

Winning the Digital Revolution with Digital Performance Management

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No question: **We're in the middle of a digital transformation.**



25%

of the world's economy attributed to digital business today

Source: Accenture, Technology Vision 2016

Expect that percentage to **grow rapidly, in every sector.**

Today, digital success hinges on the success of the **digital customer experience.**

But in many organizations, there's a huge gulf between how business and IT teams measure customer experience.



That disconnect inhibits a business's ability to create and deliver first-class customer experiences.

To become digital disruptors, rather than being digitally disrupted, **businesses must close the customer-experience gap.**



That's easier said than done.

You occasionally provide app store reviews and fill out customer surveys right? Business teams learn from this feedback, which is called:

Perceived customer experience.

But that app you used depends on hundreds of back-end IT systems to work together in sync. IT teams learn from these systems to measure:

Delivered customer experience.

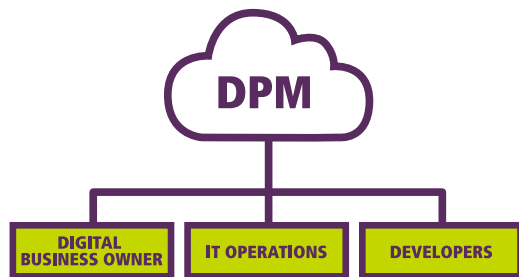
At most companies, business and IT groups manage perceived and delivered experiences separately.



The result: **a fractured picture of the customer experience.**



To get a complete view of the customer experience, businesses need to adopt **digital performance management (DPM).**



What is DPM? It's an emerging approach that integrates the perceived and delivered customer experiences—and better connects business and IT.

DPM lets everyone in business and IT **work from the same data set** captured during a customer visit. Stakeholders can explore the data from different angles and drill down into relevant details as needed.

Because DPM integrates **IT system performance with digital business performance**, all stakeholders can begin speaking the same language—and working toward the same goals.

Specifically, DPM helps organizations:

- Gain real-time insight into digital customer experiences.
- Build a unified culture focused on customers.
- Monitor key performance analytics.
- Free up time to focus on new innovations.

...and more.

DPM takes practice. The first step toward transformation requires gaining executive support—and asking lots of questions.

