Dynatrace Business Insights

Business Insights transforms your Dynatrace data into action through deep product expertise and hands-on management, advanced analytics, and optimization recommendations to drive your business outcomes. Business Insights combines a team that has extensive industry knowledge and cross-vertical expertise with advanced Dynatrace capabilities to help you maximize your investment in Dynatrace Digital Experience.

Customized expertise plus exclusive technology

Dynatrace Business Insights offers both deep product expertise and exclusive technology capabilities to supercharge the value you get from Digital Experience Monitoring and Business Analytics. Business Insights partners with your team based on your business needs and goals, from helping you set the foundation for success with best practices to identifying what matters most to your end users, optimizing your digital experiences, and helping you drive better business outcomes.

Hands-on management and best practices:

Tailored Digital Experience management for your specific verticals, teams, and use cases.
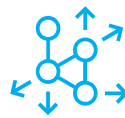
Advanced use cases and analytics:

Extend and expand core Dynatrace use cases with advanced analytics, exclusive technology and business reporting.

Human expertise driving digital optimization

Detailed recommendations for optimization driving business outcomes.

> As we added new digital revenue streams, it was imperative that we continued to deliver excellent customer experiences and we knew Dynatrace could provide the insights we needed.
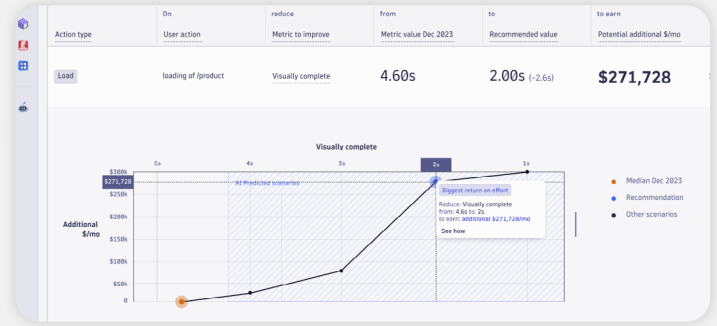>
> **— Mark Forrester**
> Digital Readiness Manager
> Mitchells & Butlers

AI-driven guidance on what to change for the largest business impact

Business Insights includes exclusive technology that uses predictive AI to empower business and application owners to make decisions based on the biggest impact to their bottom line.

Your Digital Experience experts

Your Business Insights team works with you to understand what matters most to fit your specific use cases. Whether your focus is conversion analysis, operational quality, or detailed performance optimization, our team extends your team with the right data and recommendations to be successful.

Insights Analyst	Insights Support	Insights Analytics and Apps
• Program managers • Value-focused analysis • Cross-vertical expertise	• Dynatrace certified experts • Product configuration • Support and enablement	• Illuminating views of the data • User behavior analytics • Surfacing what matters

Offering components

Business Insights is offered as a premium license model that typically is deployed throughout the life of your contract, with no limits on applications or Digital Experience technologies supported and delivered by a global expert team.

With two service models, we're ready to meet you where you are – whether you're just getting started and looking to accelerate your journey or if you're more heavily investing and looking to grow with a dedicated team.

We focus on use cases within the Digital Experience Monitoring and Business Analytics solutions, specifically leveraging the following data types:

Synthetic monitoring

Real user monitoring

Session Replay

Business events