

# 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.

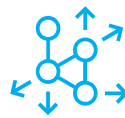
## Customized expertise plus exclusive technology

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.

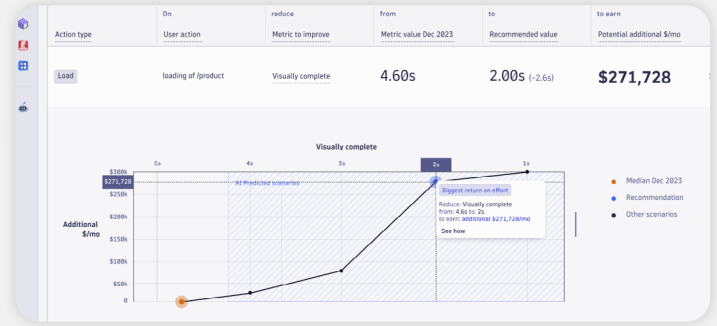
— **Mark Forrester**

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

- Program managers
- Value-focused analysis
- Cross-vertical expertise

### Insights Support

- Dynatrace certified experts
- Product configuration
- Support and enablement

### Insights Analytics and Apps

- 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**

### About Dynatrace

Dynatrace (NYSE: DT) exists to make the world's software work perfectly. Our unified software intelligence platform combines broad and deep observability and continuous runtime application security with the most advanced AIOps to provide answers and intelligent automation from data at enormous scale. This enables innovators to modernize and automate cloud operations, deliver software faster and more securely, and ensure flawless digital experiences. That's why the world's largest organizations trust Dynatrace® to accelerate digital transformation.

Curious to see how you can simplify your cloud and maximize the impact of your digital teams? Let us show you. Sign up for a [free 15-day Dynatrace trial](#).

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