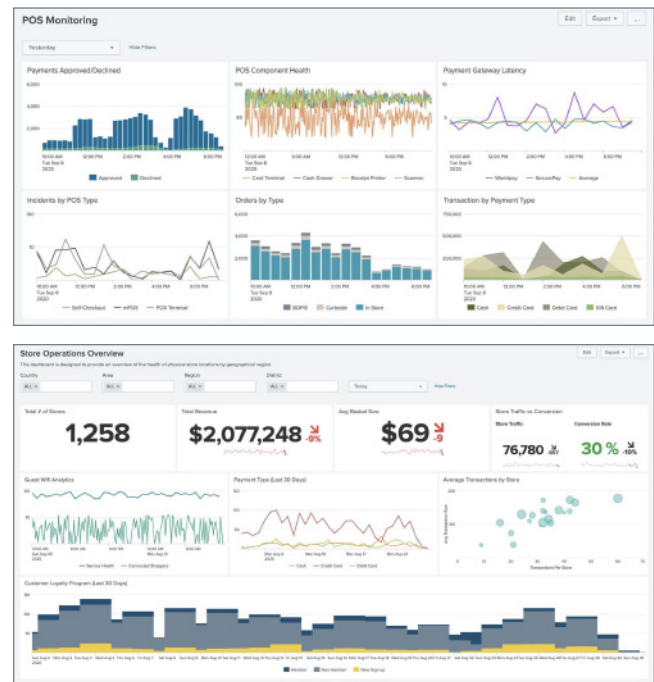# Splunk and Google Cloud for Store Reliability

Key Benefits

- Deliver on new customer expectations by improving the performance and health of store infrastructure, point of sale and retail applications

- Help store employees be more responsive by ensuring mobile devices and applications are reliable for every shift

- Enable actionable intelligence by creating dynamic dashboards and alerts across the full technology ecosystem and combining IT operations metrics with business KPIs to keep the business running

As the retail landscape continues to evolve, retailers can establish competitive differentiation and grow their businesses by developing stores that are more engaging and efficient. Customers now expect a consistent, connected and frictionless experience throughout their omnichannel journey. Additionally, sales associate roles are being reshaped as new digital tools improve collaboration and productivity.

Legacy technology stacks, data silos, and a lack of actionable real-time insights have slowed innovation at stores. To continue moving the needle forward, Splunk and Google Cloud are helping retailers establish connected technology approaches for diverse store environments to bring data together and eliminate silos. This holistic data utilization is key to creating modern stores that realize the benefits of being connected, intelligent, and automated.

With omnichannel capabilities and in-store technologies increasing in complexity, IT teams must continuously monitor and mature their ecosystems to meet uptime and performance SLAs. Being able to more efficiently gather and analyze key data gives IT the end-to-end visibility of store operations they need. With the Splunk Cloud platform on Google Cloud, IT staff can correlate logs, metrics, and traces across data silos, including store infrastructure, point of sale (POS) devices, payment gateways, associate devices, retail applications, IP cameras, kiosks, and more. Applying machine learning capabilities to data can help IT staff quickly detect anomalies in service health, pinpoint areas of service degradation, and predict future outages or incidents before they occur.

HyVee®

Hy-Vee brings a smile to every aisle with Splunk and Google Cloud

Hy-Vee is an employee owned chain of supermarkets that took a data-first approach to improving the performance and reliability of their 250+ store locations. The Splunk platform in Google Cloud provides end-to-end visibility of store technologies (POS, network, firewalls) while centralizing IT monitoring with a cloud-first approach. IT support teams have shifted from reactive processes to proactively addressing issues before business success is impacted - achieving significant reductions in MTTI & MTTR for store related incidents and delivering the best customer experience possible.
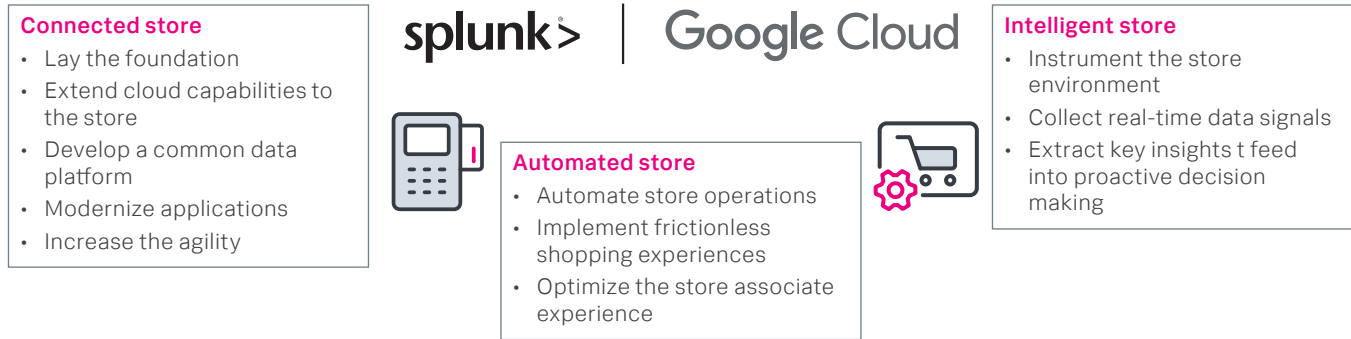
Data can also be easily and securely shared throughout the business to improve collaboration – from DevOps, store operations, and eCommerce/digital to merchandising and logistics. This helps eliminate the common challenge of fragmented data silos, disconnected processes, and the risk of decisions being made without full visibility or context.

Modernizing stores is a journey, and we recognize that stores have never been more important as shoppers reshape the face of retail. Splunk and Google Cloud are helping retailers capture omnichannel revenue growth, drive operational improvements, and lead with data-driven decision making.

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As a cloud platform provider, we help retailers solve their most challenging problems. We believe in the power of intelligent, data-driven offerings to transform store operations and digital experiences across the organization. Data is at the center of every business' digital transformation and we are proud to partner with Splunk to help our joint customers deliver frictionless omnichannel experience leveraging Google innovations and Splunk capabilities on Google Cloud's trusted and secure infrastructure."

Amy Eschliman, Managing Director, Retail Solutions Strategy & Industry Engagement, Google Cloud

splunk> | **Google** Cloud

Connected store
- Lay the foundation
- Extend cloud capabilities to the store
- Develop a common data platform
- Modernize applications
- Increase the agility

Automated store
- Automate store operations
- Implement frictionless shopping experiences
- Optimize the store associate experience

Intelligent store
- Instrument the store environment
- Collect real-time data signals
- Extract key insights t feed into proactive decision making

Contact your Google Cloud or Splunk Sales team to start transforming your stores today.

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Learn more: **www.splunk.com/asksales**   **www.splunk.com**