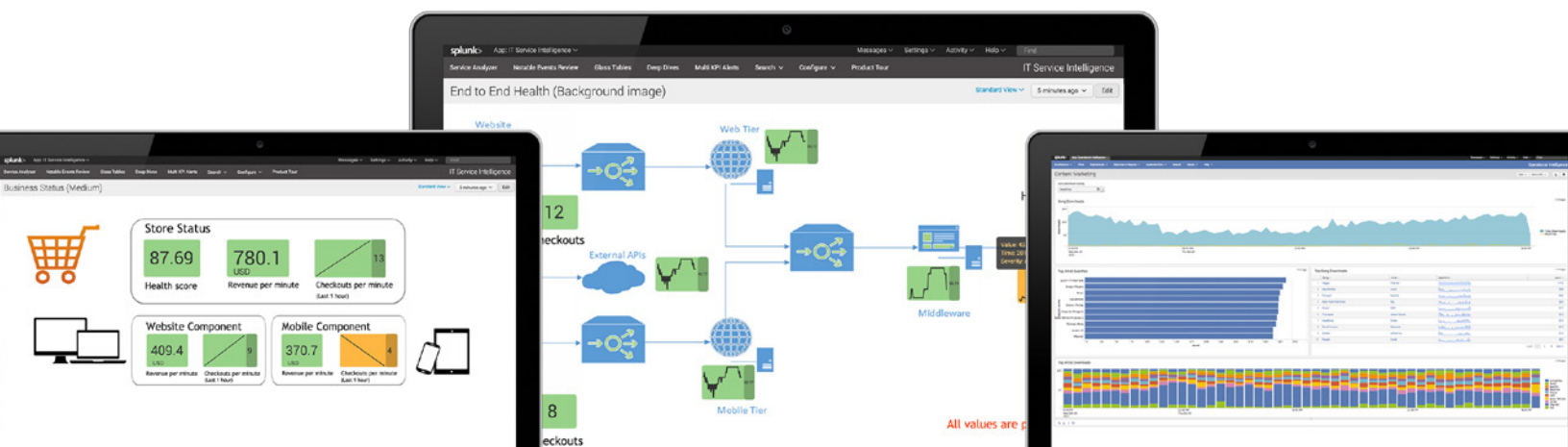
Deliver real-time operational insights across sales channels

- **Support omni-channel strategies** by managing IT infrastructure, evolving technologies and security
- **Streamline operations**, strengthen security, deter fraud and demonstrate PCI compliance
- **Improve the customer experience**, and quickly spot sales trends and order issues



People expect to be able to shop anytime and from anywhere—in a store, online, on mobile devices or over the phone. To provide this seamless customer experience, your IT infrastructure is becoming increasingly complex. Lost orders, fraudulent transactions and theft of sensitive customer data can adversely impact revenue streams, customer satisfaction and business reputation.

Splunk software analyzes, visualizes and monitors machine data from any source—such as POS systems, applications and servers—to provide insights to IT and business operations on-premises and in the cloud. It can help you capture more revenue, fulfill orders accurately, improve your customers' experience, strengthen your security posture and comply with PCI and EMV requirements. Teams spanning store and e-commerce operations, IT and security can explore data through interactive, real-time dashboards to gain visibility across all of your operations, which is critical for omni-channel success.



Omni-Channel  
VisibilityCustomer  
ExperiencePerformance  
UptimeSecurity and  
FraudPCI  
Compliance

## Splunk for Retail

### Omni-Channel Visibility

Get a complete view of your overall operations across sales channels. Gain real-time insights into buying patterns, inventory levels and supply chain status, so you can improve operational efficiency and productivity.

### Customer Experience

Understand customer behavior in real time—including insights into campaign performance and clickstream analysis—so you can deliver relevant offers and provide faster paths to purchase. Splunk software complements existing business analytics to provide additional context, cross-channel perspective and real-time feedback for business and marketing teams.

### Performance Uptime

Maximizing uptime of systems and applications is critical to business success. Get real-time alerts and monitoring to ensure uptime for store, web and mobile channels to increase profitability and improve business reputation.

### Security and Fraud

Improve security posture, defend against data breaches and detect fraud by correlating and visualizing data to identify and investigate anomalies. Advanced charts, graphs and dashboards help you respond to threats quickly and intelligently.

### PCI Compliance

Protect sensitive customer data and streamline reporting on PCI compliance. Create correlation rules and reports to identify insider threats or unauthorized access to PII. Automatically demonstrate compliance and identify areas of non-compliance.

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.](#)



✉ [sales@splunk.com](mailto:sales@splunk.com)

🌐 [www.splunk.com](http://www.splunk.com)