



Case Study

Global specialty retailer reaps benefits of operational intelligence

Client

Global specialty retailer

A leading global specialty clothing and accessories retailer with more than 1,000 stores in North America, China, and the UK that ships to more than 81 countries worldwide needed to optimize its eCommerce performance to maximize uptime and ensure security, especially for its busy holiday season.

Challenges	CBTS solutions	Results
<ul style="list-style-type: none"> • The retailer could not afford any downtime, especially during the busy holiday season. • The retailer had volumes of IT operational data that it wanted to begin leveraging for real-time decision-making. • The company is a high-profile brand, which makes it a big target for cybercriminals. It need to make sure that its systems and client data are kept safe at all times. 	<ul style="list-style-type: none"> • CBTS helped the retailer deploy and fine-tune Splunk technology for operational intelligence and enterprise security to help resolve system issues while strengthening its security posture. • CBTS ensured the eCommerce performance is optimized to run 24x7x365 with minimal downtime. • CBTS ensured that the client data is secure and the retailer's system can detect any potential cyber threat. 	<ul style="list-style-type: none"> • The retailer now has a robust operational intelligence solution that helps its IT staff identify intruders quickly. • The retailer is now able to diagnose real-time system problems in order to improve website uptime and protect the company's brand. • CBTS helped the retailer defeat a persistent performance problem, which resulted in a 40 percent reduction in server load, eliminating the need to purchase more hardware.

Challenges

While brick-and-mortar stores are its backbone, the retailer's eCommerce website is the public face of the business. Even a few minutes of downtime in operations can erode the trust of clients worldwide, damaging its brand and significantly impacting sales.

The specialty retailer faced three major challenges:

- In the highly competitive retail sector, the company could not afford downtime on its website—especially during the holidays, when it earns the bulk of its annual revenue.
- The retailer had volumes of untouched IT operational data that it wanted to leverage for real-time decision-making.
- The company's high-profile brand makes it a target for people looking to exploit security vulnerabilities. The company needed to ensure its systems and client data were secure and that they could respond to a cyberattack should one occur.

CBTS solutions

CBTS helped the retailer deploy Splunk technology for operational intelligence and enterprise security to quickly resolve system issues while strengthening its security posture.

The retailer turned to CBTS, whose in-depth Splunk expertise ensured they could get the technology they wanted in the tight timeframe that they needed it.

Because Splunk can do so many things for so many different kinds of clients, the specialty retailer needed help figuring out how to fine-tune Splunk to its precise needs. The CBTS Consulting Services team provided on-site assistance with Splunk-certified consultants who have extensive experience deploying the technology.

Partnering with CBTS and Splunk, the retailer outlined three objectives for its IT operations and overall business:

- **Simplify business operations:** Coordinating and correlating data from multiple IT operations to find inefficiencies, streamline business processes and improve profitability.
- **Improve client experience:** Ensure eCommerce performance is optimized to run 24x7x365 with minimal risk of downtime, particularly during peak times.
- **Minimize security risks:** Ensure client data is secure and its system can detect potential cyber threats.

Results

The specialty retailer now has a robust operational intelligence solution that helps its IT staff identify intruders quickly and reduce their ability to cause trouble. The advanced enterprise security software identifies anomalies on clients' networks and slams the door on would-be intruders. Correlating data from the entire IT enterprise helps Splunk find problems that other security technologies miss.

The implementation also had broad benefits for the retailer's IT operations. Being able to diagnose real-time system problems quickly improves website uptime, protects the company's brand, boosts client satisfaction, and makes it easier to project revenue and cash flow. For instance, CBTS experts leveraged the Splunk platform to help the company defeat a persistent performance problem bedeviling its environment, with impressive results: a 40 percent reduction in server load.

This fix freed up much more bandwidth for even more Splunk capabilities. This is crucial because the more data sources Splunk tracks, the more powerful it becomes. Just as important, resolving this performance problem also translated into an immediate ROI, because it eliminated the retailer's need to purchase more hardware.