

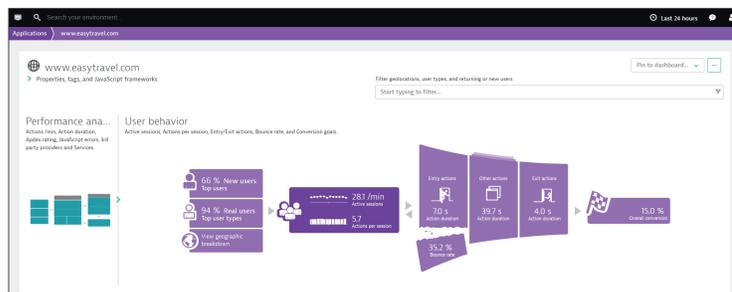
Dynatrace Digital Experience Insights Service

Digital business depends on the best quality customer experiences. Making sure that always happens is a real challenge. There's an overwhelming amount of data to deal with. How do you compare to the competition? What are the root causes of customer-facing issues? How can you sharpen your competitive edge?

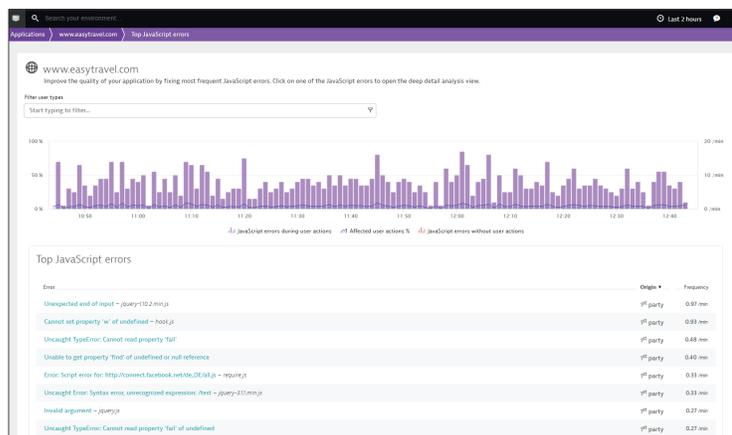
Expert Services

You need built-in expertise to lead the way—and we've got it. Dynatrace real user and synthetic monitoring capabilities give you the power to know your customer. Real-user monitoring (RUM) expands your performance lens to see all users, browsers, locations and pages. Synthetic monitoring gives you stable and rich desktop and mobile performance information together with availability data based on the largest global monitoring network in the world.

With the **Digital Experience Insights** service, you also get actionable direction from our professional performance team, daily triage, individual best-practice measurement design, and personal, expert help whenever you need it.



Real-user monitoring intuitively tracks visitor's click paths and provides detailed user behavior you can use.



Replay individual customer transactions to pinpoint any errors and eliminate problems quickly.

The Digital Experience Insights Service Includes:



Insight Reports:

See full context and analysis. Benefit from detailed Insight reports with best practices, key issue identification and clear recommendations for improvement.



Daily Email Reports:

Get the right data to the right audience with an advanced dashboard of key statistics on performance, availability and page construction delivered to your team's inbox every day.



Daily Triage:

Rapidly move from data to action. Have more eyes on the site with a daily review of key performance and availability metrics along with diagnostic support for problem solving.



Best-Practice Measurement Design and Management:

Simplify setting up and managing synthetic scripts. We make sure the right measurements flow into your alarms, performance reports and your performance monitoring program, even as your site changes.



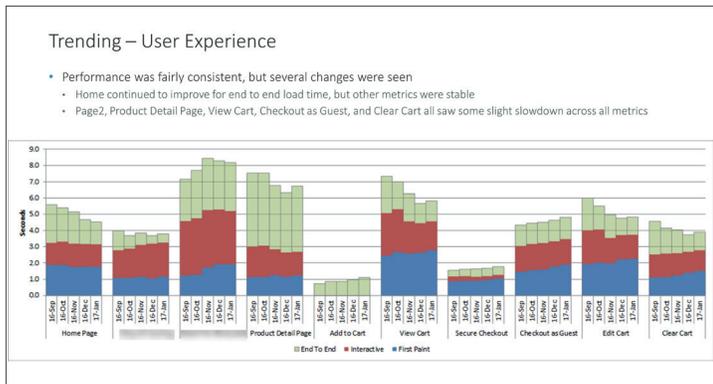
Expertise On-Demand:

Our team is your team. We're available throughout the life of your service for questions, temporary measurements and expert advice.

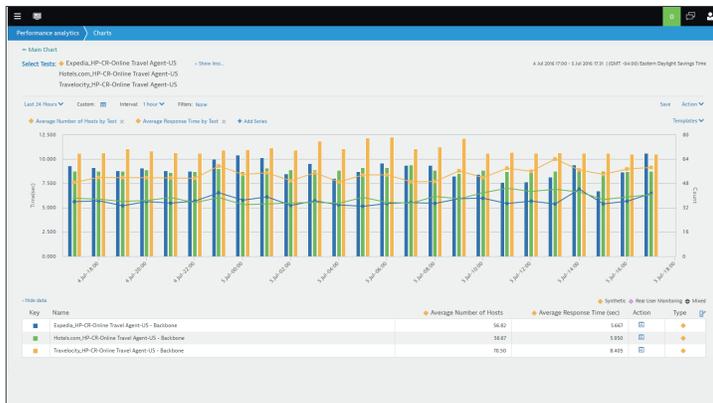
How it Works

- We collaborate with your team to understand your business and measure what matters most.
- Then we build real-user dashboards and synthetic scripts to give you the meaningful information you need to move ahead.
- As the data starts to flow, we set performance baselines and configure alerts. Next, you'll receive daily reports and our daily triage.
- Each month we take a deep-dive look at your site and provide our Insight analysis report with best practices and expert recommendations.

Seeing is Believing



Looking at the key performance metrics (First Paint, Interactive, End-to-End) over time helps us quickly see where things are improving or degrading, and what the customer impact might be, based on which metric changes.



Dynatrace synthetic monitoring capabilities give you real-time visibility into end-user experiences. When you combine this with the Digital Experience Insights service, you have the context over time and immediate analysis you need for a complete picture of your end-user experience.

Learn more at dynatrace.com/services/managed-services/

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.

Learn More

The Digital Experience Insights service is designed to drive an active performance optimization strategy and culture, even if you don't have a lot of time or resources in-house. Start today and unleash your maximum potential.

Contact your Dynatrace representative now.



Digital Experience 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 teams quickly—whenever required—to enhance performance for our customers."

— Kerry Sikora, T-Mobile's Senior Manager, Customer Experience Analytics

Dynatrace Digital Performance Platform — it's digital business...transformed.

Successfully improve your user experiences, launch new initiatives with confidence, reduce operational complexity and go to market faster than your competition. With the world's most complete, powerful and flexible digital performance platform for today's digital enterprises, Dynatrace has you covered.