Media Leader Protects Online Brand with Dynatrace

CASE STUDY

BUSINESS CHALLENGE
De Persgroep is a prominent publisher of newspapers (Het Laatste Nieuws, De Morgen, De Tijd, L’Echo, Algemeen Dagblad) and magazines (Dag Allemaal, Goed Gevoel, Joepie) and producer of commercial radio (Q-music and JOE fm) and television (VTM, 2BE, Jim, Vitaya) in Belgium.

With the 2009 acquisition of PCM Uitgevers (Algemeen Dagblad, de Volkskrant, Trouw), De Persgroep became the leader in the Dutch newspaper market, selling 1.2 million newspapers daily and 1.9 million magazines weekly. Through a combination of both organic growth and acquisitions, De Persgroep has more than tripled its revenues to 930 million euros.

With many of its websites at the core of its growing business, it is crucial to De Persgroep that the applications and IT systems that support its media properties perform well. The company had been relying on feedback from its internal departments and customers to uncover application performance issues. Realizing that this was an inefficient and risky way to manage its technology, De Persgroep began looking for a more proactive way to improve application performance in order to enhance end-user experience.

De Persgroep began tracking how many people visited its websites each day and how many web pages they viewed. The company found that the websites in Belgium and the Netherlands were attracting 2.4 million unique visitors, viewing a total of 20 million pages. The number of web pages viewed on mobile devices was even higher: 47 million per day. These statistics made clear an important fact in the online world: If visitors to sites like Het Laatste Nieuws, De Morgen and Algemeen Dagblad encountered delays, they would quickly find other, faster sources for their news.

Without full visibility across the complete application delivery chain, from the end user’s browser, through the cloud and all the way back to the multiple tiers of the data center, De Persgroep could not easily identify the cause of performance issues and solve problems quickly before visitors were impacted.

SOLUTION
Dynatrace Synthetic Monitoring and Dynatrace Data Center RUM

RESULTS
• Protect revenue sources and critical business processes through proactive testing
• Rapidly isolate, diagnose and resolve performance problems before customers are impacted
• Isolate performance problems to specific third-party components and determine weak points for future investments

SOLUTION
Until recently, De Persgroep kept an eye on the operation of its sites by checking availability and speed in its data centers. However, what’s more important is how fast those sites are for the people visiting them via their PCs, laptops, tablets or smartphones. The availability and speed they experience can differ significantly from the measurements revealed in a data center. Moreover, availability and speed for users can vary depending on their location and what combination of devices and browsers they are using.

With Dynatrace Synthetic Monitoring and Dynatrace Data Center RUM, both part of Dynatrace suite, De Persgroep measures the performance of its websites by proactively testing from the end-user perspective, which helps identify when key pages and transactions falter, and helps rapidly isolate, diagnose and resolve performance problems before visitors are impacted. The media company can also better manage SLAs and quickly resolve performance problems with third parties before they negatively impact brand reputation.
“You have to measure things at the users’ end, anticipate problems and be able to find out what the problem is quickly,” said Luc Verbist, Chief Information Officer at De Persgroep. “With Dynatrace, we can do that, and it provides us with a big competitive advantage.” “IT departments usually lose a lot of time trying to detect the cause of a problem. Dynatrace gives us a detailed analysis so that we can quickly find the needle in the haystack. If you know where the problem is, it’s usually solved quickly.”

RESULTS

Dynatrace helps De Persgroep monitor and maintain the stability, consistency and uptime of its online environment. The media company can identify and troubleshoot performance problems in local geographies and specific customer segments as well as across browsers and mobile devices.

The insights that Dynatrace provides helps De Persgroep clearly understand the experiences it delivers to visitors and swiftly make improvements if there are problems. And the improved overall performance of its websites ultimately drives the improved health of its online brand.

With Dynatrace, De Persgroep can identify performance problems and intervene almost immediately, drastically reducing inefficiencies on core applications and increasing troubleshooting efficiency, which helps them boost customer satisfaction.

De Persgroep now measures the operation of its applications not just in its data center, but also at the point where users interact with them. If there is a problem, it can immediately trace which link in the chain is causing it. It can also isolate a problem to a specific third-party component and troubleshoot with detailed diagnostics.

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ABOUT DYNATRACE

Dynatrace is the leader in a new generation of application performance management. Unlike traditional APM solutions that are heavy, difficult and reactive, Dynatrace is light, smart and proactive. Dynatrace is built to manage the complexity of today’s most challenging modern applications including mobile, cloud, big data and SOA. Dynatrace optimizes and monitors tens of thousands of applications for more than 5,800 customers, large and small, around the globe. Through the lens of end-user experience, our customers enjoy faster performance, proactive problem resolution, accelerated time-to-market and reduced application management costs through smarter analytics, advanced APM automation and a unique performance lifecycle foundation.

Learn more at dynatrace.com