

# Prep Sportswear: DevOps and Dynatrace solve app issues quickly



CUSTOMER STORY

## Customer



## Industry

Online Retail/e-Commerce

## Challenge

Imperative to be proactive on problem solving, lower risk to revenue, and halt unneeded heroics and midnight calls

## Solution

Dynatrace Application Performance Monitoring

## Results

- Confidence when releasing code into production because of increased visibility at code level
- Insight at code level to identify impact of application performance on business results
- Ability to look deeply into customer order and identify issues impacting customer experience and fix quickly

Prep Sportswear is a fast-growing online apparel retailer that sells school and team gear. Their website allows customers to create personalized team-based apparel and accessories and preview the customized product through a rich and dynamic image configurator.

## Challenge

In the early days at Prep Sportswear, developers deployed code all the time with very little testing. They had no visibility into what code was doing in production and would just “hope it works”.

They had no monitoring at that time and only heard about problems from customers. Logs were decentralized and hard to read. The IT team spent a lot of time fighting fires, with middle-of-the-night calls on critical problems.

The organization worked via individual heroes patching problems. There was no complete picture of how the website worked, and there was no process to find out why something was broken in the first place.

“A lot of times, several days would pass before we even knew that something was even wrong,” said Richard Dominguez, Developer in Operations at Prep Sportswear.

## Solution

That all had to change, and it did, when Prep Sportswear decided to adopt DevOps principles with the right tools, including Dynatrace Application Monitoring. It meant creating a collaborative mindset between developers and operations and establishing regular communication through “stand-up” meetings in which each team member provided an update on issues and results.

“DevOps is not just a job or a person. It’s really a culture,” said Dominguez.

Now, every person involved in the delivery process was responsible for the business success of the company. This required actionable performance metrics tied to business results.

With the use of Dynatrace, Prep Sportswear is now not only able to isolate problems at the code level, but the IT team can also show business managers the impact of performance problems on business results via a dashboard.

## Benefits

The start of Prep Sportswear’s DevOps transformation was not easy, since it meant simply ‘keeping the lights on’ while they began to clean up code and reduce the

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- Richard Dominguez, Developer in Operations at Prep Sportswear.
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technical debt accumulated from years of fast growth, a small development team, and a lack of processes. However, the benefits of putting an application performance monitoring tool in place was immediate.

Before Dynatrace, Prep Sportswear would only find out about a problem with an image when the customer called in, and it would take days to fix. Any problem with its dynamic image generator app means a lost sale — customized apparel is Prep Sportswear’s core merchandising strategy. Now, Dynatrace sends out an alert when there is a 404 error generated from the image application, and the problem is fixed immediately.

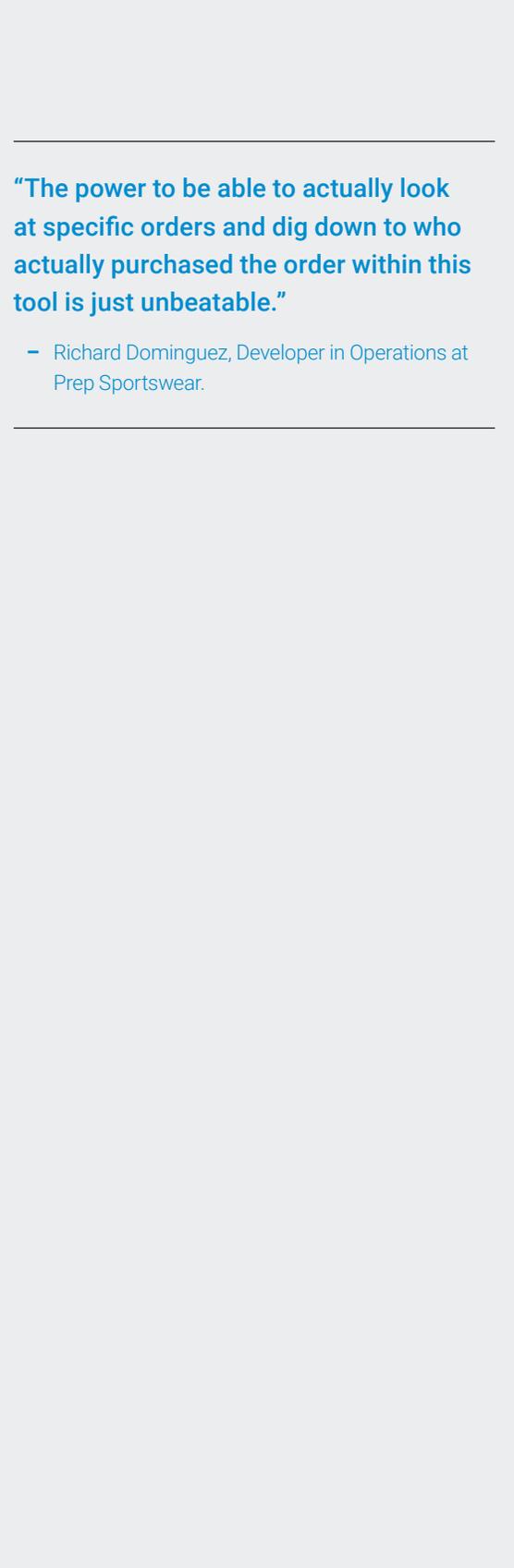
Another problem Prep Sportswear solved was identifying the source of traffic and IP hack attempts and then locking them out. It’s something that previously would have taken weeks to solve without Dynatrace.

“The power to be able to actually look at specific orders and dig down to who actually purchased the order within this tool is just unbeatable,” says Dominguez about Dynatrace.

The most powerful benefit? With Dynatrace, Prep Sportswear can now analyze the entire customer order transaction down to every single click by every single user.

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