

DYNATRACE

az üzleti értékteremtés szolgálatában

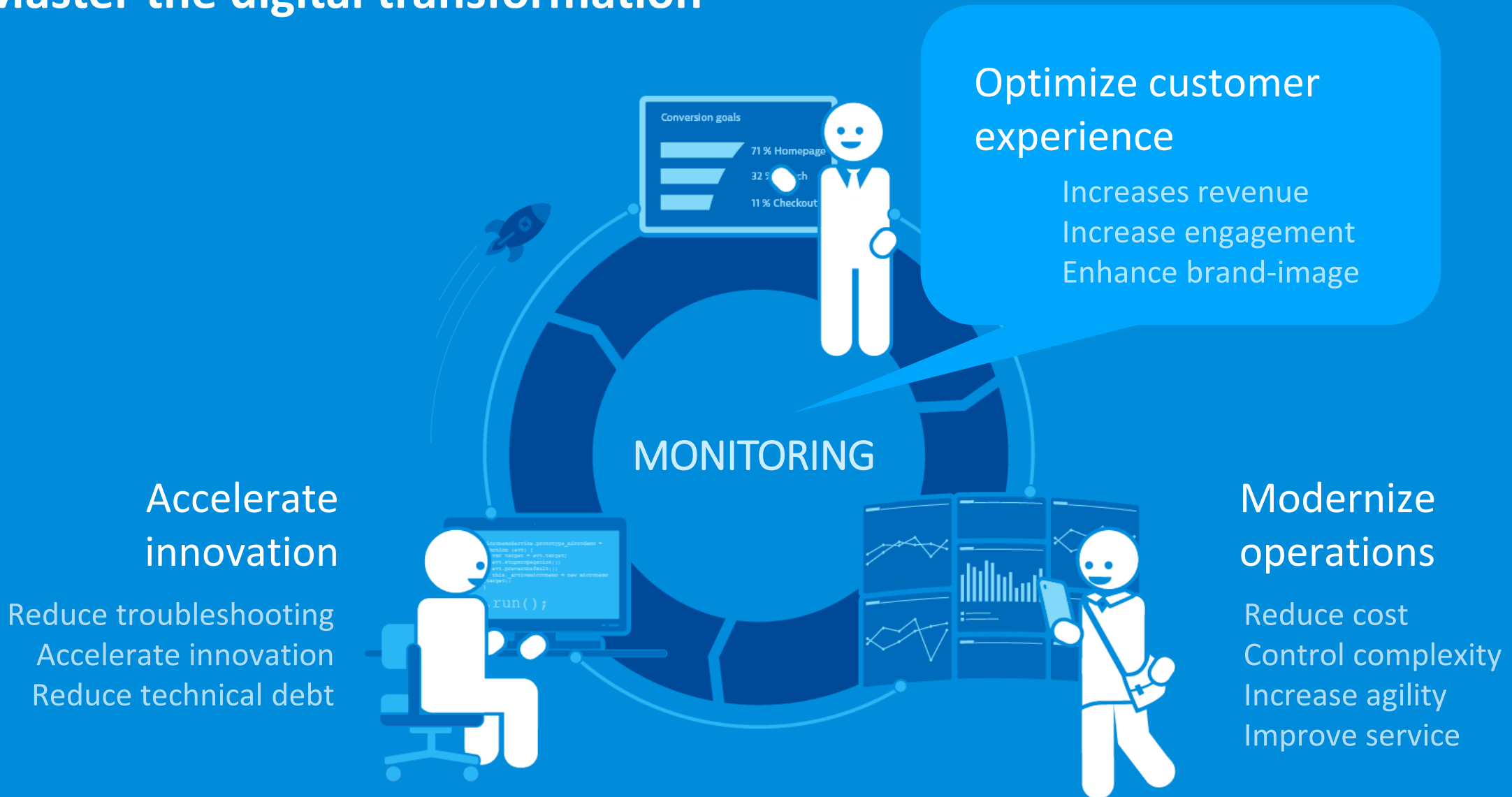
Perform Budapest
2019. március 7.



Kertész Nelli,
Provice, Head of Digital Experience



Master the digital transformation



Optimize Customer Experience



- **REAL USER MONITORING (RUM)**
 - **Full visibility** into real user journeys
 - **Identify** user sessions by ID and understand **business impact**
- **SESSION REPLAY**
 - **See exactly what your users see**
- **SYNTHETIC MONITORING**
 - Get **proactive**

Real User Monitoring



Full end-to-end monitoring of every single user session



Integrated view of the user experience across all mobile/web applications and other digital touchpoints



AI-powered resolution of performance problems before customers are impacted



Easy to use, zero manual configuration

Business Dashboard 1

Business

Worldmap (Active sessions)
www.easytravel.com



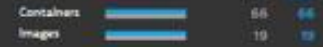
Most used 3rd parties
www.easytravel.com



Infrastructure

Docker

5 Docker hosts



CPU Usage



Network status



Applications

Application health



All fine

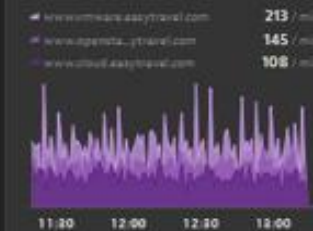
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User breakdown

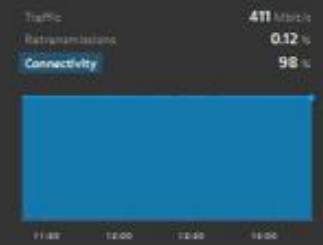
www.easytravel.com



Top web applications | 3 most active



Network metrics

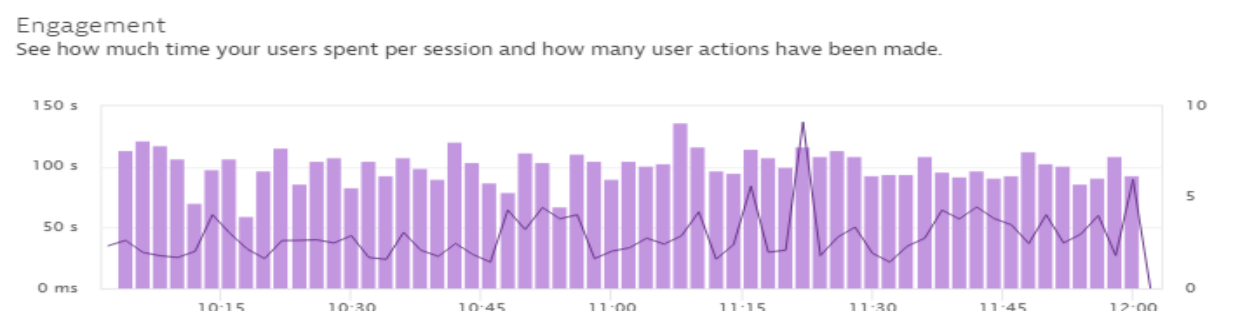
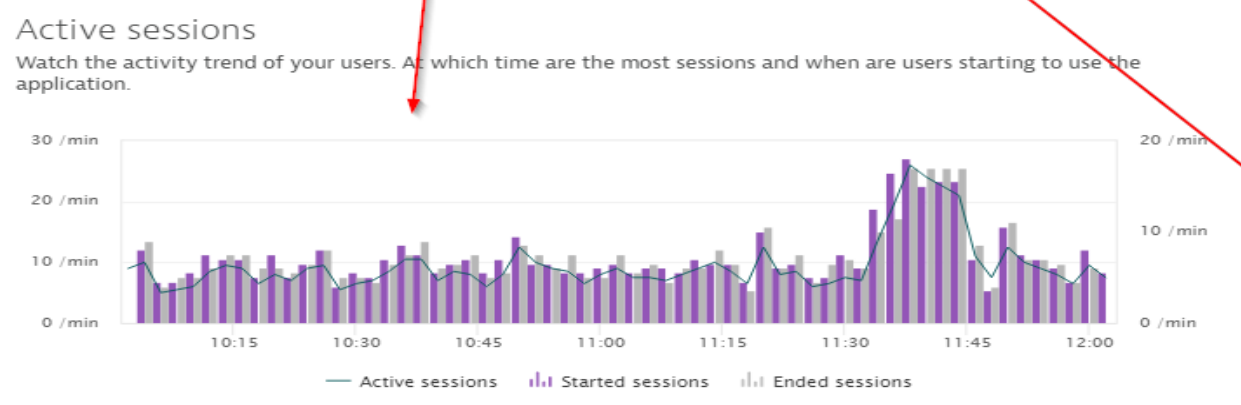
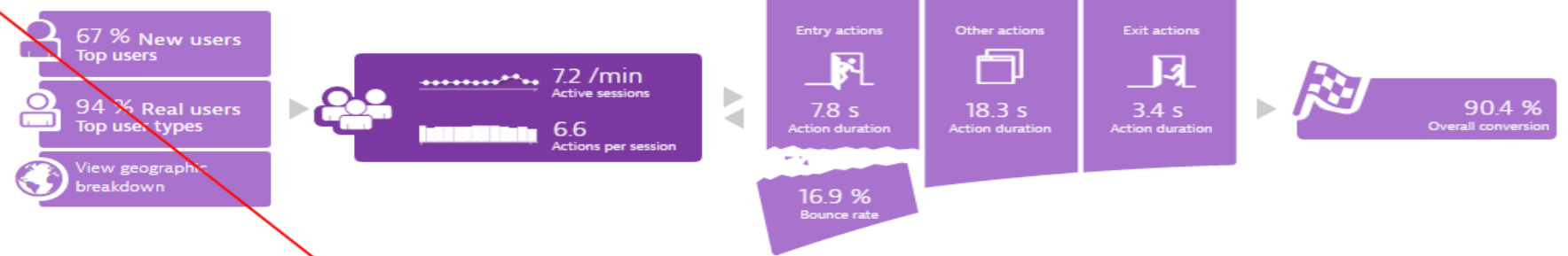


Performance ana...

Actions /min, Action duration, Apdex rating, JavaScript errors, 3rd party providers, services...

User behavior

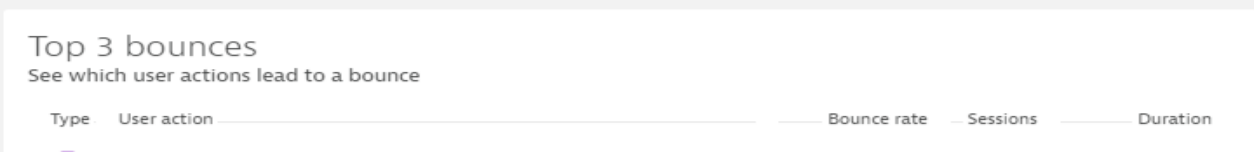
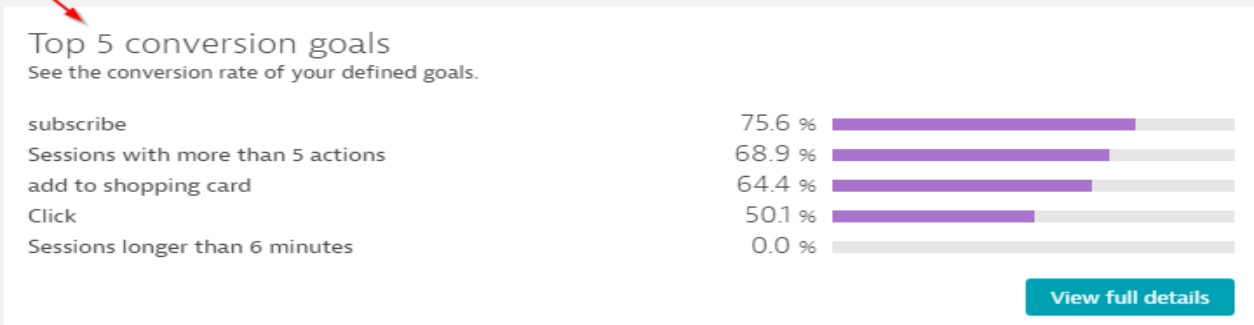
Active sessions, actions per session, entry and exit actions, bounce rate, conversion goals, ...



8 Problems in last 72 hours

watched

Frequent issue: User action duration degradation
Dynatrace reports recurring problem patterns as "frequent issues." Alerts are sent out only if severity increases.



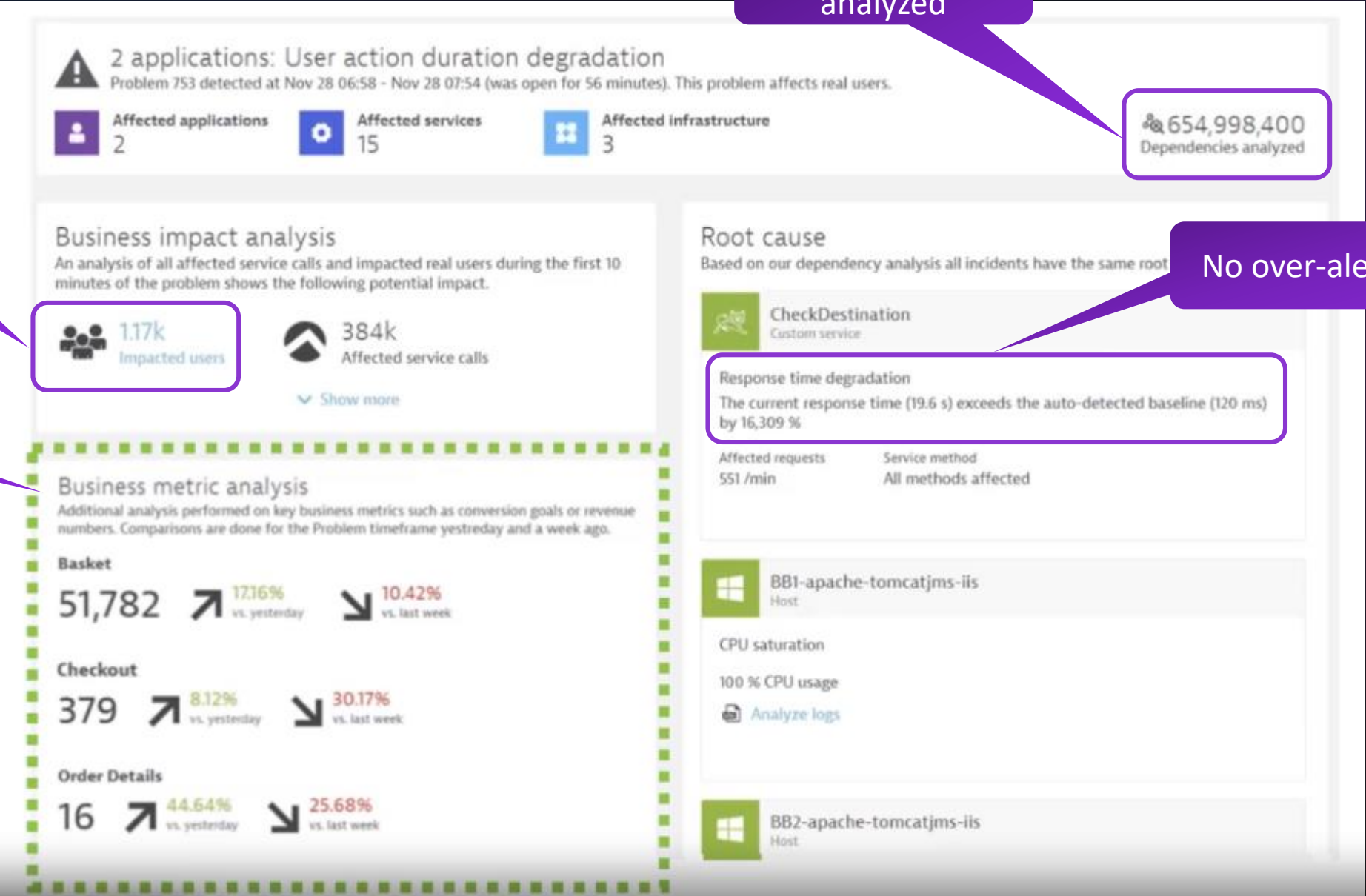
Business Impact Analysis

No. of impacted users

Tailor-made metrics

Dependencies analyzed

No over-alerting



Self Service Customer Intelligence

for

*digital marketing-, online campaign managers, product owners,
user experience experts, business analysts*

WEEKLY STATISTICS

PLEASE SELECT A DATE:

Number of visits

7,750

No selection for day is made

⬆ -

Conversion rate

4.79%

"Hitelkártya befizetés"

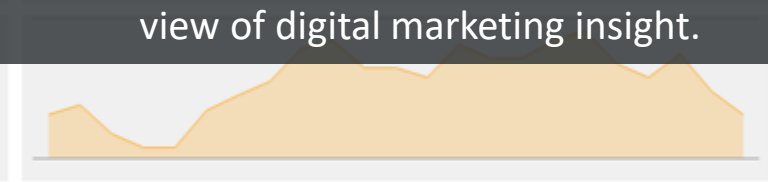
371

No selection for day is made

⬆ -

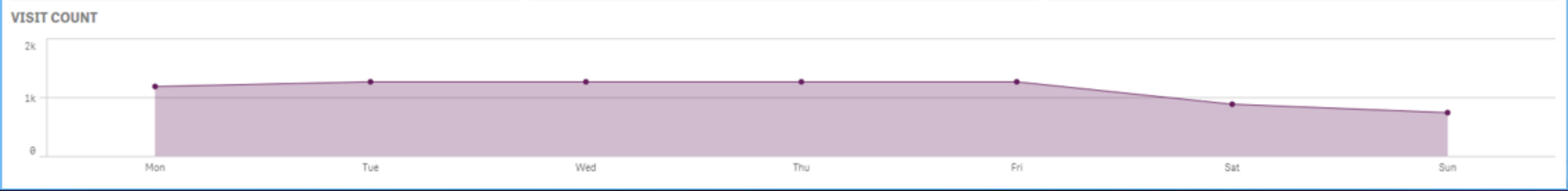
Average visit duration

01:48



\$ Amount of credit card payment

15,255,241



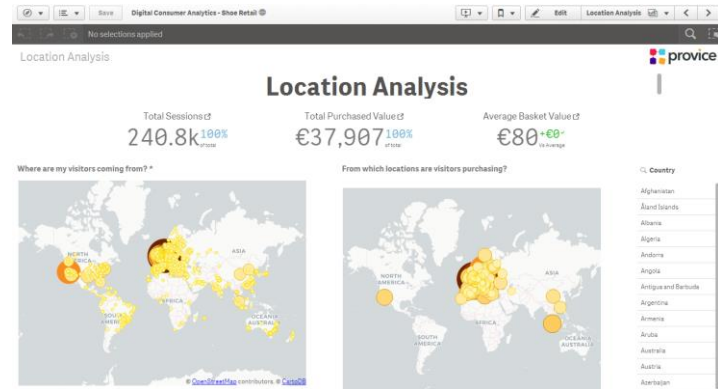
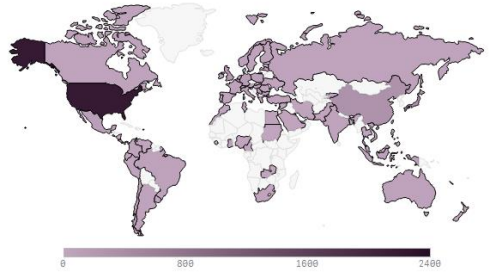
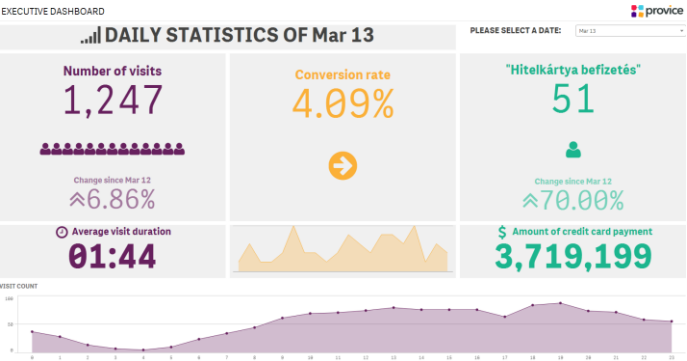
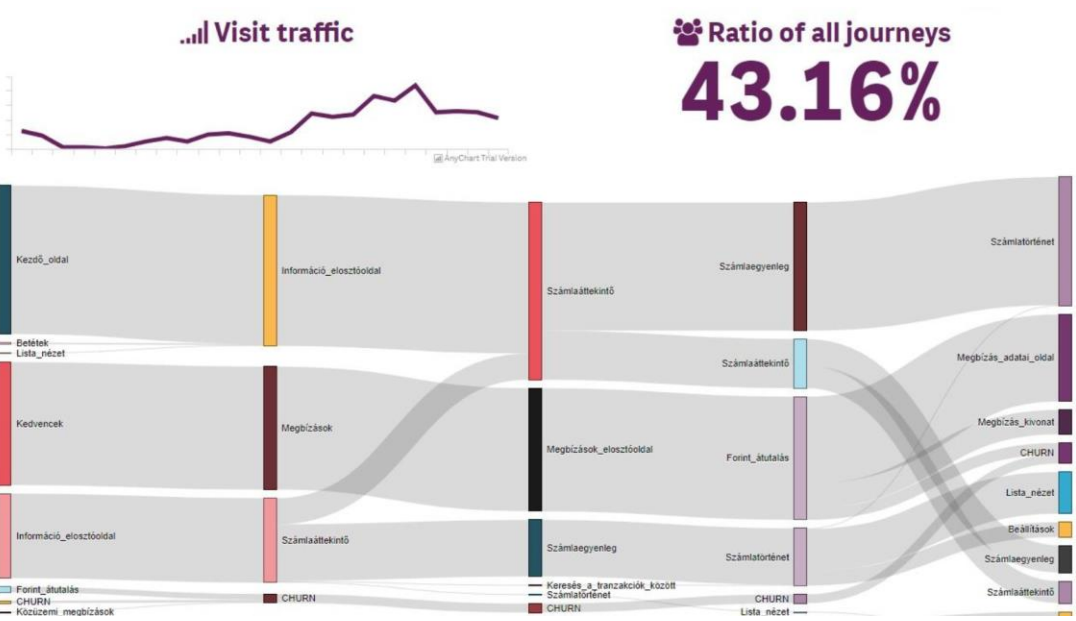
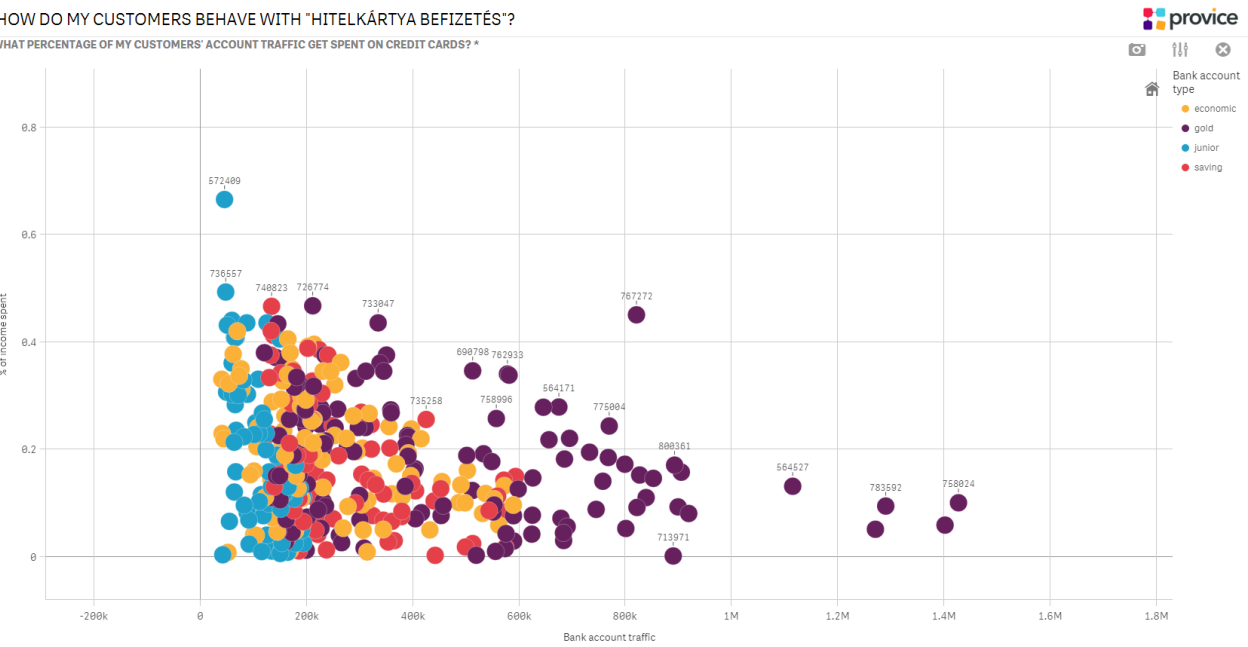
Dynatrace Real User Monitoring data visualized in a Business Intelligence solution for integrated view of digital marketing insight.

Self-service Customer Intelligence for the Business

Rich data visualization

HOW DO MY CUSTOMERS BEHAVE WITH "HITELKÁRTYA BEFIZETÉS"?

WHAT PERCENTAGE OF MY CUSTOMERS' ACCOUNT TRAFFIC GET SPENT ON CREDIT CARDS? *



Big data analytics provide critical business information

- Understand **customer behavior** and **experience** across digital channels
- Blend Dynatrace data with **other datasources** (e.g. CRM) or offline data
- Let the business use Dynatrace data for their own account – self-service **customer intelligence**



Customer
Journey



Segmentation
& Targeting



Basket
Abandonment



Churn
Management



Digital Channel
Optimisation



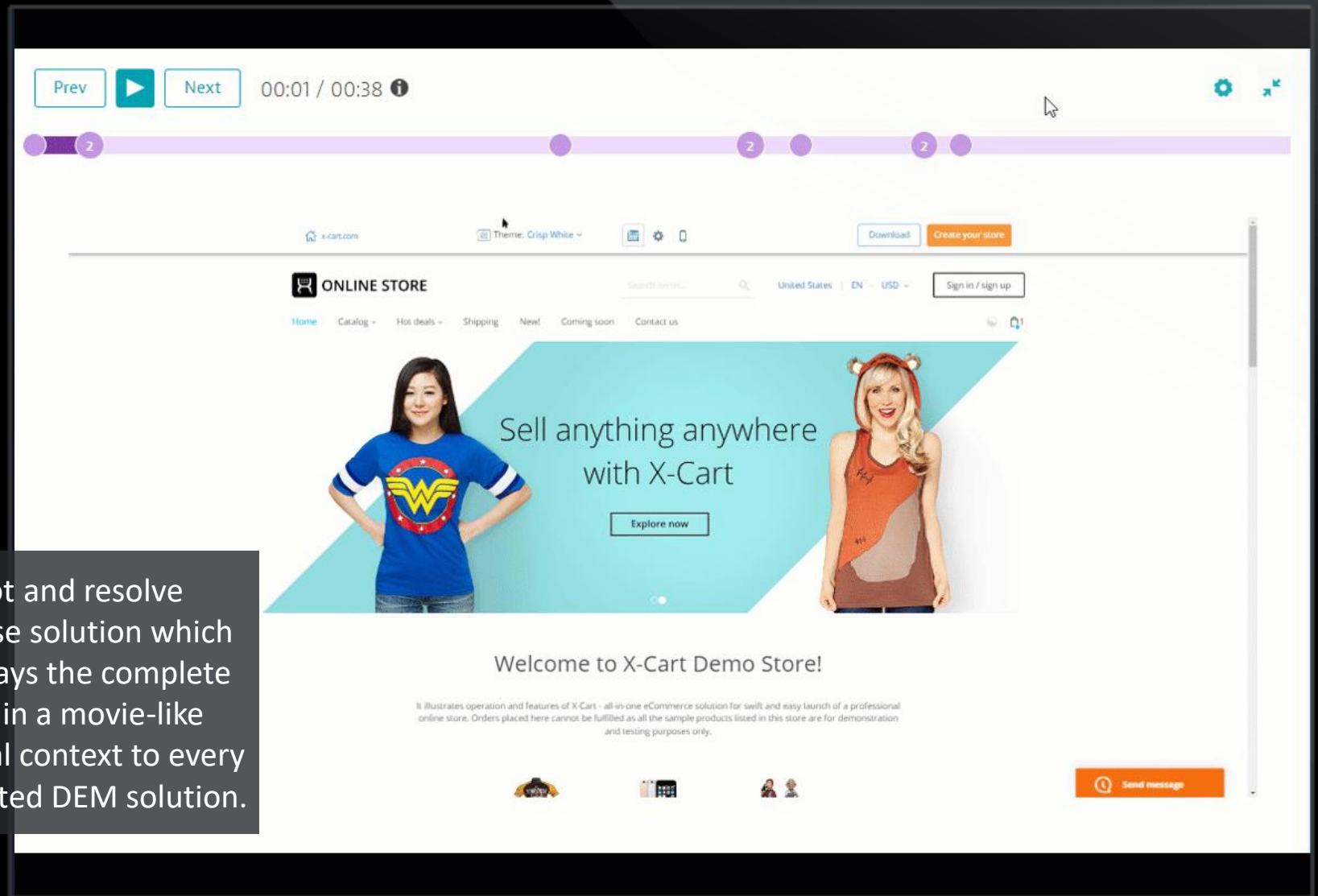
Omni-channel
Insights



Campaign
Optimisation

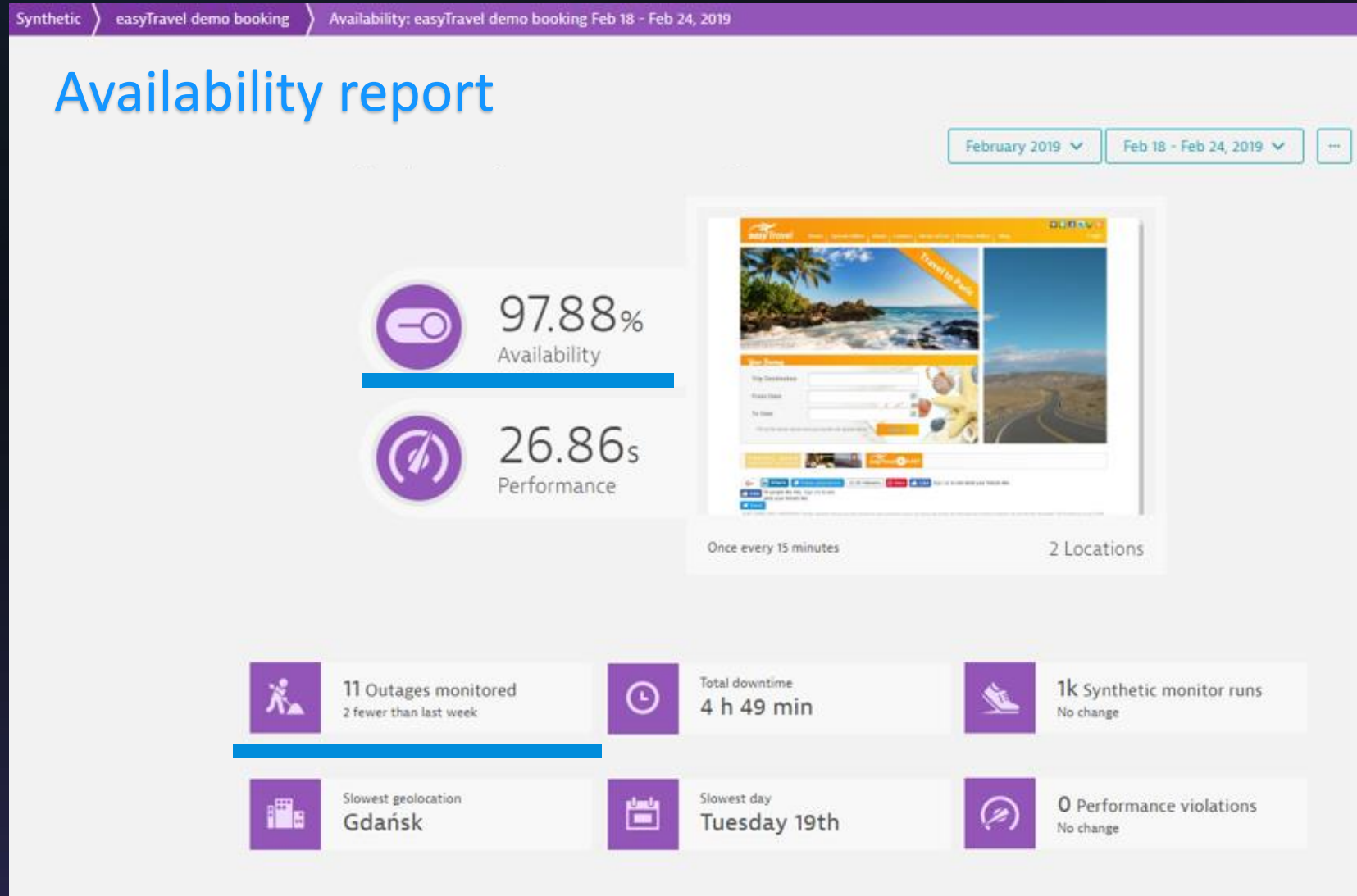
Session Replay

Intuitively identify, troubleshoot and resolve customer issues with an easy-to-use solution which captures, indexes and visually replays the complete digital experience for every user in a movie-like interface, providing additional visual context to every transaction as part of a fully integrated DEM solution.



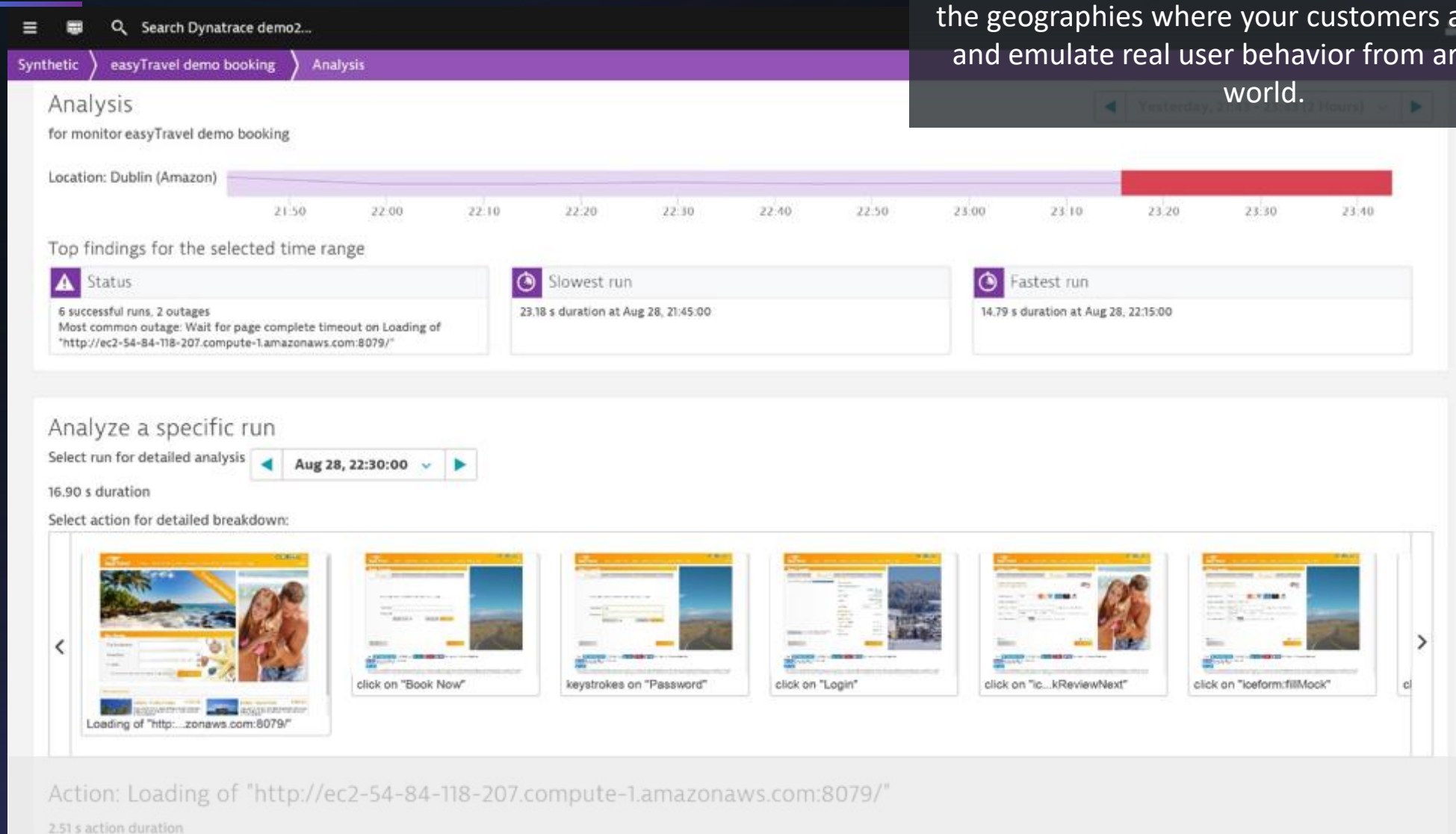
More info: <https://www.youtube.com/watch?v=ue3Fzm2ne20&feature=youtu.be>

Synthetic Monitoring



Synthetic Monitoring – click path

Simulate, measure and compare your mobile and web channels using the world's best synthetic-monitoring network to monitor performance from the geographies where your customers are located and emulate real user behavior from around the world.



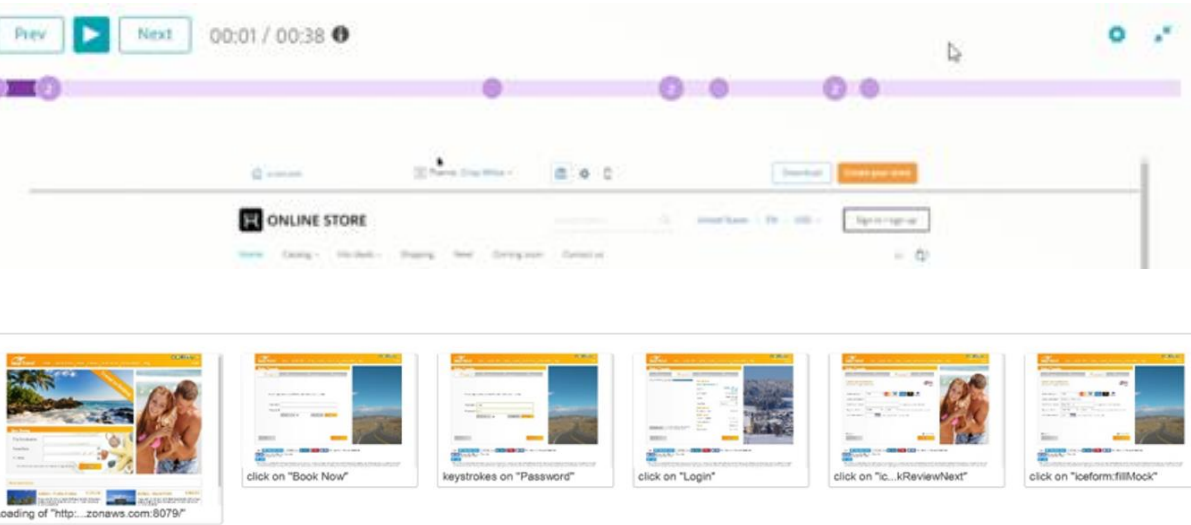
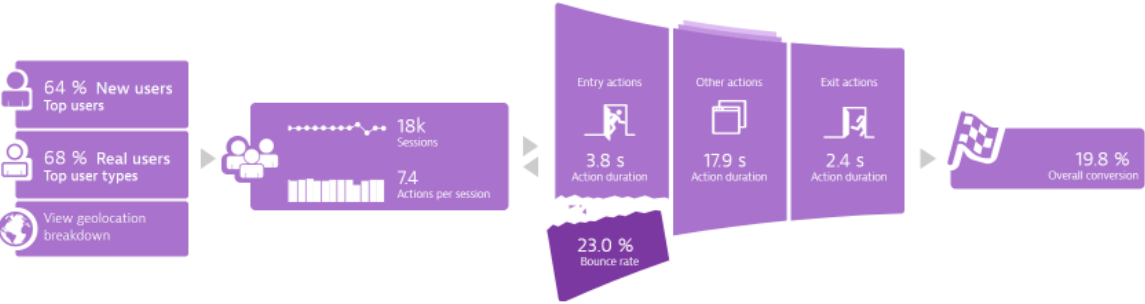


“Dynatrace synthetics has changed our perception of what we CAN do...”

*The best part is that building and recording a synthetic test **takes no time** at all. Its gorgeous results coupled with reporting impresses and **informs both technical and non-technical audiences.**”*

FIRST TECH FEDERAL CREDIT UNION

Digital Experience Monitoring (DEM)



- **REAL USER MONITORING**

- **SESSION REPLAY**

- **SYNTHETIC MONITORING**

Holistic DEM strategy gives ultimate flexibility.



www.dynatrace.com

Kertész Nelli

Provice

Head of Digital Experience

<https://www.linkedin.com/in/nellikertesz/>