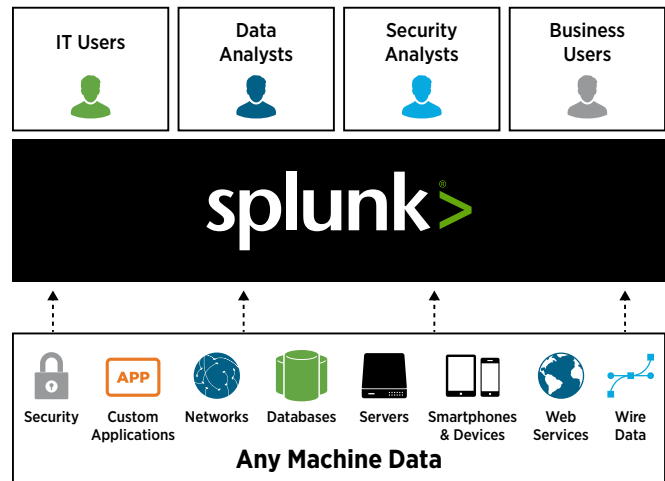# SPLUNK® FOR FINANCIAL SERVICES

Gain real-time insights to improve customer experience and security

- **Manage and monitor** your complex IT infrastructure, including legacy, homegrown and new applications

- **Protect** against insider and external security threats

- **Detect** fraud, theft and abuse

- **Demonstrate** regulatory compliance

- **Improve** customer experience across branch, online and mobile channels

IT Users	Data Analysts	Security Analysts	Business Users

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Security · Custom Applications · Networks · Databases · Servers · Smartphones & Devices · Web Services · Wire Data

Any Machine Data

Your IT infrastructure is one of the most important areas of investment. You rely on it to deliver services, improve the customer experience, ensure regulatory compliance and enhance your security posture.

Machine data represents a large, untapped opportunity for financial institutions looking to address these strategic priorities. IT infrastructure components such as core banking systems, payment and trading platforms, applications, servers and mobile devices generate terabytes of machine data every day. Splunk software collects and analyzes any type of machine-generated data, including data from legacy banking systems and state-of-the-art mobile applications, so financial institutions can gain visibility across complex, global operations—on-premises and in the cloud.

Performance Monitoring	Security and Fraud	Regulatory Compliance	Customer Experience	Transaction Processing

Splunk for Financial Services

Performance Monitoring

Manage and monitor your complex IT infrastructure, including legacy systems and applications. Establish performance baselines and uncover problems right away. Reliable performance means better customer satisfaction and higher revenues.

Security and Fraud

Gain insights that mitigate risk and support a broad range of security use cases, including real-time monitoring, incident response and insider threat detection. Quickly identify and investigate anomalies on user behavior and patterns to detect account takeover and fraud.

Regulatory Compliance

Index and monitor data to comply with local, state, federal and international regulations, including Sarbanes-Oxley (SOX), GLBA and PCI. Rapidly retrieve log data and generate reports for auditor requests, and improve log review controls to help lower operational and security risks.

Customer Experience

Understand how customers are using features and services, whether they're mobile, online or inside the branch. Proactively discover and resolve issues—helping to increase customer satisfaction. Get visibility from data generated across millions of events so you can find, troubleshoot and fix issues fast.

Transaction Processing

Gain end-to-end transactional visibility by analyzing data from every application and system that a transaction touches. Identify where transaction bottlenecks or errors occur so you can rapidly address any performance, network or system issue that prevents a transaction from completing.

Customers like FINRA and UniCredit rely on Splunk products to improve security, increase efficiencies, make data-driven decisions and gain tactical and strategic advantages. Learn more.

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