

Splunk Loyalty Fraud Workshop for Retail

Detect. Prevent. Protect: Unveiling Fraud with Splunk

Empowering businesses to safeguard their integrity and financial security through our Splunk Fraud Workshop for Retail, where innovative solutions meet proactive strategies to detect, prevent, and mitigate fraudulent loyalty program activities. Together, we're fortifying trust, protecting assets, and fostering resilience in the face of evolving threats.



Plan your loyalty fraud journey with Splunk



Leverage Splunk to combat loyalty fraud



Top use cases to combat loyalty fraud

Address these challenges with a Splunk Fraud Workshop

- **Reactive Approach:** Without a structured plan, enterprises may only react to fraud incidents as they occur, leading to increased risk exposure and potential financial losses.
- **Lack of Awareness:** Without a clear fraud journey, enterprises may lack awareness of the evolving tactics and methods used by fraudsters, making them more vulnerable to new threats.
- **Ineffective Detection:** Without predefined strategies and tools for fraud detection, enterprises may struggle to identify fraudulent activities in a timely manner, allowing them to persist and escalate.
- **Compliance Risks:** Without a comprehensive fraud journey, enterprises may struggle to meet regulatory requirements related to fraud prevention and detection, exposing them to potential legal and financial consequences.
- **Damage to Reputation:** Failure to effectively address fraud can damage an enterprise's reputation and erode customer trust, leading to loss of business and negative publicity.
- **Inefficient Resource Allocation:** Without a planned fraud journey, enterprises may allocate resources inefficiently, focusing on reactive measures rather than proactive prevention strategies.

Key Benefits

- Enhanced understanding of how Splunk can be used for loyalty fraud detection.
- Gain insight into advanced features and optimization strategies specific to loyalty fraud detection use cases.
- Learn how to detect and mitigate fraudulent activities more efficiently and effectively, leading to potential cost savings and improved security posture.
- Drive the right outcomes with a tailored fraud roadmap leveraging Splunk created by your Splunk Architect.

Key Features & Benefits

Led by (and access to) a Splunk Architect

- A Splunk Architect can assess an organization's requirements, infrastructure, and data sources to design a Splunk roadmap tailored to the organization's specific needs. This ensures that the Splunk platform is optimized for the organization's loyalty use cases and objectives.

Insights into market trends

- During this engagement, you will also be exposed to industry trends, additional loyalty fraud use cases other customers are trying to tackle while learning from other's successes and challenges.

Rich artifact with findings and a customer journey

- In addition to documenting the findings from the workshop and recommended practices for optimizing the customer's current environment, the Architect will also create a Splunk roadmap mapping the targeted loyalty fraud use cases to the further adoption of Splunk.

What We'll Do and Deliver

The Splunk Fraud Workshop for Retail is a five-day service offering conducted by a Splunk Architect, two days of which are on-site for the workshop itself. The additional 3 days are used for pre-work in preparation for the onsite workshop in addition to time available for the creation and review of our roadmap. During this event, we guide our clients through a comprehensive journey of loyalty fraud detection utilizing Splunk's capabilities. The workshop commences with an overview of fraud detection principles within the Splunk environment, followed by a deep-dive into Splunk's foundational elements.

Resilience, let's build it together

Splunk Customer Success provides end-to-end success capabilities at every step of your resilience journey to accelerate time to value, optimize your solutions and discover new capabilities. We offer professional services, education and training, success management and technical support, surrounding you with the expertise, guidance and self-service success resources needed to drive the right outcomes for your business. For more information contact us at sales@splunk.com.

1. Outcomes shown were realized by actual Splunk customers and not every customer will realize similar outcomes. Realization of these outcomes are dependent on many factors including state of the customers' environment, skill level of customer personnel, Splunk product(s) being used and many other factors. The figures in this table are used to show examples of the types of outcomes customers can realize and is it not a guarantee for all customers.

Terms and Conditions

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