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Application data

Application data refers to the information that is created, input, stored, processed, or managed by a software application as part of its primary functions. This data is generated by end users or the application itself, supporting the core business or operational tasks the application is designed for. It does not include system-level or server operation data.

Key characteristics of application data are that it is:

- **User-focused**: Directly supports user interactions and business processes.
- **Structured or unstructured**: Can include text, numbers, images, files, or multimedia.
- **Stored and retrieved**: Often persisted in application databases or file storage.
- **Distinct from server/application infrastructure data**: Excludes logs, metrics, or server configuration details.

Application data typically includes:

- Customer records in a CRM system
- Order details in an e-commerce platform
- Messages in a messaging app
- Documents in a document management system
- Calendar events in a scheduling application
- Survey responses in a survey platform
- Inventory items in a warehouse management system

See Data Sources for a full list of vendor-specific applications. You might also be interested in application server data.

Before looking at documentation for specific data sources, review the Splunk Help information on general data ingestion for Splunk Enterprise, Splunk Cloud Platform or Splunk Observability Cloud.

Add-ons and apps

- Splunk Add-on for Cisco UCS
- Splunk Add-on for NetApp Data ONTAP

Splunk Lantern articles for the Splunk platform

- Identifying and quantifying your organization's carbon emissions
- Integrating Gigamon Deep Observability Pipeline with the Splunk platform

Splunk Lantern articles for Splunk security software

- Using the Splunk Enterprise Security assets and identities framework
- Detecting Office 365 attacks
- Detecting distributed service abuse with in-stream VPC flow aggregations

Splunk Lantern articles for Splunk Observability Cloud

- Customizing JMX Metric Collection with OpenTelemetry
- Enabling Log Observer Connect for AppDynamics