

Dynatrace Business Insights

Strategic performance optimization
to drive real business results



Services



Business
Insights



Business
Insights
Assessments



Financial
Scorecards



Competitive
Benchmarks

Dynatrace Business Insights Services helps you improve your business outcomes with both ongoing and point in time service offerings focused on performance optimization, competitive context, and targeted user behavior analytics. All of our services start and end with what matters to your customer and ultimately to your business. Using our data driven models, we can help illuminate where performance and behavior intersects and provide competitive context to know you can beat your competition.

Our global team has experience enabling thousands of customers to successfully drive value from Dynatrace. Let us craft the right solution for your needs with the confidence that our team will help you pinpoint and optimize what matters to your customers and your business.

“ Insights is the main reason we chose Dynatrace. It's a real differentiator. The Insights team are as much a part of my team as those who work directly for me. With Insights, we prioritize and escalate issues to our internal IT team quickly—whenever required—to enhance performance for our customer.”

—Kerry Sikora, Senior Manager, Customer Experience Analytics, T-Mobile

Benefits



Insightful expertise

Work with performance experts to learn best practices, and take advantage of prioritized recommendations and industry leading expertise.



Calculate the cost of poor performance

Make data driven decisions about where to optimize based on how poor performance is impacting your customers.



Understand your competition

Understand where your site stacks up compared to your competitors, both in performance and functionality. Learn what is possible and how you can improve.



Leverage our team

Let us do the heavy lifting in our managed service offerings and keep you focused on your applications, not our tools.

Need additional assistance?

Dynatrace Services provides tailored offerings for organizations that require additional support to execute on their goals with Dynatrace. Contact your account team for additional details.

Learn more: dynatrace.com/services-support

Offerings

Business Insights

A strategic offering from Dynatrace to provide your team with valuable insights into your applications to drive business outcomes. The Insights offering combines a managed service that keeps your teams focused on what they do best, and expertise based performance analysis from the front-end through to code level.

Business Insights Assessment

Point in time engagement to understand how performance impacts your business, how to best drive performance improvement, and what you can do to beat your competition. These deep dive assessments into your application provide you with a 360 degree view of your performance and user behavior.

Financial Scorecards

Financial industry competitive benchmarks compare your firm's digital sales, account management, and servicing to your peers. Track innovative functionality and customer experience best practices with proven insights to drive digital strategy and improve your online and mobile competitive edge.

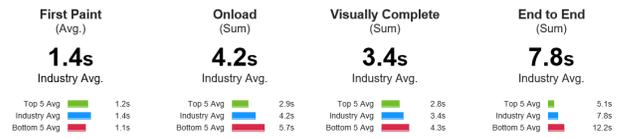
Competitive Benchmarks

Ongoing comparison of your site to your competition in the areas of performance, page construction, and availability. With the ability to compare against our standard benchmark set, or create your own subset, Competitive Benchmarks help you baseline yourself with your peers and get the insights needed to improve.

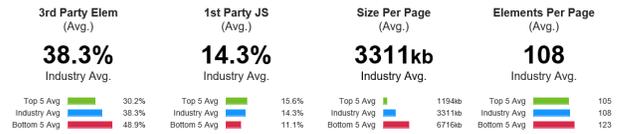
Competitive Benchmarking

Industry Snapshot

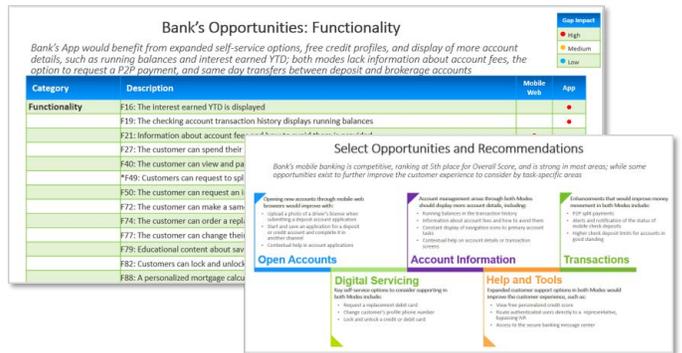
Performance



Page Construction



Financial Scorecards

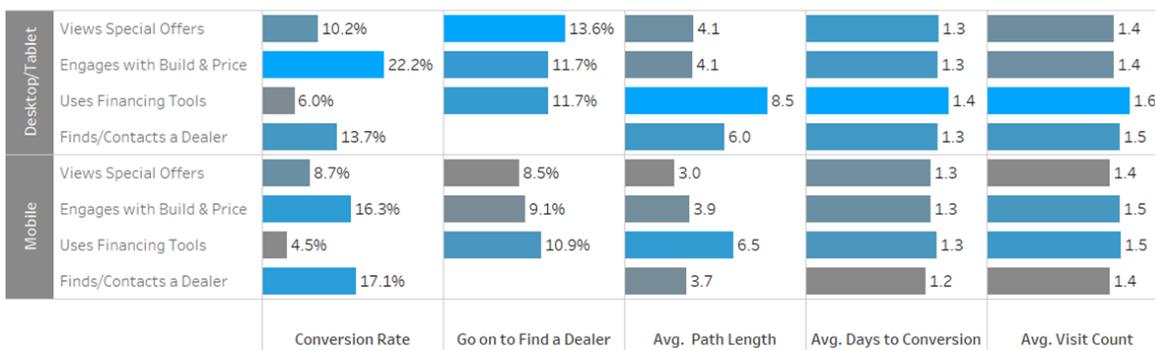


By leveraging the expertise of the Insights team we are able to focus our teams on improving the customer experience, not fighting about data. We launched our newest site and things were not going well. Customers were complaining and we were losing business. The rapid response we received from the Insight Assessment allowed us to quickly pinpoint the cause of the technical issues and to explain to our development partner the right actions to take. Our analysts expertise and ability to clearly communicate the issues both to our business owner and the technical stakeholders were invaluable during this crisis

—Director of eCommerce (US Retailer)

Insights Conversion Analysis

ONSITE CONVERSION SUMMARY



Learn more at dynatrace.com/services-support/

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.