*< 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.

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

* **Three days of immersive, hands-on knowledge-sharing** from the best and brightest in the industry. In 2018, Perform featured presentations from the likes of SAP, Starbucks, T-Mobile, PayPal, Harrods, SITA, and Citrix, in addition to 35+ mainstage and breakout sessions from industry experts and analysts.
* **Significant networking opportunities** – With over 3,000 digital performance experts in attendance, there’s no shortage of people for me to network with, and learn from, in a variety of industries from across the globe.
* **Excellence in cloud operations** – As you know, agility and success in cloud ops is fast becoming a competitive differentiator. This is *the* industry event that will educate us on best practices and help us keep pace with the world’s brightest innovators.

More specifically, Perform will help us change the way we work in the cloud forever, with a bank of leaders at the event to enlighten attendees on:

* **Simplifying cloud complexity** – How we can automate our enterprise cloud ops with Dynatrace using their AI-assisted platform.
* **DevOps integrations** - How we can speed up our releases by integrating our DevOps pipeline with Dynatrace, including hearing first hand how other customers have been able to expand adoption of Dynatrace across multiple teams.
* **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.
* **Exclusive announcements** - what are the best and brightest doing in the cloud today?
* **The business value of Dynatrace** - Why is the new platform experiencing such huge growth?
* **Why migrating to Dynatrace is so easy** - We’re always looking for ways to accelerate innovation, and migrating to Dynatrace’s new platform can help us with this, It’d be great to learn how other organizations have achieved this, what lessons they learned, and how can we take advantage of this.
* **What’s new in cloud** – Dynatrace has repositioned itself as a Software Intelligence leader, extending capabilities beyond APM. They’ve completely rebuilt their platform to be purpose built for the new enterprise cloud. Perform will update me on their latest innovations, including their integrations and partnerships with AWS, RedHat, Pivotal, GCP, and Azure, as well as industry cloud native best practices around microservices and serverless.

As you can see, Dynatrace’s Perform 2019 will be an action-and-knowledge packed 3-day experience. Through the 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,

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