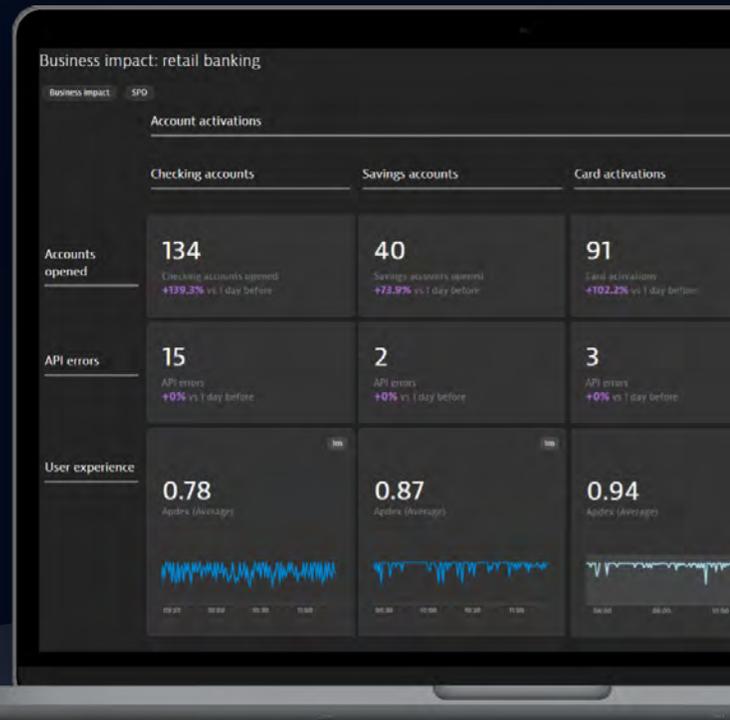# Business Analytics for Banking

Create frictionless user experiences to deepen client relationships and loyalty

Competing on products and services is no longer enough for banks; digital channels now dominate for banking worldwide and accelerated disruption and rising consumer expectations demand a focus on flawless customer experiences. Consumer engagement has shifted from branches to apps, even embracing more complex services like mortgages and investments. In addition, regulatory shifts towards open banking are enabling innovative fintech companies and third-party services to promote cross-platform collaboration with incumbents.

Build brand loyalty through amazing digital servicing

Gain deep insights into user experience from an outside-in, customer-first perspective to improve availability, functionality, and speed across all your banking channels and customer segments.

Let Dynatrace deal with complexity to accelerate digital transformation

Leverage always-on automatic and intelligent observability to prevent surprises and understand context across your dynamic, multi-cloud environments. Real-time AI-powered root cause delivers answers for key banking touchpoints, including mobile, web, ATM, and more.
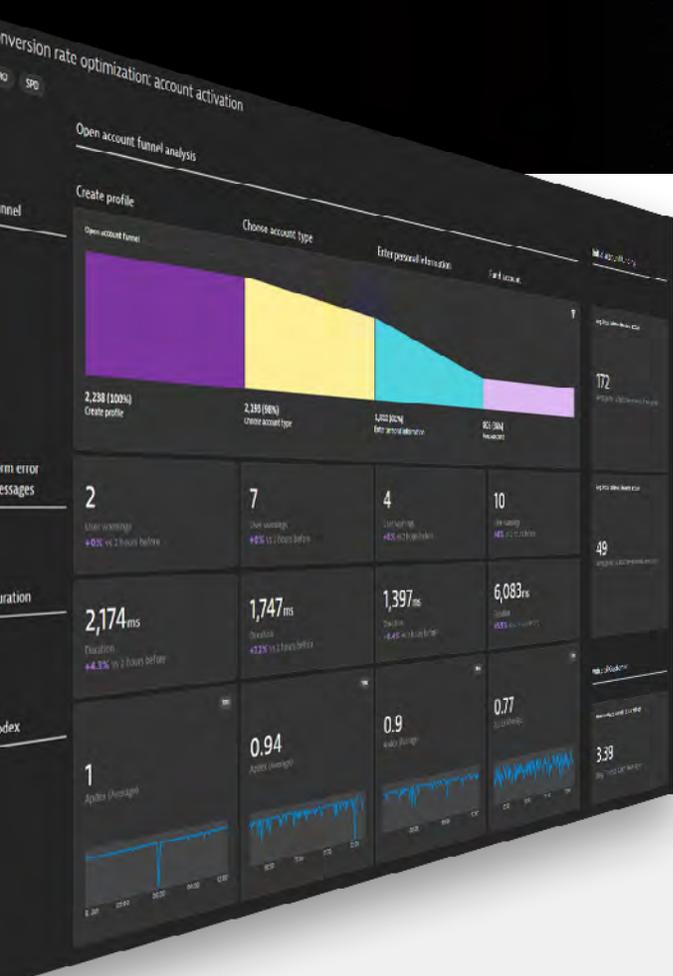
Prioritize and understand business impact

Understand impact to users and the bottom line to prioritize optimization and troubleshooting efforts based on business KPI impact such as enrollment conversions, lifetime customer value, and feature adoption.

> " **It's been super exciting to have those x-ray glasses to see through things we could never see before.**"

— Mick Miller
Enterprise Architect
KeyBank

Dynatrace supports key banking and wealth user journeys and applications, including:

- · Customer onboarding
- · Activation milestones
- · Mobile apps
- · Loan application
- · Bill pay
- · Trading and investing
- · Promotions and campaigns
- · Core banking systems
- · Balance inquiries

- · Transfers
- · Mobile check deposits
- · Card management
- · Loan products
- · Fraud alerts
- · Fiserv
- · FIS Global
- · SAP

Start your free trial now:
dynatrace.com/trial/

About Dynatrace

Dynatrace provides software intelligence to simplify cloud complexity and accelerate digital transformation. With automatic and intelligent observability at scale, our all-in-one platform delivers precise answers about the performance and security of applications, the underlying infrastructure, and the experience of all users to enable organizations to innovate faster, collaborate more efficiently, and deliver more value with dramatically less effort. That's why many of the world's largest enterprises trust Dynatrace® to modernize and automate cloud operations, release better software faster, and deliver unrivalled digital experiences.

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