CRM, ERP, and other business application data

Business Applications can create a wealth of data as part of normal operations. Two examples are CRM and ERP applications:

- Customer relationship management (CRM) systems have become an essential part of every organization, providing a central database of all customer contact information, communications and transaction details. CRM systems have evolved from simple contact management systems to platforms for customer support and engagement.
- Enterprise resource planning (ERP) applications are critical back-office IT services that provide systematic, automated collection and analysis of a variety of product, supply chain, and logistics data. ERP systems are typically built on a relational database management system with a variety of modules and customizations for specific functions such as supplier relationship management or supply chain management. Due to their complexity, ERP systems often are installed and managed by product specialists.

CRM data can provide personalized sales and support information. CRM data is also useful for application support and enhancement because it provides details about customer problems with a particular system or application along with their eventual solution—details that can inform future application or service updates. ERP data is used in product planning, tracking purchases of components and supplies, inventory management, monitoring and regulating manufacturing processes, managing logistics, warehouse inventory and shipping and to monitor and measure the effectiveness of sales and marketing campaigns. ERP software also integrates with CRM, HR, finance/accounting/payroll and asset management systems, with bidirectional data flows that provide consistent information across back-end digital business processes.

Application

When your Splunk deployment is ingesting business application data, you can use it to accomplish security and compliance, application delivery, and business analytics use cases.

- Protecting a Salesforce cloud deployment
- Gaining visibility into an SAP Basis environment
- Securing a work-from-home organization

Sources

Guidance for onboarding data can be found in the Splunk Documentation, Getting Data In (Splunk Enterprise) or Getting Data In (Splunk Cloud). In addition, these Splunk Add-Ons and Apps are helpful for working with business application data.

- Splunk Add-on for Oracle Database
- Splunk App for Salesforce
• SAP PowerConnect for Splunk