

Identification of Key Performance Bottlenecks to Enhance Customer Experience



CUSTOMER STORY

Customer

ecVision®

Industry

High-Tech

Challenge

ecVision was in urgent need of a solution that could quickly identify factors that affect web performance and customer satisfaction.

Solution

Dynatrace Application Monitoring

Results

- Quickly identify and locate the causes of performance trouble
- Greatly improve the quality of service
- Complete end-to-end view of customer experience
- New and more efficient problem solving methods

Challenges

ecVision Suite® is a cloud-based platform that enables retailers to reduce cycle time for better control of product flow; optimize product, production, and transportation costs to yield greater margins; and manage the trading party network to minimize risk. The platform connects suppliers of all levels, sourcing teams, and third-party service providers to complete a holistic, collaborative platform. It has already attracted many well-known customers, such as PVH, Coach, New Balance, Vera Bradley, Brown Shoe, Timberland and Li & Fung Trading. Headquartered in New Jersey, U.S.A., the company also has operations in Asia. Its resellers and partners are located in 15 countries and regions worldwide.

With the increasing complexity of customer requirements, ecVision's solutions are undergoing a rapid upgrade. There is also greater demand for high availability and high performance transactions on its platforms. Traditional industries, such as the apparel and footwear industry, have long had a reputation for higher system availability needs, because of the 24/7 operations and the need for real-time visibility into globally distributed supply chains. Platform optimization is a crucial factor in the overall business process. However, the increased number of customers has also resulted in an exponential increase in data traffic. This has placed unprecedented pressure on platform performance, causing slower response times, lower customer satisfaction, and poor service availability. All these factors risk a poor customer experience that may ultimately lead to customer loss. Reasons include:

- Low transparency in overall transaction chain monitoring
- Not enough warning for problems that customers may come across
- An inability to visualize the real time business process
- A prolonged trouble-shooting period
- The unavailability of customer interaction records, and a failure to identify
- The causes of performance bottlenecks

Faced with the above problems, ecVision was in urgent need of a solution that could quickly identify factors that affect web performance and guarantee customer satisfaction.

Solution

ecVision selected three solutions recommended by Gartner for product selection. After an internal evaluation and overall performance grading, the team in charge agreed that the Dynatrace APM solution was the most effective and practical. Implementation of Dynatrace's enterprise solutions has helped ecVision to improve its visualization of business process monitoring and its ability to track system loads. It has also facilitated code-level debug operations, quickly identified debugs, and collected detailed performance data. Additionally, for scenarios that are inconvenient or impossible to change, Dynatrace's solution provides reasonable load balance views at the physical level so as to promote and expand efficiency, as well as channels for solving performance problems.

In order to get a direct visual picture, the IT team at ecVision hoped to obtain information such as which operation link takes the longest time and which physical node bears the heaviest load when a customer logs onto the transaction platform. Because of the lack of accurate identification of problem causes in the past, the enterprise can only give a vague idea of where problems exist. With Dynatrace UEM, performance problems can be discovered and located in a much clearer way. The entire transaction chain becomes transparent with real-time monitoring. Pre-warning against specific problems can now be provided so that customers can adjust their operations in a timely manner. This not only greatly shortens the time it takes ecVision to identify a problem, but also enables it to discover and quickly solve any performance problems ahead of the customers.

Simply providing server logs to customers does not help them understand the causes of performance problems. That will leave us in a very passive position. The application performance solution of Dynatrace has provided us with a strong foundation to persuade our customers to believe in our conclusions and in turn has greatly shortened our problem solving time.

— Wu Yuqiang, a system specialist from ecVision

Results

The question of whether to develop a solution on its own or buy a solution from a third-party vendor is a frequent problem facing any enterprise when selecting APM solutions. The Dynatrace enterprise solution has proven to be cost effective and time efficient.

- With the end-to-end monitoring feature of the Dynatrace APM solution, ecVision can now quickly identify and locate the causes of performance trouble and solve them in the most cost-effective and timely manner.
- The quality of service is improved greatly. Around-the-clock visual monitoring also enables ecVision to track application performance, bandwidth consumption, and operational procedures. This further promotes its ability to provide high quality service to its customers. In addition, for some specific procedures, Dynatrace enterprise solutions can provide prior warning of malfunctions to prevent performance problems.
- End-to-end visualization helps ecVision to accurately and clearly see its customers' real operation behaviors and the performance load situation at any physical node. This information will then be provided to the in-house team as well as to the customer as a solid foundation for drawing trouble shooting conclusions.
- Moreover, where application codes are unable or impossible to revise, more effective and alternative problem solving methods can be found with the Dynatrace enterprise solution. The load situation at certain physical nodes, as one example, can be improved.

Implementation of the Dynatrace enterprise solution has greatly improved the application performance at ecVision. This is most evident in the identification and localization of problem causes and the improvement in customer satisfaction. With better application performance, ecVision is now able to maintain greater customer loyalty with reduced customer loss.

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