



2020



the **HUSTLER**





Pressure

Stakes are
high

You have one of the hardest jobs in the world

Uncharted
waters

Complexity

AI...it's about time

It's personal

“Dynatrace helps me, and my team, sleep at night. When everyone is struggling to do more with less, Dynatrace picks up the slack, and enables my team to have a better work/life balance.”



Extend

Experience matters

 dynatrace
Perform



Dave Anderson
SVP Marketing

Pressure

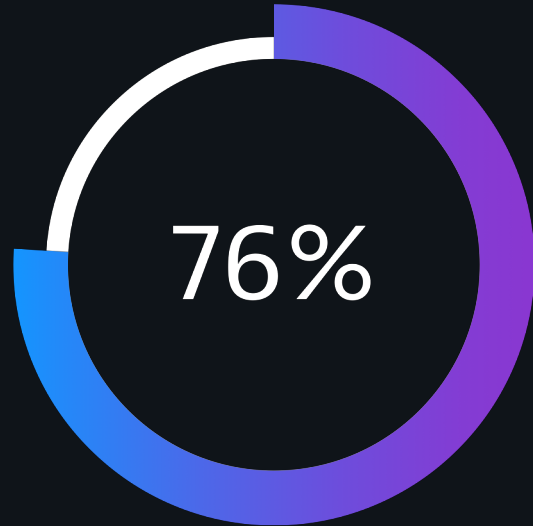
Stakes are
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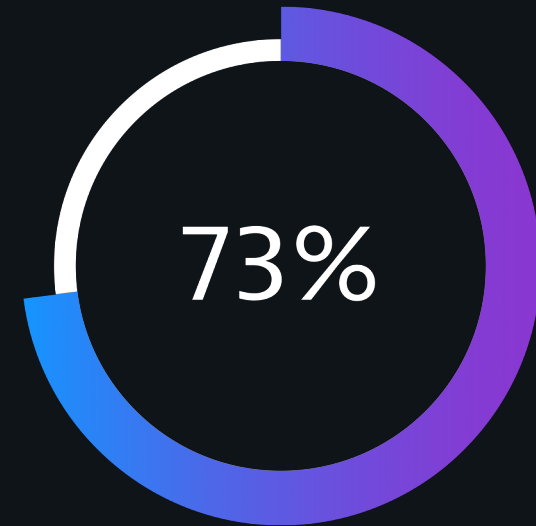
Uncharted
waters

Complexity

You are not alone



of CIO's say that
complexity will make it impossible
to manage performance



of CIO's say that
complexity will make managing user
experience almost impossible

The cloud changed everything

90%

of enterprises are hybrid
multi-cloud

79%

container and Microservices
Usage

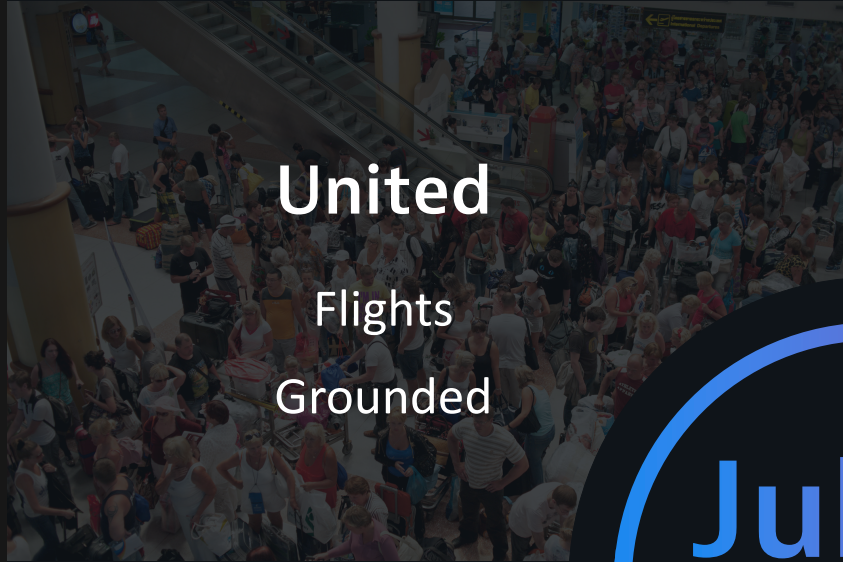
8.4B

connected 'things' in use in
2017, rising to 20.4 billion
in 2020

84%

Adoption of devops in
enterprises





United
Flights
Grounded



WSJ
Offline

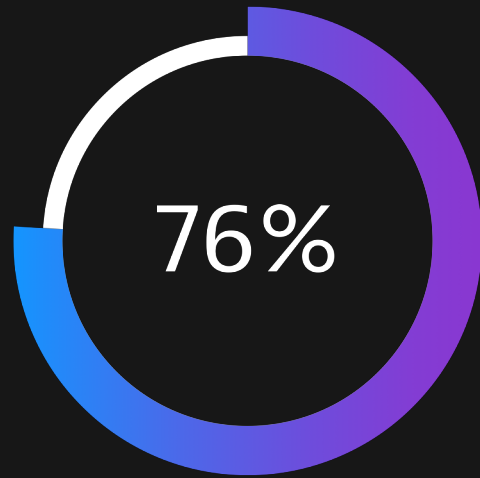
July 8
2015



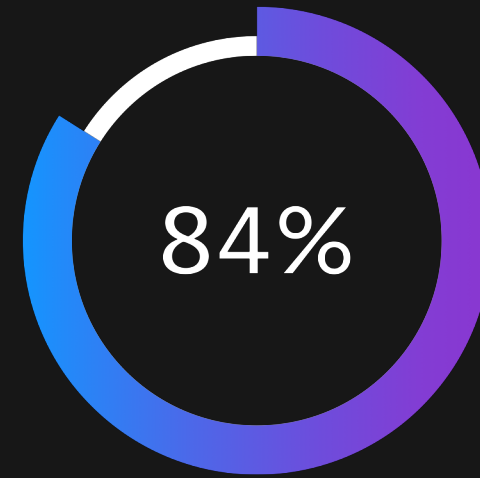
NY Stock
Exchange
Closed



Seattle
911 outage



of people are
afraid they'll be locked
out of their smart home



are worried their
autonomous vehicle will
crash





Because perfection is a standard

Doesn't matter what business you are in, you are now in the business of delivering perfect software.



**AI and automation will pave the
way for more innovation**

IT

