Jupiter Shop Channel Streamlines IT Operations by Turning Data Into Action

Executive Summary

Jupiter Shop Channel (JSC), Japan's first television shopping network, broadcasts live programs that sell lifestyle goods to home shoppers. To execute its omni-channel strategy for unified shopping across TV and e-commerce, JSC needs a platform to convert data into actionable insights, while simplifying workflows, boosting interdepartmental collaboration and improving customer engagement. Since deploying Splunk®, JSC has:

- Integrated log data from scattered sources onto a single platform to gain a holistic view across organizational silos

- Replaced a labor-intensive investigation process with automatic monitoring that is five times faster

- Accelerated decision-making with data-driven analytics

A Burdened Team

To ensure viewers obtain real-time information about order status and merchandise availability when they call, JSC requires seamless collaboration between its call center, studio and production control room. After JSC launched an e-commerce site to support its omni-channel initiative, the IT staff faced increasing workloads, especially in failure investigation.

JSC adopted Zabbix, a software tool for detecting system errors. Yet Zabbix couldn't effectively handle disparate data sources across multiple servers and operational silos. "We had to check our servers one by one," says Takuya Namiki of JSC's Omni-Channel Promotion Department. "The IT team also had to manually correlate access logs and application logs before they could analyze failures. It was challenging because our policy is to respond to every customer inquiry within one working day." To maintain its commitment to providing an exceptional customer experience, JSC adopted Splunk.

Simplified IT Operations Improves Business Strategy

With Splunk at the heart of its IT infrastructure, JSC now gets a unified view of data with full visibility into operations. Splunk technology automatically consolidates and indexes all types of logs — enabling the IT team to search, correlate, visualize, analyze and report on any log data to identify and resolve operation issues.

Industry
- Retail

Splunk Use Cases
- IT operations
- Log management

Challenges
- Inefficient data monitoring and lack of business visibility due to operational silos and scattered data sources
- Time-consuming, manual failure investigation
- Restriction in application development and customer engagement without real-time actionable insights

Business Impact
- Streamlined IT operations with the Data-to-Everything Platform
- Heightened efficiency with five times faster failure monitoring
- Enhanced decision-making by bringing data to every question, decision and action through data-driven analytics

Data Sources
- Application logs of on-premises and cloud applications
- Web access logs
- Call logs
- Point of sale data
- Viewing data
- Marketing activity data

Splunk Products
- Splunk Enterprise

JSC streamlines its daily operation by integrating and analyzing mobile application logs and Zabbix logs. The network is also working to analyze customer logs from various parts of the company to improve customer engagement and help the team better understand customer preferences and needs.

In the past, engineers used their own tools of choice to analyze web access logs, call data, point of sale data and viewing data spread across different parts of the company. Splunk helps JSC break down these silos, standardizing analysis and driving cohesion to gain a complete view of the organization's data.

From Hours of Investigation to Minutes of Monitoring

Splunk plays a critical role in relieving the burden on IT operations. "Before using Splunk, it took us about two hours to identify system issues across multiple servers," says Namiki. "Now the time is reduced to 10 to 20 minutes." In other words, troubleshooting is five times faster than before.

Splunk has taken JSC beyond passive investigation to proactive analysis with one unified monitoring experience. Thanks to intuitive Splunk dashboards, the IT team can provide visibility into atypicalities and easily display alert statistics with rich visualizations. This allows JSC to identify the source of the problem and take preventive measures before the system fails.

Expanding Access to Data Across the Business

With Splunk, JSC is now delivering actionable insights to the right people at the right time. Even non-technical users can get real-time visibility across the operations for better and faster decisions. "Before Splunk, marketing people had to manually export data from each system

> "With Splunk, we not only speed up troubleshooting by five times, but also facilitate application development and customer service, benefiting our business in various ways."
> — Takuya Namiki, Omni-channel Promotion Department, Jupiter Shop Channel Co., Ltd.

to Excel and other applications, but now they can come up with a comprehensive marketing activity report automatically on the Splunk dashboard," says Namiki.

With Splunk, JSC has also improved the quality of application development. "When we conduct keyboard input testing for a newly developed application, we proactively track all errors and view relevant statistics on the Splunk dashboard. We can quickly narrow down the issues," says Namiki. "The Splunk forwarder feature also helps us keep track of unspecified failures through simple operations instead of writing complicated search queries on each single case."

A Data-forward Future

By turning data into action, Splunk not only fulfills JSC's omni-channel selling mission, but also paves the road to a data-driven future. For example, JSC is using Splunk's add-on modules to create other user-friendly analytics platforms that benefit business users. The network is also using data to support sales and marketing by providing recommendations for customers in specific market sectors.

Namiki plans to enable Splunk's Search Processing Language on the common user interface in the form of easy drag-and-drop operations. Other initiatives in the pipeline include security information and event management, including real-time analysis of TV viewing log data and third-party data.

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