

# Transform Faster, Smarter & Easier

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Dynatrace 2022





# Every business is undergoing a digital transformation

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RETAIL

GOVERNMENT

MANUFACTURING

TRAVEL

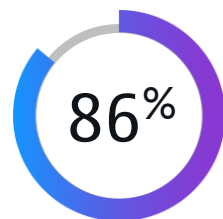
HEALTHCARE

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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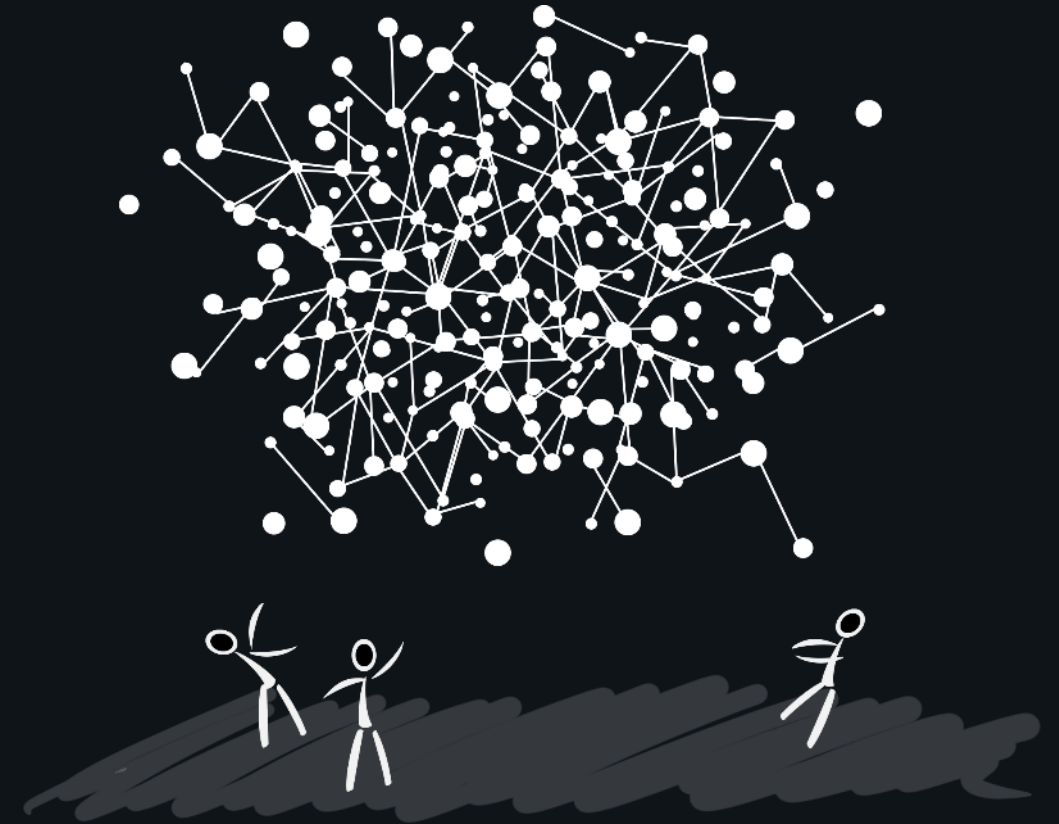
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## **Increasing volume, variety and velocity of data**

has grown beyond what can be managed on dashboards alone





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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**

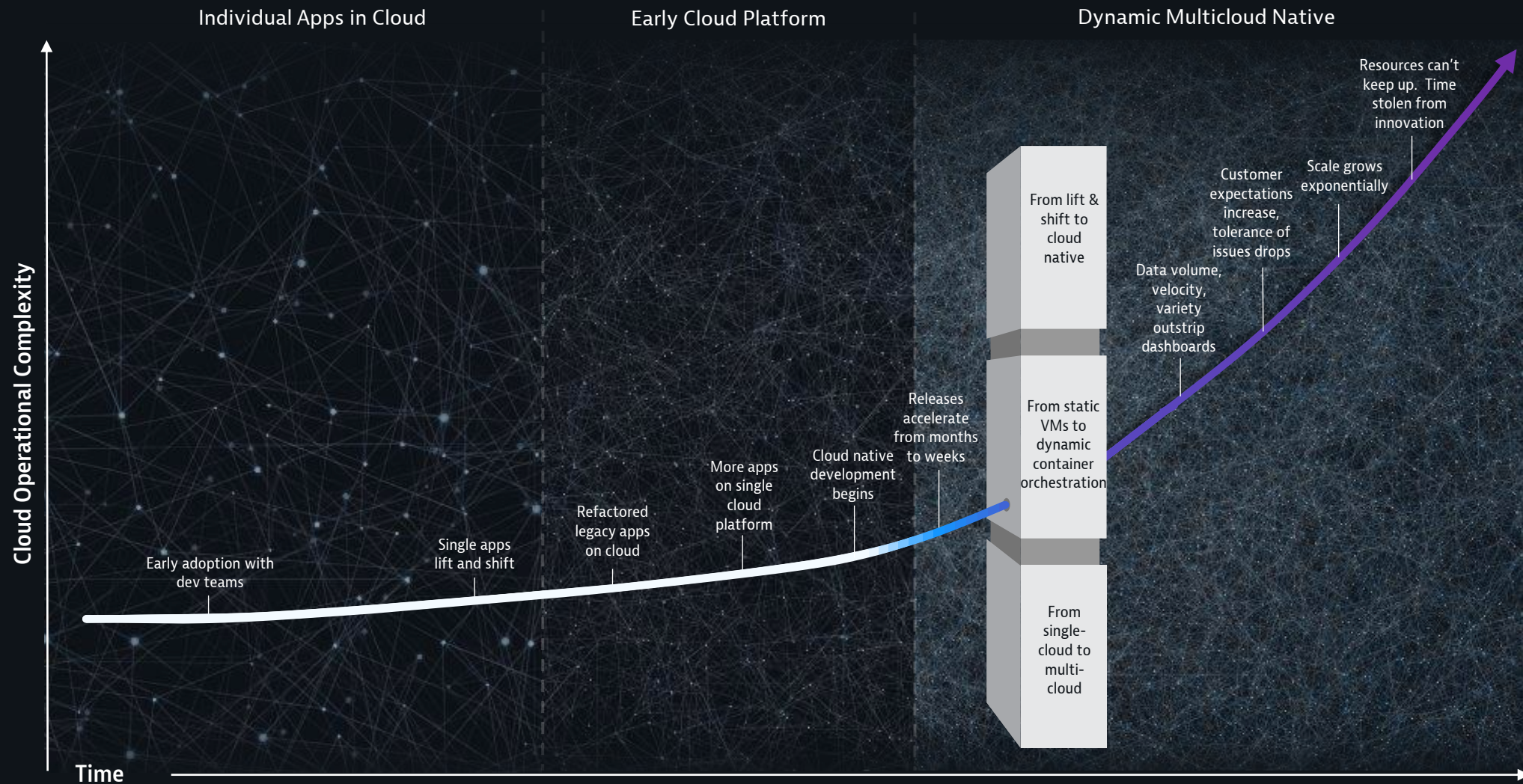
while increasing complexity and troubleshooting are stealing more time from innovation







# The Modern Cloud Complexity Wall





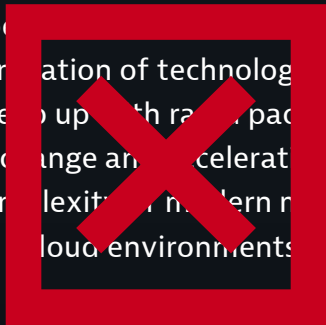


# Approaches to the modern complexity cloud wall



## 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.

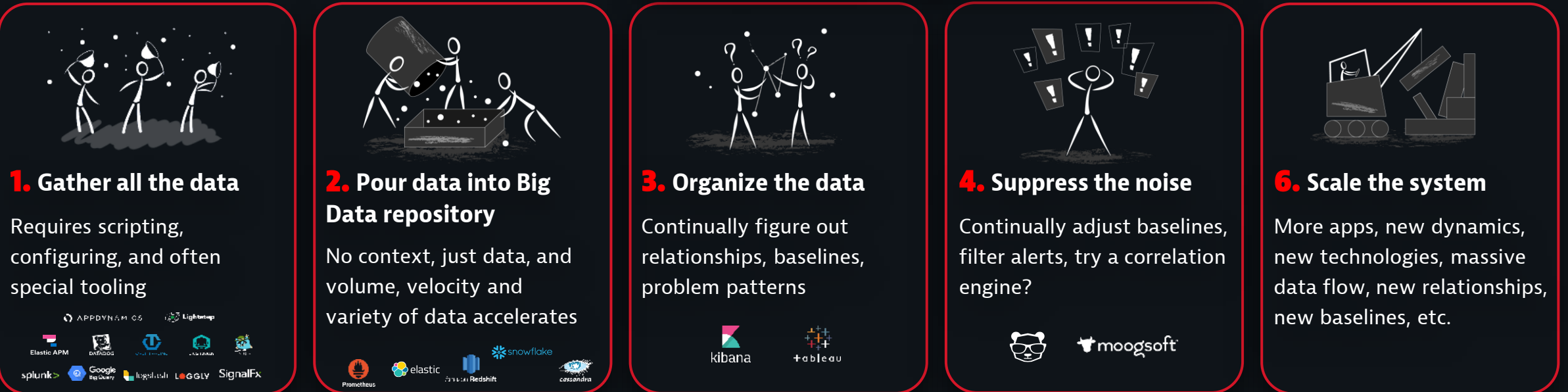


## Leverage A Platform

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



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





# Automated and intelligent platform approach

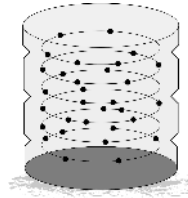
## 5. OOTB dashboards & reporting engine

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



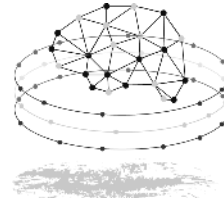
## 1. Gather all the data automatically

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



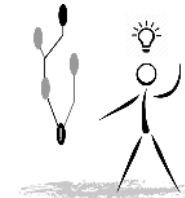
## 2. Built-in Big Data repository, plus continuous analytics for context

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



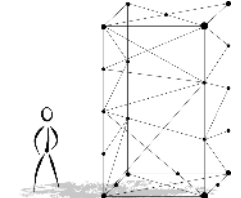
## 3. Data automatically organized for you

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.

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

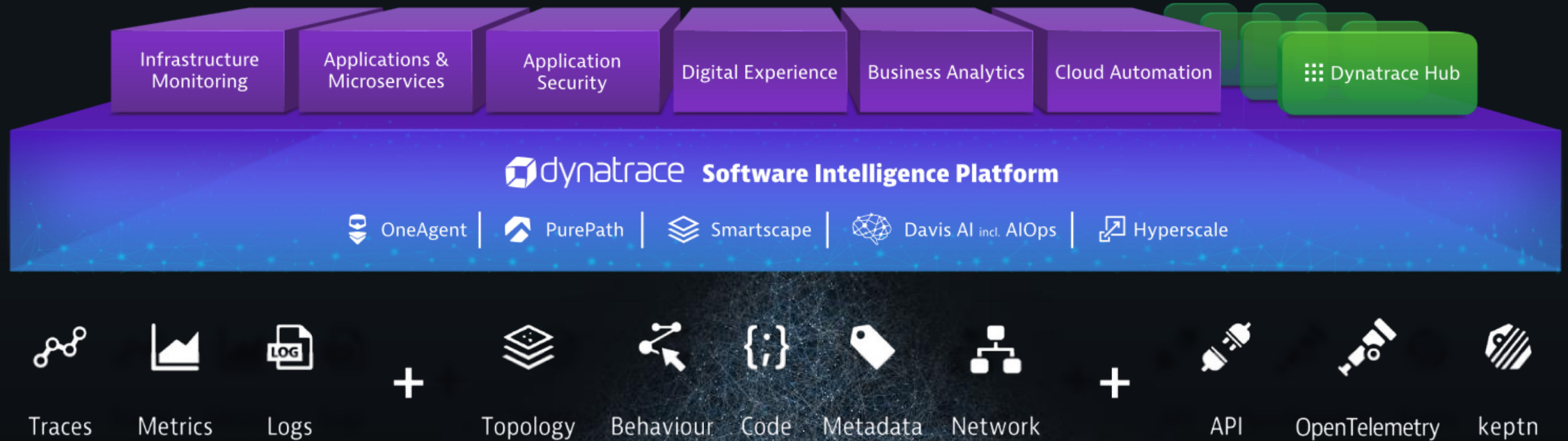


Built specifically for dynamic multiclouds and the cloud-native applications that run on them





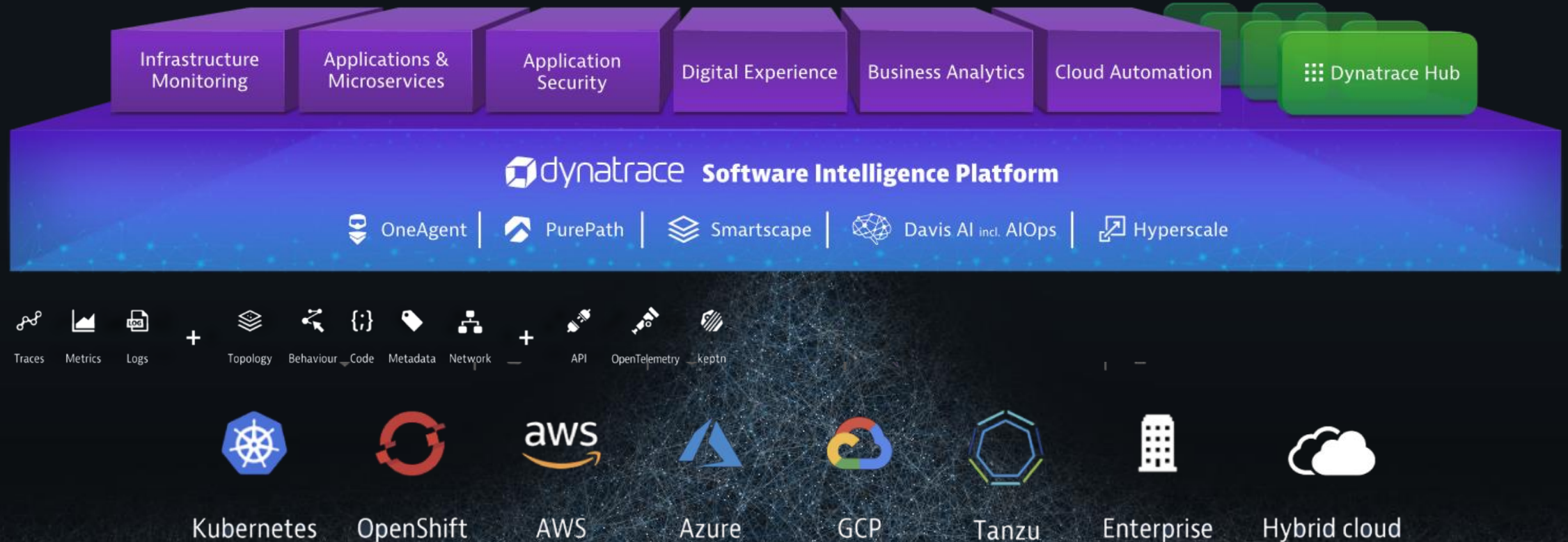
# Starts with best-in-class observability



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 k8s 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

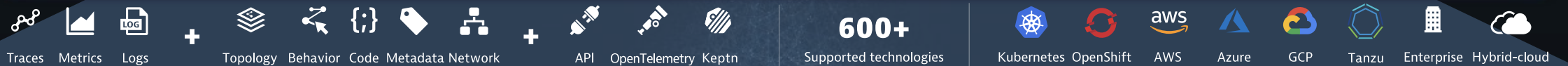
## Explainable AI Engine

Davis delivers automatic answers, insights & actions continuously



**dynatrace** Software Intelligence Platform

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



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





# 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



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transform faster, smarter, easier