# Splunk for Financial Services

Transform your business with real-time data and advanced analytics

Data has long been the unsung hero of the financial services industry. Beyond the complex processes that follow the money and monitor associated risks and threats, there remains a real opportunity for financial firms to reimagine existing data strategies. This allows them to capitalize on product innovation, security and risk optimization, and improved client experience.

Much of that data is entangled in legacy systems and infrastructure that is not optimized for the digital economy. And the manual processes needed to access that data do not make it any easier.

The silver lining is that these legacy systems already produce a definitive record of all activity and behavior of users and clients. That data represents a significant, yet untapped, opportunity for financial firms to deliver on their strategic priorities. It holds potential insights to improve corporate performance and deliver better results for key stakeholders.

To unlock that data and gain insights, financial firms need to be able to **investigate**, **monitor**, **analyze** and **act** – something only a real-time data analytics platform can provide.
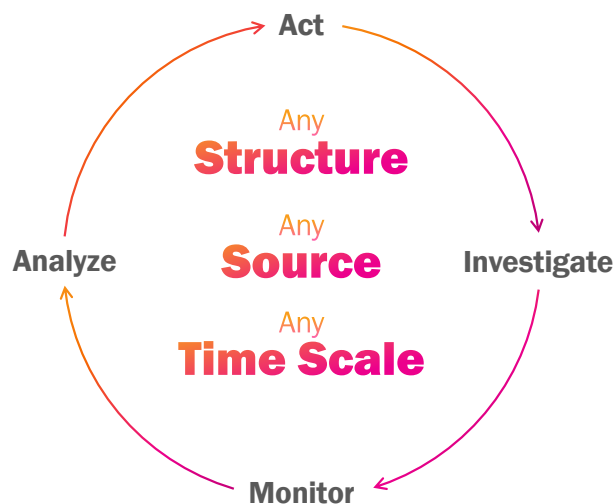
Splunk helps financial firms use the data their systems are already generating to reduce complexity by streamlining it into a single universe. This, in turn, improves efficiency and enables leaders to make intelligent decisions that drive growth. Splunk can help financial firms:

- Gain full visibility across all of your data regardless of location, type or format, in real time

- Improve business performance and process monitoring with advanced data analytics

- Deliver always-on IT operations and improve infrastructure integrity

- Optimize security posture and reduce exposure to fraud with proactive threat detection and automation response

- Drive innovation and deliver service excellence based on client insights

Splunk: The Data-to-Everything Platform

To turn data into everything, financial firms need visibility into what's going on across the enterprise, what actions and decisions can be made today based on that data, and what plans need to be put in place to be ready for tomorrow.

Financial services firms accelerate their data journey using Splunk. Powered by machine learning and equipped with predictive analytics, the platform provides real-time answers to real-world business needs. The platform's robust and scalable architecture addresses the massive volume and low-latency requirements that financial firms demand. It collects and analyzes data wherever it's located, and turns a sea of complex data into actionable insights.

Key Solutions for Financial Services

Transaction Monitoring

Gain end-to-end visibility into the lifecycle of a transaction from every application and system touchpoint. Identify bottlenecks and errors that could impact performance before they happen.

Security, Fraud and Compliance

Anomalies in client and user activity could pose a risk to your business, from the bottom line to your brand and reputation. Identify and investigate those incidents, then deploy an automation response to prevent them from re-occuring. Generate reports that comply with regulations and establish controls to lower operational and security risks.

Client Experience

Excellence in client experience delivery means higher revenues. So learn what matters most to your clients by looking at how they interact with your products and services, and develop products that align with their needs. Reliable performance with your IT stack helps that, too.
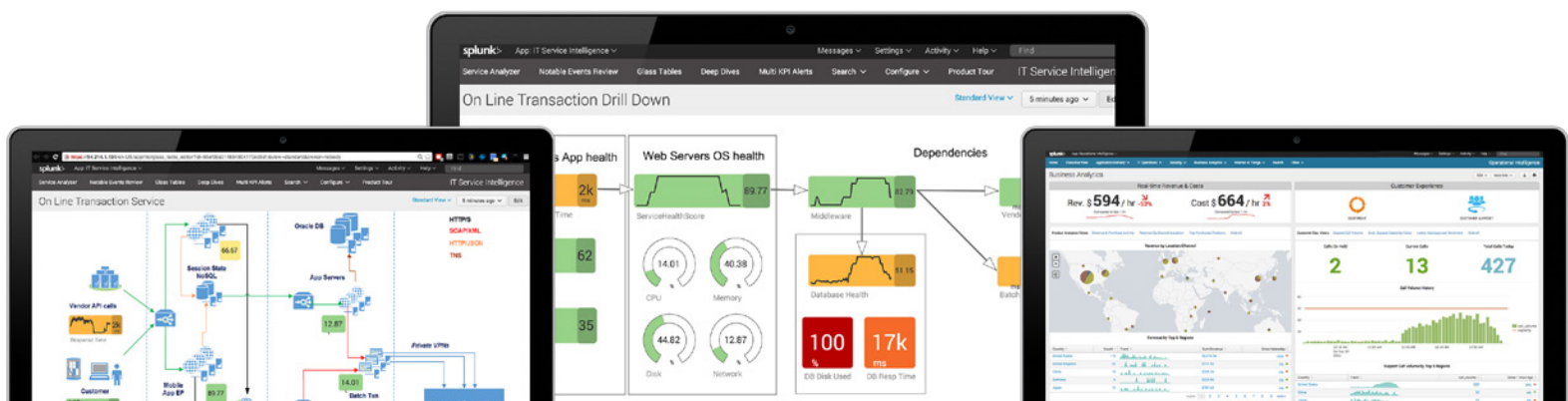
Splunk helps financial firms use the data their systems are already generating to reduce cybersecurity risks, streamline compliance, monitor complex financial business processes and more. **Learn more**.

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