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Supporting the future of retail requires a resilient digital backbone

How Dynatrace helps retail and CPG companies optimize efficiencies and delight their customers with flawless experiences that increase brand value and loyalty

What's inside

The next phase of digitally enabled retail is emerging fast. Are you ready?

Retail and consumer packaged goods (CPG) companies have been under extraordinary pressure in recent years to rebuild nearly every aspect of what they do — from how they operate their supply chain to how they deliver customer experiences. Key sources of pressure include the following:

· Changing customer expectations and behavior

· Increasing consumer acquisition and retention costs

· Extending new ways to meet customer demands, such as last-mile services

· Embracing and adapting to rapidly evolving technology — in all areas of business

Today's consumers want to engage with brands when, where, and how they want. The COVID-19 pandemic has made buyers more comfortable with the idea of interacting digitally, and through their mobile devices, with businesses and brands for almost everything — from ordering groceries to accessing health information.

Meanwhile, retailers that aren't fully digital must continue to fortify relationships with customers who want to frequent physical stores, even though most of these businesses are unlikely to see the kind of foot traffic they enjoyed in a pre-pandemic and less-digitized world.

An imperative to make bold bets

To engage with all consumers effectively, anytime, anywhere, retailers need to master delivering an optimal omnichannel experience. And they need to do this sooner than later, as the next phase of digitally enabled retail is already taking shape.

Forward-thinking companies recognize they must accelerate their move to digitally enabled retail and build a resilient "digital backbone" to support that new model — and, importantly, drive competitive advantage in making this critical shift. They understand that digital transformation is a journey that can't wait to begin.

They also know their efforts must be bold if they're to meet evolving consumer expectations and behaviors today and create a true omnichannel experience for the future.

65%
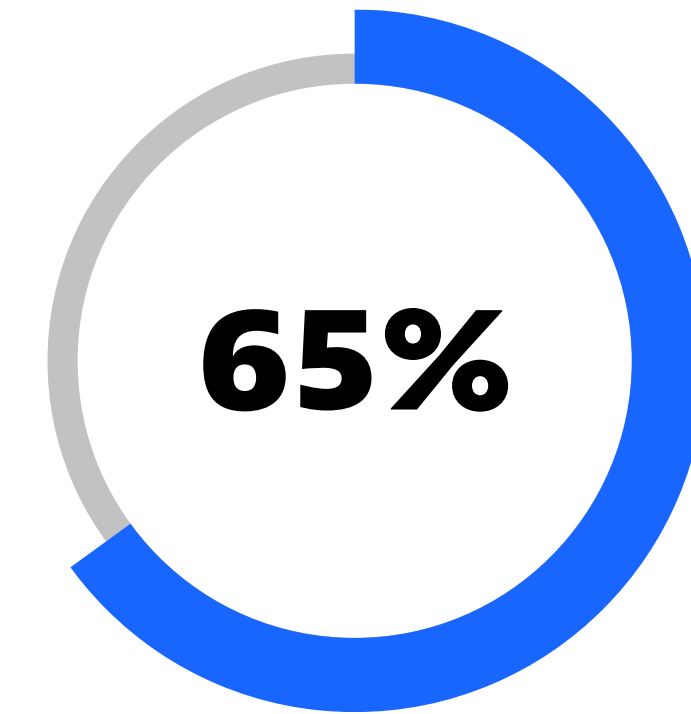
of retailers report they already have an omnichannel strategy in place.

Source: Oxford Economics: Thriving on Change

The need to address security risks on multiple fronts

As retailers and CPG firms transform digitally, they also need to rethink their approach to security. It must be at the heart of everything they do, everywhere — from the store floor to the supply chain to ecommerce channels. They face significant security challenges, including the following:

- **Soaring retail theft that's eroding profitability.** This situation is so dire that the costs to cover lost products and security could ultimately force some retailers to close their doors.

- **Rising cybersecurity threats.** As they further enable digital commerce, retailers and the third parties they work with for delivery, billing, and other services become prime targets for malicious hackers.

- **Increasing exposure to vulnerabilities.** The process of developing, testing, securing, and releasing applications and digital services has become more complicated and accelerated, creating more opportunity for vulnerabilities to slip into the development lifecycle.

Retail and CPG companies can't afford to be surprised by security issues that create downtime and performance issues — or worse. If incidents are serious enough, they can damage the business and its brand long term, including the loss of customers.

Optimism in spite of strong headwinds

A recent McKinsey article on the concept of "NeXT commerce" underscored that ecommerce needs an upgrade, ASAP. NeXT commerce describes the next wave in e-commerce that will require companies to, among other things, "operate like digital natives, using tech to quickly test new ideas, and scale the best ones," the authors said. They also emphasized:

> Incremental changes just take too long. [And] the only antidote to incremental changes and glacial speed is a big-bet commitment to developing a cloud-based architecture to serve the most pressing needs, such as customer experience.

McKinsey's ambitious vision comes at a time when economic volatility has retailers and CPG companies watching the bottom line even more closely. Many of these firms are also grappling with a shortage of human capital, including, crucially, in their IT organizations.

Meanwhile, IT and cloud complexity continue to rise for businesses among various industries: In Dynatrace's 2022 Global CIO report, 77% of chief information officers (CIOs) said their IT environment changes once every minute or less. And 71% said the explosion of data produced by cloud-native technology stacks is already beyond human ability to manage.

Yet, amid all these challenges, many retail executives have a positive outlook for their industry's future. They are confident that consumer behavior is moving in their favor, and they're optimistic about revenue growth and margins. There is data to support this optimism, too.

For example, in the U.S., the National Retail Federation (NRF) projects that retail sales will grow between 4% and 6% in 2023, potentially reaching $5.23 trillion. It also forecasts that ecommerce sales will rise 10% to 12% this year, increasing to as much as $1.43 trillion. And separate data from Statista suggests that global retail sales will hit $32.8 trillion by 2026, up from $26.4 trillion in 2021.

What Is AIOps?

Here's a definition from Gartner*, which first introduced the term: "AIOps combines big data and machine learning to automate IT operations processes, including event correlation, anomaly detection and causality determination."

As for deterministic AIOps, it's an approach that uses contextual data and causal AI to precisely pinpoint the root cause of application performance and availability issues, such as system response rate slowdowns or security threats. In short, it can give you everything you need to know about why a problem happened, and how to solve it quickly.

Learn more about AIOps here.

*Gartner IT Glossary, "AIOps (Artificial Intelligence for IT Operations)," as of 18 July, 2023. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

Three pillars for change: Digital, supply chain, omnichannel

Leading retailers and CPG companies accelerating digital transformation — or preparing to — recognize that their success is tied to their ability to demonstrate leadership and drive meaningful change. This needs to be done as efficiently and cost-effectively as possible, in the following three areas:

Digital: They must improve the profile of their e-commerce capabilities, especially across social and mobile channels.

Supply chain: They need to invest heavily in sourcing and fulfillment capabilities, while also managing cyber risks.

Omnichannel: They must focus on delivering standout customer experiences and driving loyalty through all channels of interaction.

This ebook examines how these three pillars form the foundation for the future of digitally enabled retail. It also highlights how a causal approach to artificial intelligence for operations (AIOps), when combined with broad and deep observabiity and continuous runtime application security, can help retailers and CPG companies overcome the increasingly complex, multicloud challenges they face as they transform their business to grow revenues and increase brand value — all while optimizing efficiencies.

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DIGITAL

Improving the profile of ecommerce capabilities, especially across social and mobile channels

The stakes are exceedingly high when it comes to earning and retaining consumers' brand loyalty in today's marketplace. Research from Invoca, a provider of conversation intelligence software, found that 76% of consumers would stop doing business with a company after just one bad experience.

Businesses that lack modern digital infrastructure are almost guaranteed to fall short of consumers' high expectations about their experiences. Many have already found out the hard way that their current infrastructure can't support what they need to do now effectively, let alone support them in the future.

So, it's vital that they minimize their reliance on legacy systems for critical processes and reduce the costly and constraining burden of technical debt.
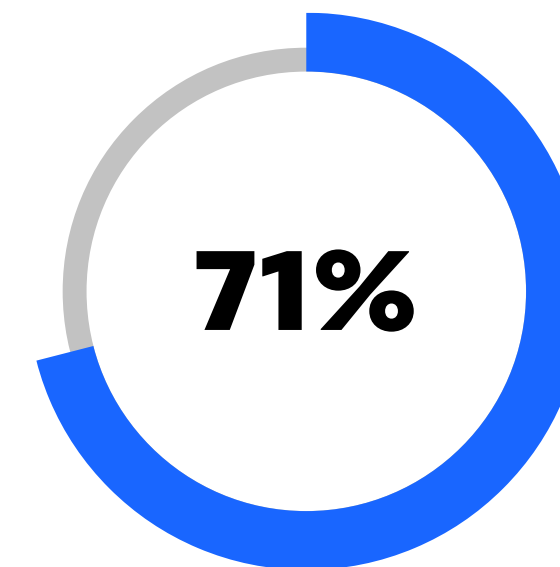
71% of consumers globally said they made a purchase decision based on the quality of their customer experience
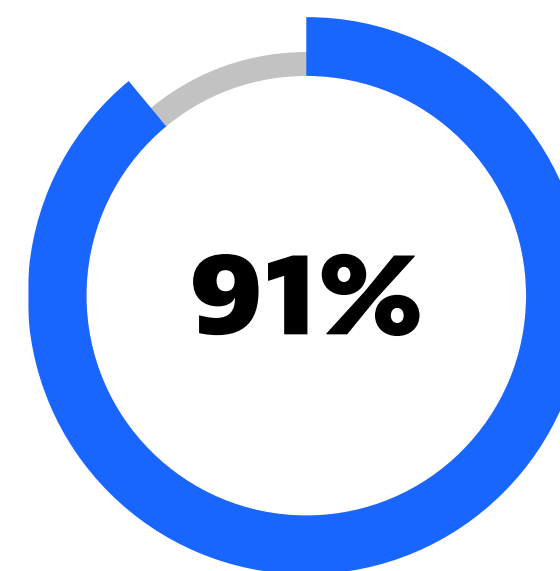
91% of consumers globally would make a repeat purchase after a positive experience

Source: Salesforce

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An opportunity to mature here-to-stay processes

The pandemic's disruption forced many retailers and CPG firms, for their survival, to "go digital" much faster than was comfortable. This move to create more agility also ushered in greater IT complexity. Now, as they seek to continue or accelerate transformation, these companies want to optimize spend and improve their return on investment (ROI) by improving efficiencies and doubling down on changes they've made that will serve them well in an omnichannel world.

That work includes maturing services and options that many consumers want, and now expect, as part of their buying experience, such as the following:

· Buy online return in store (BORIS)

· Buy online pick up in store (BOPIS)

· Reserve online pick up in store (ROPIS)

· Same-day delivery (SDD)

· Next-day delivery (NDD)

Mobile and virtual experiences at the forefront

Retailers and CPG firms also need to advance or innovate digital experiences that engage consumers and make their overall journey more seamless and satisfying — including on mobile. According to Statista, more than 187 million people will make at least one purchase using a mobile device in 2024, and that's just in the United States. In many other markets, especially in the Asia-Pacific region, mobile commerce is fast-becoming the go-to method for online

shopping: Separate data from Statista indicates that in 2021, "m-commerce" sales already represented more than half of total ecommerce in all Asia-Pacific countries included in the data analysis, except for Japan.

Emerging technologies like augmented reality (AR) and virtual reality (VR) also play a critical role in helping consumers to shop from and experience brands from anywhere, including by allowing them to try on products or visit showrooms virtually. Making the most of big data analytics is also a must for creating highly personalized shopping experiences, from informing fit predictors to delivering relevant offers through the right channel at the right time.

All of these trends mean retailers need to move faster than ever to digitize processes and develop and test-drive new tools and applications at a rapid pace. They must also ensure those offerings deliver top performance out of the gate, given that customers have no patience for applications that aren't high-functioning or other digital experiences that leave them wanting.
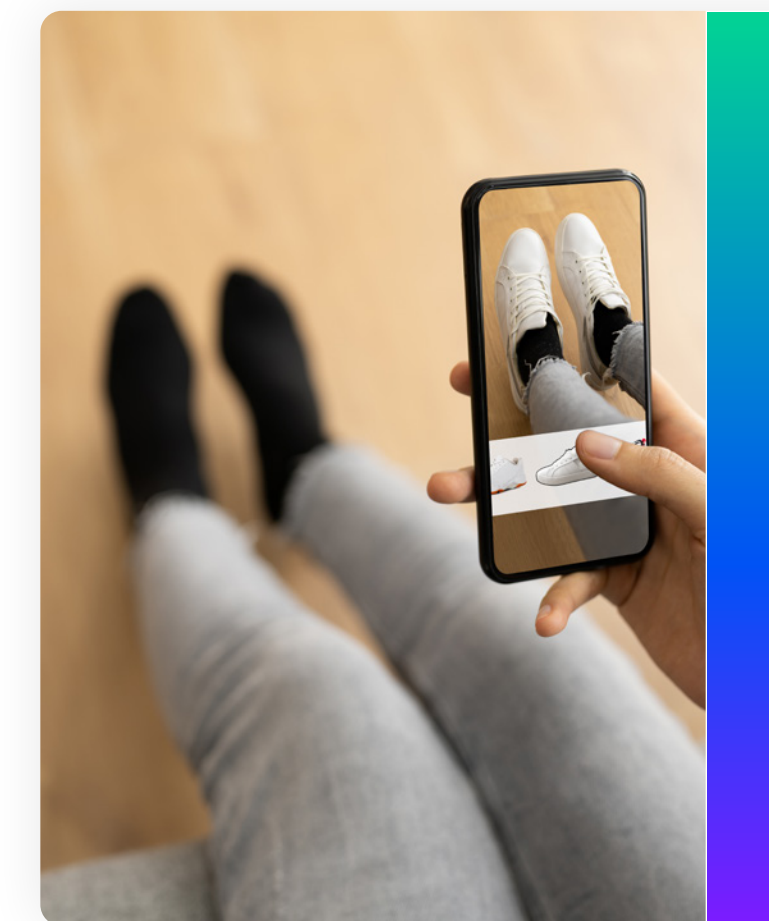
66% of people globally say they're interested in using augmented reality (AR) for help when shopping.

Source: Google

SUPPLY CHAIN

Retailers need to invest in sourcing and fulfillment capabilities, while also managing cyber risk

For decades, companies focused on costs when managing their supply chains. This emphasis on efficiency generally worked fine — until massive disruption hit. The pandemic highlighted the fragility of retail and CPG supply chains squarely into the spotlight. Leading companies are now redesigning their supply networks to increase resilience. This is both a challenge and opportunity, as it allows them to fix long-standing issues while preparing to enter the next phase of their digital future from a position of strength. They are striving to do the following:
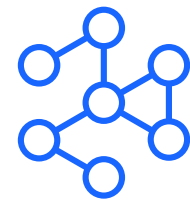
Reduce complexity to the extent possible, given that they also need to create more sophisticated supply chains to deliver high-quality customer experiences and achieve business goals.

Improve security, including in the software supply chain, where attacks have been increasing.
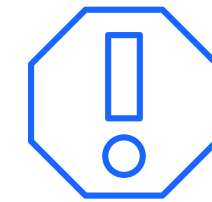
Ensure minimal disruption, so they can consistently meet their customers' high expectations.
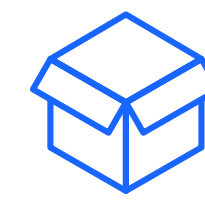
Stay closely attuned to stock availability to counter the consumer mindset of "If I can't find it here, I'll just buy it somewhere else."

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Two-thirds of global business leaders see increasing visibility into their supply chains as vital to maintaining operational stability in the future.

Source: KMPG, Global Operations Centre of Excellence

Fundamental transformation to enable a future-fit supply chain

Supply chains built for the future must be resilient and flexible. Retailers and CPG firms understand that to achieve both, they need to adapt to changes in customer behavior, anticipate them, and do what they can to help shape them in the future. That requires them to do the following:

· Access more accurate, real-time data and make technology upgrades to develop agile systems that can handle new consumer scenarios.

· Enable cross-functional collaboration to increase efficiency and accelerate synergies by eliminating silos and providing teams with one common set of contextual data across the ecosystem for improved decision making and forecasting.

· Run lean inventory and warehouse management operations — better than before — and make informed sourcing decisions with up-to-date contextual analysis and forecasting.

· Consolidate infrastructure with confidence by enabling transparency, reducing complexity, and gaining granular visibility across silos and dependency mappings.

Harnessing cloud technologies is the path forward for helping retailers achieve these goals. Fundamental transformation of the supply chain, combined with other technology investments to support modern ecommerce, can help these companies reduce the cost of maintaining a reliable infrastructure that will support changing shopping trends, last-mile services like BORIS, BOPIS, and ROPIS, unexpected spikes in demand for products, and more.

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OMNICHANNEL

Focusing on delivering standout customer experiences and driving loyalty through all channels of interaction.

The omnichannel journey, accelerated by the rapid rise of digital shopping during the pandemic, is risky and costly for retailers and brands, but necessary. The Retail Industry Leaders Association (RILA) identifies becoming "omnipotent on omnichannel" as the top imperative for retailers as they look toward the future, emphasizing that "Consumers will choose retailers based on ease and richness of the end-to-end experience. (RILA also emphasizes the need to "turbocharge delivery" to meet consumers' high expectations, noting that this will intensify pressure on supply chains.)

A seamless, secure customer experience across multiple platforms, including mobile, is the essence of omnichannel retailing. Every touchpoint is an experience — visible or otherwise, online or in-store — and must be underpinned by digital technologies that are robust, dynamic, scalable and future-forward.

Consumers already expect the businesses they interact with via apps to continually improve their offerings, introducing new and high-performing functionality and features rapidly.

Any downtime or performance degradation that affects consumers' digital experiences can undermine a company's profitability and erode customer loyalty — especially in a world where consumers' grievances can spread like wildfire across digital channels. The inability to support fast development of innovative and resilient digital applications, and make the most of methods like microservices, will prevent companies from delivering the easy and engaging shopping experiences expected in an omnichannel world.

Omnichannel hinges on retailers and brands being able to interact with consumers flawlessly in real time, and in a highly personalized way, across channels so they can better anticipate their needs, entice them to buy, and create a continuous, anytime-anywhere dialogue with them. Companies must also master the art of maintaining sufficient inventory, which requires ongoing monitoring of sales data so they know exactly what to restock and when. And they must get products into consumers' hands fast.

That's why it's so critical for retail businesses and CPG firms to focus now on building a digital backbone that can support solid application availability and performance and help ensure all end-to-end process transactions are seamless, secure and reliable. That backbone will give them the strength, flexibility and confidence to take on omnichannel challenges and opportunities such as:

- **Creating amazing virtual shopping experiences,** such as allowing people to browse products from home while accessing expert recommendations and advice.

- **Delivering novel and compelling in-store experiences,** including showrooms and pop-ups and bringing AR and VR to the store floor.

- **Supporting seamless experiences that straddle digital and physical realms,** such as last-mile solutions like BORIS, BOPIS, AND ROPIS.

- **Managing and responding to seasonal demands —** which are increasingly "out of season".

- **Advancing mobile commerce —** global market that is expected to reach $4.7 trillion by 2027, according to ResearchandMarkets.com.

85%

of global consumers want omnichannel experiences, but only 13% of consumers believe that brands are fully meeting this expectation and delivering across both physical and digital channels.

Source: Chief Marketing Officer Council

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84%
of customer service and service support leaders cited customer data and analytics as "very or extremely important" for achieving their organizational goals in 2023.

Source: Gartner press release January 9, 2023

Gartner Survey Finds Customer Data and Analytics as Top Priority for Achieving Customer Service and Support Goals in 2023

Overcoming the "people problem" that's slowing the digital evolution in retail

Omnichannel is the future of digitally enabled retail, and it's evolving fast. But companies still have ample opportunity to establish leadership on this front by embracing transformation and adopting modern technology that will help them deliver superior, end-to-end experiences to delight their customers — and provide their business with competitive advantages.

They also need modern technology, along with intelligent automation, to help them overcome the human capital shortage in retail, generally. That includes the dearth of skilled workers for IT, security and analytics positions, which are crucial roles to advance and support digitally enabled retail. Retailers and CPG firms also struggle to recruit and retain skilled staff to help them quickly develop exciting new applications and features that are high-quality, high-performing, and secure.

This "people problem" undermines the stability of every pillar that's required to support the next phase of digitally enabled retail — digital, supply chain, and omnichannel. Automating repetitive tasks is a straightforward solution for meeting this issue head-on by bridging staffing gaps, and empowering teams to spend less time and effort on troubleshooting

and analysis — and more time focusing on innovations that will help to shape the future of retail. And with the right technology in place to reduce operational complexity, they can develop new digital services faster, and with less risk.

The need for modern observability capabilities

In addition to meeting their customers' evolving needs and high expectations for digitally enabled retail, retailers and CPG firms that accelerate modernization and create a resilient digital backbone can resolve problems and address risks before they create adverse impacts; increase efficiencies and make the best use of available resources (including their human capital), boost business agility, and much more.

To make it all work, though, these businesses need an intelligent observability solution that allows them to access granular, real-time insights into business activity, application performance and the end-user experience across all channels. Modern observability capabilities provide them with invaluable insight that helps them to discern IT and business issues and identify root causes quickly — in many cases, before they occur —anywhere across their entire ecosystem, including cloud, on-premises, and hybrid environments.

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Bringing together the three pillars of change for retail — with Dynatrace

The combination of modern observability, security and intelligent automation is vital to digital transformation success for retailers and CPG firms — and it can go a long way toward helping them overcome the "people problem" that prevents them from evolving as fast as they need to. These elements are necessary to ensure the three pillars of change for retail are resilient and aligned.

Dynatrace provides these three elements, and a great deal more. We unify best-in-class observability for end-to-end visibility with intelligent automation, and application security to help your business accelerate your modernization efforts and realize successful outcomes. Our deterministic AIOps capability provides retailers and CPG companies with a single view into what's transpiring across the enterprise so that they're better positioned to:

- Accelerate digital transformation

- Overcome resource challenges (IT and in-store)

- Delight their customers with flawless experiences every time

- Implement a security approach made for an omnichannel world

- Increase customer loyalty and brand value

Some sample retail applications and processes Dynatrace can help with:

- Order management

- Payment solutions (e.g., point-of-sale (POS), credit card processing)

- Fraud detection

- Inventory and warehouse management

- Sales tax application

- Mobile commerce

- Demand forecasting and planning

- Customer behavior and analysis

- Delivery management — contactless and curbside

- Pick-pack-ship operations

- Sustainability assessment and management

- Supply chain resiliency and management

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Benefits of working with Dynatrace

Here are just some of the ways retailers and CPG firms are modernizing their operations with Dynatrace:
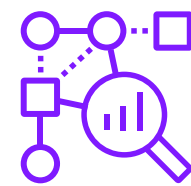
Resolving and remediating application issues proactively.

Stop problems before they affect end-to-end customer experiences. Dynatrace enables continuous unprecedented visibility across your technology ecosystem (cloud, on-premises and hybrid) for every transaction with automatic dependency mapping for fast root-cause determination.

Our platform provides precise AI-driven answers to help you proactively pinpoint issues before they affect users, and ensure a high level of reliability.

Accessing and applying context-rich analytics insights.

With the Dynatrace platform, you can contextually unify observability, security, and business data at scale, and use massively parallel processing to power real-time insights.

With deeper, contextual insights into digital interactions, your business can deliver better end-user experiences by adapting to and resolving issues in real time. And by connecting digital experiences and business analytics to full-stack observability metrics, you can enable greater collaboration among your IT, DevOps, and digital experience teams.

Leveraging Intelligent DevSecOps automation.

DevSecOps is the seamless integration of security testing and protection throughout the SDLC, including deployment. This approach is critical for creating reliable, secure retail experiences.

With Dynatrace, you can leverage real-time insights to automate processes across the SDLC, including notification, remediation, quality assurance (QA) and delivery. Our platform's Application Security module provides deep observability for application performance and security issues.

Enabling runtime application security.

The Dynatrace platform can help to empower your security teams by providing them a unique approach to securing cloud-native applications at runtime. IT pros can use Dynatrace to identify and prioritize cyber threats, such as application vulnerabilities and attacks, in real time.

The modern observability capabilities we provide also ease the burden on IT teams by allowing them to automate vulnerability detection and remediation.

Dynatrace's automated, unified observability and application security platform can help retailers and CPG firms achieve the next phase of digitally enabled retail they envision. But don't just take our word for it. On the following pages, learn how Dynatrace is helping companies build a resilient digital backbone to support the future of retail and advance omnichannel experiences. As you'll discover, for many of these companies, the future is already here.

ASICS

Key outcome
ASICs avoided 5% revenue loss after fixing a third-party payment gateway issue surfaced by Dynatrace.

Company and challenge
ASICS, a global manufacturer and retailer of sporting goods, had migrated key B2C and B2B commerce apps based on SAP CX for select markets to run on scalable AWS infrastructure. But as that environment grew more complex, ASICS struggled to pinpoint causes for performance problems impacting customers — potentially resulting in lost revenue.

Why Dynatrace
ASICS chose Dynatrace's AI-powered platform because it's built for the cloud and delivers intelligence and automation beyond traditional monitoring tools. Dynatrace's native support for SAP CX and AWS meant ASICS instantly benefited from full end-to-end visibility of its cloud environment.

Read the full story and see additional results here.

> " Without Dynatrace, a problem in the lead-up to Black Friday could have potentially led 5% of our customers to abandon transactions. "
>
> **— Greg Anderson**
> Manager, Global Solution Delivery Team, ASICS

> " Through a single agent, we've been able to gain full-stack observability into our environment in one clear view, and Dynatrace's AI has provided us with precise answers about performance anomalies. This is why Dynatrace was a clear winner. "
>
> **— Jay Cotton**
> Manager, Performance Engineer Lead, Kroger

Kroger

Key outcome
Dynatrace's AI-powered insights helped Kroger dramatically reduce the number of support tickets generated after a new app launch — from 700 to only seven per week — in just one month.

Company and challenge
Kroger, the largest supermarket chain in the United States, underwent an aggressive digital transformation to modernize its business. As its IT stack became more dynamic and complex, Kroger needed greater observability into its environment to help ensure its digital teams could access the insights needed to deliver frictionless digital experiences to customers.

Why Dynatrace
Kroger wanted a modern approach to monitoring and full-stack observability. It selected the AI and automation capabilities of Dynatrace to automatically instrument its entire hybrid, multicloud environment and process billions of dependencies in real time.

Read the full story and see additional results here.

> As we added new digital revenue streams, it was imperative that we continued to deliver excellent customer experiences, and we knew Dynatrace could provide the insights we needed.
>
> **— Mark Forrester**
> Manager, Digital Readiness, Mitchells & Butlers

Mitchells & Butlers

Key outcome
Dynatrace helped Mitchells & Butlers achieve 100% uptime and deliver a record-breaking holiday period in 2022, serving 225,000 meals and taking £12 million in revenue on Christmas Day alone.

Company and challenge
Mitchells & Butlers (M&B) is one of the largest operators of pubs, restaurants and bars in the U.K. It wanted to drive new digital revenue streams by establishing its own virtual brands, while continuing to deliver excellent customer experiences in its traditional venues. To achieve these goals, it needed more extensive observability and business analytics across its environment.

Why Dynatrace
M&B saw exceptional results — including 100% application availability — from using Dynatrace's causal AI engine to identify performance issues in real time. It decided to extend its use of the platform and access powerful business analytics using Dynatrace's data lakehouse technology.

Read the full story and see additional results here.

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PHOTOBOX

Key outcome
Since it implemented Dynatrace, Photobox has seen a 60% reduction in the level of critical incidents during peak periods, like Black Friday, that can impact the availability of its services.

Company and challenge
Photobox, founded in 2000, is Europe's largest digital personalized printing company. It powers its consumer-facing operations with a custom-built tech stack and home-grown ecommerce app that became challenging to manage. Photobox sought an all-in-one monitoring solution that could provide precise, actionable answers in one place, so its teams could make faster, more data-driven decisions to optimize customer experiences.

Why Dynatrace
Dynatrace delivers real-time, actionable data on how customers interact with Photobox's services and how app performance affects the sales funnel. This insight helps teams maximize revenue by making data-driven decisions on where to prioritize engineering efforts to drive the greatest sales impact.

Read the full story and see additional results here.

> Dynatrace has been revolutionary for Photobox, as our teams are now able to do work that previously would have taken hours in just minutes.
>
> **— Alex Hibbitt**
> Engineering Director, SRE & Fulfillment, albelli-Photobox Group

> ❝ Dynatrace completely transformed the way we work and do business.
>
> **— Kevin McNall**
>   Director of Digital Projects and Practices, Rack Room Shoes ❞

Key outcome

Rack Room Shoes has increased conversions by 25% by using Dynatrace because it now understands exactly how customers interact with its ecommerce platforms, including its native mobile app.

Company and challenge

Rack Room Shoes is a leading footwear retailer in the United States. Competitive pressures prompted the company to transform and become digital-first. It developed online storefronts for selected brands, but that move increased IT complexity and made full-stack observability difficult, hindering its ability to offer seamless customer experiences.

Why Dynatrace

Rack Room Shoes needed a different approach to tackle the complexity of its hybrid cloud environment. It recognized that Dynatrace's full-stack observability and AI-assistance would help it achieve that — and optimize customer experiences, increase operational efficiency, and maximize business outcomes, too.

Read the full story and see additional results here.

Vitality

Key outcome

Automatic intelligence from Dynatrace helped Vitality reduce policy lapse rates among members encountering digital journey issues by about two-thirds; it estimates £200,000 in savings annually for every 100 customers it retains.

Company and challenge

Vitality, a leading health and life insurance provider in the United Kingdom, migrated to a hybrid, cloud-native environment built on AWS and a microservices architecture as part of a major digital transformation effort. It also wanted to implement a rewards program to improve its customers' health that involved multiple partner integrations.

Why Dynatrace

Vitality saw that Dynatrace offered a solution to help it simplify the complexity of the multiple digital service layers supporting its member rewards program. That, in turn, would allow Vitality to continue to innovate faster and deliver outstanding customer experiences.

Read the full story and see additional results here.

> ❝ The work we're doing with Dynatrace is critical in helping us to meet the expectations of our members and deliver brilliant customer experiences. Ultimately, Dynatrace helps us to improve customer loyalty and protect the bottom line of our business.
>
> **— David Priestley**
>   Chief Digital Officer, Vitality ❞

Modern observability, security and intelligent automation for successful digital transformations

Dynatrace (NYSE: DT) exists to make the world's software work perfectly. Our unified platform combines broad and deep observability and continuous runtime application security with the most advanced AIOps to provide answers and intelligent automation from data at an enormous scale. This enables innovators to modernize and automate cloud operations, deliver software faster and more securely, and ensure flawless digital experiences. That's why the world's largest organizations trust the Dynatrace® platform to accelerate digital transformation.

Learn more

If you are ready to learn more, please visit www.dynatrace.io/retail for assets, resources, and a **free 15-day trial.**

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Dynatrace (NYSE: DT) exists to make the world's software work perfectly. Our unified platform combines broad and deep observability and continuous runtime application security with the most advanced AIOps to provide answers and intelligent automation from data at enormous scale. This enables innovators to modernize and automate cloud operations, deliver software faster and more securely, and ensure flawless digital experiences. That's why the world's largest organizations trust the Dynatrace® platform to accelerate digital transformation.

Curious to see how you can simplify your cloud and maximize the impact of your digital teams? Let us show you. Sign up for a free 15-day Dynatrace trial.

blog   @dynatrace