*< Insert Date>*

Dear *< Insert Line Manager’s Name >*,

Dynatrace’s premiere Enterprise Cloud event, Perform, is coming up in January, and it would be hugely beneficial to our department, the company, and me - for me to attend. Dynatrace’s best-in-class technology has enabled organizations to effect business transformation and modernization efforts, which is why they are considered leaders in their space (evidenced by [Gartner](https://www.dynatrace.com/gartner-magic-quadrant-application-performance-monitoring-suites/) and [Forrester](https://www.dynatrace.com/forrester-wave-application-performance-management/)). Attending Perform will help us optimize our current Dynatrace Synthetic investment and fast-track our digital success, specifically:

* **Upgrade to Dynatrace with confidence** – It was announced that Dynatrace is re-platforming their synthetic monitoring capabilities to their new next-generation, all-in-one platform. We’re always looking for ways to accelerate innovation and migrating to Dynatrace’s new platform can help us with this. We can learn how other organizations have upgraded their synthetic monitoring to Dynatrace, what lessons they learned, and how can we take advantage the new capabilities it offers.
* **Modernize digital experience monitoring –** Dynatrace has taken a fresh approach to bringing together synthetic and real user monitoring into their full-stack monitoring platform. With this, we can bring business impact and automated root-cause data to the incidents our synthetic monitoring alerts us to. This can save us hundreds of hours in troubleshooting each year!
* **The business value of Dynatrace –** Dynatrace's new platform has grown by 500% in the past year and they seem to be dominating the enterprise space. It’d be good to better understand why it’s hottest in the market right now.

With more than 3,000 digital performance experts expected at the 2019 event, it’s one we don’t want to miss. I have so much to gain by attending – here’s a quick summary for your consideration:

* **Three days of immersive, hands-on knowledge-sharing** from the best and brightest in the industry.
* **Significant networking opportunities** – With over 3,000 digital performance experts in attendance, I can network with/learn from attendees across industries and geographies.
* **Excellence in cloud operations** – Get the latest best practices to turn our agility and success into a competitive differentiator.

Dynatrace’s Perform 2019 will be a productive 3-days spent on hands-on training programs, workshops, case study presentations, and comprehensive knowledge exchange sessions. I think I can bring a wealth of insight back to the business to help us continue innovating and delivering superior customer experiences.

It’d be great to have your support and confirmation to attend the event in Las Vegas from January 28 – 30, 2019. As a delegate, the cost breakdown looks like this:

* Registration fee:
* Airfare:
* Transportation:
* Accommodation:
* Meals:
* Total:

Should you require any further information about this event, please visit the event site: <https://www.dynatrace.com/perform/>.

Kind regards,