

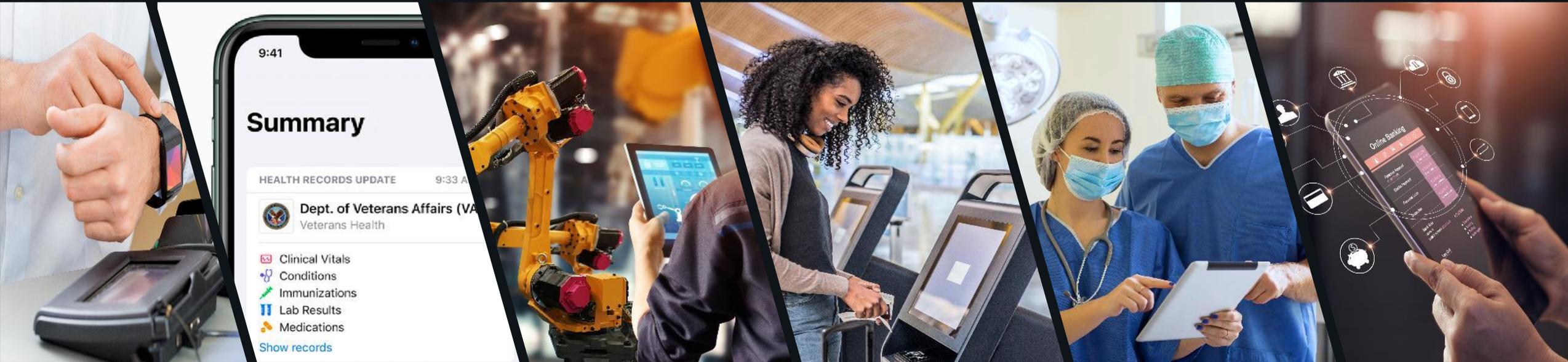
Transform Faster, Smarter & Easier

Dynatrace 2022





Every business is undergoing a digital transformation



RETAIL

GOVERNMENT

MANUFACTURING

TRAVEL

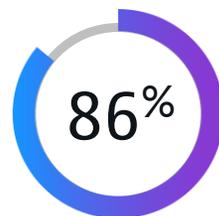
HEALTHCARE

FINANCE

Every industry and government around the world is impacted



Dynamic Multiclouds are the platform of choice



of organizations are using cloud-native technologies and platforms such as Kubernetes, microservices and containers



Why the cloud complexity challenge is getting worse

1

Everything is dynamic and containerized

creating complexity and scale far beyond that found in old datacenter world





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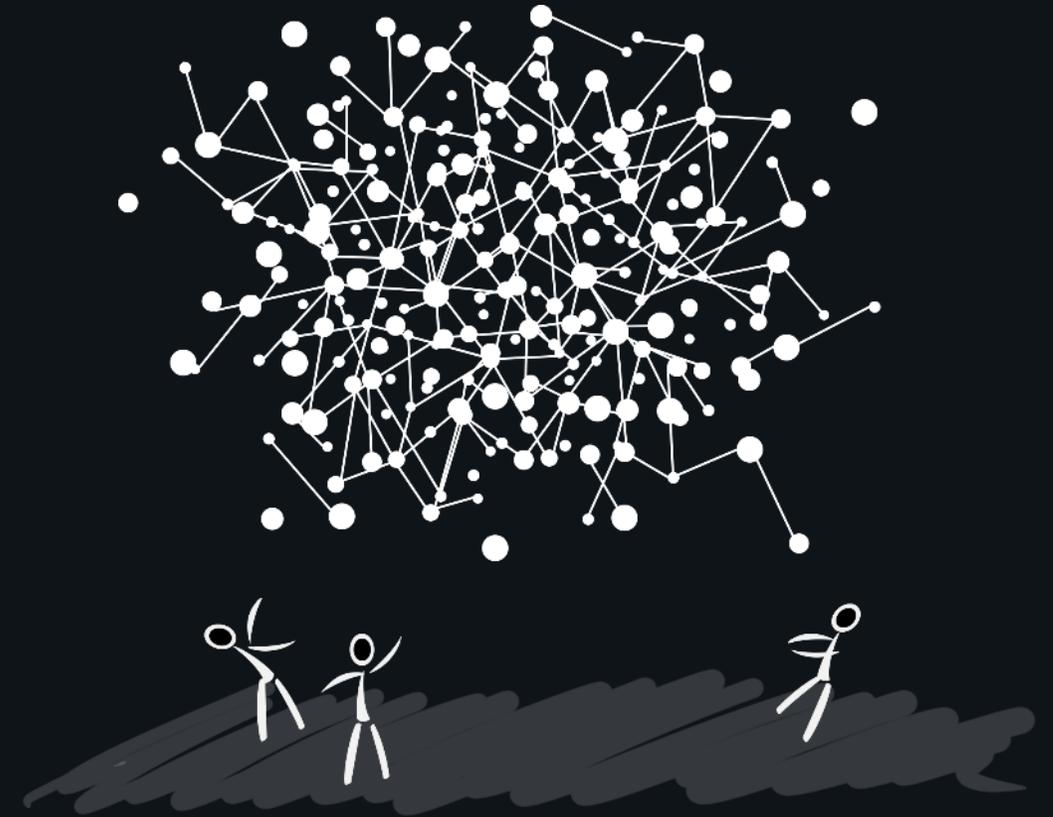
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Increasing volume, variety and velocity of data

has grown beyond what can be managed on dashboards alone





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Accelerating frequency of change

strains old approaches to monitoring, release & change management, security, and more





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Apps are more important than ever

and as every business becomes digital, the business and its customers depend on the full software stack to work flawlessly





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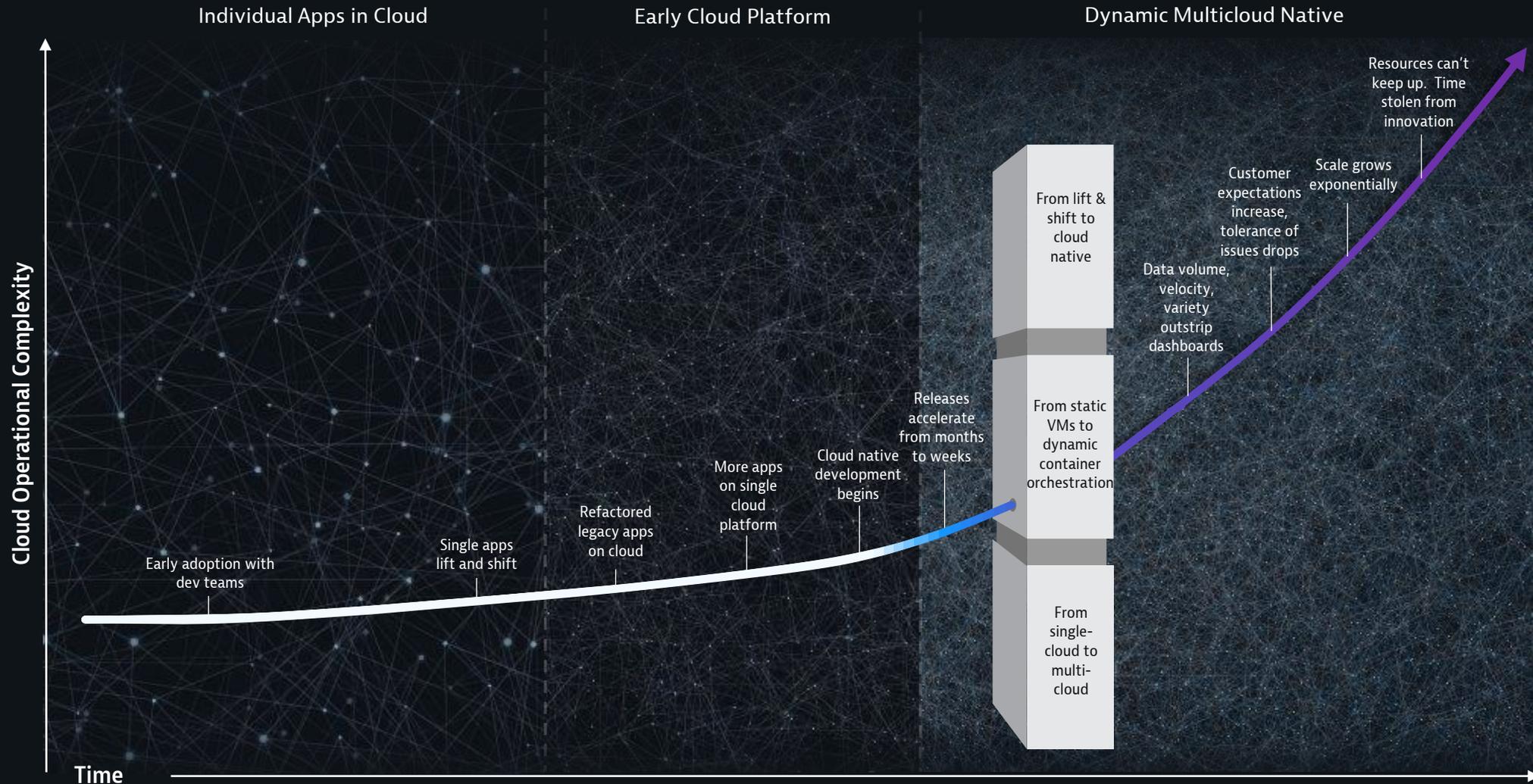
Resources remain limited

while increasing complexity and troubleshooting are stealing more time from innovation





The Modern Cloud Complexity Wall





Approaches to the modern complexity cloud wall



Keep Status Quo

Hope that the older generation of technology can keep up with the pace of change and accelerating complexity in modern multi-cloud environments.



Do-It-Yourself

Use best developers to leverage open-source tooling to build your own webscale observability platform. What seems easy at first becomes very complicated and time consuming.



Leverage A Platform

Find a platform designed for the scale, complexity and pace of change of modern multi-cloud environments that is open and extensible to support your unique digital transformation needs.



Do-It-Yourself Multi-tool Approach



1. Gather all the data
Requires scripting, configuring, and often special tooling




2. Pour data into Big Data repository
No context, just data, and volume, velocity and variety of data accelerates




3. Organize the data
Continually figure out relationships, baselines, problem patterns

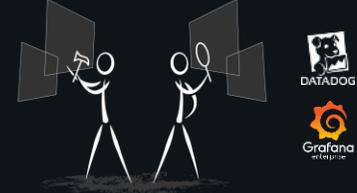



4. Suppress the noise
Continually adjust baselines, filter alerts, try a correlation engine?




6. Scale the system
More apps, new dynamics, new technologies, massive data flow, new relationships, new baselines, etc.

5. Build dashboards, add reporting engine
Reports for dev, ops, business – by role, app team, etc.



Requires best talent. Steals time from innovation. Non-scalable over time.

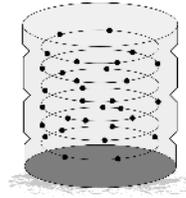


Automated and intelligent platform approach



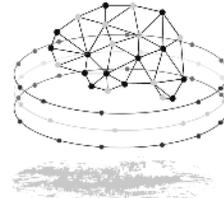
1. Gather all the data automatically

Requires no scripting, no configuring, and no special tooling, all automatic and continuous



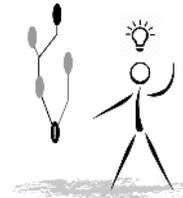
2. Built-in Big Data repository, plus continuous analytics for context

Supports massive volume, velocity and variety of data with no billing surprises.



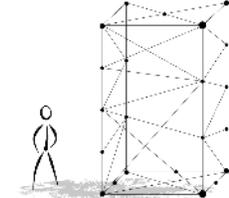
3. Data automatically organized for you

Your environment is discovered and mapped automatically and continuously as it changes.



4. Noise suppressed automatically

Only issues impacting service trigger alerts with precise root-cause always explained.



6. Webscale by design

Effortlessly support more apps, new dynamics, new technologies, massive data flow, new relationships, new baselines, etc.

5. OOTB dashboards & reporting engine

The dashboards your teams need are ready right out of the box



Very low effort. Best-in-class observability. Immediate time to value. Massively scalable.

Return focus to speeding innovation and driving better business outcomes.



Transform faster, smarter & easier

Costly, do-it-yourself approach

Automatic, all-in-one approach



- Simplicity
- Speed
- Efficiency
- Extensibility



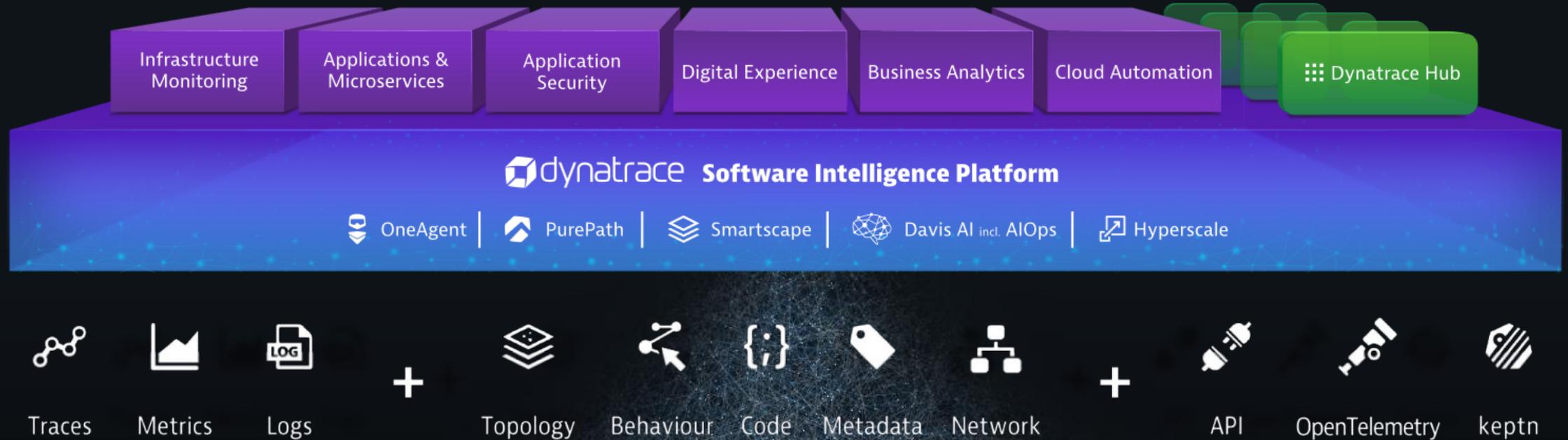
The Dynatrace Software Intelligence Platform



Built specifically for dynamic multiclouds and the cloud-native applications that run on them



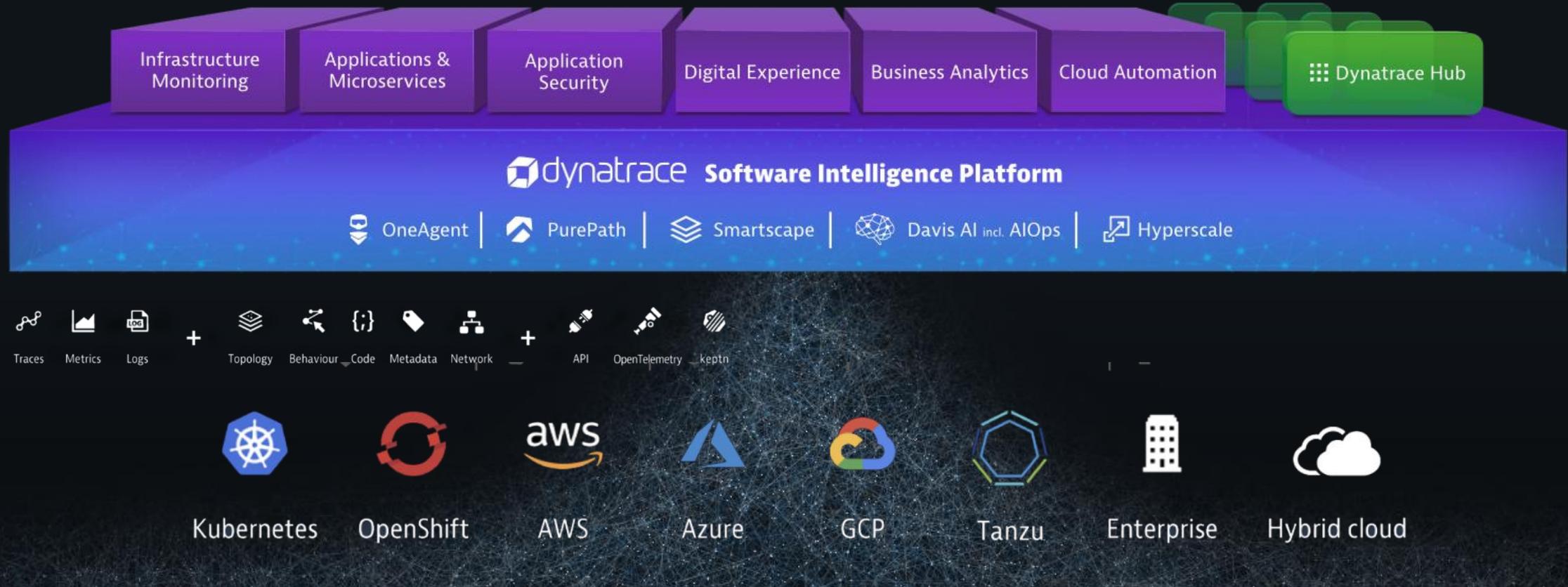
Starts with best-in-class observability



Automatically discovers and gathers traces, metrics, logs and a whole lot more



Works automatically across any multicloud environment



Supports all major IaaS, PaaS and hybrid-cloud environments



**Provides the widest and deepest visibility across
the entire multcloud landscape**

600+
INTEGRATIONS

dynatrace Software Intelligence Platform

OneAgent | PurePath | Smartscape | Davis AI incl. AIOps | Hyperscale

Traces Metrics Logs + Topology Behaviour Code Metadata Network + API OpenTelemetry keptn

Kubernetes OpenShift AWS Azure GCP Tanzu Enterprise Hybrid cloud

Automatic and intelligent observability | Broadest multcloud and technology support

Open platform, broadest out-of-the-box support, and easy extensibility



With automation and intelligence to continuously turn data into answers

Automatic Data Capture

OneAgent provides automatic, full-stack data capture for dynamic cloud environments

Automatic Distributed Tracing

PurePath provides distributed tracing with code-level detail at scale with context

Continuous Dependency Mapping

Smartscape automatically maps dependencies for real-time, precise context

Explainable AI Engine

Davis delivers automatic answers, insights & actions continuously



Traces Metrics Logs + Topology Behavior Code Metadata Network + API OpenTelemetry Keptn

600+ Supported technologies

Kubernetes OpenShift AWS Azure GCP Tanzu Enterprise Hybrid-cloud

Automatic and intelligent observability

Broadest multicloud and technology support

Unified AIOps capabilities deliver unparalleled speed, efficiency and simplicity



The Dynatrace Software Intelligence Platform

All-in-one Platform

Multiple modules across Biz/Dev/Sec/Ops

Unified AIOps for speed, efficiency, simplicity

Built for webscale



Traces Metrics Logs

Topology Behavior Code Metadata Network

API OpenTelemetry Keptn

600+ Supported technologies

Kubernetes OpenShift AWS Azure GCP Tanzu Enterprise Hybrid-cloud

Automatic and intelligent observability

Broadest multicloud and technology support



Unparalleled value across stakeholders



Innovate faster with higher quality

4x greater innovation throughput - AGII

42k more hours/year for innovation - TIAA

0 major errors in post-production code - Rack Room Shoes

Operate more efficiently

60% greater operational efficiency - SAP

99% fewer support tickets - Kroger

80% faster issue resolution - Porsche Informatik

Drive better business outcomes consistently

20% higher cart value - Mitchells & Butlers

65% lower customer churn - Vitality

32% increase in conversions - BT



Leading global bank tames complex, multicloud environment, & improves collaboration across BizDevOps

- Dynamic, multicloud environment
- 100s of applications spread across an Azure, AWS, GCP, Kubernetes, OpenShift, Pivotal, and serverless-based architecture
- Dozens of legacy monitoring solutions produced 1000's of alerts globally, every day

Dynatrace impact:

100%

COVERAGE

across multicloud environment

99%

OF FALSE POSITIVES

eliminated by Davis AI

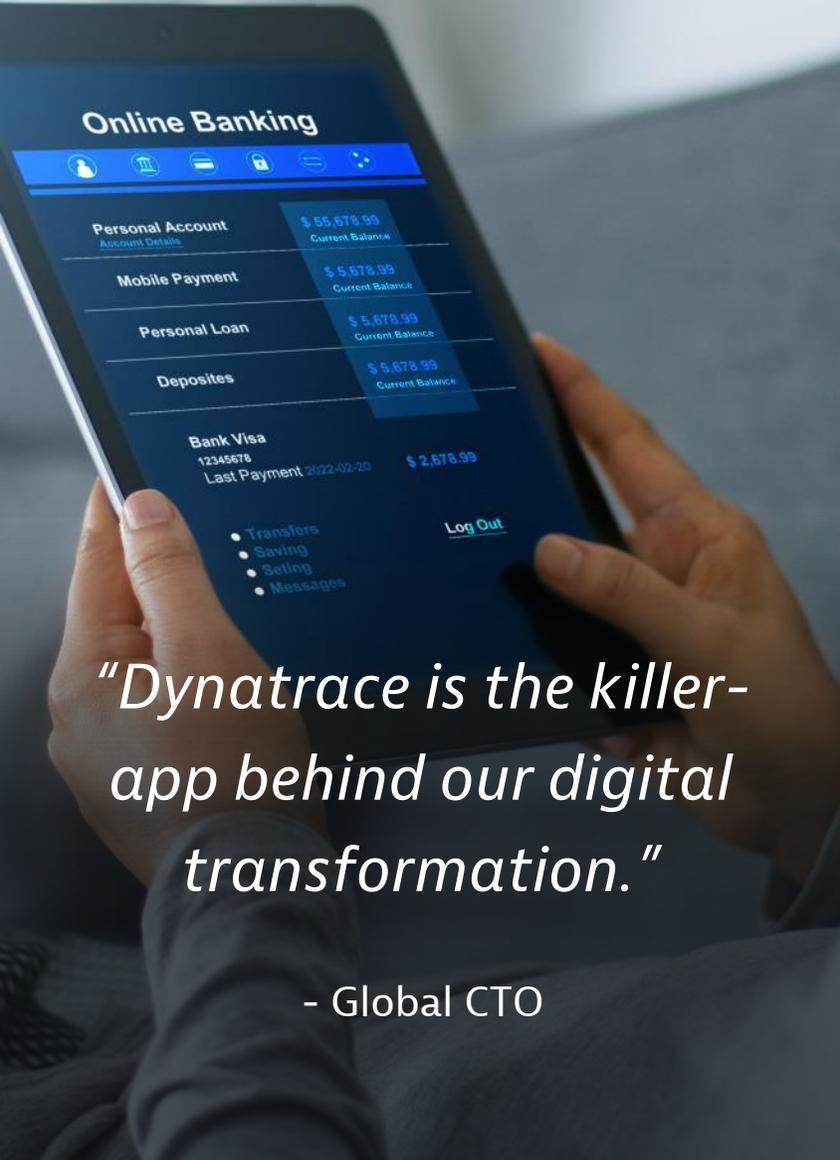
180

TEAMS

collaborating using one common data platform

"Dynatrace is the killer-app behind our digital transformation."

- Global CTO





Multinational software provider optimizes e-commerce experiences

- Modern cloud environment including Azure, Kubernetes and ServiceNow
- SaaS service powers e-commerce for 3,500+ of the world's leading brands, transacting \$500B+ gross revenue annually.

"Dynatrace helps us to scale, and without its insights, it would not be possible to run our business successfully."

- VP of CX Observability

Dynatrace impact:

\$1.3

MILLION

orders processed during
Cyber Monday weekend
alone

88%

DECREASE

in outages during the
2020 holiday shopping
season vs. 2019

6x

INCREASE

in traffic volume



Insurance provider redefines customer experience with Dynatrace

- Cloud-native environment including AWS, Kubernetes, multiple integrations w/ third-party digital services
- Company “gamifies” customer experience to reward healthy behavior and reduce policy lapses.
- AI and automation ensures experience and brand-promise works as advertised.

“Dynatrace has been transformative for us in our customer experience.”

- Chief Digital Officer

Dynatrace impact:

5x

IMPROVEMENT

in new service
introduction time
(4 months -> 3 weeks)

65%

REDUCTION

in lapsed policies

100%

PROACTIVE

no more business
impacting outages



Who is Dynatrace

Trusted by >3,000 leading enterprises



Recognized Market Leader



Global team of >3,000 & winning culture



Publicly traded





Next steps with Dynatrace



SEEING IS BELIEVING

**Go deeper
with our team**

Architects & tech leaders



TEST DRIVE

**Prove it in your
environment**

A few minutes to setup, a few hours
to experience the radical difference



START WORKING TOGETHER

Gain Value

Our customer success
model delivers rapid value



SCALE

**Transform faster,
easier, smarter**

With proven metrics and
continuous value



transform faster, smarter, easier