

# Al Masraf optimizes digital banking experiences with Dynatrace

Deep visibility into transactions provides insights to improve service reliability and performance



## Industry

Financial services

## Challenge

Al Masraf wanted to digitally transform and improve its banking services. However, limited observability prevented teams from resolving issues quickly, resulting in negative customer feedback.

## Solution

Dynatrace Managed

## Results

Faster root cause analysis: AIOps and automation enable teams to identify and resolve issues more quickly, hence reducing the number of service incidents

- **Enhanced customer experience:** Deep visibility into transactions provides teams with detailed insight into user journeys and real-time performance of applications
- **More successful deployments:** Teams use precise answers from Dynatrace during user acceptance testing to help developers optimize code before launching to production
- **24/7 monitoring:** Dynatrace underpins a new Network Operations Center, where teams can monitor applications around the clock to maximize reliability and performance

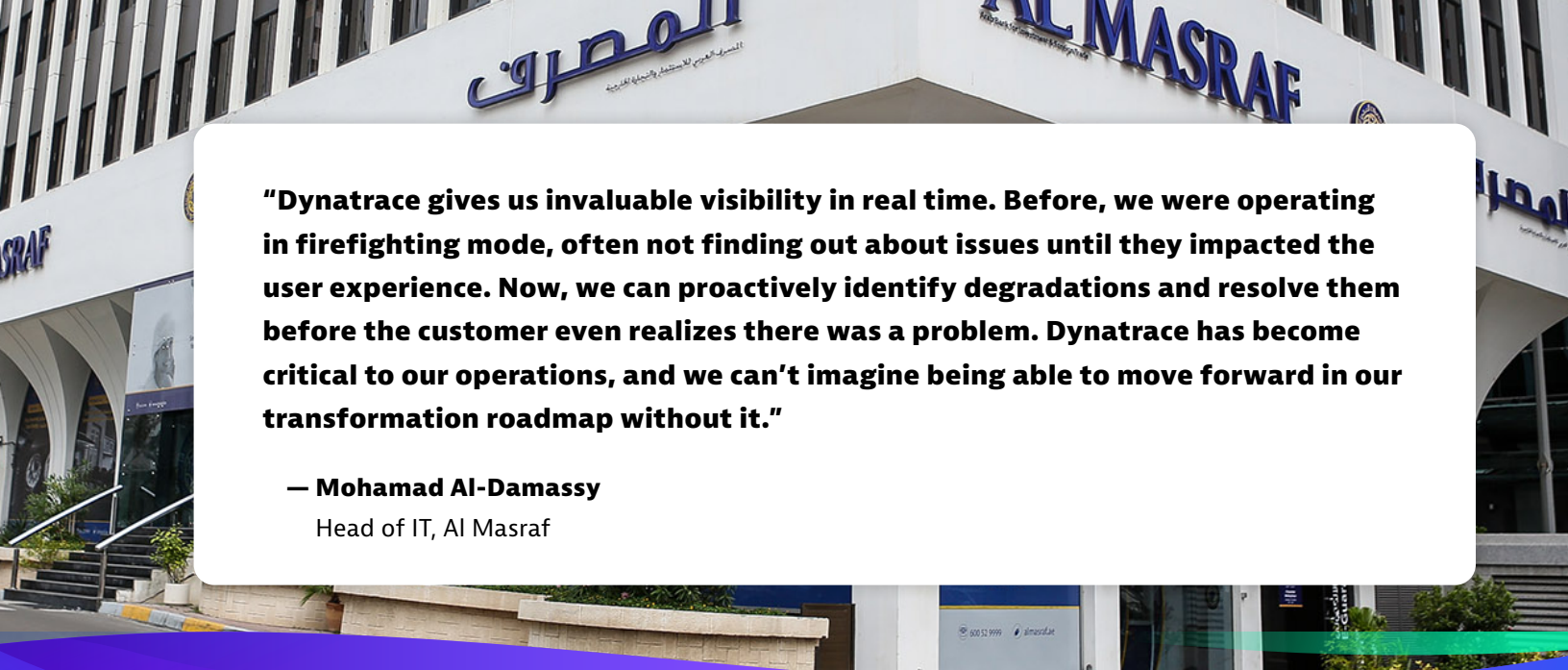
Al Masraf is a leading provider of banking and trade finance services in the gulf region. The company embarked on a digital transformation journey to improve its back- and front-end processes through automation and was gradually migrating to the cloud to support this.

However, teams lacked sufficient observability. They relied on siloed and lengthy manual log analysis processes to trace problems, often finding out about performance or availability issues through customer complaints. This lack of visibility meant teams could not identify and resolve issues quickly, putting them constantly in firefighting mode, which resulted in negative online and mobile banking experiences.

To maintain a competitive edge and modernize its operations, Al Masraf needed to improve the availability and performance of its digital banking applications. It was imperative that customers could complete online and mobile transactions 24/7, which made service reliability a priority.

## End-to-end observability

Al Masraf sought an observability solution that could support its hybrid environment, which consisted of cloud-based SaaS applications and on-premises systems. Following a detailed market analysis, the company selected Dynatrace due to its comprehensive capabilities, including the ability to provide deep visibility into transactions and the customer experience.



**“Dynatrace gives us invaluable visibility in real time. Before, we were operating in firefighting mode, often not finding out about issues until they impacted the user experience. Now, we can proactively identify degradations and resolve them before the customer even realizes there was a problem. Dynatrace has become critical to our operations, and we can’t imagine being able to move forward in our transformation roadmap without it.”**

**— Mohamad Al-Damassy**  
Head of IT, AI Masraf

AI Masraf deployed Dynatrace across its on-premises estate to monitor 49 applications supporting its online and mobile services, including internet banking, core banking and middleware, giving teams full stack visibility.

### Enhancing customer experience

Leveraging Dynatrace’s AI engine, Davis, teams were immediately able to be more proactive in identifying issues and root cause, helping them protect the customer experience.

Dynatrace also provides advanced observability across end-user transactions. With Dynatrace, teams can observe banking transactions as they pass from one layer to the next, from the code level and web interface to the database. This enables teams to measure the performance of the application at each stage of the journey. If Dynatrace spots any latency, it issues an alert so teams can take immediate action.

Teams are also using Dynatrace during user acceptance testing to provide insights that help them to optimize code and ensure a more successful deployment.

### Central to operations

Going forward, AI Masraf is building a Network Operations Center (NOC) to monitor its apps 24/7, with Dynatrace at the core. The bank’s plans include extending Dynatrace to more applications and microservices, onboarding more users, and leveraging Dynatrace’s auto-resolution capabilities to further improve availability and performance.

As AI Masraf increases its cloud footprint, it also intends to deploy a hybrid solution of Dynatrace, using both Managed and SaaS. This will give teams the flexibility to monitor both on-premises systems—where AI Masraf stores its most sensitive data—and its SaaS applications, creating complete end-to-end observability.

[Dynatrace](#) (NYSE: DT) exists to make the world’s software work perfectly. Our unified software intelligence platform combines broad and deep observability and continuous runtime application security with the most advanced AIOps to provide answers and intelligent automation from data at enormous scale. This enables innovators to modernize and automate cloud operations, deliver software faster and more securely, and ensure flawless digital experiences. That’s why the world’s largest organizations trust Dynatrace® to accelerate digital transformation.

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