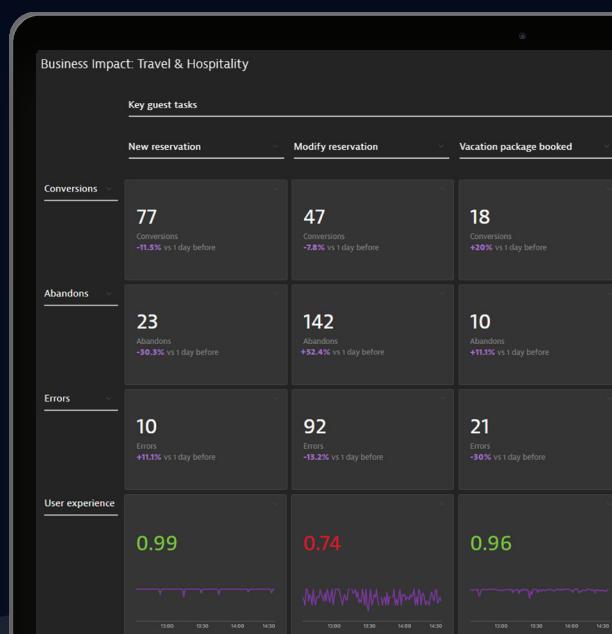


Business Analytics for Travel & Hospitality

Improve guest loyalty through flawless digitized travel experiences

Today's travel experiences begin with the touch of an app, and your guests' digital expectations remain high throughout their visit. From smart hotels and virtual assistants to in-flight entertainment and app-enabled baggage tracking, you need an approach that puts your guests' needs front and center, delivering frictionless experiences at every touchpoint. The wealth of collected data opens doors for predictive personalization, promising rewards for innovative digital-first organizations — and threats for the laggards.



Drive loyalty through superior guest experiences

Visualize every guest touchpoint in context from an outside-in perspective to ensure frictionless experiences — across every channel and application.



Let Dynatrace deal with complexity so you can focus on innovation

Implement automatic and intelligent observability across multi-cloud and hybrid cloud environments to proactively improve your tech stack where it matters most. Leverage AI-powered answers to fix issues and optimize every travel application: web, mobile, agent, backend, IoT, and more.



Prioritize and understand business impact

Understand impact to users and the bottom line to prioritize optimization and troubleshooting efforts based on business KPIs such as bookings, upgrades, add-ons, or in-app purchases.

"It's vital that we're able to create a frictionless customer experience — in a competitive market like airport parking, we need to make sure it's as easy as possible for the customer to make a reservation. **Dynatrace gives us a sixth sense of what's going on in our environment**, so we can proactively optimize experiences and improve outcomes for our business."

— Ken Schirrmacher, Sr. Director
of Information Technology, Park 'N Fly



Dynatrace supports key travel & hospitality user journeys and applications, including:

- Sabre GetThere
- SAP Concur
- Centralized reservation systems
- Aggregation services
- Guest management
- Expense management
- Mobile apps

Start your free trial now:
dynatrace.com/trial/

About Dynatrace

Dynatrace provides software intelligence to simplify cloud complexity and accelerate digital transformation. With automatic and intelligent observability at scale, our all-in-one platform delivers precise answers about the performance and security of applications, the underlying infrastructure, and the experience of all users to enable organizations to innovate faster, collaborate more efficiently, and deliver more value with dramatically less effort. 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.

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