

Dynatrace continues to work well for BARBRI as they evolve to Azure

They selected Dynatrace over New Relic in 2014 and are pleased with how it evolves to meet their changing and growing needs.

Customer Story



Industry

Global Online Education

Challenge

As a global e-learning company, BARBRI.com can never be down and happy customers are everything to the success of their company.

Solution

Dynatrace's AI powered APM

Results

- BARBRI monitors a complex, dynamic environment with a small team — automatically!
- APM users benefit without having to know the IT topology
- Dashboards that are meaningful to IT and the business are created quickly, and remain accurate — even as their topology changes
- Automatic answers, root cause analysis, and topology views support proper resource allocation to best serve customers
- Best-in-class dashboards mean that Dynatrace is the first place the IT team goes when there's an issue

"We don't have time for complicated", says Mark Kaplan, IT Director at BARBRI, about their choice of Dynatrace over their old APM tool.

With a small IT team, a hybrid production installation and users taking advantage of their online education around the globe and 24x7x365, Mark and his team need an APM solution that provides answers quickly and simply, without the need for a PhD in APM.

BARBRI is synonymous with bar success. They became the leaders in prep for the bar exam by combining cutting-edge technology with a proven, systematic preparation program and expertise to help students learn exactly what they need to know to pass the bar exam — the first time. More law students have passed the bar exam using BARBRI than all other courses combined.

Dynatrace helps the team at BARBRI keep their work process efficient with:

- **Real-time tells all:** even with their hybrid production system Dynatrace shows the IT team everything they need — plus provides appropriate information for communicating with other departments.
- **Artificial intelligence:** learning their system and tuning itself to provide the useful answers with little management, while "weeding out the fluff stuff"
- **Simple install:** just one step (vs. more than a dozen for other products)
- **Usefulness quickly:** Dynatrace immediately and automatically learns BARBRI's environment and business even as it changes, providing useful information and answers within minutes.

Challenge

BARBRI's top priority is providing a high-quality experience for their users online. To stay on top BARBRI's IT team wants to focus on quality and innovation, not wasting time on

- manual efforts to have their APM solution understand their business
- localizing the source of problems
- ramping APM up and down for the Docker containers in their Azure installation

Solution

#1: Fast deploy and custom dashboards... Done!

BARBRI evaluated several companies and selected Dynatrace in 2014 because it was the only APM solution that provided full stack monitoring. In addition, Dynatrace allowed

BARBRI to create all the dashboards they need for their own IT team, and to communicate smoothly with other departments. BARBRI no longer wanted to piece together manual dashboards and spend lots of time digging through different logs. They relish Dynatrace's ability to automatically analyze root cause to find the answers they need to fix issues fast.

#2: Adding Azure... In process

When BARBRI decided to add an [Azure](#) data center to the mix, they were happy to learn that they had already chosen the only APM solution that is designed to handle the highly dynamic infrastructure where containers come and go frequently. Even in this complex environment it's just one step to set up a new server or guest — not the fifteen steps required by New Relic — plus the time and effort to decide what to include (or not include) in the setup.

They also employ Dynatrace's ability to provide full stack visibility out of the box when they deploy a new server or guest, and view all the necessary information for their hybrid deployment from the web tier to the database, plus interactions between tiers and apps.



BARBRI is planning to forklift their entire production environment into Azure, and Dynatrace helps me and my team have the confidence to be able to do that in an efficient and effective way."

— Mark Kaplan, IT Director at BARBRI

Results

When they first installed Dynatrace a few years ago, BARBRI was immediately impressed with Dynatrace, especially from management and business perspectives.

"With Dynatrace, I have a single dashboard, one place to look if there are problems and my team has a way to scale all of the services and resources needed to ensure a positive customer experience," says Kaplan. "In the past we used a different performance management solution that made it extremely difficult to get the data we needed. New Relic did not provide the tools necessary to resolve problems quickly."

Today, BARBRI continues to rely on Dynatrace to be the smartest monitoring solution. They count on its capability to monitor their specific environment and automatically provide meaningful answers for all parties, even as they have added the complexities of a hybrid cloud deployment and [Docker containers](#).

Learn more at dynatrace.com

Dynatrace has redefined how you monitor today's digital ecosystems. AI-powered, full stack and completely automated, it's the only solution that provides answers, not just data, based on deep insight into every user, every transaction, across every application. The world's leading brands, including, 72 of the Fortune 100, trust Dynatrace to optimize customer experiences, innovate faster and modernize IT operations with absolute confidence.



I would most definitely recommend Dynatrace. Dynatrace has changed the way we collaborate in the sense that when our team experiences an issue, the first place everyone goes is Dynatrace. A lot of vendors can show charts and metrics but Dynatrace infographics are amazing, the dashboards are simply the best in class."

— Mark Kaplan, IT Director at BARBRI

The A.I. engine in Dynatrace develops conclusions automatically that other tools (or IT teams) have to figure out manually — making their job easier to because they can make decisions better and faster. The engine also makes the Dynatrace solution exponentially faster than humans, is able to factor in exponentially more data, and unlike human analysis, is not subject to biases or assumptions that are not based on fact.

Dynatrace's Smartscape™ presents the information in a way that gives the BARBRI team the ability to understand what their customers are experiencing, **as they are experiencing it** — with full operational visibility and insight tailored to their business when monitoring and managing web applications. Bottlenecks are found in real-time, problems solved quickly, and everyone is back to focusing on the important things, like helping their customers "Own the Bar."

Dynatrace Digital Performance Platform — it's digital business... transformed.

Successfully improve your user experiences, launch new initiatives with confidence, reduce operational complexity and go to market faster than your competition. With the world's most complete, powerful and flexible digital performance platform for today's digital enterprises, Dynatrace has you covered.

Dynatrace is No. 1 for APM in [Gartner's Worldwide Performance Monitoring Market Share Analysis](#) for the 4th straight year.

We're also a leader in the [Gartner Magic Quadrant for APM](#) for the 7th straight year*, and a leader in the first ever [The Forrester Wave™: Application Performance Management, Q3 2016](#).

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