

# TUI soars above cloud complexity and gains a comprehensive customer view

Dynatrace AI and automation set it apart from the competition



## Industry

Travel

## Challenge

TUI was consolidating IT environments to move to a hybrid cloud environment. This would leverage innovation for better customer experiences that could be continually optimized.

## Solution

TUI selected Dynatrace because it was fast to implement and use and purpose-built for the complexities of cloud. Dynatrace helped speed up their AWS migration with deep visibility into both on-premise and cloud environments across TUI's complex technology stack, and the AI and automation simplified operations giving them more time to focus on the exciting part of bringing new features to market faster, for world-class customer experiences.

## Fragmentation compounds complexity

TUI is the world's leading tourism group taking more than 20 million customers to 180 destinations each year. The airlines in the TUI Group operate around 150 medium and long-haul aircrafts, including the largest fleet of the latest Boeing Dreamliners. The company is comprised of hotels, airlines, cruise ships and retail stores.

TUI is very passionate about customer experience and it sits at the heart of all they do. They wanted to deliver superior customer experiences and needed to deeply understand how customers are interacting with their business. They set a goal of halving the time it takes for an idea for new functionality to be delivered to customers, and they were looking for a digital platform to help them build on that strategy.

They recognized they needed to modernize and automate their operations so that teams could move away from firefighting problems and focus instead on creating new value to the organization.

## Seeing through the clouds

A fragmented IT landscape was hindering TUI's speed of innovation and complexity increased as they shifted to hybrid cloud. Dynatrace replaced five traditional monitoring tools with one end-to-end solution that helped them automate and simplify operations so they could more heartily focus on optimizing their important customer experience.



“ Dynatrace gives us a holistic view of our platforms all the way from our test environments through to production and provides a single view of the truth across the business. **The automation and AI from Dynatrace set it apart from the competition.**”

Yasin Quareshy  
Head of Cloud Operations at TUI

## Life with Dynatrace

- Optimized AWS migration processes with easy set-up and complete visibility on how apps would perform in the cloud.
- Fewer tools made simpler operations and TUI retired five management and monitoring tools across their technology stack.
- 50% reduction in time spent recovering services or resolving problems using Dynatrace AI and automation.
- AI keeps TUI platform stable, increasing bookings when collapse of competitor saw 254% traffic surge. Dynatrace’s Davis AI alerted teams to proactively react and safeguard business from at least £3.3m in potential lost revenue.
- Opened up resources for more freedom to innovate and improve CX – now focusing more on delivering new features and continuously optimizing their booking experience.

## About Dynatrace

Dynatrace provides software intelligence to simplify cloud complexity and accelerate digital transformation. With advanced observability, 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 cloud operations, release better software faster, and deliver unrivaled digital experiences.

Curious to see how you can simplify your cloud? Visit our [trial page](#) for a free 15-day Dynatrace trial.

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