

Úton az AI támogatott IT üzemeltetés felé

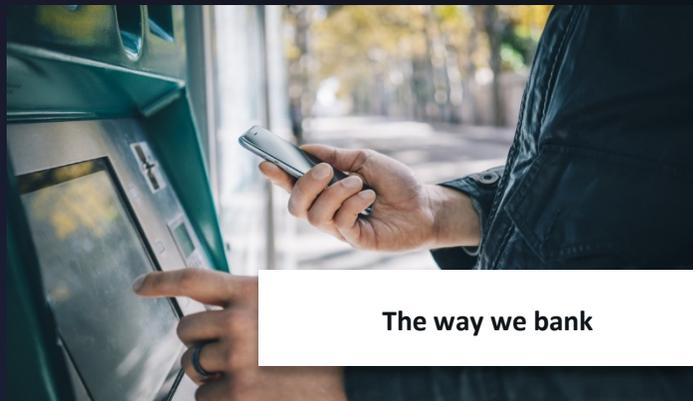
- A Dynatrace "Kék Óceánja"



Every business is becoming a software business



The way we fly



The way we bank



The way we vacation



The way we get around

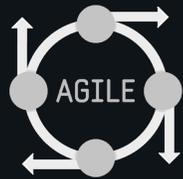


The way we shop



The way health is managed

Is your Organization already or planning to...



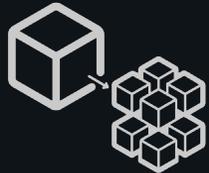
Agile Dev



Multi-Cloud



DevOps



Microservices



Containers



Automation



Big Data Analytics



IaaS



PaaS



Serverless



Self-Healing



IoT

Digital transformation is a team sport

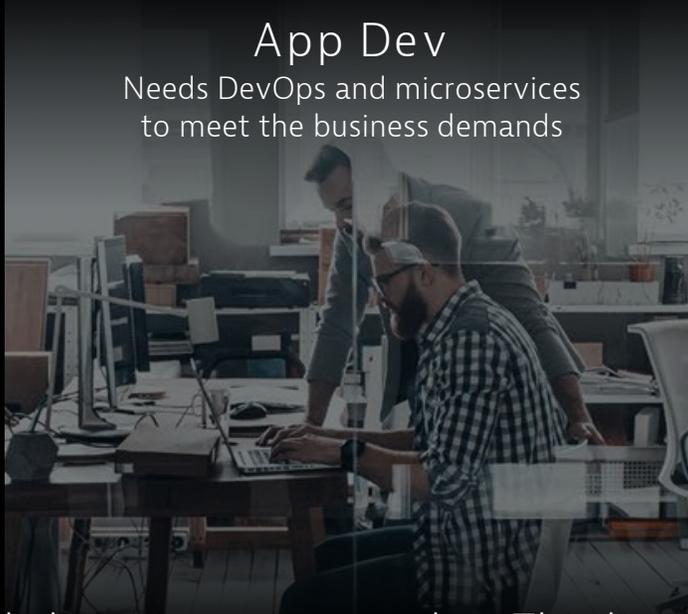
Business

Needs to move faster to compete



App Dev

Needs DevOps and microservices to meet the business demands



Cloud Ops

Needs to provide cloud native platforms to meet App Dev demands



Separate teams have separate needs kept in separate silos. This limits collaboration and blocks progress

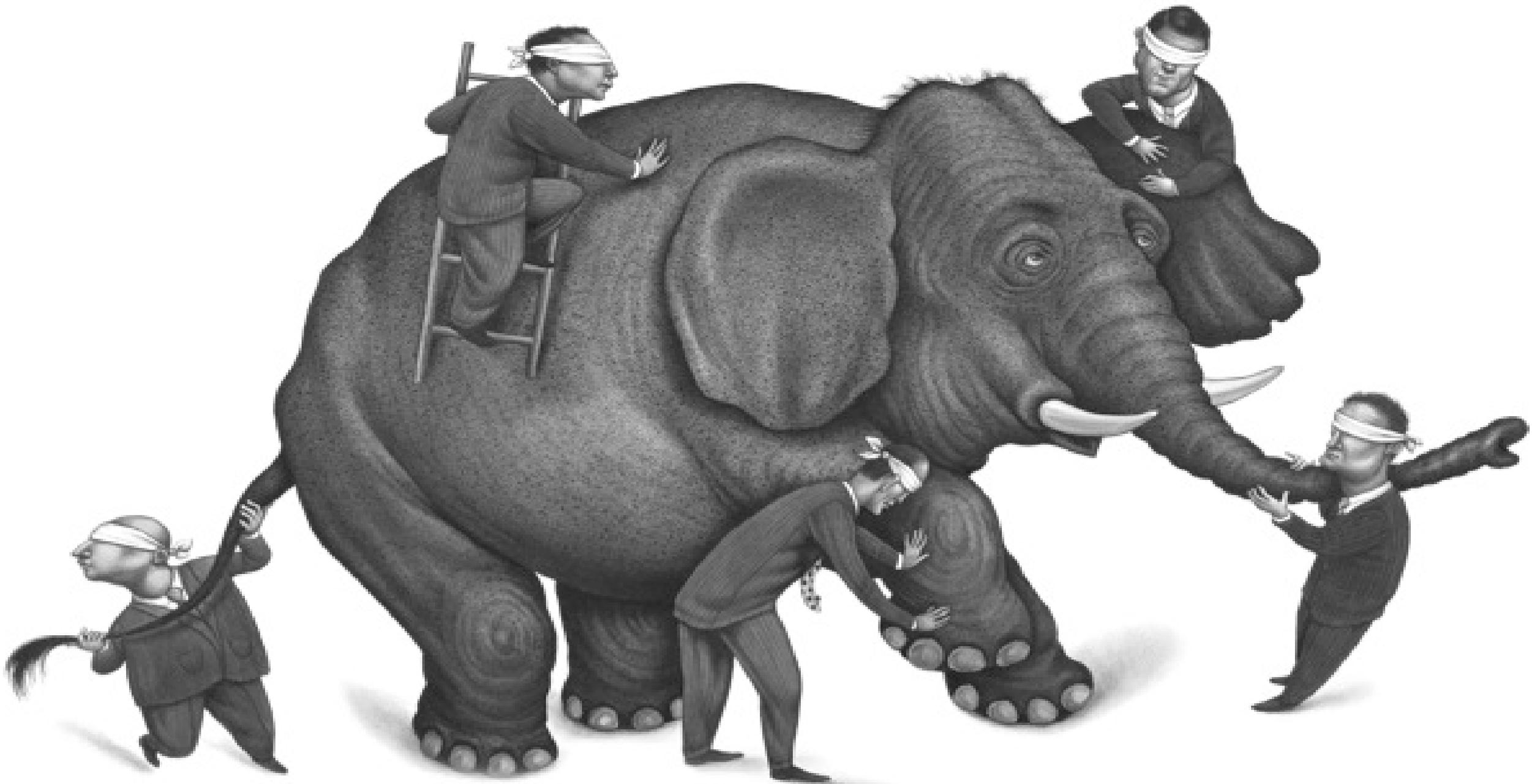


BLACK
FRIDAY

Typical Everyday Scenario: Continuous War Room Fighting



The new enterprise cloud = more tools + same old problems



The Story of the Blind Men with Elephant

A new way is needed

The solution must be driven by automation and intelligence

Go beyond dashboards
and get proactive
answers



AI-assistance

Automate and regain
time



**Continuous
automation**

Monitor everything and
auto-adapt to changes
in real time



**Intelligent
observability**

Interconnect your
teams and ecosystems



**Cross team
collaboration**

See it from the
perspective of
your users and business



**User experience and
business analytics**

The Dynatrace software intelligence platform

Transform faster with unparalleled observability,
automation and intelligence in one platform.

Go beyond dashboards
and get proactive
answers

Automate and regain
time

Monitor everything and
auto-adapt to changes
in real time

Interconnect your
teams and ecosystems

See it from the
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your users and business

Infrastructure
Monitoring

Applications &
Microservices

Application
Security

Digital Experience

Business Analytics

Cloud Automation

 **dynatrace** Software Intelligence Platform

 OneAgent

 PurePath

 Smartscape

 Davis AI incl. AIOps

 Hyperscale



Traces



Metrics



Logs

+



Topology



Behaviour



Code



Metadata



Network

+



API



OpenTelemetry



Keptn

500+

Supported technologies



Kubernetes



OpenShift



AWS



Azure



GCP



Tanzu



Enterprise



Hybrid cloud

Automatic and intelligent observability

Broadest multicloud and technology support

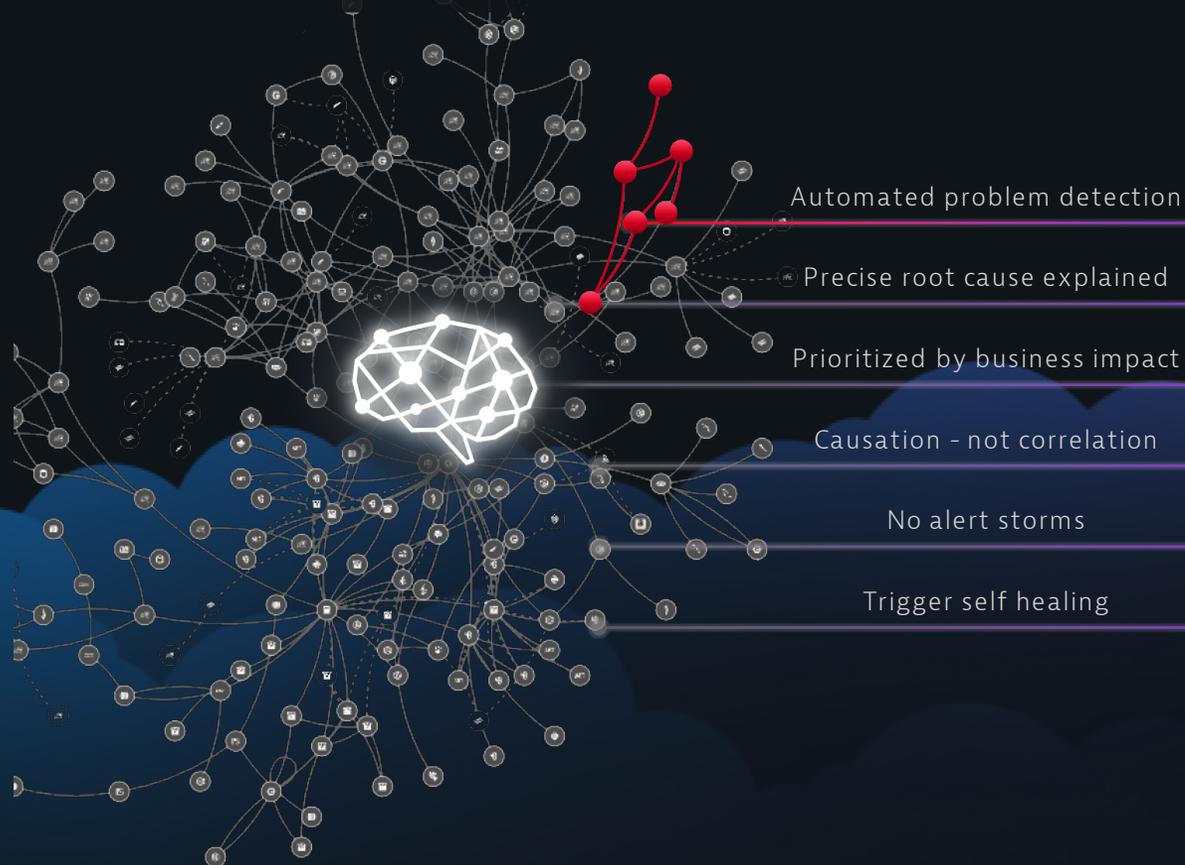
Go beyond dashboards and get proactive answers

“Dynatrace’s AI-driven answers are helping the business to remediate problems quicker, meaning we’re able to spend more time innovating and less time solving problems.”

Anish Patel, Principal Systems Engineer



Dynatrace continuously observes, learns and auto-adapts to changes in real-time to detect problems automatically (even the ones you never thought of).



Problems > Problem 694

www.easytravel.com: User action duration degradation
Problem 694 detected at 02:03 - 02:29 (was open for 26 minutes). This problem affects real users.

Affected applications: 1 | Affected services: 10 | Affected infrastructure: 2

DAVIS™ analyzed 2,942,317,092 dependencies

Business impact analysis
An analysis of all affected service calls and impacted real users during the first 36 minutes of the problem shows the following potential impact.

- 276 Impacted users (show first 100)
- 4.33mil Affected service calls

Show more

Root cause
Based on time correlation and analysis of all transactions that use these components, this issue has the following root cause

- CheckDestination (Custom service)
- Deployment (Deployment change) Today, 01:57 - 02:03
- 2 Response time degradations (Service CheckDestination slow down) Today, 01:58 - 02:18

Events on: Service CheckDestination

Analyze code level, database calls, and outgoing requests. [Analyze response time degradation](#)

Metric anomalies detected
Review the metrics which show abnormal or outlying behavior.

1 impacted application
73.6 User actions per minute impacted

www.easytravel.com (Web application)

User action duration degradation
The current response time (4.49 s) exceeds the auto-detected baseline (118 s) by 279 %

Affected user actions	User action
73.6 /min	2 User actions
Browser: All	Geolocation: All
	OS: All

Comments

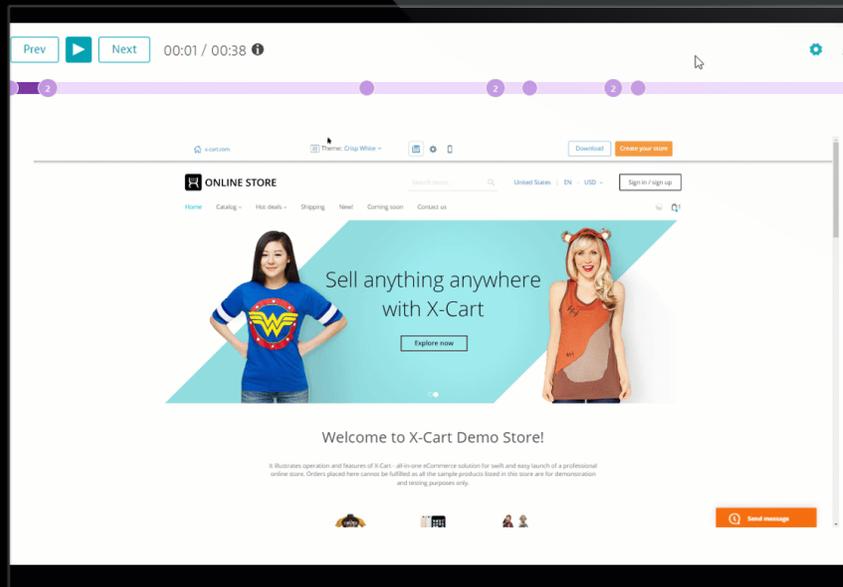
Add comment

No comments posted

Visual resolution path
Click to see how we figured this out.

See it from the perspective of your users and business

See everything, end-to-end from business KPIs all the way down to code level. No sampling. No blind spots. No guesswork.



! Rage clicks detected

Adobeid: 5398762..

Timefromlastvisit: 11.2

viewname: page.autopay..

producttype: coffemug

Addressstype: residential

pagetype: PDP

cartvalue: \$14.50

loyaltystatus: Gold

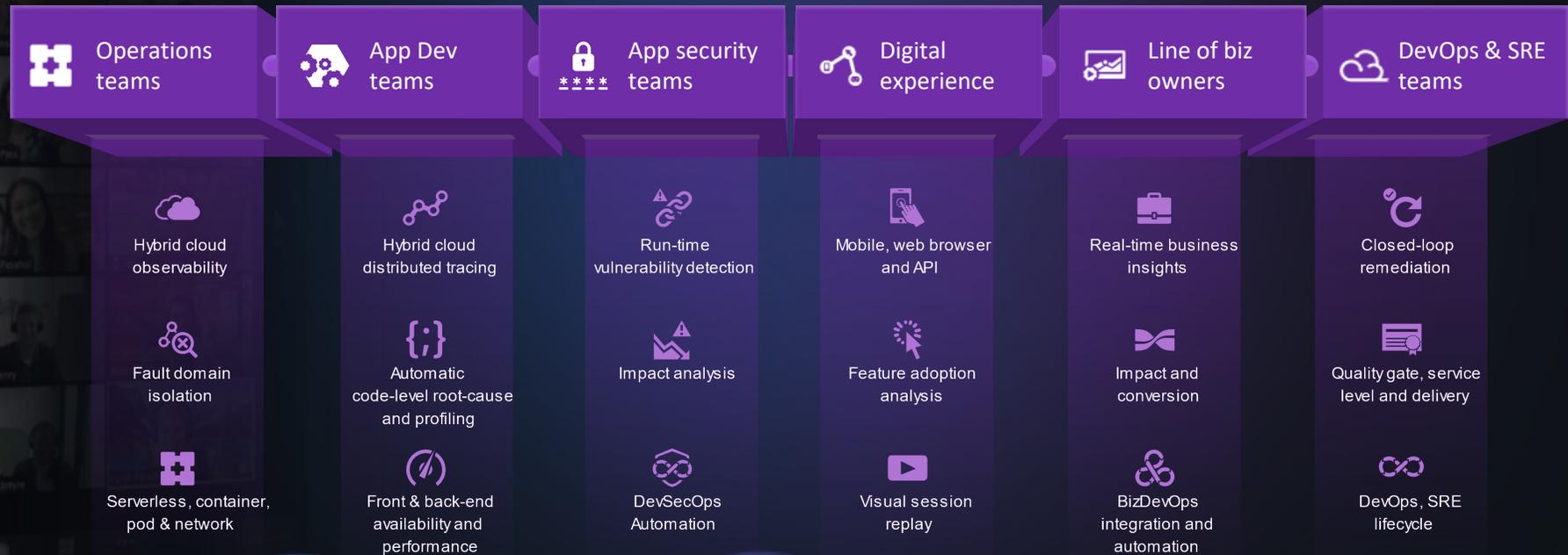
pagename: autopay.checkout

Successful conversion



Interconnect your teams and ecosystems

Digital transformation is a team sport. Spark collaboration between biz, dev, and ops with the broadest set of purpose-built use cases all in one place.



“I used to open up my email first thing in the morning, now I open up Dynatrace... along with 400 others at Dish daily.”

Eric Harris, Director, Enterprise Systems



Confidential

Dynatrace and You – The Art of the Possible



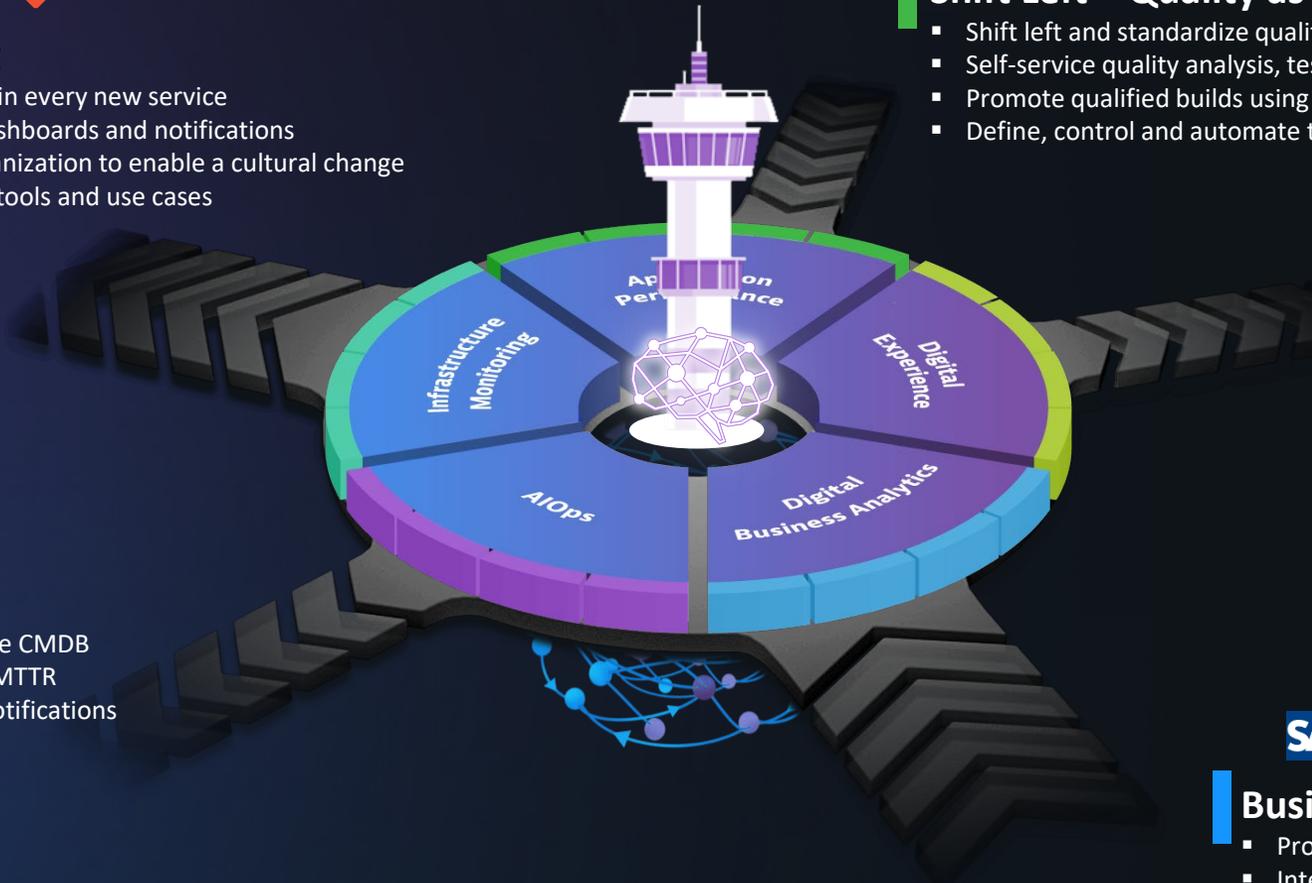
Self-Service Monitoring

- Full-stack zero-touch monitoring in every new service
- Deliver automated role-based dashboards and notifications
- Democratize data across the organization to enable a cultural change
- Identify and replace overlapping tools and use cases



ITSM Process Integration

- Create a single view across all IT services
- Establish an integrated, always up to date CMDB
- Optimize incident response and reduce MTTR
- Hands-free incident management and notifications



Shift Left – Quality as a Service

- Shift left and standardize quality across teams
- Self-service quality analysis, testing and comparison
- Promote qualified builds using AI-based quality gates
- Define, control and automate the application delivery flow



Shift Right – Road to NoOps

- Shift right to reduce downtime and costs
- Automate remediation scripts and workflows
- Proactively mitigate poor customer experiences
- Less war rooms and alert storms



Business Insights

- Provide real-time business health insights
- Integrate disparate sources of business data
- Measure SLAs, compliance or regulatory directives
- Deliver actionable, proactive and strategic reporting

All-in-one software intelligence platform

Costly, do-it-yourself approach...



Automatic, all-in-one approach...



- Simplicity
- Speed
- Efficiency

Used by the largest enterprises around the world

Abercrombie
& Fitch

 AIR CANADA

AMERICAN FIDELITY
a different opinion 

 Australian Government
Department of Defence

Mitchells
& Butlers
Serving with pride, since 1898

 AUTODESK.



 Carnival

 CENGAGE

CITRIX®

DAIMLER

dish



Europcar

 experian.



Hertz

KeyBank 

Kroger


LLOYDS BANK

MCKESSON


Panera
BREAD®

 PayMaya

SAMSUNG

SAP



TALBOTS

PORSCHE
INFORMATIK

T-Mobile

 TUI

U-HAUL®

 UnitedHealthcare®

verizon✓


money

Walmart 

YAHOO!
JAPAN

Used by the largest enterprises in Hungary



Figure 1: Magic Quadrant for Application Performance Monitoring



Source: Gartner (April 2021)

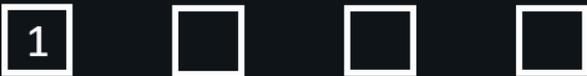
Gartner's 2020 Magic Quadrant leader for the 10th time

Gartner's Critical Capabilities Scored highest in 5 out of 6 use cases

Top position in ISG Provider Lens Cloud-Native Observability Solutions Quadrant

G2 leader in all 6 categories of observability

Industry leader





Simply smarter clouds

Dynatrace Business Value Framework



Operational Resilience

80% reduction in outages (Westpac)

50% reduction in issues (Verizon)

Reduction in MTTI, between 60% and 85% over older-generation APMs (Forrester study)

Time savings in war room triage of 10+ hours per incident (Forrester study)

IT operations identify issues 75% faster on Dynatrace than legacy APM. (Forrester study)



Staff Productivity

Fewer performance incidents and faster resolution improves productivity by 40%.

What we didn't expect was the degree to which Dynatrace energized our team. (Air Canada)

95% less time spent installing and upgrading. (Global heating & cooling manufacturer)

We estimate that a typical enterprise would gain over \$4.4 million in productivity.



Cost Savings

Redundant/multiple tools replaced by single all-in-one platform (TraceOne)

It was faster & cheaper to implement Dynatrace vs. building a solution ourselves. (SAP)

Dynatrace requires less hardware than alternative solutions.

Organizations accelerated to modern clouds with confidence using Dynatrace, bringing a time-to-value savings on infrastructure operational costs. (Forrester study)



Business Agility

Development provides services to the market 45% faster.

One complete source of truth vs a "suite" of disparate data sets.

Improvement of satisfaction of internal and external users.

New projects yield results four months sooner with Dynatrace (Forrester study)

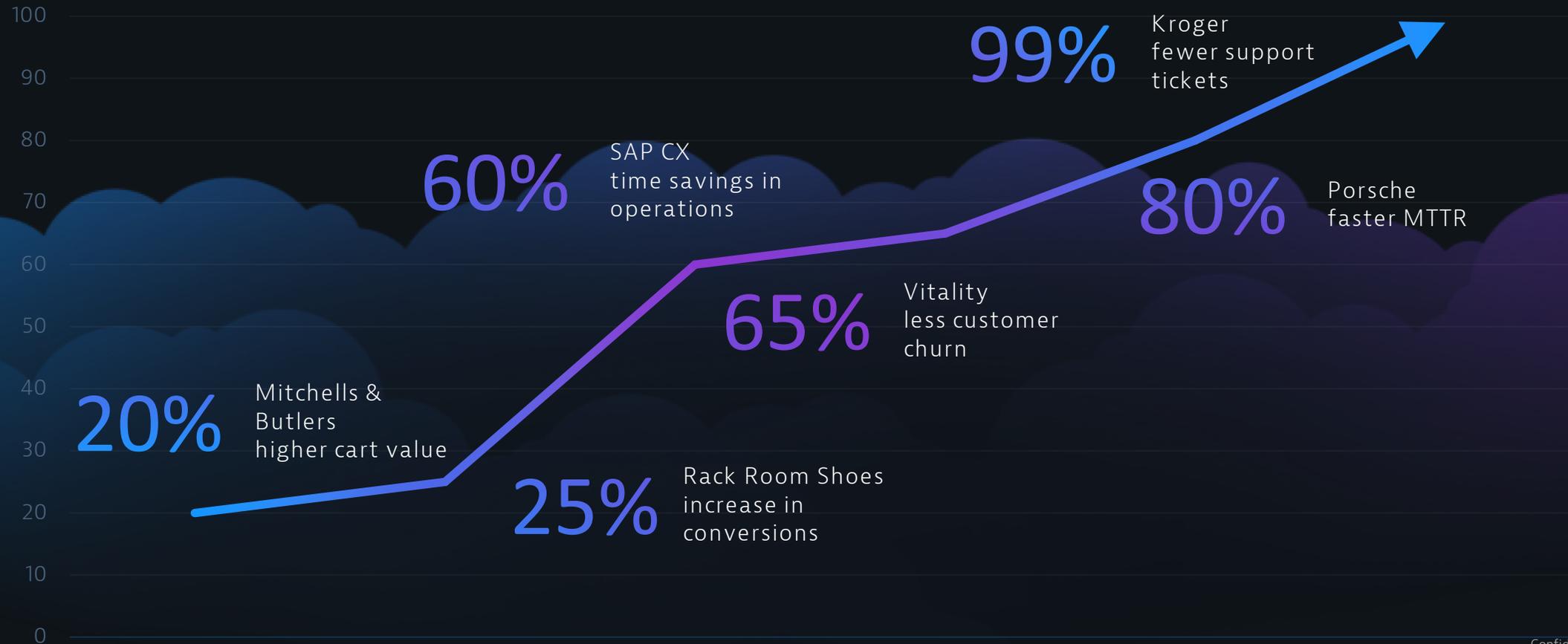
Bounce/abandonment rates improved by 17% (Forrester study)



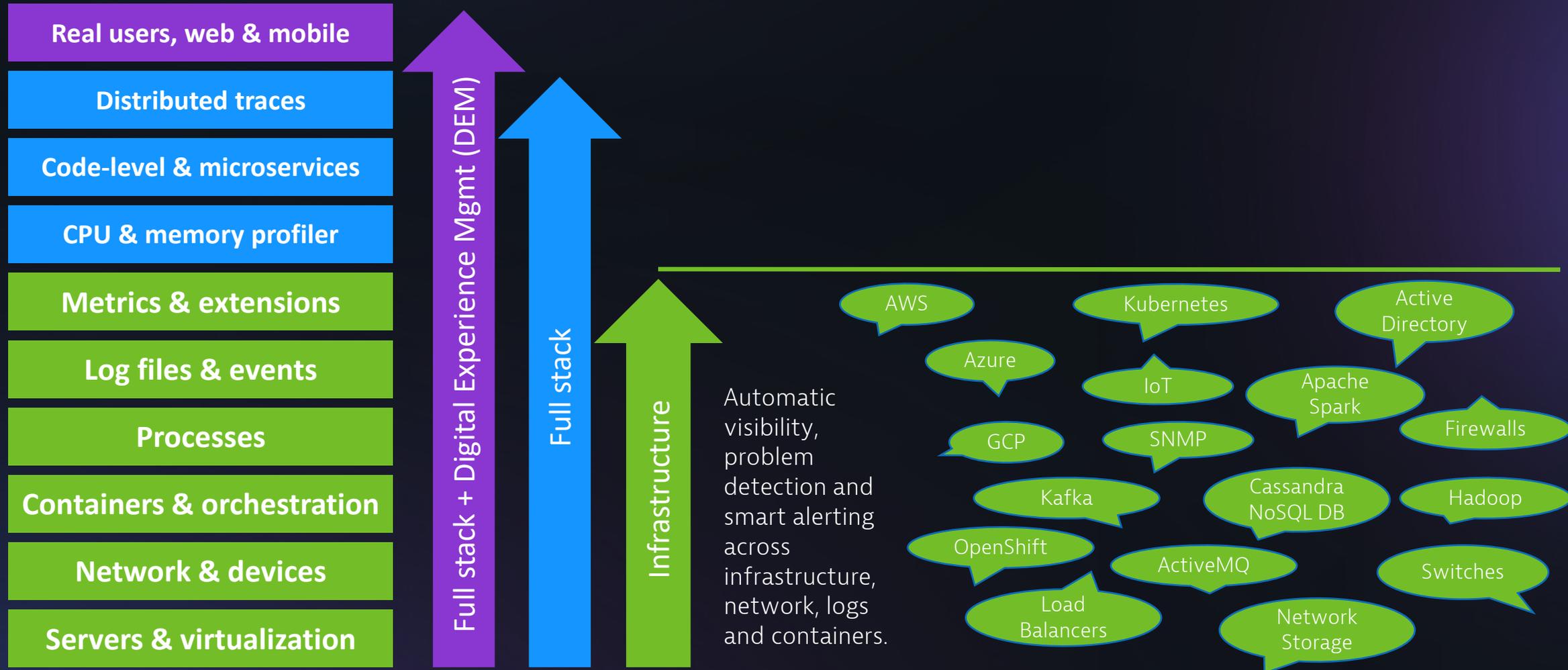
Transform your business

deliver remarkable experiences across every user journey and maximize business KPIs and revenue.

What are your transformation goals?

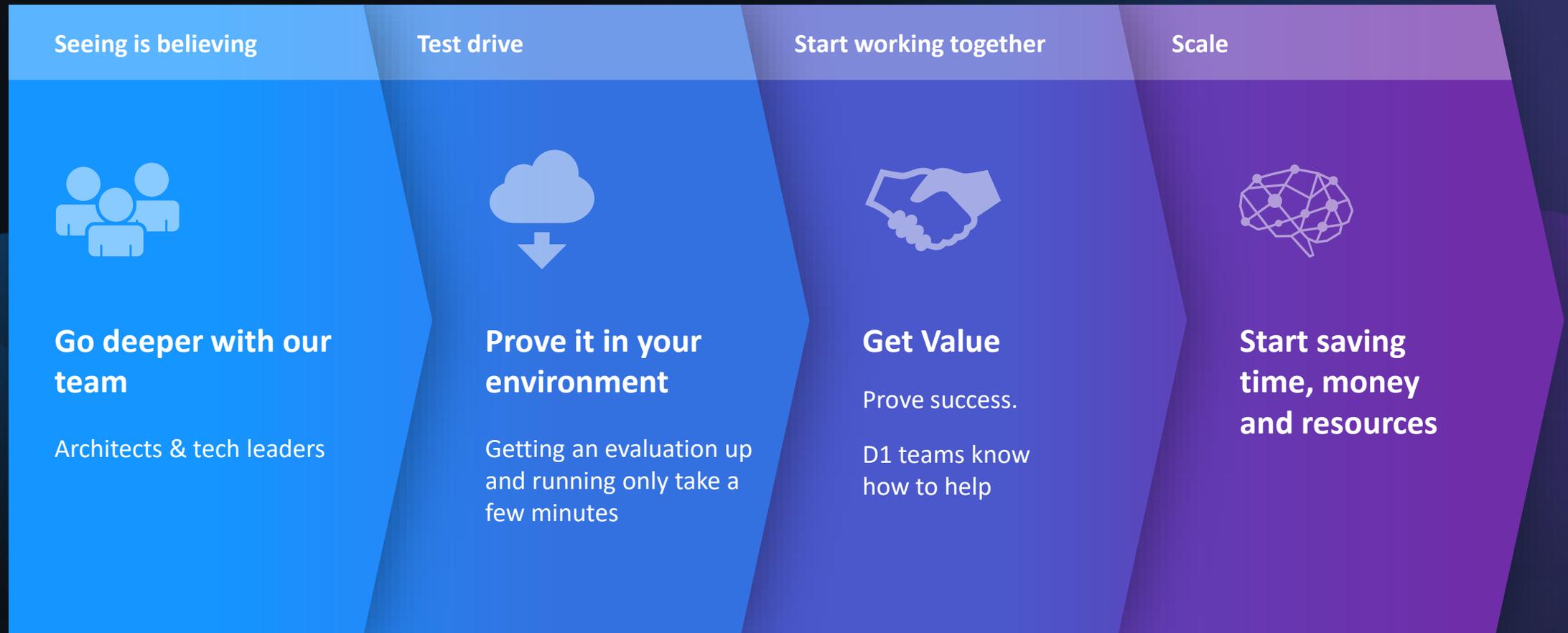


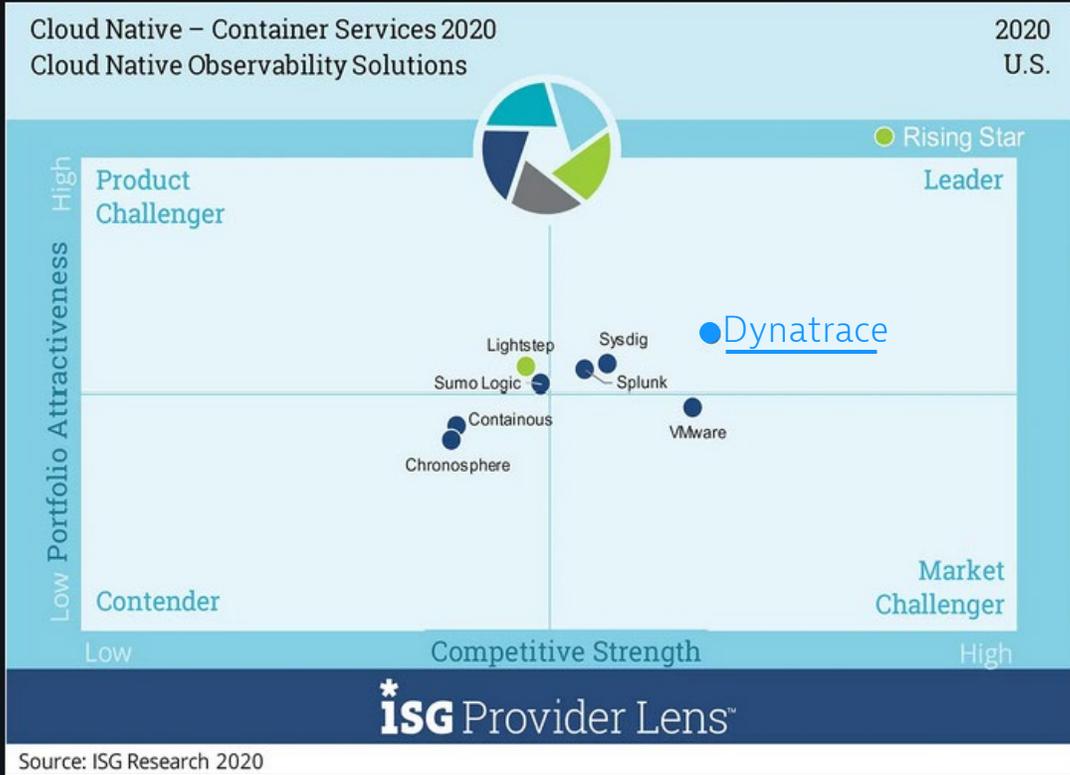
Understanding Monitoring Levels by Licenses



Next steps

Begin accelerating your transformation now

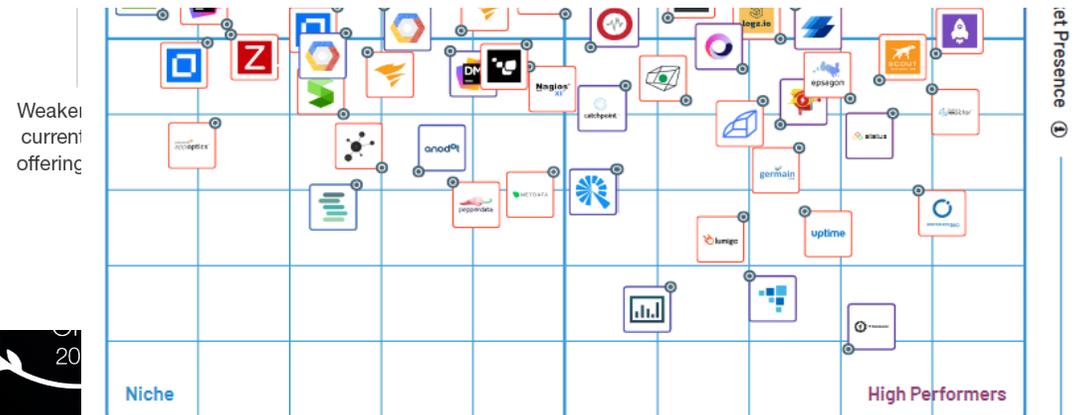




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Source: Gartner (April 2021)

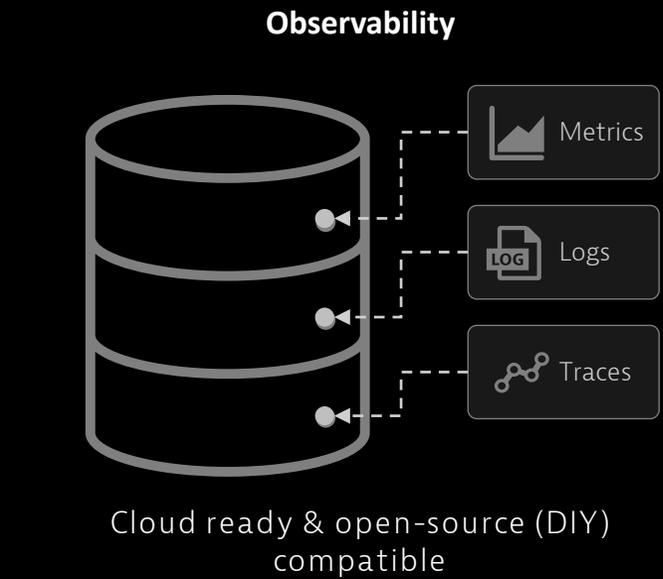
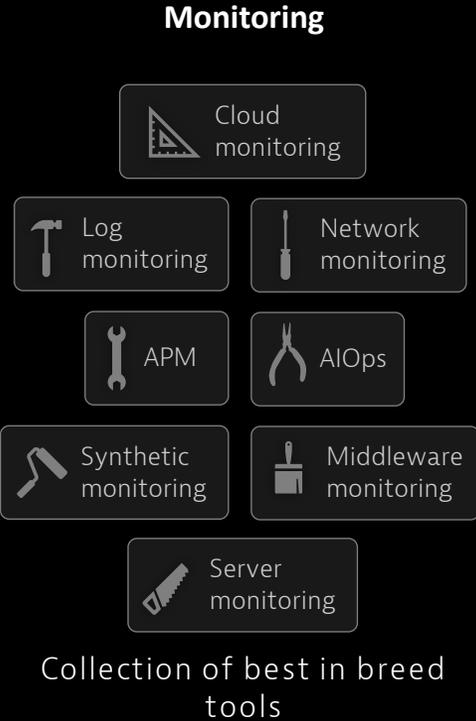


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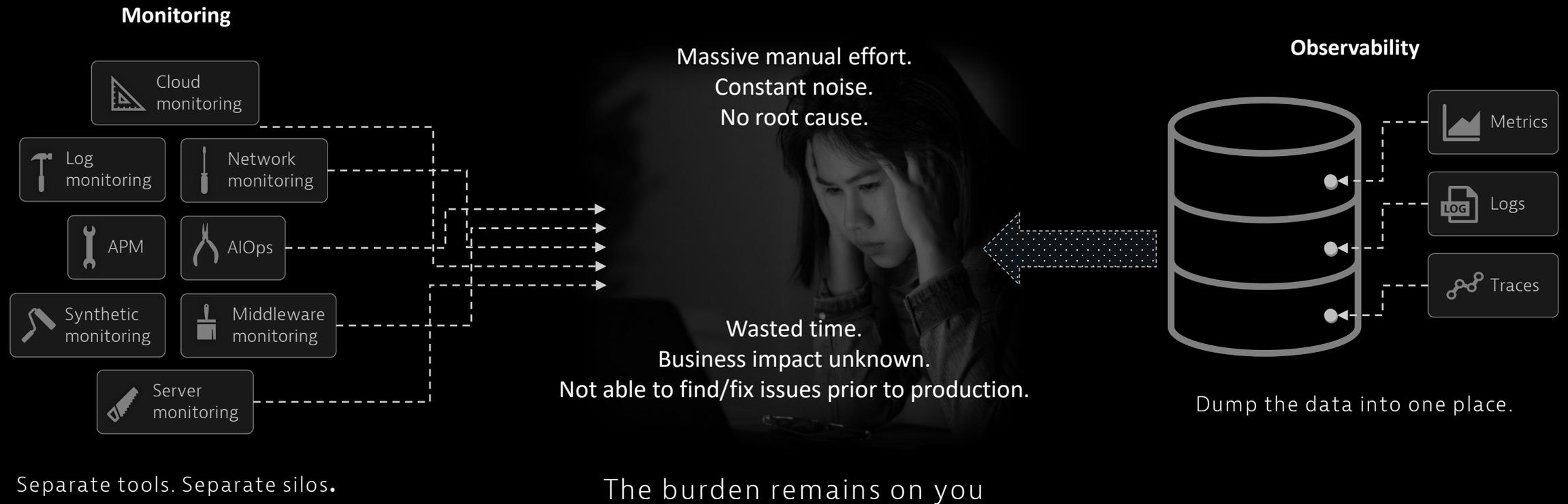
et Presence ①



Monitoring vs. observability



Why do these approaches continue to fail?

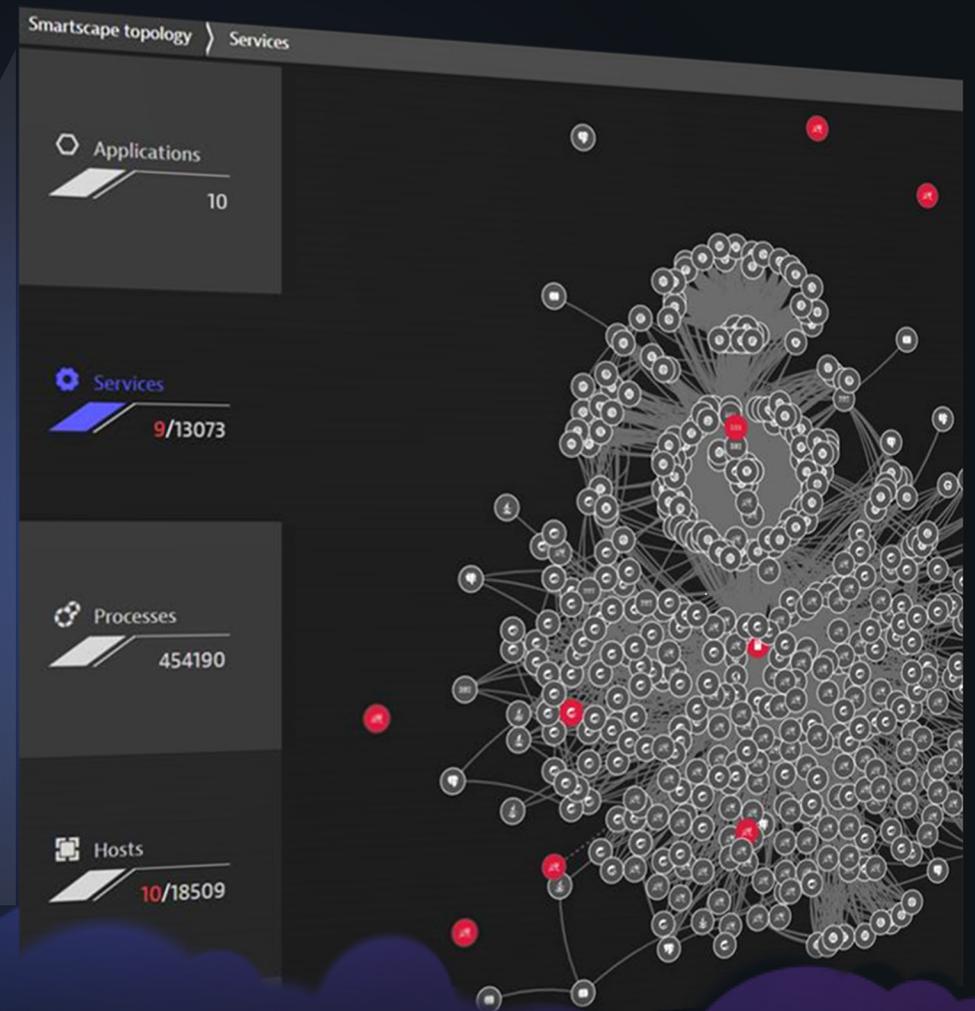


Automate and regain time

with automatic deploy, config, discovery, topology, updates, and more.

- Fastest time to value. Deploy across your enterprise instantly.
 - Insurance company: 18.5K hosts, 13K services, and 454K processes instrumented in 3.5 hours (shown on right)
 - Bank: 2,116 hosts, 29K processes, 3,178 services instrumented in 1.5 weeks.
- Continuously regain time. **Lowest TCO**. Auto everything.
 - Large retailer: Full stack observability across 90,000+ hosts handled by a 6-man team.

Automatically instrumented in 3.5 hours



“Dynatrace has given us back so much time – we’re now able to truly focus on innovation and doing cool things.”

Jay Cotton, Performance Engineer Lead



“Our roll out happened while I was having a BBQ over the weekend. Automation, trust and tools were key to this success.”

Reinhard Weber, Senior Product Manager





- Embracing the Customer Journey

Autonomous Cloud

Assess | Plan

Modernize | Migrate

Operate | Optimize

Automate



4 Automate Operations

Realize self-healing applications

- Remediate problems faster and more effectively
- Reallocate Operations resources to more strategic activities
- Proactively mitigate poor customer experiences

3 Automate Delivery

Deliver code to production with no manual intervention

- Changes are moved to production faster
- Increase deployment frequency
- Improve service reliability for end users

2 Automate Feedback

Enable on-demand testing at every gate within your pipeline

- Reduce time and effort to test changes
- Identify code defects earlier in the lifecycle
- Enable automated software promotion at each gate

1 Automate Monitoring

Integrate monitoring into the software delivery process

- Improve performance visibility across applications & environments
- Decrease performance analysis time and effort
- Eliminate manual effort to deploy monitoring

