

# Porsche Informatik masters the cloud and accelerates innovation



## Industry

Automotive

## About

- Provider of digital capabilities for the automotive industry
- Operating 160 solutions for millions of users in 30 countries
- Wholly owned subsidiary of Porsche Holding Salzburg who is Europe's largest automotive trading company, EUR 22bn revenue

## Challenge

- Goal to reduce time to market by 90 percent
- Move to DevOps and OpenShift required a new approach to monitoring and performance
- Full visibility into user-experience is crucial for Porsche

## The race to transform

The automotive sector is under significant pressure to transform, driven by the advent of industry megatrends such as connected cars, autonomous driving and electric vehicles. Coupled with the wider trend towards digitalization and rising user expectations, Porsche Informatik needed to find a new way to develop and support its digital business capabilities. The company wanted to innovate faster, significantly reduce time to market, and enhance the customer experience.

To achieve this, Porsche Informatik migrated from a monolithic environment towards a modular landscape based on a hybrid cloud architecture, at the center was Red Hat OpenShift. This Container as a Service Platform enabled greater agility and scalability, so the company could innovate faster and work towards its goal of reducing time-to-market for new software by 90 percent. However, the shift to the cloud created a highly dynamic, containerized technology stack.

## Unparalleled visibility and simplicity

Porsche Informatik realized that to become truly agile, it needed a fundamentally different approach to performance monitoring and management. After evaluating the market, it selected Dynatrace because of the ability to provide complete visibility into every layer of the IT environment as well as a real-time perspective on the user sessions, while offering native support for all major cloud platforms and services.



**“Dynatrace’s unique approach to AI-powered monitoring in the cloud cuts through complexity to give us true visibility into our OpenShift environment, so we can fully understand the user-experience.”**

Manfred Immitzer,  
Managing Director and Chief Digital Officer  
at Porsche Informatik

“Dynatrace’s unique approach to AI-powered monitoring in the cloud gives us true visibility into our OpenShift environment, so we can fully understand the user experience,” said Manfred Immitzer, Managing Director and Chief Digital Officer, Porsche Informatik. Easy implementation was also a key deciding factor, due to the complexity and scale of the company’s operations and ecosystem of partners. The ability to install Dynatrace through a single agent and fully automated process was therefore identified as another major advantage.

“Dynatrace sounded really good, but it delivered everything it promised and even more. We have full control of user-experience and can innovate and deliver our software faster with total confidence — Dynatrace has truly helped us on the path to digital success,” said Manfred Immitzer, Managing Director and Chief Digital Officer, Porsche Informatik.

### Life with Dynatrace

- **Accelerating innovation** — As new software and services were developed in OpenShift, the AI-based insights from Dynatrace enabled Porsche Informatik to optimize code in real-time and push innovations through to deployment faster.
- **Enhancing DevOps processes** — Dynatrace enabled Porsche Informatik to optimize performance management and improve user-experience in its online platforms for car dealers and importers, by analysing user sessions in real-time and providing DevOps teams with instant feedback.
- **Reducing problem MTTR** — Even when problems that impact user-experience do arise, the AI-based insights from Dynatrace mean they can be resolved in 20 percent of the time it would have taken previously.

Learn more at [dynatrace.com](https://dynatrace.com)

Dynatrace provides software intelligence to simplify enterprise cloud complexity and accelerate digital transformation. With AI and complete automation, our all-in-one platform provides answers, not just data, about the performance of applications, the underlying infrastructure and the experience of all users. That’s why many of the world’s largest enterprises trust Dynatrace to modernize and automate enterprise cloud operations, release better software faster, and deliver unrivaled digital experiences.

