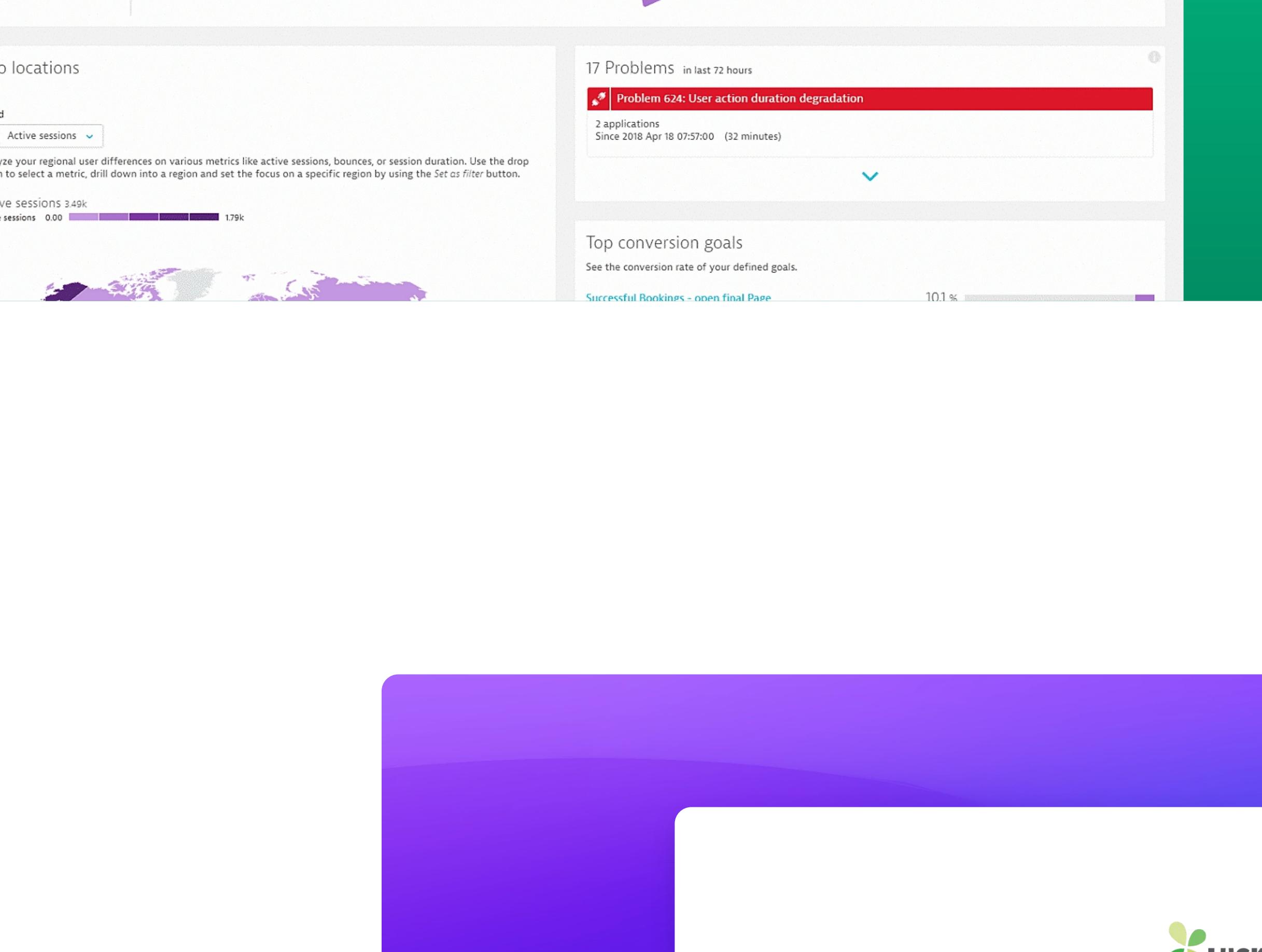


Business insights

Understand the business impact of application performance in real time

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Big data analytics provide critical business information

Digital businesses need continuous insight into what their customers are experiencing.

- Monitor the critical stages of your sales-funnel and detect technical issues proactively.
- Minimize outages and recovery time.
- Avoid negative social-media comments.

Optimize performance of key business transactions

Your digital platform needs high-performing key business transactions to ensure customer experience and stay ahead of the competition.

- Auto-detect when key business transactions aren't working as expected.
- Track revenue, conversion rates, availability, user experience, drop-off rates and other relevant metrics.
- Receive meaningful and actionable reports and notifications.

Don't speculate - just ask Dynatrace for answers

Dynatrace uses big data analytics to provide out-of-the-box insights into the implications of application performance on revenues.

- Pre-configured and customizable dashboards provide full insights into your digital business.
- Stop spending hours manually correlating metrics from web analytics tools, ERP systems, and log files. Dynatrace provides log monitoring out-of-the-box.
- Is your payment provider down or is your latest feature release causing signup problems? Dynatrace proactively answers business-critical questions for you.

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