dynatrace

Auto & General drives reliability and enhances customer experience with Dynatrace

auto & general | It pays to choose Budget Direct insurance

Industry

Insurance

About

- Subsidiary of international insurance group
- Millions of policyholders across 4 continents
- $2bn+ annual revenue (parent company)
- Brands include Budget Direct Insurance Singapore and EasyCompare

Challenge

Auto & General needed end-to-end observability into its dynamic cloud environment and real-time visibility into user experience. These capabilities were crucial to enabling its IT operations teams to resolve performance slowdowns before customer journeys were disrupted, and reducing service downtime to safeguard revenue.

Results

- End-to-end observability enables teams to resolve performance and availability issues before users are impacted.
- Proactive monitoring offers real-time insights into all customer journeys.
- Smart topology mapping helps teams understand complex application dependencies.
- Enhanced customer experiences helped teams to meet 99% of service-level agreements.

The global insurance market is swiftly embracing a digital first mindset, with insurtech companies leading the charge. Knowing that today's customers expect a seamless experience when they buy insurance, Auto & General Southeast Asia (SEA) was keen to accelerate its digital transformation, to make quality coverage more accessible. The group strives to provide best-in-class customer service and frictionless experiences at every touchpoint in its customers' digital experience.

Auto & General SEA therefore needed to proactively monitor the performance of the applications supporting its brands' digital services, so it could optimize the customer experience and maximize conversions. To enable this, it needed a solution that could simplify the complexity of its technology stack and integrate with all major cloud platforms. It was also essential that its teams had a single platform providing end-to-end observability and real-time insights into customer journeys across services for both its major brands. This would be critical to its teams' ability to understand all application dependencies and access precise answers into the root cause of any technical issues, so they could be resolved before users were impacted.

Life with Dynatrace

After evaluating the market, Auto & General SEA selected Dynatrace, which offered a unified platform that continuously discovers and instruments all components in its cloud environment. The platform's AI capabilities and Smartscape technology enable it to go beyond mere metrics, logs, and traces, to automatically analyse service flows and provide real-time visualisations of application topology. This offers Auto & General's teams a detailed, end-to-end view into its cloud environment and reveals all dependencies between the applications and services supporting its brands.

> " **Dynatrace has enabled us to achieve positive long-term growth for our business, by fostering customer retention, loyalty, and acquisition"**
>
> — Mr Xavier Fredyzer, Senior Manager, IT Governance, Information and Cybersecurity, Auto & General

The precise answers from Dynatrace empowered Auto & General's teams to mitigate performance issues with real-time alerts and AI-assisted root cause analysis as problems arise. Together with Dynatrace's smart baselining, this enabled Auto & General to eliminate the guesswork when reviewing key performance benchmarks, by automatically weeding out false positives and duplicate alerts.

"Since we adopted Dynatrace, it has been crucial to the success of Budget Direct Insurance and EasyCompare, said Mr Xavier Fredyzer, Senior Manager, IT Governance, Information and Cybersecurity at Auto & General. "Dynatrace enables us to steer clear of any major downtime or disruptions, which would have been hugely detrimental in terms of lost revenue and reputational damage. The platform has also been key for us meeting 99% of our service-level agreements. We looked at alternative monitoring solutions, but there were no others that met our need for a platform that would provide a single source of truth about performance across all our operations."

"Without Dynatrace, we would not have been able to guarantee the consistently excellent and seamless experience our customers enjoy when they take out cover with Budget Direct Insurance and EasyCompare," continued Mr Xavier Fredyzer. "Dynatrace has enabled us to achieve positive long-term growth for our business, by fostering customer retention, loyalty, and acquisition."

About Dynatrace