

Turning Automation Into Innovation: *Customer Experience Means the Difference Between Success or Failure*

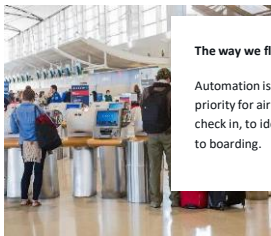
NEXT GENERATION SHARED SERVICES DAY
29th October 2019.



KERTÉSZ, Nelli
Head of Digital Experience



Digital transformation is software defined



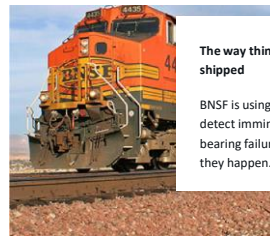
The way we fly

Automation is a key priority for airlines from check in, to identification, to boarding.



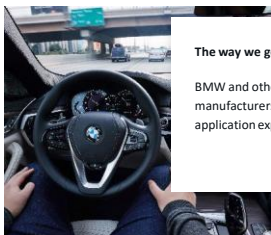
The way we transact

50% use smart devices to access financial services.



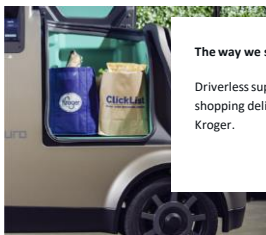
The way things are shipped

BNSF is using IoT to detect imminent bearing failures before they happen.



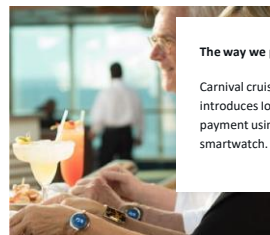
The way we get around

BMW and other car manufacturers accelerating application experiences.



The way we shop

Driverless supermarket shopping delivery with Kroger.



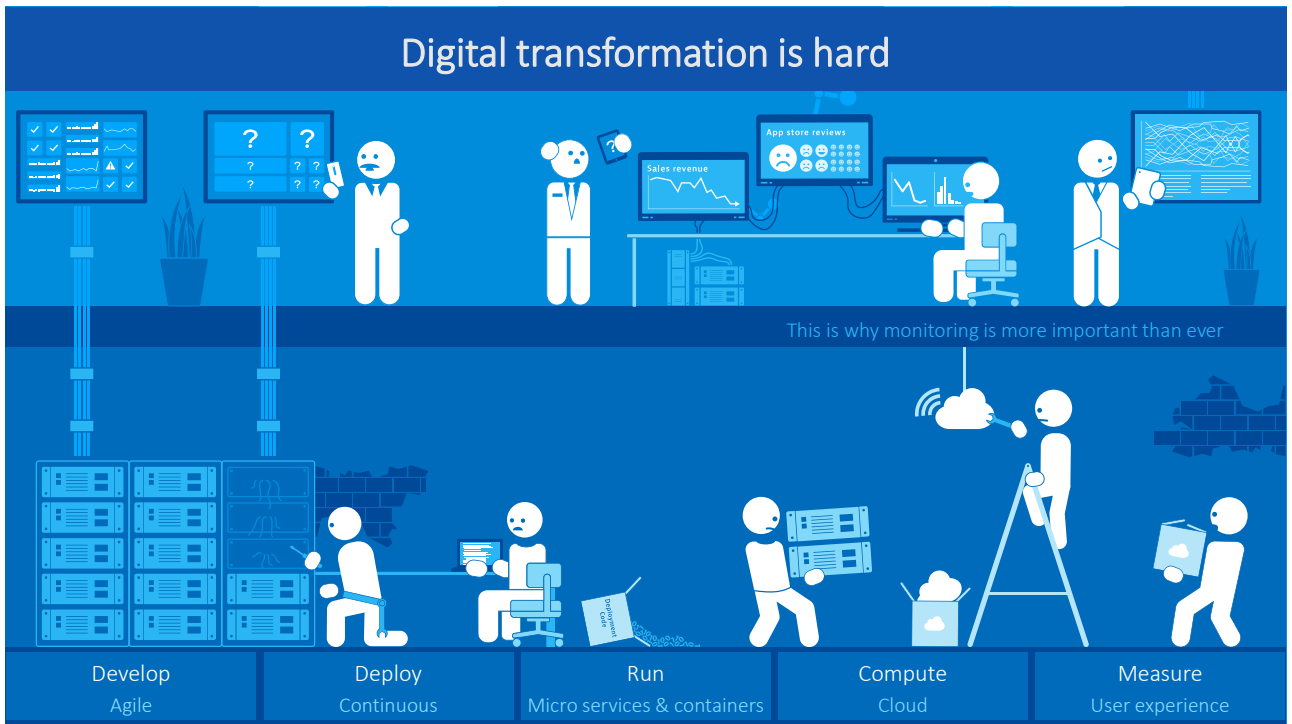
The way we play

Carnival cruises introduces IoT enabled payment using a smartwatch.

Powered by the new enterprise cloud

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What's the **cost** of failure in a mission critical systems?

- Brand damage
- Delayed project delivery
- Your best talent is focused on problem solving
- War rooms that lead to conflict
- Personal frustration and stress



A new way is required

The consideration



Visualizing and prioritizing impact

Understand how specific issues or overall performance impact every single user session or device and prioritize by magnitude.



Visibility from the edge to the core

A single view across your entire ecosystem. From the performance of users and edge devices to your applications and cloud platforms, all in context.



A single source of truth for all

Ensure stakeholders from IT to Marketing, have access to the same data to avoid silos, finger-pointing and war rooms.

Enterprises need confidence that they're delivering **exceptional digital experiences** in increasingly complex environments. To achieve this, they require **real-time monitoring** and **100% visibility** across all types of customer-, employee-, and machine-based experiences.

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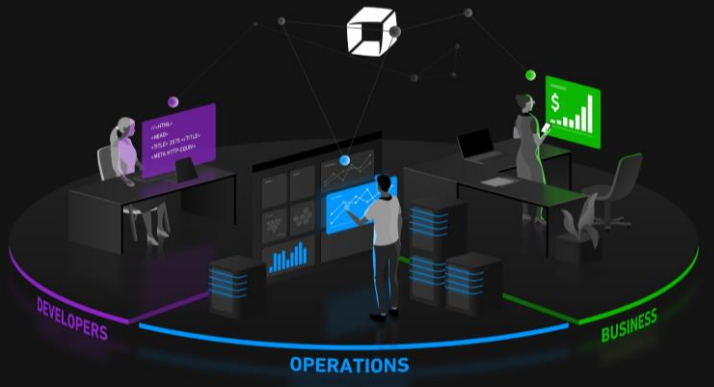
Your teams should be focused on
INNOVATION,
NOT
monitoring

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Align IT directly with business outcomes

BizDevOps



- Automated problem detection & root-cause analysis
- Automated baselining, alerting
- Automated business impact analysis

Examples of connecting IT performance metrics with business results



Business Impact

Real-time insights to the impact of issues to business outcomes like revenue, customer experience



Conversion Optimization

Track metrics across business milestones with associated abandons, errors, response time



Release Validation

Measure and validate that new application versions and features meet key business goals

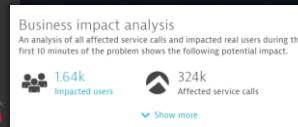
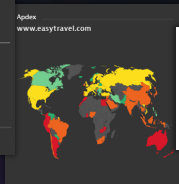
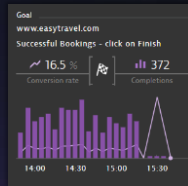
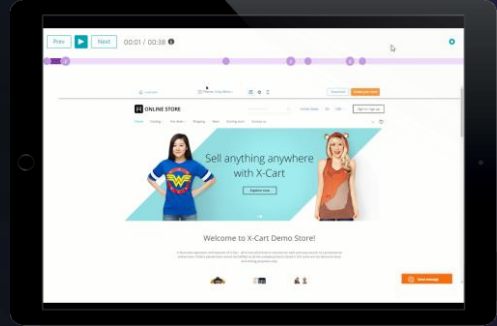


Experience Reporting

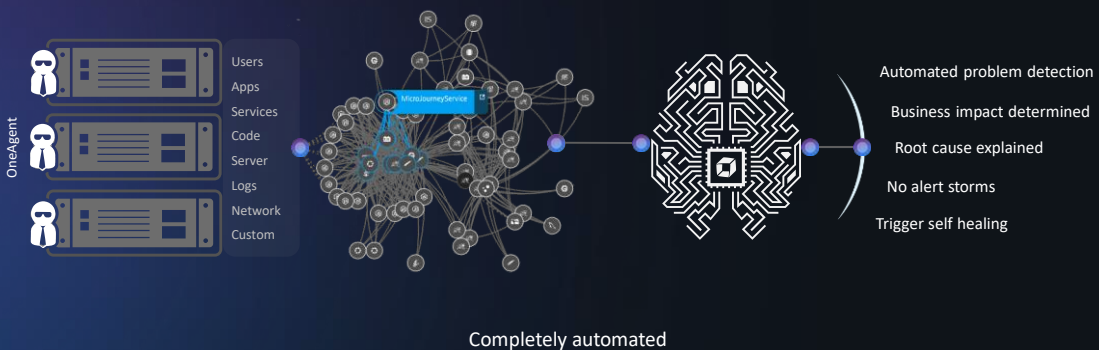
Automate analysis for SLA compliance across internal and external business metrics like user experience, feature adoption

Deliver perfect customer experiences

- Full visibility into real user journeys.
- Identify user sessions by ID and understand business impact.
- See exactly what your users see with Session Replay.
- Get proactive with synthetic monitoring.

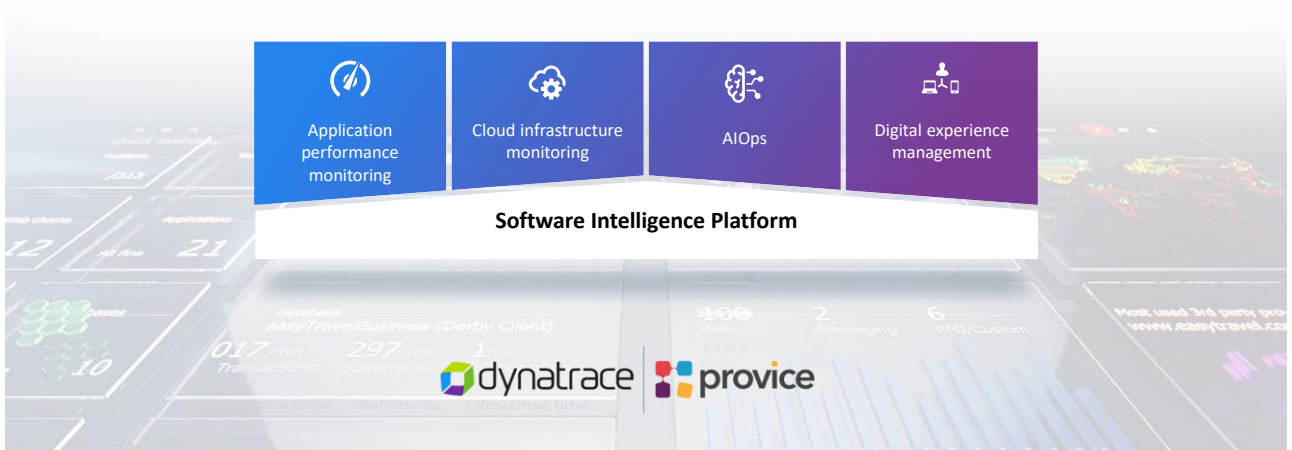


Better data makes massive automation possible



Software intelligence built for the enterprise cloud

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