

# Philips uses Dynatrace UEM for Digital Performance Management “We solve problems before they happen”



CUSTOMER STORY

## Customer

# PHILIPS

## Industry

Technology (Consumer Lifestyle,  
Healthcare and Lighting)

## Challenge

Clear visibility across the application  
delivery chain, from server to end user,  
to proactively monitor application  
performance.

## Solution

Dynatrace User Experience Management  
(UEM)

## Results

- Proactive approach to resolve problems or issues impacting end-users
- Deep visibility across the application delivery chain, including cloud services
- In depth data and detail for speedy identification of issues and fast problem resolution

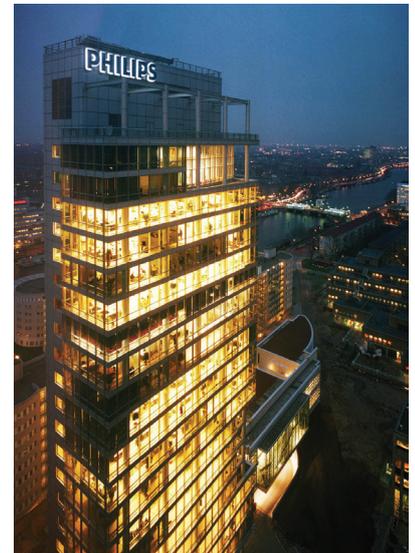
Product Lifecycle Management (PLM) is a crucial application at Philips. It encompasses all of the processes involved in product development, from the design phase to client feedback and is a vital set of applications for manufacturers. Aspects like a fast time-to-market are crucial for the achievement of a good competitive position. How do you make sure this software is always performing well? Philips decided to link its PLM software to an advanced monitoring and APM solution. “We now address problems before they actually arise,” says Rob Leenders, Infrastructure and Operations Manager Consumer Lifestyle at Philips.

Philips is currently using a number of solutions for the various PLM processes. “However, we are working towards the introduction of just one central system, based on the PTC Windchill PLM solution. The bulk of product development for this product category is based on the processes that the system allows us to facilitate. We aim to gradually bring the PLM for all of our products under the umbrella of this system,” Leenders explains.

## Of great importance

It is very important for Philips that the platform works and performs well. “Hundreds of users throughout the world are already using this system and the productivity they achieve depends on good performance. For us, stoppages and poor performance result in a loss of productivity and delays across the product development chain. This has a negative impact on our competitive position. As such, this platform is vital for us and will become even more important when more product groups base their PLM on it in the future.”

With this in mind, Philips opted for a basis that is easy to scale up and accessible from anywhere in the world, 24 hours a day, via an Internet connection: the Amazon AWS cloud environment. This flexibility is important, because users are situated throughout the world. The cloud also scales well to take advantage of different patterns of system demand.



Philips Headquarters – Amsterdam, Holland

## Many factors

The decision to centralize all of these important processes in an external cloud made monitoring essential. "If it is crucial to you that your processes run smoothly and you place all of your trust in just one system supplied by an external cloud provider, monitoring is a must," Leenders explains. "Not just to solve problems but preferably to make sure they don't happen at all."

However, Amazon was actually only able to offer monitoring at hardware level. "We could see whether the servers were as they should be physically, but that's as far as it went. This definitely fell short of our requirements. If processes are not monitored properly, it is very difficult to tackle the problems that end users experience. Proper performance also depends on far more than healthy servers alone. For example, users from all over the world log in on the system via an Internet connection. If the connection they are using is not strong enough, they will find that they are unable to use PTC Windchill productively. It goes without saying that good performance is an important condition."

So, what Philips needed was a solution that revealed performance and the underlying processes from server to end user. The ideal solution would also exactly pinpoint the source of any problems or bottlenecks quickly and proactively.

## Dynatrace UEM

After comparing a number of different solutions, Philips opted for Dynatrace. "This solution enabled us to analyze user experience far better than the other solutions. An added bonus is the fact that the internal monitoring provided by PTC Windchill already includes a linking option for Dynatrace solutions. This made the choice quite an easy one for us."

Philips' is now in a position to anticipate problems and the support department at Philips has become far more proactive. Globally, the solution continually measures not just uptime, but also the speed of the solution, as experienced by the end users themselves. "If this falls below a certain level, the support department receives a warning. In situations where this happens regularly at a certain place, or with a certain user, the department can take steps to rectify the situation. Does the problem lie with the infrastructure, the Internet connection or the solution itself? Or is the user doing something wrong? Armed with the insights obtained, the support department is able to take action before things go badly wrong," Leenders explains.

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**"From now on, we will also do a trial run with new users. This will involve them carrying out a number of activities on the production system. In Dynatrace UEM, we will then see exactly whether the solution performs in line with the expectation that the users in question have. If it does not, we can see why this is and address the problem. Most reports involve latency problems that are caused by firewalls set up everywhere. However, the biggest user group works from within Europe itself. Internet speeds there are very acceptable."**

– Rob Leenders, Infrastructure and Operations Manager  
Consumer Lifestyle at Philips

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## In-depth insight

Finally, the in-depth insight achieved is very useful for problem resolution. "When problems arise, we can see what has caused them straight away. We can also see whether the problem lies with us or a third party. In this way, monitoring promotes targeted problem resolution. If the problem falls under our responsibility, we know exactly what we need to do. If the problem doesn't lie with us, we can approach the third party concerned to sort out the situation. For us, it's not about being in a position to point the finger at someone, but about providing them targeted information that can be used to implement the solution required. Ultimately, this is a win-win situation for everyone."

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