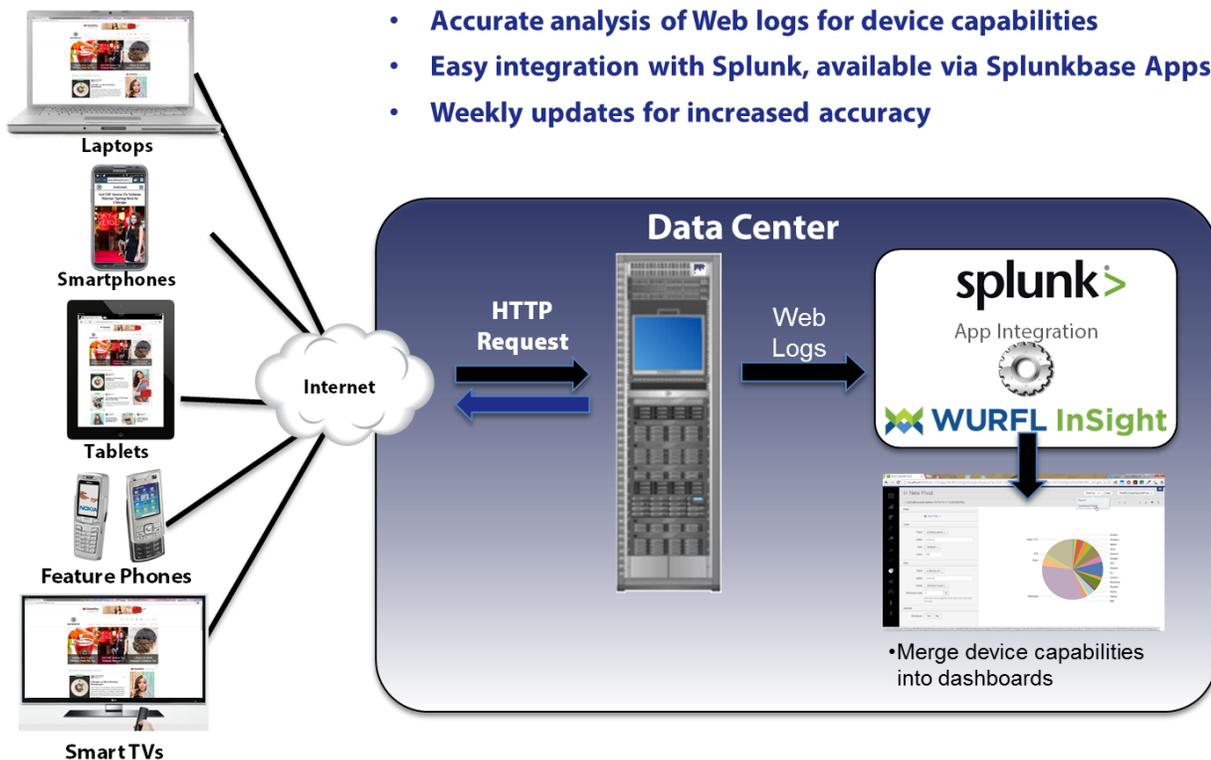


WURFL[®] InSight FOR SPLUNK

Splunk-Based Device Intelligence for the Mobile-First World

Enterprises are applying Business Intelligence (BI) and Analytics tools and techniques to a growing number of business and operational issues. Analysts from within business groups can use powerful BI tools to extract, transform, and load massive amounts of data. Analysts are studying Mobile Web activity as a critical dimension of many business decisions. Commonly, businesses want to enrich their Web logs with greater information about the mobile devices that visit their web services. For example, they might want to know the differences between desktop, tablet, and smartphone traffic. Or, they might want to know the most popular devices regularly visiting their site. They can feed this information into data-marts that may contain other demographic, geographic, or operational data.



To accurately transform the Web logs with device information, business analysts need:

- An accurate source of device intelligence that they can join with Web logs
- An extensive and flexible list of device capabilities that can categorize traffic and reveal a more nuanced view of users' devices

The WURFL InSight Solution

For over 10 years, ScientiaMobile's WURFL solutions have set the standard for accurate device intelligence. Now, business analysts can have this device intelligence integrated into Splunk, receiving:

- Integration of WURFL device intelligence tools with the transformation and dashboards of Splunk
- Receive weekly updates that ensures accurate device detection
- Enhance their Web logs, selecting from over 500 WURFL device capabilities

User Agent and Device Capabilities Mapping

WURFL works by matching user agents found in Web logs with WURFL's extensive repository of devices. Because device, operating systems, and browsers are constantly updating, new user agents will appear in Web logs every week. Therefore, you need a data service that constantly researches and maps these user agents. Every week, ScientiaMobile provides business analysts with updates.

In addition, WURFL InSight allows analysts to select from over 500 fields that describe and classify device capabilities. These capabilities describe critical features like screen dimension or media rendering capabilities. These also include useful virtual capabilities like "is_smartphone", "is_robot", and "is_touchscreen" that provide Boolean logic that can help characterize device traffic.

The diagram illustrates the integration of WURFL InSight with Splunk. On the left, a blue arrow-shaped graphic contains two columns of data. The first column, titled 'Your Web Logs', lists fields: ip_address, date, page request, status, referer Field, and user_agent. The second column, titled 'WURFL Capabilities', lists: is_smartphone, is_tablet, model_name, device_os_version, mobile_browser, and ... 500 Capabilities. A plus sign is placed between the two columns. Below this graphic is the text 'Enhance Web Logs by Joining WURFL Device Capabilities'. To the right, the Splunk logo is shown above a screenshot of the 'WURFL InSight Splunk Dashboard'. The dashboard features a world map, a list of data points, and a pie chart.

Splunk App Integration

Splunk users can install the WURFL InSight for Splunk App from [Splunkbase](#). The initial installation comes with a pre-built dashboard that supports analytics for device name, form factor, mobile device manufacturer, and OS. Additionally, you can write custom, lookup searches and pivots. If you need more information about the device, its capabilities, OS, or the browser it is using, you can add more WURFL capabilities to suit your needs. Users must obtain a license for these initial WURFL capabilities by visiting [ScientiaMobile](#).

Support

We actively moderate and respond to ScientiaMobile's forum that reflects the knowledge base built over the last 10 years. In addition, licensed users of WURFL InSight receive access to a customer vault and support via our Enterprise Support Portal. Our support team responds quickly to ticketed problems.

Licensing Options

Commercial licenses are available based on the number of WURFL lookups and number of WURFL capabilities.

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