# Business Analytics for Retail

Deliver seamless retail experiences
to drive conversions and sales

Retail today is becoming increasingly impacted by technology. Constant promotions and seasonable peak periods put unpredictable strain across highly distributed and dynamic environments. Micro-segmentation and real-time personalization across web, mobile, and in-store channels mean every customer experience is unique, increasing complexity in performance and conversion optimization. And reliance on 3rd party services creates blind spots in the user experience, compounding the difficulty for teams to monitor everything, all the time.
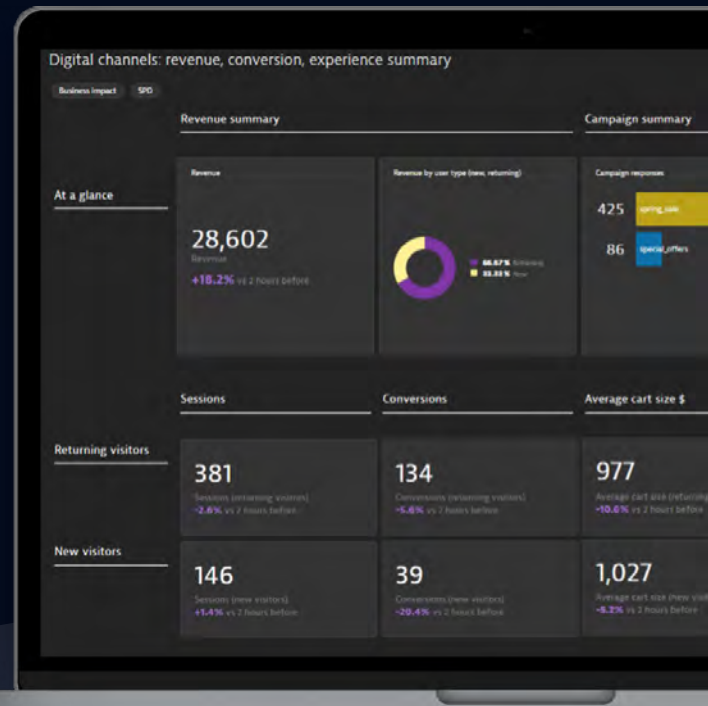
Drive conversions with frictionless digital experiences
Deeply understand user experiences from an outside-in perspective to optimize availability, functionality and speed – for every channel across every application. Prioritize actions based on measurable business impact to significantly improve revenue, conversions, and user satisfaction.

Let Dynatrace deal with complexity so you can focus on innovation
Gain always-on automatic observability to prevent surprises and understand every interdependency in highly dynamic, multi-cloud environments. Get real-time answers to "unknown unknowns" for every retail application: web, mobile, point-of-sale, in-store apps, IoT, kiosks, and more.

Prepare and reinforce for peaks, promotions, and black swans
Leverage continuously automated discovery and instrumentation with AI-powered answers to test for and prevent issues from traffic spikes during critical shopping periods like Black Friday and Cyber Monday. Quickly remediate problems in real-time by immediately pinpointing the precise root cause.

> **" In today's retail landscape, it's imperative to turn website visitors into loyal customers. Dynatrace helps us to quickly understand precisely what we need to do to create a great customer experience that increases our conversions."**

— Kevin McNall
Director of Digital Projects and Practices
Rack Room Shoes

Dynatrace supports key retail user journeys and applications, including:

- Ecommerce conversion funnels
- Point-of-sale
- Mobile apps
- Payment and order processing
- Buy online, pick-up in store (BOPIS)
- Inventory management

- Add-to-cart
- Promotions and campaigns
- Merchandising
- Store operations
- In-store associate apps
- SAP Hybris
- SAP Commerce Cloud
- Adobe Magento

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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