

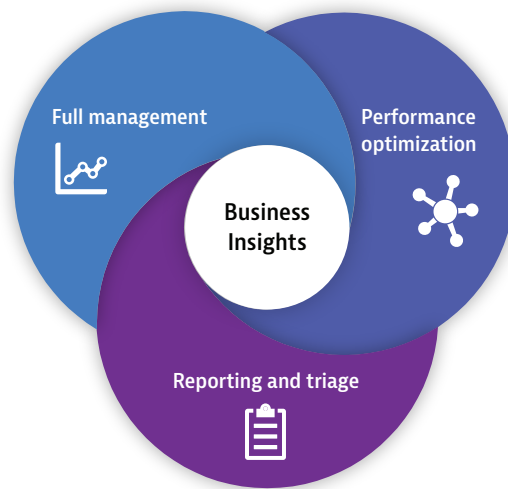
Business Insights

Advanced analytics and performance optimization

Business Insights helps transform your Dynatrace data into action. The Business Insights team helps you to communicate performance and user experience to a more strategic audience and enables you to understand how performance is influencing user behavior.

Business Insights is an industry leading solution to identify where your customers are struggling on your applications and provide targeted recommendations to improve their performance experience.

The Business Insight team works with you to ensure you are getting the most out of our Digital Experience Monitoring components (Synthetic, RUM, and Session Replay). Our advanced analytics capabilities and expertise will get you



Management

- Synthetic design and scripting
- Real User setup & dashboards

Reporting

- Daily automated reporting
- Daily triage

Optimization

- Expertise based analysis
- End-to-end optimization

the right data, in the right context to take the right action. Business Insights is an ongoing service providing management, reporting and triage, and performance optimization reporting..



Supercharge your Investment

We help you configure the Dynatrace DEM components to fit your specific use cases and enable you to share and collaborate beyond your organization. Don't just enable DEM, supercharge it!



Advanced Analytics

The Insight Analytics engine consumes Dynatrace DEM data to get you answers to questions you and your business care about. Discover performance hotspots and isolate where behavior is being impacted by poor performance or errors.



End-to-End Optimization

From your DNS down to your code, we find issues and recommend solutions to optimize your performance and maximize your business impact.

Your Dynatrace experts

Your Business Insights team consists of individuals with deep industry knowledge and years of cross-vertical expertise. Our team works with you to understand what matters most to you to fit your specific use cases. Whether your focus is conversion analysis, monthly strategic reporting or detailed performance optimization, our team is an extension of your team providing the right data and recommendations to be successful.

Insights Analyst

- Experts in performance analysis
- Detailed monthly analysis
- Cross vertical expertise
- Program management



Insights Support

- Dynatrace certified experts
- Daily triage
- Support and training "frontline"
- Configuration support



Insights Analytics

- Illuminating views of the data
- User behavior analytics
- Comparison to standards
- Surfacing what matters



Learn more at dynatrace.com

Dynatrace provides software intelligence to simplify enterprise cloud complexity and accelerate digital transformation. With AI and complete automation, our all-in-one platform provides answers, not just data, about the performance of applications, the underlying infrastructure and the experience of all users. That's why many of the world's largest enterprises trust Dynatrace to modernize and automate enterprise cloud operations, release better software faster, and deliver unrivaled digital experiences.

