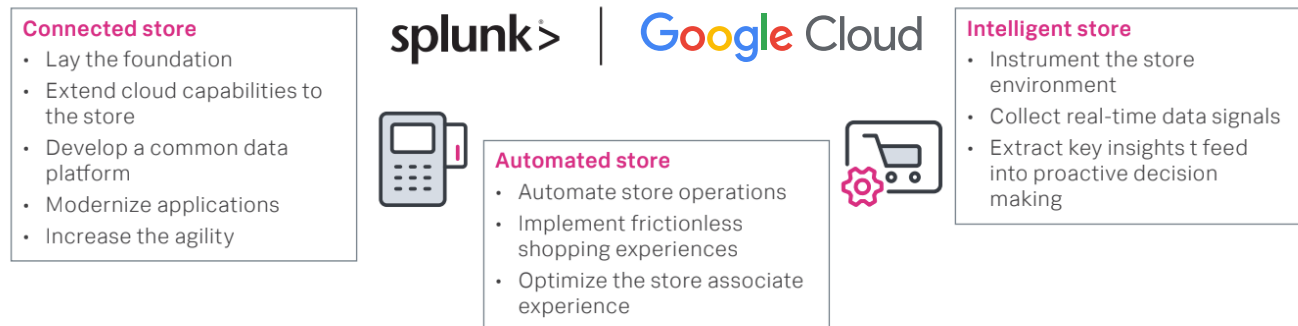


Splunk and Google Cloud: Powerful infrastructure monitoring for end-to-end observability of physical stores

The digital transformation of retail continues to widen its scope and complexity, with customers and business leaders expecting flawless omnichannel experiences. So much more of the customer experience depends on IT running smoothly behind the scenes — there's no room for latency, outages, or security breaches, which for example, could leave a retailer scrambling to find the root cause of why a number of stores have unexpectedly gone offline. Getting to the bottom of a problem like this can be complex and require time and resources that many retail companies just don't have in today's environment.

To stay competitive with today's digital demands, retailers are moving away from legacy tools to invest in comprehensive solutions that provide visibility across their entire IT landscape — from on-premise physical infrastructure at stores to hybrid and multi-cloud environments running business critical services. Using a single pane of glass enables retailers to find potential issues before they become bigger problems, understand the root causes of complex incidents, and take action faster to improve time to resolution. And with AI-assisted contextual alerts, remediation can be automated, removing the potential impact on customers while protecting revenues.



Flexible, secure infrastructure monitoring of physical stores

Splunk Observability Cloud and Google Cloud provide end-to-end visibility for retail technology platform teams and cloud architects to monitor, troubleshoot and secure infrastructure and applications. With open, agile platforms, Splunk Observability Cloud and Google Cloud can connect data across entire retail ecosystems and are designed for agility within multi-cloud and hybrid cloud organizations.

Splunk offers **1,000** unique integrations and **2,800+** unique apps and add-ons in Splunkbase

Google Cloud and Splunk have co-engineered **15+** out-of-the-box integrations with key Google services, including Google Cloud, Google Workspace, and Google Chrome

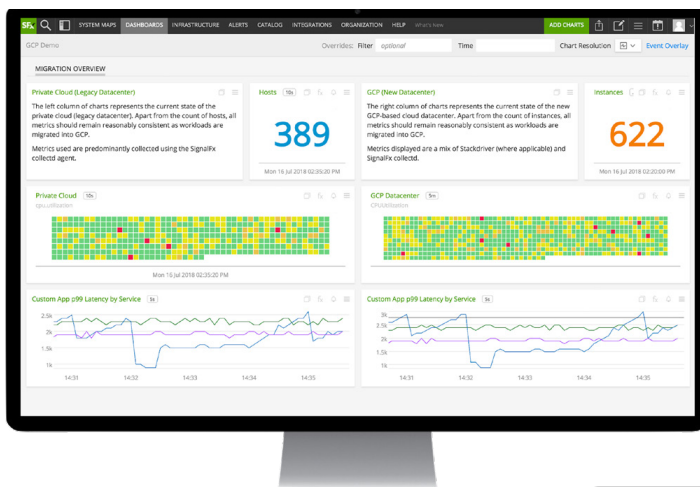
Splunk Observability Cloud and Google Cloud customers also benefit from enhanced protection against both attacks and misconfiguration errors, with one customer realizing these real-world results:

A reduction in alert volume by **80%** with a **30-second** process time, compared to **30** minutes previously

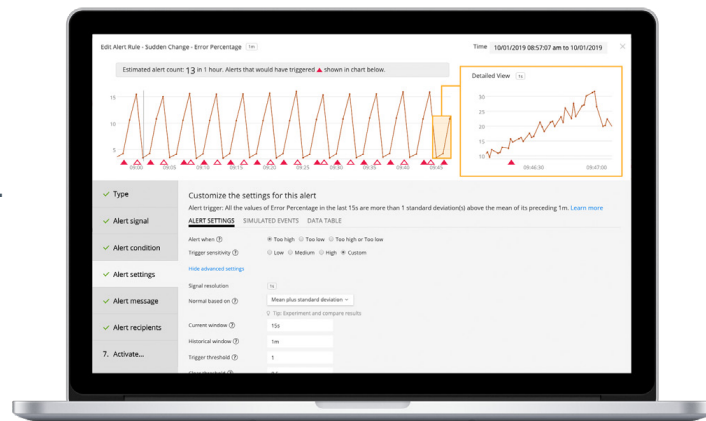
36x faster MTTD and **8x** greater DevOps productivity, as well as **80%** faster MTTR

Enhance Store Observability: Real-time insights through one pane of glass

With Splunk Observability Cloud and Google Cloud, retailers gain instant visibility and get accurate alerts with comprehensive investigative tools that help uncover the “why” behind issues and enable automated incident response across distributed store footprints. With one single view, users can also observe app and infrastructure logs while pinpointing issues impacting customers and end users.



A single view for data to encourage stronger collaboration across teams.



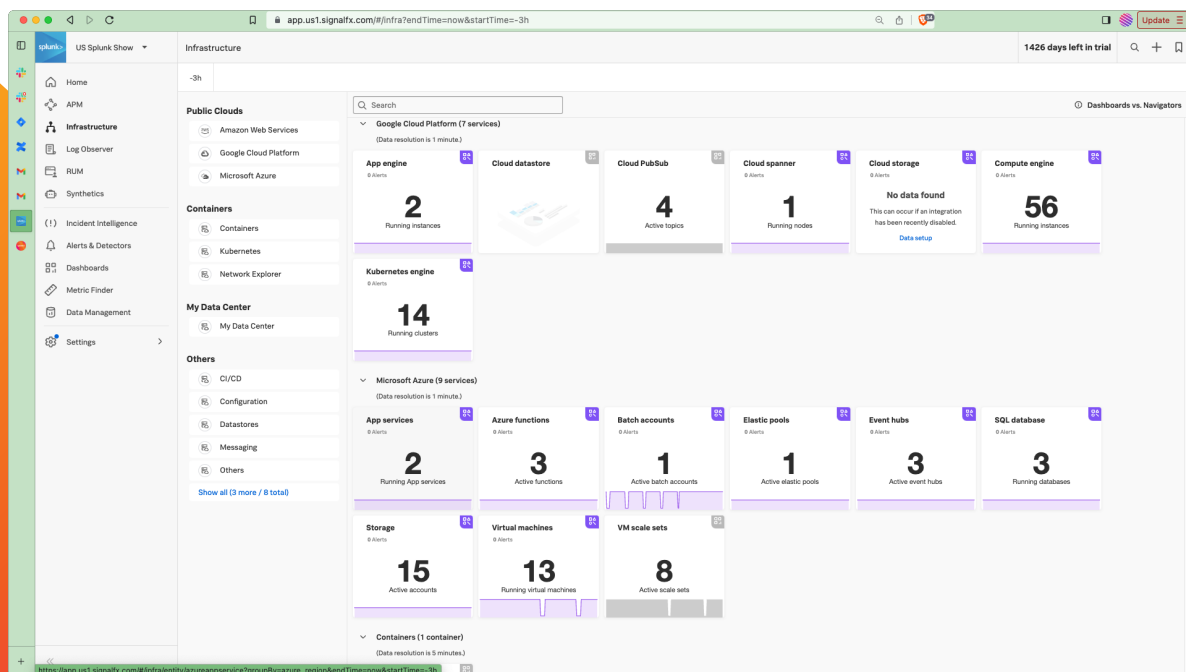
Speed



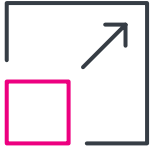
Operate with Speed: Significantly shorten MTTI, MTTR, and MTTD

Splunk Observability Cloud and Google Cloud's integrations significantly reduces response time by making it easier for customers to combine data and get the best of both platforms in a single, seamless experience through out-of-the-box cloud integrations, service auto-discovery, and instant dashboards and visualizations. Splunk Observability Cloud and Google Cloud make it possible to:

- Process a firehose of data with a resolution as fine as one second for real-time detection and ultra-fast response.
- Bring Google Cloud service logs into Splunk using the pre-built Dataflow Template, and vice versa from Splunk to Google Cloud.
- Streamline the transition from on-prem to Google Cloud, or make the most of your current Google Cloud investment, with Splunk's automatic discovery and pre-built, curated visualizations for your apps and Google Cloud services — with the ability to bridge cloud and on-prem workloads.
- Achieve lower latency when connecting to Google Cloud services.



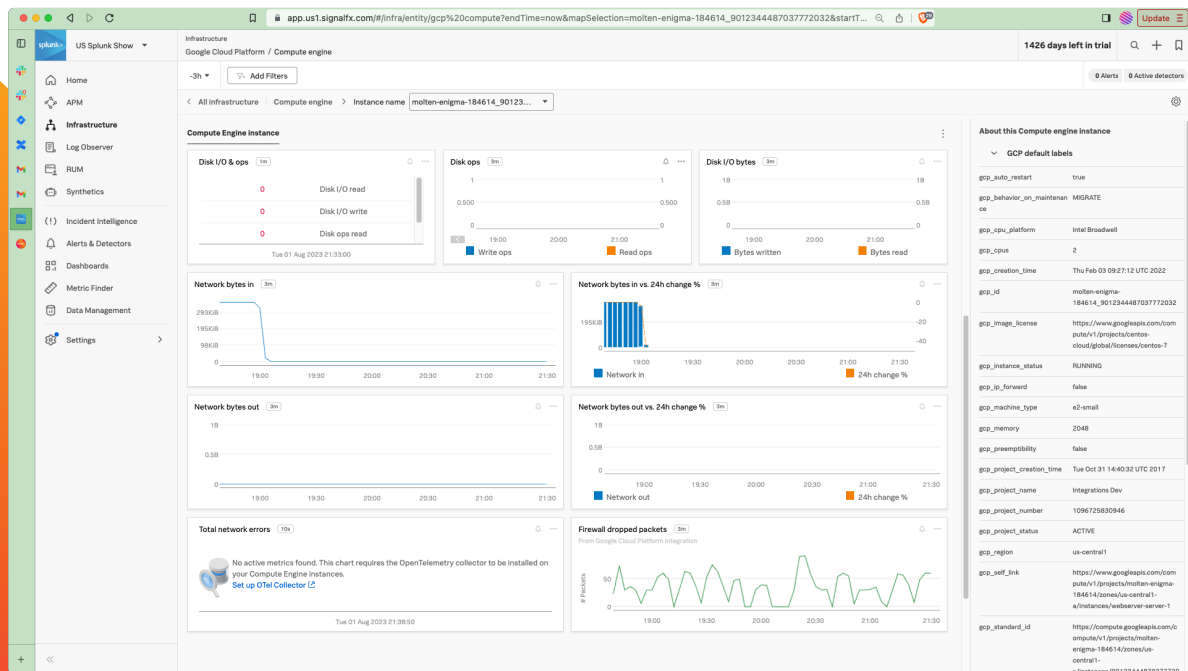
Scale



Power at Scale: Leverage data from any source, at any scale, across any environment

With Splunk Observability Cloud and Google Cloud, adopt cloud-native technologies at scale and with confidence. Gain the visibility, accurate alerts, and actions needed to prevent major issues, absorb shocks, and accelerate transformation for enterprise resilience.

- Ingest any data type from any source at scale from dozens to thousands of stores and hundreds of thousands of endpoints.
- Get teams up and running immediately, with out-of-the-box dashboards and 2,800+ partner and community-built apps and add-ons.
- Better collaborate with centralized management, ensuring that the right information gets in front of the right person at the right time.
- Leverage an open security ecosystem that supports 650+ partners, 300+ third-party security products, and 2,000+ API calls.



Analytics



AI and ML-driven Analytics: Prevent issues and streamline workflows

Retail IT and developer teams benefit from the innovation, agility, open ecosystem, and advanced AI/ML intelligence of Splunk Observability Cloud and Google Cloud. Whether retailers need to accelerate cloud migration and digital transformation, consolidate tools, or remove silos, Splunk and Google Cloud improve analytics and data accessibility. Gathering, processing, and distributing data can be performed in milliseconds with real-time stream processing.

- Go beyond static threshold alerts with sophisticated algorithms that evaluate conditions, trends, and patterns — not just raw metric data — to uncover true anomalies, minimizing false positives and alert storms.
- Utilize 20 built-in statistical functions that ensure alert accuracy, including Historical Anomaly, Sudden Change, and Resource Running Out.
- Leverage algorithmic capabilities that include dynamic baselines, automatic outlier detection, and sudden changes through AI/ML.
- Easily bring in data sources and integrate with Google Cloud services drives to provide even better contextual analysis of interdependent technologies.

To learn more about the power of Splunk Observability Cloud and Google Cloud's seamless technology for retail ecosystems, email retail@splunk.com to meet with a Splunk Retail Advisor.