

# Business Insights Assessments

Understand how performance impacts your business, learn how to drive performance improvement, and what you can do to beat your competition

## Description

Duration: 4 - 6 Weeks  
Location: Remote

The Dynatrace Business Insights Assessments are focused on strategic performance optimization in a business context.

During the engagement, a Dynatrace Assessment Analyst will work with you to identify key focus areas within your application based on where user behavior and performance intersect, prioritizing areas that are most outside of best practices. Once the right data is collected, detailed analysis is performed and results are presented to your team.

Each Assessment type is designed to take advantage of the rich data that Dynatrace collects about your customers to provide business focused insights that you can use to drive improvement.

## Assessment Types



### Conversion & Performance

Understand how performance is impacting conversion and user engagement to improve business outcomes.



### User Path & "What if"

Identify your key user paths and pages and then highlight areas of poor performance.



### Competitive Performance

Understand how you "stack up" against your competitors, what you need to do to improve.



### Performance Optimization

Detailed recommendations and analysis of performance, render, page design, and third-party integration.

## Deliverables

- Engagement management focused on your business goals, and industry best practices.
- Implementation and management of Synthetic and Real User that serve as the data source for the Assessment.
- Detailed analysis of user behavior, performance, or competitive datasets
- Unique and illuminating views into your business and your customers via the Insight Analytics engine.
- Executive level summarization with prioritized optimization recommendations presented to key stakeholders.

## Your Dynatrace Expert

**Assessment Analyst**—Leading the performance and business analysis, helping you to find opportunities to optimize the performance of your application.

**Implementation Specialist**—A Dynatrace technical expert who handles the Synthetic and Real User setup, applying best practices and validating that the data we are collecting is accurate.

## Services



Business Insights



Business Insights Assessments



Financial Scorecards



Competitive Benchmarks

## 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 at [dynatrace.com/services-support/](https://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.

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