

# DE LA VISIÓN AL VALOR



José  
Matias

RVP IBERIA  
DYNATRACE

A WORLD WHERE

**SOFTWARE WORKS  
PERFECTLY**



**FY23**



INNOVATION



**FY24**



VALUE  
REALIZATION



**PROBLEM SOLVERS**

"Mark has found the IT leadership cheese after Agile moved it. Finally, an idea of how to structure IT, including leadership and the teams, and joining the business and IT together!"

—**Joshua Seckel**, Chief Engineer at WhiteHawk CEC, Inc.

# *a Seat at the* Table

**MARK SCHWARTZ**

Author of *The Art of Business Value*



**IT Leadership in the Age of Agility**

**VALUE CREATORS**

# WE'RE ALL HAVING TO DO MORE WITH LESS

**Forbes**

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**Global Economy Is 'Perilously Close' To Recession In 2023, World Bank Warns**

**The  
Economist**

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**Europe's economy looks to be heading for trouble**

Will policymakers still lift interest rates?

**The New York Times**

---

**Its a World of Inflation**

Prices are still rising too fast for comfort in many major economies, and policymakers across the globe are trying to wrestle them under control.

# GROWING COMPLEXITY IS OUR CONSTANT REALITY

**BBC**

**The rise of generative AI in the workplace is inevitable. There's a lot to be excited about it.**

*The New York Times*

**Generative A.I. Can Add \$4.4 Trillion in Value to Global Economy, Study says**

The report from McKinsey comes as a debate rages over the potential economic effects of A.I.-powered chatbots on labor and the economy

**Forbes**

**The Extraordinary Ubiquity of Generative AI And How Major Companies Are Using it**







**FRAGMENTED  
TOOLS**

**CHALLENGING  
CUSTOMER  
EXPERIENCES**

**LIMITED  
ANALYTICS**





**MAKING ORDER  
OUT OF CHAOS**



A navigation menu for the Dynatrace platform, presented as a glowing blue and purple interface. At the top, eight light blue boxes represent core product areas: Infrastructure Observability, Application Observability, Security Protection, Security Analytics, Digital Experience, Business Analytics, Automations, and Custom Solutions. Below these, a dark blue section labeled "Platform" contains several product-specific buttons: AutomationEngine, AppEngine, Smartscape®, Davis® AI, Grail™, Unified Ingest, PurePath®, and OneAgent®. A "Hub" button is also present. At the bottom, a dark grey bar contains eight icons representing data types: Topology, Traces, Metrics, Logs, Behavior, Code, Metadata, and Network.



DELIVERING

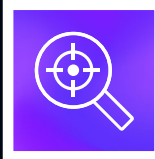
**OBSERVABILITY + SECURITY  
+ BUSINESS ANALYTICS**



Davis<sup>®</sup> AI



PREDICTIVE AI



CAUSAL AI



GENERATIVE AI

H Y P E R M O D A L A I



# AUTOMATION

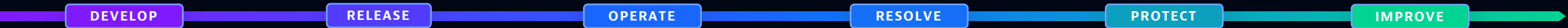
IS A GAME CHANGER





# DYNATRACE IS A COMPANY WIDE PLAY

Example use-cases of analytics and automation for observability and security you can implement right away



**OBSERVABILITY AS A SERVICE**

**200+ teams using 1 app**  
to identify and resolve bugs

**DELIVERY PIPELINE OBSERVABILITY**

**Central test health view**  
to optimize developer productivity

**KUBERNETES ORCHESTRATION**

**10,000+ pods automated at scale**  
with targeted alerts

**ACCELERATED RESOLUTION**

**10 issues/day prevented**  
detect issues with Grail in 10TB/day that would otherwise go unnoticed

**SOC NOISE REDUCTION**

**99% reduction**  
in security tickets from events

**INCREASE SATISFACTION**

**25% support speedup**  
using RUM to instead of dev tools

**BUG PREVENTION**

**36% fewer support**  
triggered bugs due to insights from logs

**RELEASE VALIDATION**

**From 4 weeks to 2 days**  
for production deployments with Site Reliability Guardian

**AUTOMATION AS CODE**

**Transparent and secure collaboration**  
for editing workflows across teams

**INCIDENT AUTO-ROUTING**

**Eliminating the first hour**  
of security incidents resolution through targeted notifications

**SECURITY AS A SERVICE**

**As-code notification rollout**  
uniform config saves up to 2 hours / day

**SALESFORCE SPEED**

**90% reduction**  
in page load time

**ALWAYS-ON APP PROFILING**

**5x faster issue resolution**  
to eliminate performance bottlenecks in large-scale environments

**BEHAVIOR VALIDATION**

**Post-deployment checks**  
ensure system behaving as expected

**PREDICTIVE OPERATIONS**

**75% reduced storage needs**  
with Davis AI optimized cloud storage management

**CLOUD COST OPTIMIZATION**


**55% reduced network traffic**  
Saving more than 23 Petabytes in cloud traffic each month

**INSTANT INTRUSION RESPONSE**

**Triaging of incidents in minutes**  
instead of days, by instant schema-on-read queries across the infrastructure

**SESSION REPLAY**

**Reveal and prioritize**  
by understanding experiences

The background features a dark-themed dashboard with several panels. On the left, a sidebar lists reports such as 'Black Friday report 2022', 'Disk analysis', and 'Payment proc. anomaly'. The main area contains a 'Production report - Black Friday' with a bar chart showing data points at 13:46 and 14:20. Below the chart is a table with columns for 'Log entries per', 'loglevel', and 'count'.

Log entries per	loglevel	count
6 records		8,763
6 records	loglevel	226,604
6 records	ALERT	500,000

PRECISE ANSWERS AND  
INTELLIGENT AUTOMATION  
FROM DATA




**FLAWLESS** AND **SECURE**  
**DIGITAL INTERACTIONS**



**THE DYNATRACE PLATFORM**

IS DELIVERING MEANINGFUL

**BUSINESS VALUE**




Highly Performant  
Cloud-Native Infrastructure  
and Applications



Unified  
Observability



Cost Effective and Insightful  
Log Management At Scale



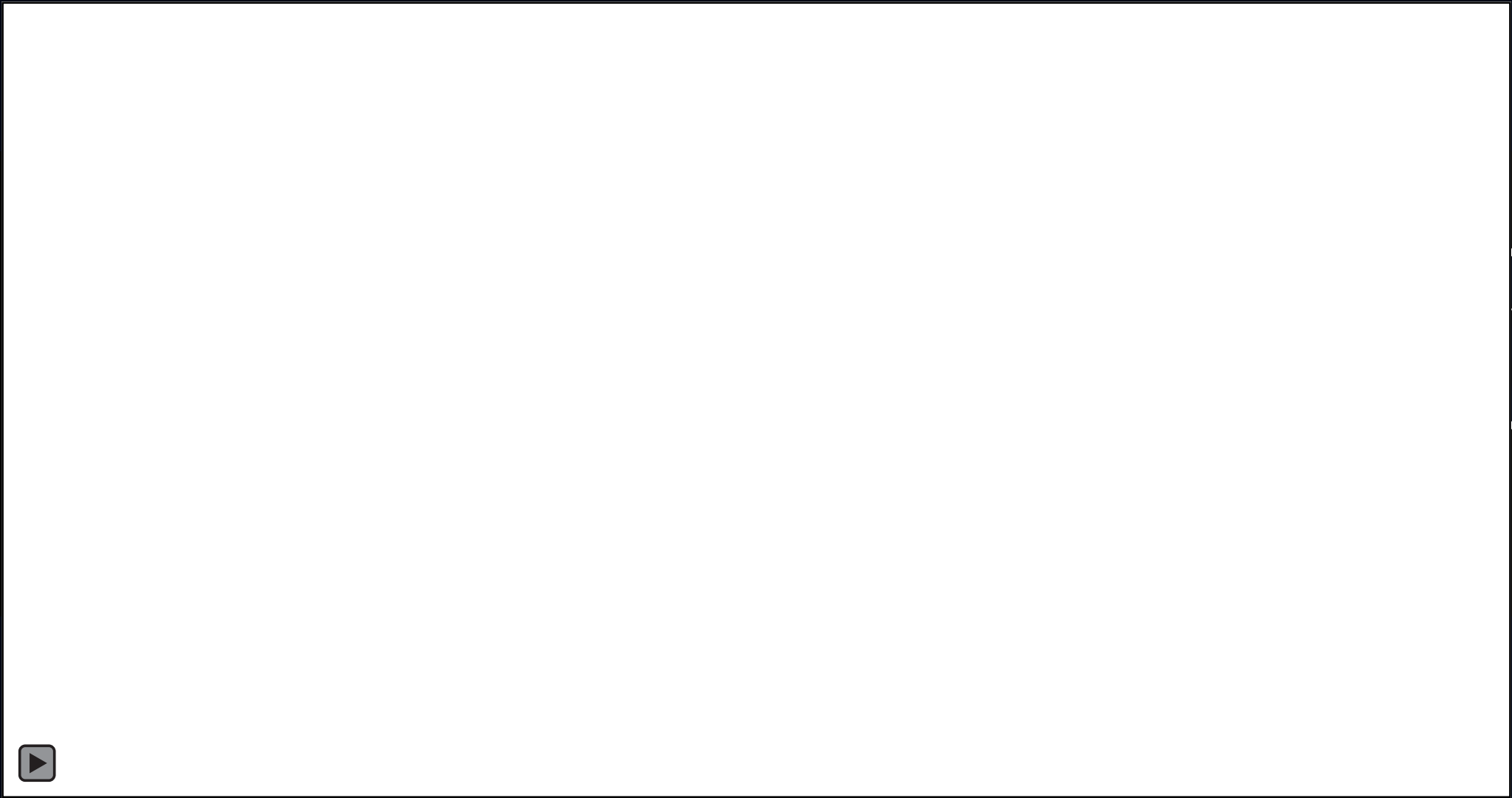
Cloud  
Optimization



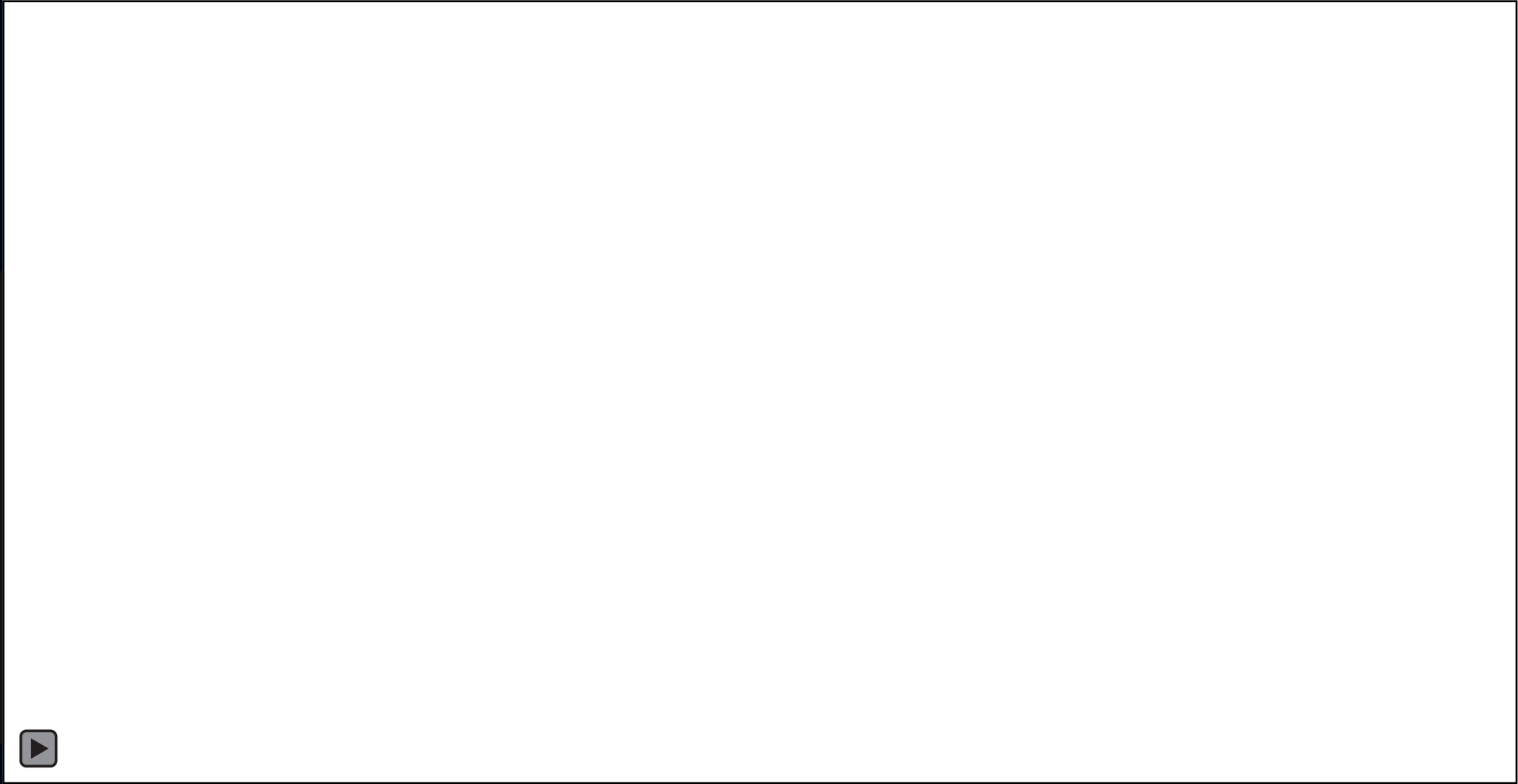
Secure Cloud  
Applications



Increased Productivity  
and Accelerated  
Software Delivery



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**ANTONIO  
GARCÍA**

LEAD PLATFORM  
ENGINEER



**XABI  
AZUMENDI**

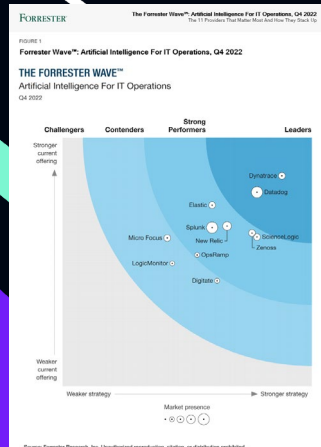
JEFE DEL ÁREA  
DE PLATAFORMA  
TECNOLÓGICA



# A LEADER IN THE 2023 GARTNER MAGIC QUADRANT™ AND RANKED #1 IN THE CRITICAL CAPABILITIES FOR APPLICATION PERFORMANCE MONITORING (APM) AND OBSERVABILITY REPORTS



Gartner, Magic Quadrant for Application Performance Monitoring and Observability, Gregg Siegfried, Mridula Banger, Matt Crossley, Padraig Byrne, 5 July 2023.  
Gartner, Critical Capabilities for Application Performance Monitoring and Observability, Mridula Banger, Padraig Byrne, Matt Crossley and Gregg Siegfried, 10 July 2023.  
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A LEADER IN AIOPS WITH THE HIGHEST SCORES IN BOTH THE CURRENT OFFERING AND STRATEGY CATEGORIES

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THE VENDOR BEST ABLE TO DEMONSTRATE A  
STRONG AND DIFFERENTIATING OFFERING  
**ACROSS ALL 35 CAPABILITIES** WAS  
DYNATRACE.



FORRESTER BLOG, "ANNOUNCING THE FORRESTER WAVE™: ARTIFICIAL INTELLIGENCE  
FOR IT OPERATIONS (AIOPS). Q4 2022," CARLOS CASANOVA, DECEMBER 19, 2022  
[FORRESTER.COM/BLOGS/ANNOUNCING-THE-FORRESTER-WAVE-ARTIFICIAL-INTELLIGENCE-FOR-IT-OPERATIONS-AIOPS-Q4-2022](https://www.forrester.com/BLOGS/ANNOUNCING-THE-FORRESTER-WAVE-ARTIFICIAL-INTELLIGENCE-FOR-IT-OPERATIONS-AIOPS-Q4-2022)



**OBSERVABILITY**

IS MOVING FROM

**OPTIONAL** TO **MANDATORY**



# IMMERSE

📍 MADRID

📅 21.11.23