

Perform Day

Digital Performance Management

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A black and white promotional image for the movie 'Fast & Furious'. The title is centered in a bold, italicized font. In the background, a group of seven people stands in a bright, open area, framed by the dark, industrial-looking structure of a vehicle's undercarriage and a large, textured tire on the right side.

FAST & FURIOUS

Digital transformation is happening everywhere

FINANCE



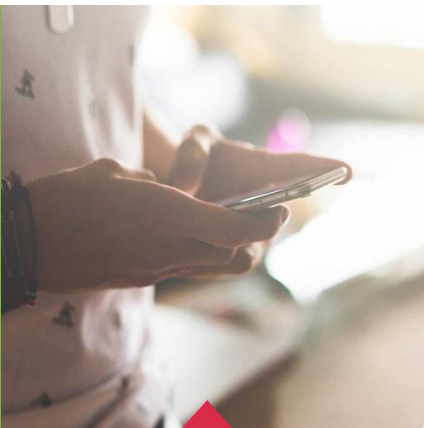
TRAVEL



RETAIL



TELCO AND
MEDIA



CONSUMER
GOODS



GOVERNMENT



Digital transformation is happening everywhere

93% of CxOs believe that digital will disrupt their business

Forrester



By 2020, CEOs expect 41% of revenue to be driven by digital

Gartner



Less than 3% of incidents are found before affecting users

Gartner



87% of companies think that digital transformation is a competitive opportunity

Capgemini



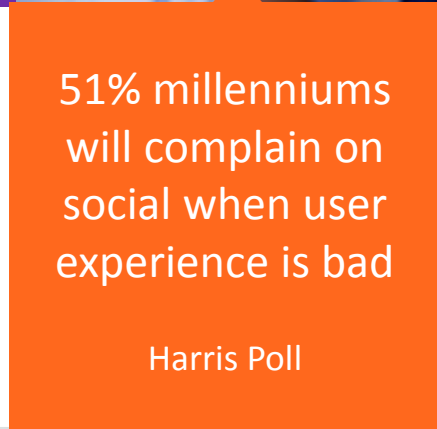
60% rate app performance as #1 expectation, ahead of features

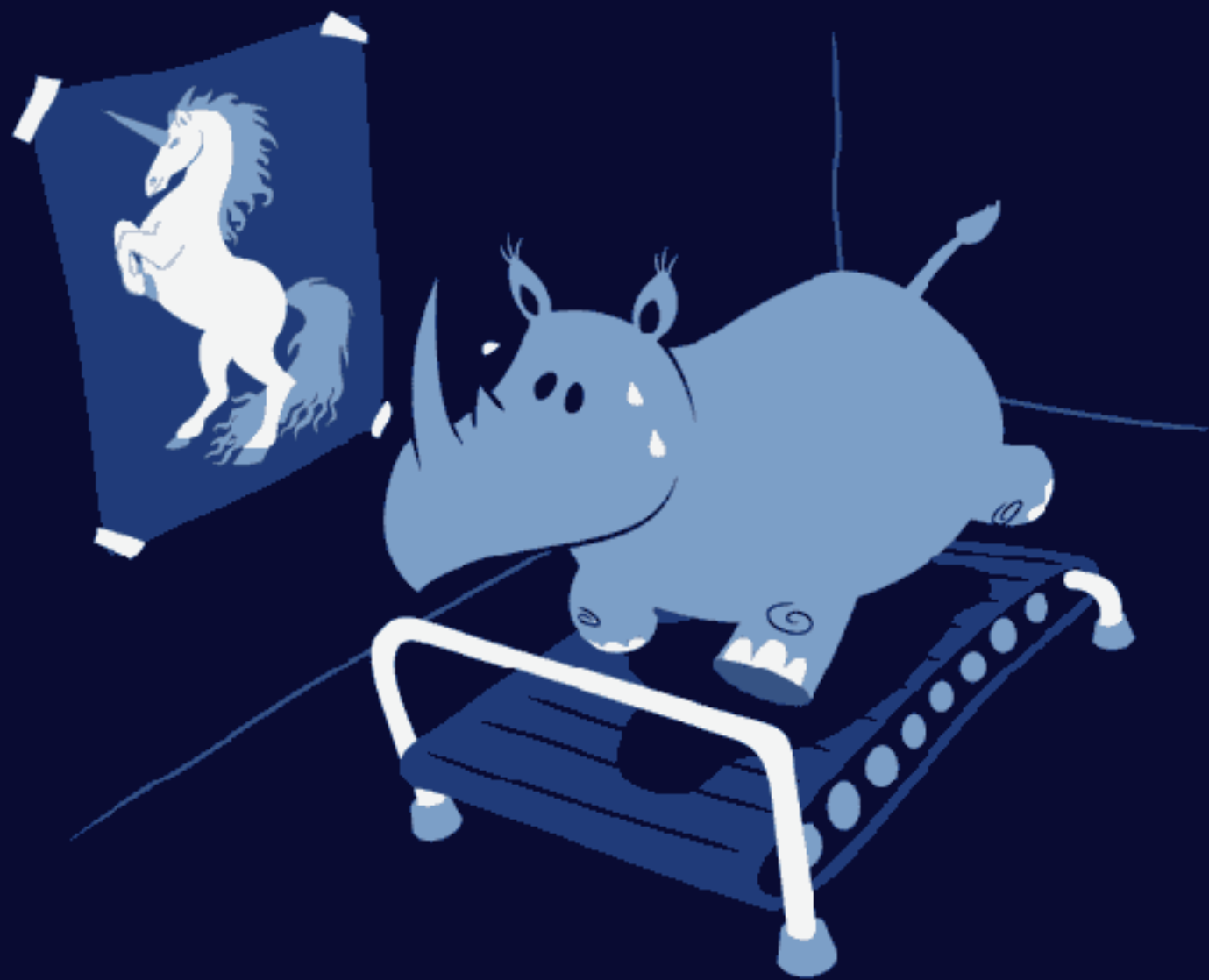
Forrester



51% millennials will complain on social when user experience is bad

Harris Poll





How fast is fast?



-100ms response time
= +1% revenue



+100ms load time
= -1% revenue



How fast is your site?
<http://bit.ly/DT-test>



"Who are you to say response time has to be 2.5 seconds?"

"I don't set our SLA's, our customers set the SLA's"

**Nordstrom Performance
Engineering Team**

How furious is furious?



700 deployments / YEAR



10 + deployments / DAY



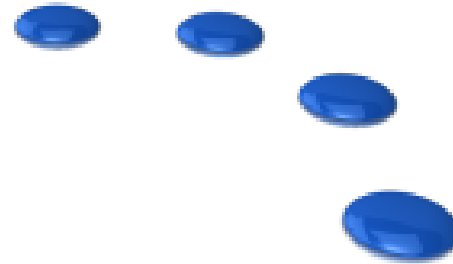
50 – 60 deployments / DAY



Every 11.6 SECONDS

2011

2 major releases/year **on-prem**



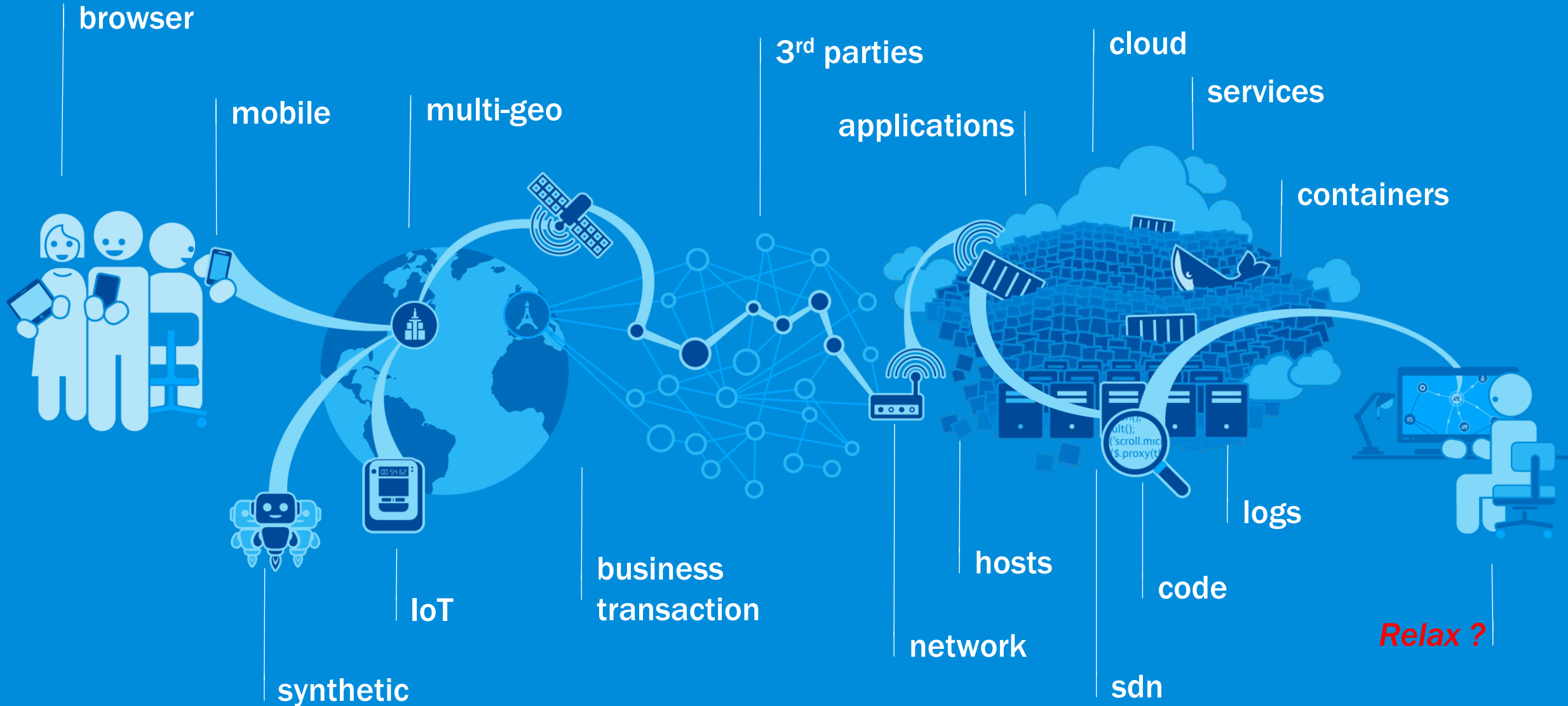
2016


26 major releases/year

170 prod deployments/day **SaaS & Managed**





Powerful or just complex?



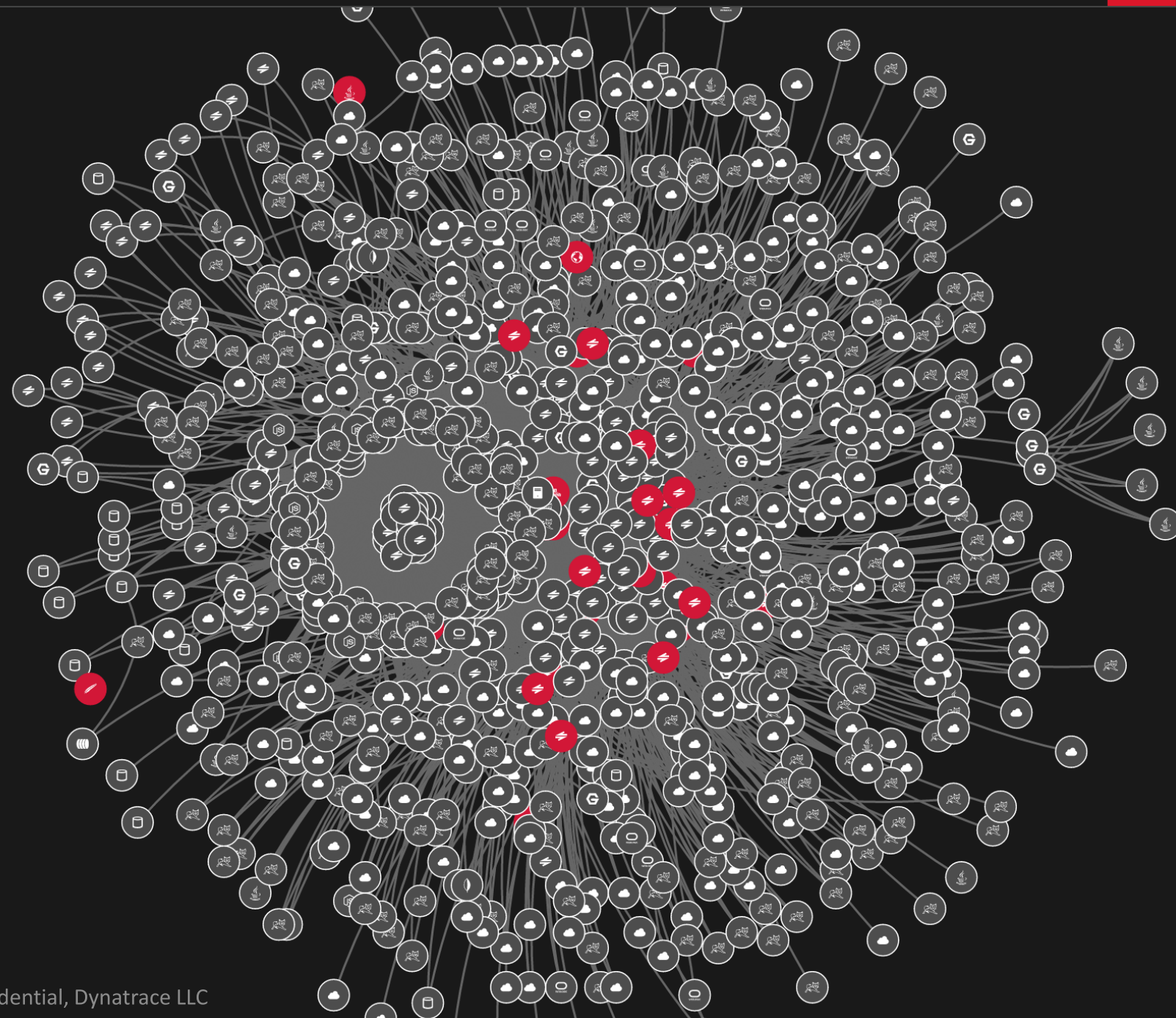
 Applications
9

 Services
30/3304

 Processes
3/10424

 Hosts
142

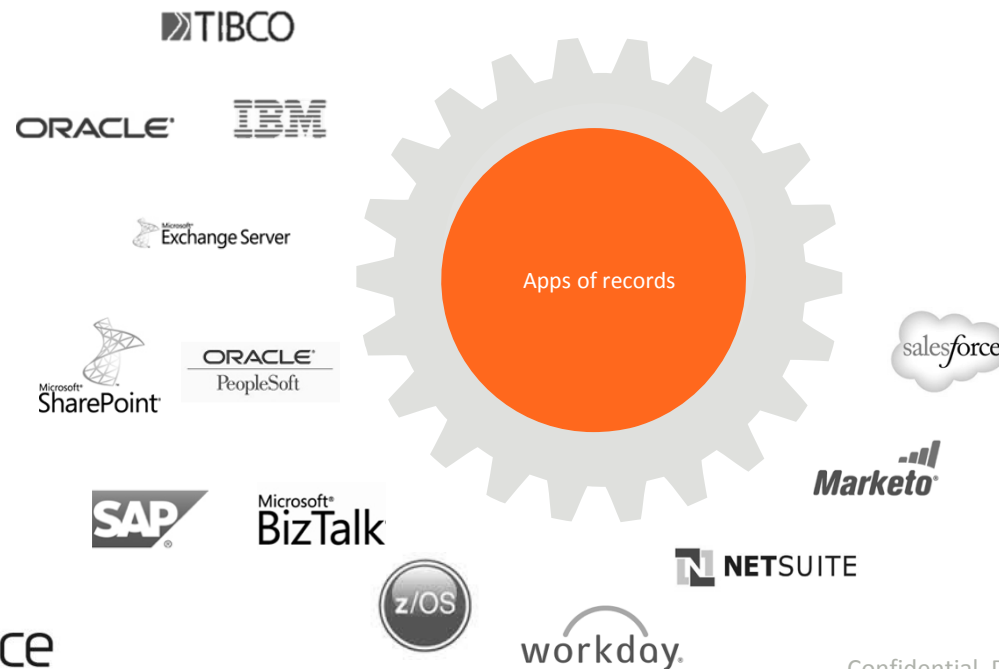
 Datacenters
7



A perspective view of a server room with rows of server racks on both sides. In the center of the aisle, a large, bright, fluffy white cloud is superimposed, with light rays emanating from it. The floor is highly reflective, mirroring the racks and the cloud. The overall color palette is cool, with blues and greys, accented by the white of the cloud.

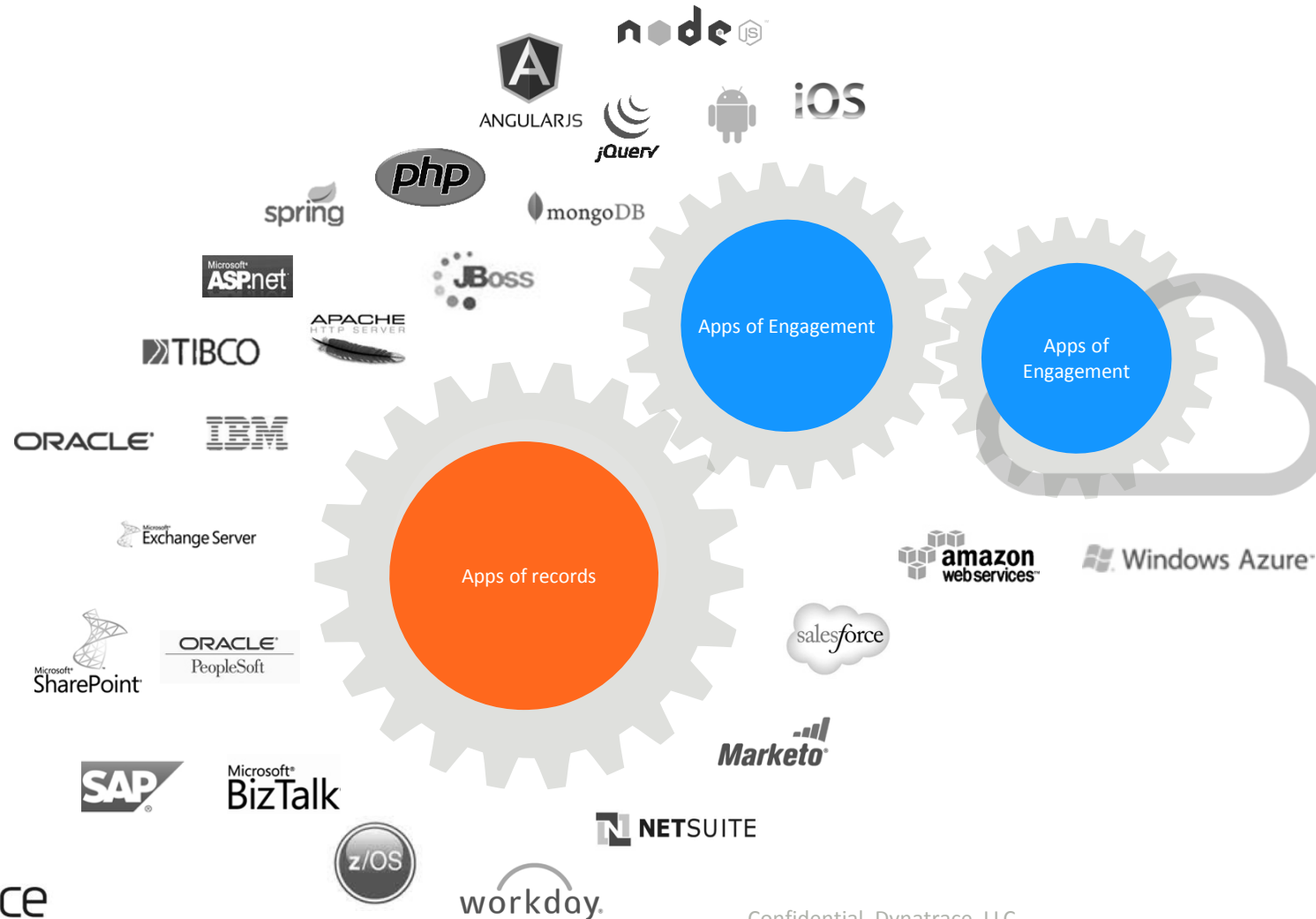
Where and how to Cloud?

Real life “multimodal” dynamics



- Cost containment
Consolidate tooling, simplify operations.
Shift savings to “transformational projects”.
- Full coverage
All applications including legacy apps. Holistic view, across app & datacenter boundaries.
- Improve SLAs & responsiveness
Fewer surprises, faster problem resolution, happier users.

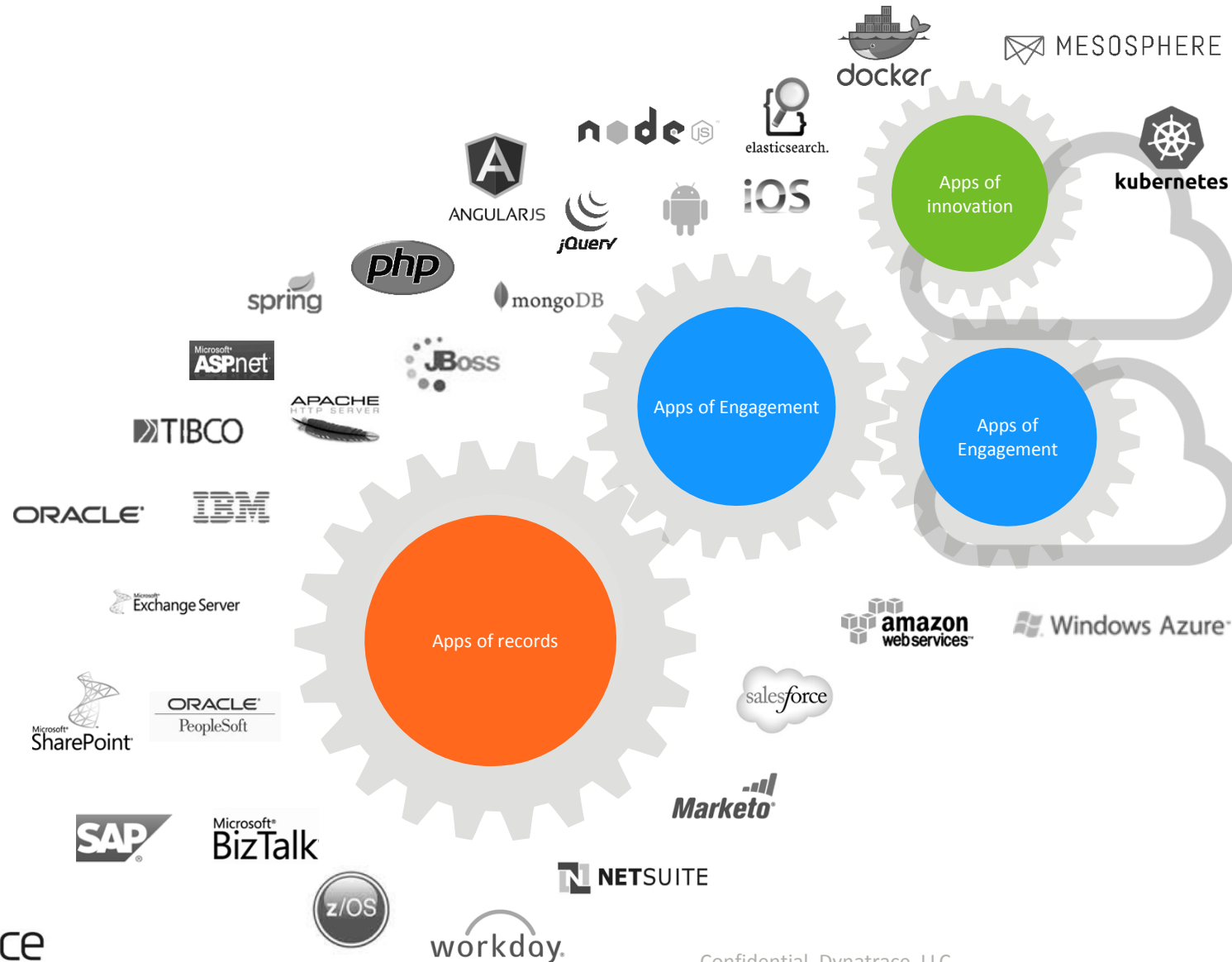
Real life “multimodal” dynamics



- Focus on CX and mobility
Optimize every user journey across all channels.
Resolve issues before users are impacted.
- Accelerate innovation cycle
Embrace and extend agile development, and DevOps to support new pace of biz.
- Migrate to Cloud
Shift to more scalable, dynamic, agile foundation. Re-platform, containerize.

What is next?

New “multimodal” dynamics



- Explore new revenue models
Look ahead, see beyond present. Non-IT led.
New hyper-scale, hyper-dynamic apps.
- Public cloud and open source bias
New cloud platforms and micro-services stacks.
Decisions made in hours/days, no POC.
- DevOps Assumed
Expect release cycles measured in hours.
Tight teaming between biz, dev, ops.

DEV

Faster Releases



BIZ

Better Engagement



OPS

Simpler Operations



How is this different than the APM I know?

Classic APM focus



App availability / performance



Desktop



On premise



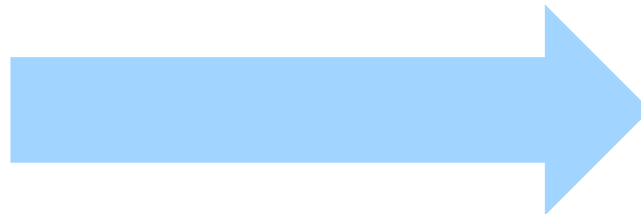
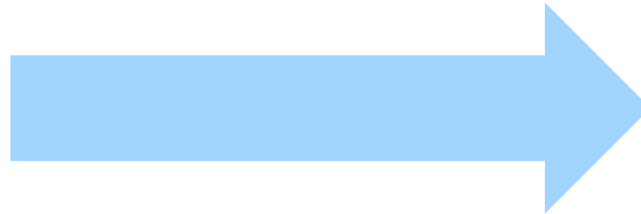
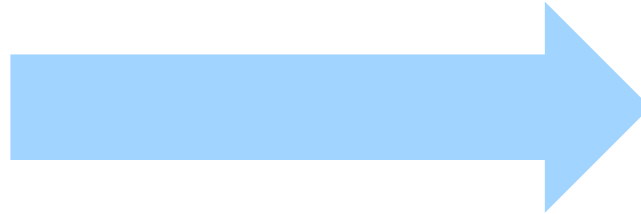
Silo infrastructure



CIO / IT



Operations



New DPM opportunity



End user experience



Mobile / IoT



Hybrid (on premise, cloud)



Distributed, complex



CMO / CEO



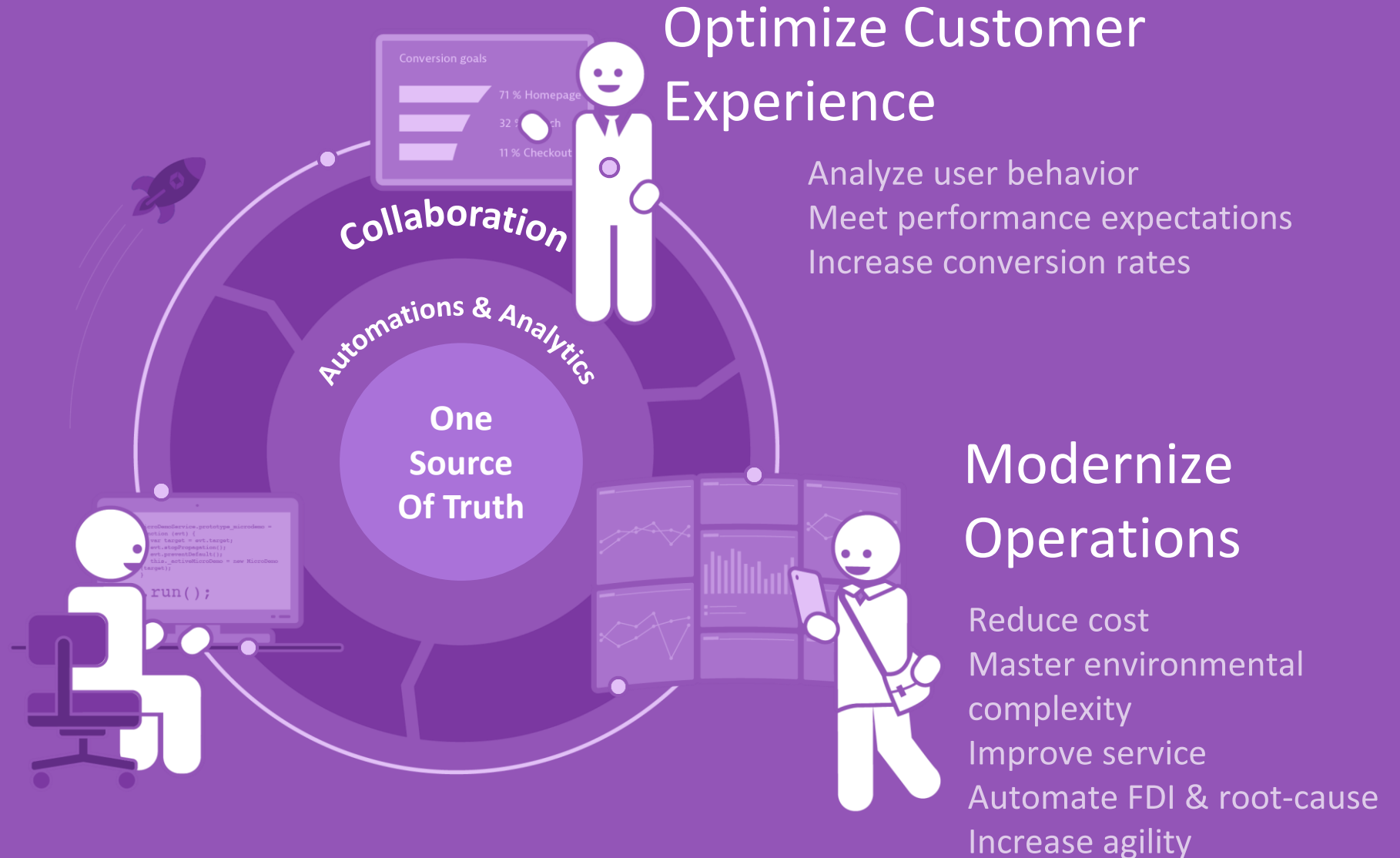
Business analytics

- Across industries, CEOs expect 41% of revenue will be driven through digital channels by 2020

Master the Digital Transformation

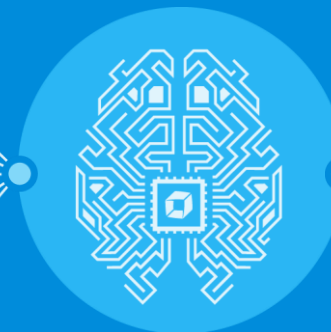
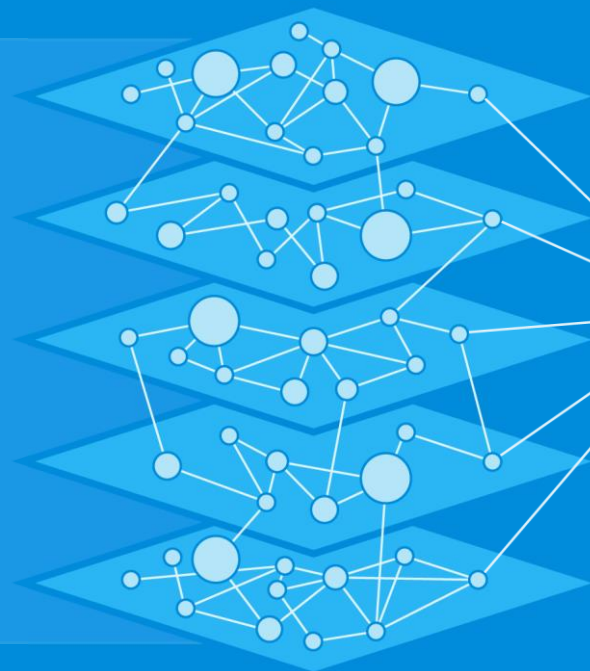
Accelerate Innovation

- Increase innovation
- Reduce technical debt
- Master code complexity
- Make DEVs the primary consumers of their metrics





Mobile	Browser
Application	Synthetic
Code	Server
Database	Mainframe
Network	Log & Events
Container	API
Micro-service	Cloud



Optimize customer
experience

Modernize
operations

Accelerate
innovation

All apps, Full-Stack
monitoring

Smartscape & PurePath,
business transaction

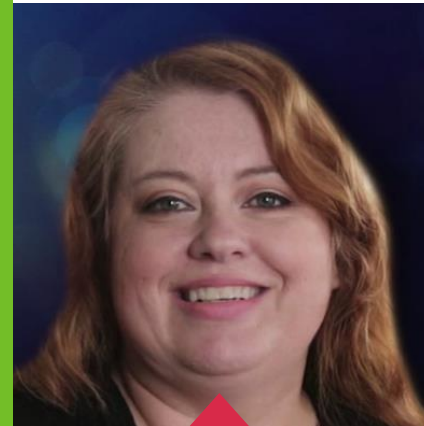
Artificial intelligence,
total automation,
D.A.V.I.S.

What our customers say

"Dynatrace is used by our management, QA, Performance Engineers, Operations. Even the middle management. It brings a common platform"



"When we had a performance problem, it could take us 1 to 2 days to find root cause. Now, it takes 10 minutes"



"With Dynatrace and the focus on user experience we achieved 2015 Best in Tech, by Restaurant Business Magazine"



"Dynatrace was a critical factor in our ability to reduce our performance testing cycles from two months to two weeks."



"I'm not part of the IT organization, I'm not even an engineer, but Dynatrace allows me to speak the language with the engineering team that I am working with"



"Once we implemented Dynatrace, the infrastructure spend noticeably dropped"



8,000+ customers

9 of the top 10 banks

19 of the top 20 online retailers

386 of the Fortune 500

6x MQ Leader

Over 3 billion real user measurements/day

Over 2 billion synthetic measurements/day

Over 120,000 Community members

Over 200 eco-system plug-ins

#1

Gartner Market Share

90%

Customer Sat score

800

R & D/ Technical Experts



Thank you!