

Sustainable Differentiation

Dynatrace Investor Day

September 16, 2020



Bernd Greifeneder

Founder & Chief Technology Officer



Safe Harbor

Each of the presentations today will contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding management’s expectations of future financial and operational performance and operational expenditures, expected growth, and business outlook, including our financial guidance for the second quarter and full year of fiscal 2021, statements regarding the impact of the COVID-19 pandemic and related economic conditions on our business and results of operations; and statements regarding the size of our market and our positioning for capturing a larger share of our market. These forward-looking statements include, but are not limited to, plans, objectives, expectations and intentions and other statements contained in this press release that are not historical facts and statements identified by words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “estimates” or words of similar meaning. These forward-looking statements reflect our current views about our plans, intentions, expectations, strategies and prospects, which are based on the information currently available to us and on assumptions we have made. Although we believe that our plans, intentions, expectations, strategies and prospects as reflected in or suggested by those forward-looking statements are reasonable, we can give no assurance that the plans, intentions, expectations or strategies will be attained or achieved. Furthermore, actual results may differ materially from those described in the forward-looking statements and will be affected by a variety of risks and factors that are beyond our control including, without limitation, the effect of the COVID-19 pandemic on our business operations and demand for our products as well as its impact on general economic and financial market conditions; our ability to maintain our subscription revenue growth rates in future periods, our ability to service our substantial level of indebtedness, market adoption of software intelligence solutions for application performance monitoring, digital experience monitoring and infrastructure monitoring, continued spending on and demand for software intelligence solutions, our ability to maintain and acquire new customers, our ability to differentiate our platform from competing products and technologies; our ability to successfully recruit and retain highly-qualified personnel; the price volatility of our common stock, and other risks set forth under the caption “Risk Factors” in our Form 10-Q filed on July 30, 2020 and our other SEC filings. We assume no obligation to update any forward-looking statements contained in this document as a result of new information, future events or otherwise.

This presentation also contains estimates and other statistical data made by independent parties and by the Company relating to market size and growth and other data about the Company's industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. Neither the Company nor any other person makes any representation as to the accuracy or completeness of such data or undertakes any obligation to update such data after the date of this presentation. In addition, projections, assumptions and estimates of the Company's future performance and the future performance of the markets in which the Company operates are necessarily subject to a high degree of uncertainty and risk. By attending or receiving this presentation you acknowledge that you will be solely responsible for your own assessment of the market and the Company's market position and that you will conduct your own analysis and be solely responsible for forming your own view of the potential future performance of the Company's business.

This presentation includes non-GAAP financial measures which have certain limitations and should not be considered in isolation, or as alternatives to or substitutes for, financial measures determined in accordance with generally accepted accounting principles in the United States (“GAAP”). The non-GAAP measures as defined by the Company may not be comparable to similar non-GAAP measures presented by other companies. The Company's presentation of such measures, which may include adjustments to exclude unusual or non-recurring items, should not be construed as an inference that its future results will be unaffected by these or other unusual or non-recurring items. A reconciliation of these non-GAAP financial measures to the most directly comparable GAAP financial measures is included in the Appendix to these slides.

WDS

Dynatrace shifted to NoOps in 2014



Autonomous Cloud

1500+ nodes, major release every 2 weeks,
hundreds of automated deployments per day,
orchestrated, self-healing

0 ops people 24/7

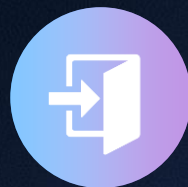
uptime

>99.99%

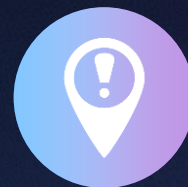
bugs ↓ 93%



Provide on-demand
feedback to jumpstart
shift-left culture



Automate quality
analysis to delivery
better software faster

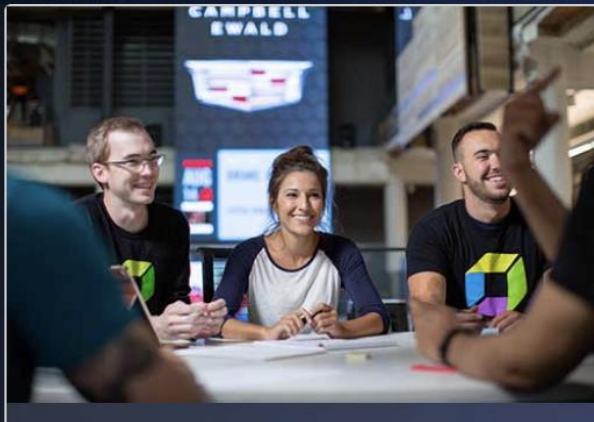
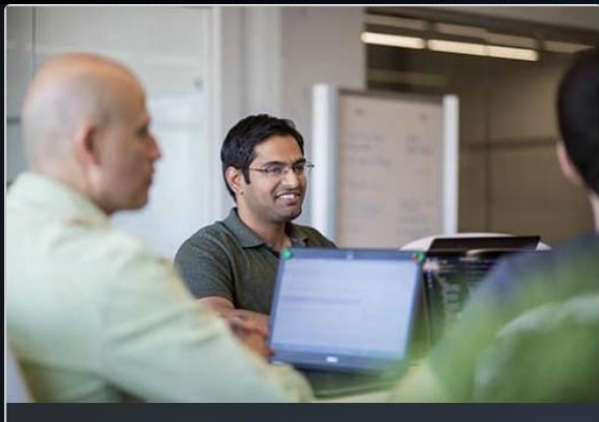


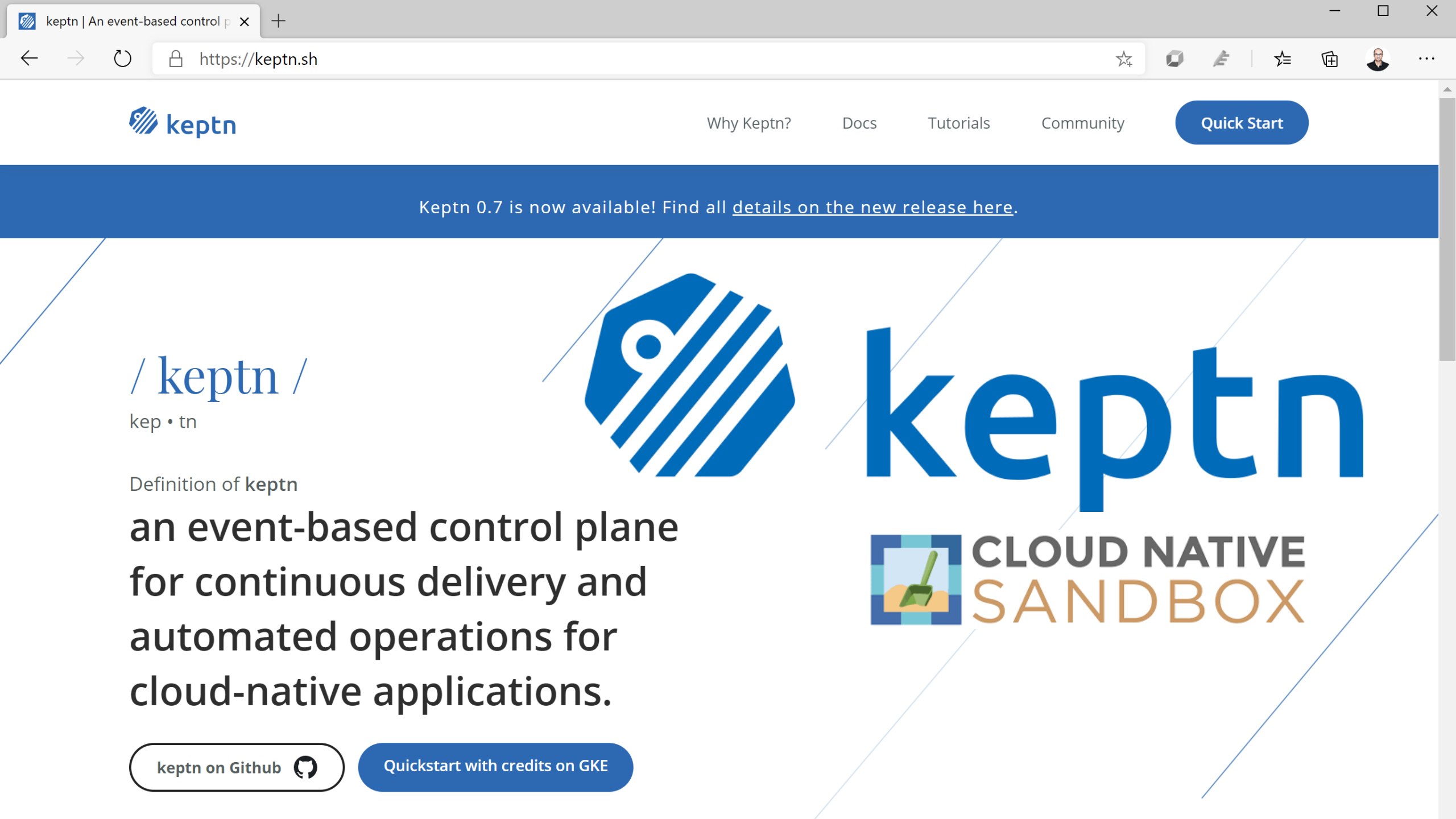
Automate incident
management to solve
problems faster



Automate problem
remediation to eliminate war
rooms and innovate more

Autonomous Cloud Enablement





Why Keptn?

Docs

Tutorials

Community

Quick Start

Keptn 0.7 is now available! Find all [details on the new release here.](#)

/ keptn /
kep • tn

Definition of keptn

an event-based control plane
for continuous delivery and
automated operations for
cloud-native applications.



keptn

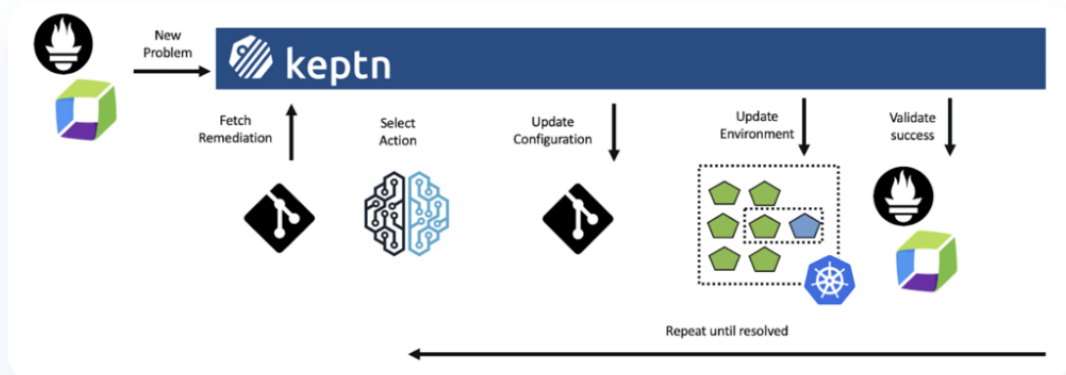


CLOUD NATIVE
SANDBOX

keptn on Github 

Quickstart with credits on GKE

Provide remediation information to enable automatic remediation



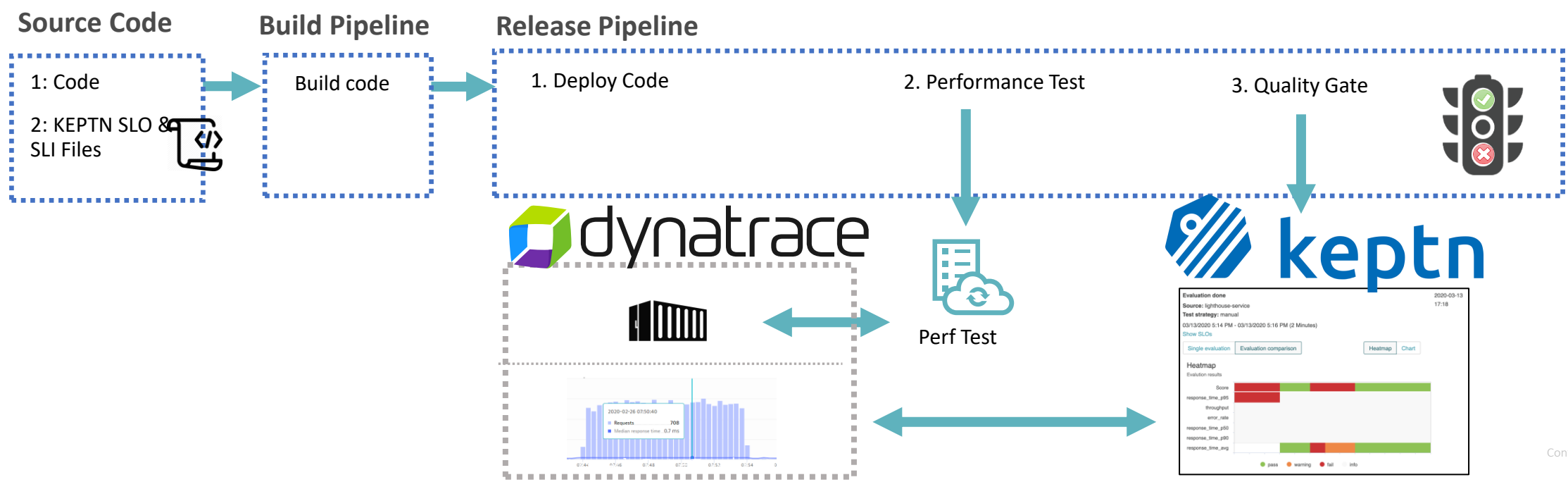
Provide a remediation file as part of your deployment or service onboarding enabling automatically executing remediation workflows

```
apiVersion: spec.keptn.sh/0.1.4
kind: Remediation
metadata:
  name: serviceXYZ-remediation
spec:
  remediations:
    - problemType: Response time degradation
      actionsOnOpen:
        - name: Scaling ReplicaSet by 1
          description: Scales the ReplicaSet of a Deployment
          action: scaling
          value: "1"
        - name: Toggle feature flag
          action: featuretoggle
          description: Toggles feature flag EnablePromotion
          value:
            EnablePromotion: off
```

```
keptn add-resource --project=sockshop
--service=carts --stage=production
--resource=remediation.yaml
--resourceUri=remediation.yaml
```

Customers like ERT integrate keptn into their cloud DevOps pipeline

speed, quality, reliability, automation for focus on improved and new digital services





 dynatrace



topology



behaviour



code



traces



metrics



logs



metadata

```
public String intercept(ActionInvocation invocation) throws Exception {  
    ActionContext ac = invocation.getInvocationContext();
```

```
    HttpServletRequest request = (HttpServletRequest) ac.get(ServletActionContext.HTTP_REQUEST);
```

```
    if (!(request instanceof MultiPartRequestWrapper)) {  
        if (LOG.isDebugEnabled()) {  
            ActionProxy proxy = invocation.getProxy();  
            LOG.debug(getTextMessage("struts.messages.bypass.request", new String[]{proxy.getNamespace(), proxy.getActionName()}));  
        }  
    }
```

```
    return invocation.invoke();  
}
```

```
ValidationAware validation = null;
```

```
Object action = invocation.getAction();
```

```
if (action instanceof ValidationAware) {  
    validation = (ValidationAware) action;
```

```
MultiPartRequestWrapper multiWrapper = (MultiPartRequestWrapper) request;
```

```
if (multiWrapper.hasErrors()) {  
    for (LocalizedMessage error : multiWrapper.getErrors()) {  
        if (validation != null) {  
            validation.addActionError(LocalizedTextUtil.findText(error.getClazz(), error.getTextKey(), ActionContext.getContext().getLocale(), error.getDefaultMessage(), error.getArgs()));  
        }  
    }  
}
```

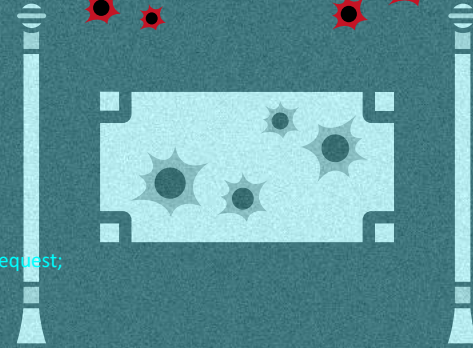
```
// bind allowed Files  
Enumeration fileParameterNames = multiWrapper.getFileParameterNames();  
while (fileParameterNames != null && fileParameterNames.hasMoreElements()) {  
    // get the value of this input tag  
    String inputName = (String) fileParameterNames.nextElement();
```

```
    // get the content type  
    String[] contentType = multiWrapper.getContentType(inputName);
```

```
    if (isNotEmpty(contentType)) {  
        // get the name of the file from the input tag  
        String[] fileName = multiWrapper.getFileNames(inputName);
```



internal & external
development teams



pre-production
security scan

CVE-2017-5638: High risk

3rd party vulnerability (improper input validation) detected at 07:42 (32 minutes ago)

- Root cause
- Affected entities
- Events
- ▼

Dynatrace identified a third-party vulnerability in your environment. The detailed analysis of all affected components resulted in a high risk to your environment.



Root cause



2 entry points
Processgroups exposed to the public internet. Forward user-controlled input.
[et-entry-1, et-entry-2](#)

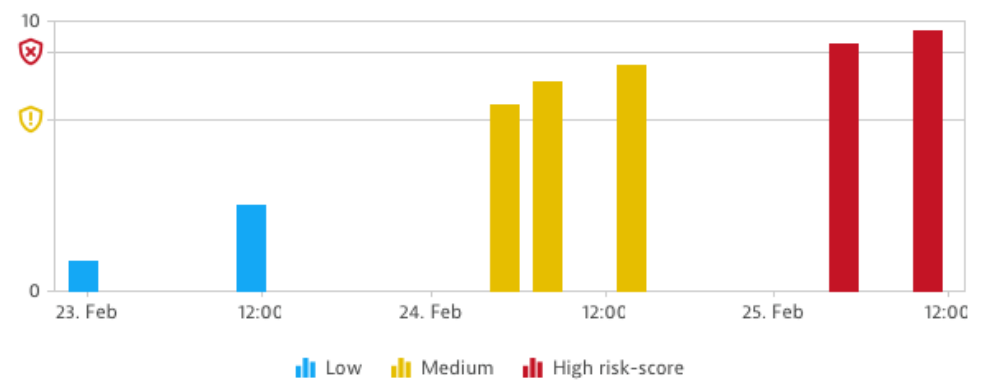


42 hops
Intermediate processgroups. Forwarding user-controlled input.
[et-hop-1, et-hop-2, et-hop-3, et-hop-4, et-hop-5 and 37 more ...](#)



18 vulnerable processgroups
Vulnerable to command injection attacks.

Recent events



Event	Risk-Score
 New risk score assigned (high) due to change of configuration. 32 minutes ago (25. Februarv 12:02)	9.8 / 10

TAM based on:
(1) Gartner, July 2020, "Forecast Analysis: Information Security and Risk Management, Worldwide"
(2) Gartner, July 2019, "Forecast Analysis: Cloud Workload Protection Platforms, Worldwide"
(3) Markets & Markets, September 2019, "SOAR Market Global Forecast to 2024"

CVE-2017-5638: High risk

3rd party vulnerability (CVE-2017-5638) detected at 07:42 (32 minutes ago)

Root cause



Dynatrace identified a third-party vulnerability in your environment. The detailed analysis of all affected components resulted in a high risk to your environment.



Public exploit available



Attacks detected



Exposed to public internet



Vulnerability CVSS V3 9.4



864 entities affected



Sensitive data affected

101000
110000

Root cause



Public exploit available. Forward user-controlled input.

et-entry-1, et-entry-2



42 hops

Intermediate processgroups. Forwarding user-controlled input.

et-hop-1, et-hop-2, et-hop-3, et-hop-4, et-hop-5 and 37 more ...



18 vulnerable processgroups

Vulnerable to command injection attacks.

Recent events

10

9

8

7

6

5

4

3

2

1

24. Feb

12:00

25. Feb

12:00

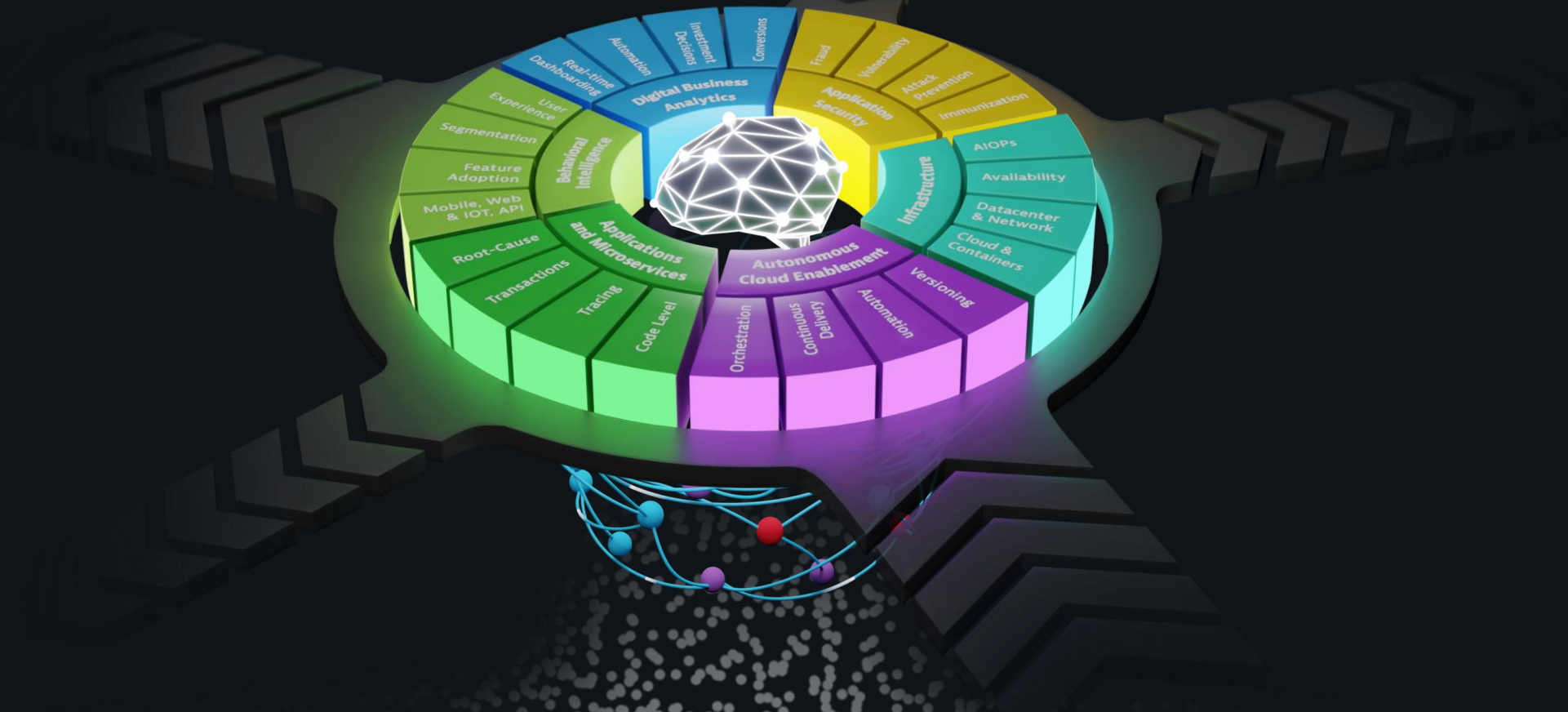
Low Medium High risk-score

Event

Risk-Score

New risk score assigned (high) due to change of configuration.

9.8 / 10





topology behaviour code traces metrics logs metadata

NoSOC



Orchestrate Smarter
with Dynatrace App

Transform and Map Data
with Dynatrace Apps

Custom Logic also for Dashboards
in Dynatrace Apps

Forensics & Fraud Detection
with Dynatrace Apps

Serve VIP customers better
with Dynatrace Apps

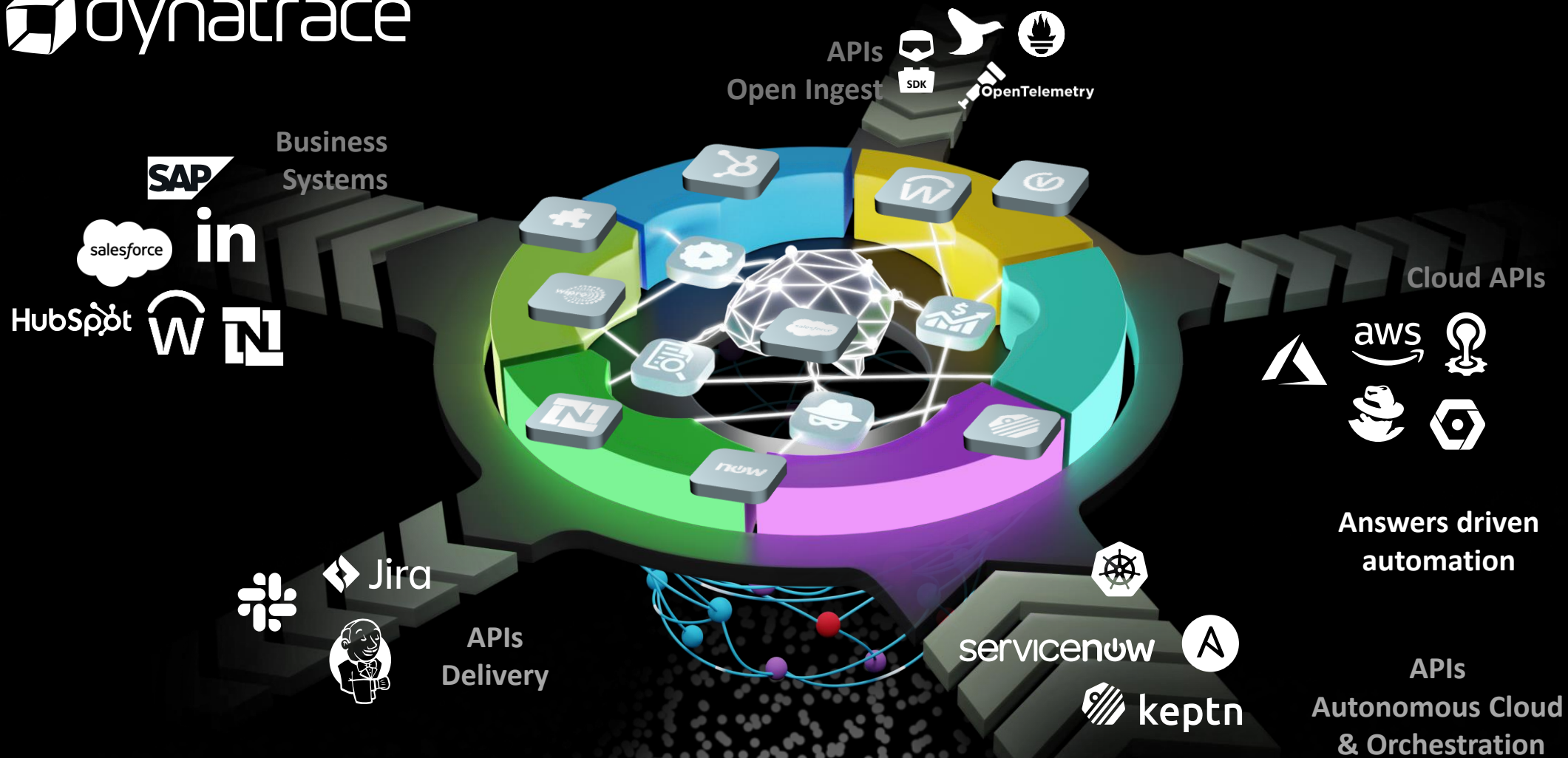
Segment
with D

Summer GetAway
Fiona has everything you need to

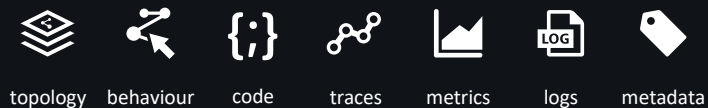
Automate Business
with Dynatrace Apps

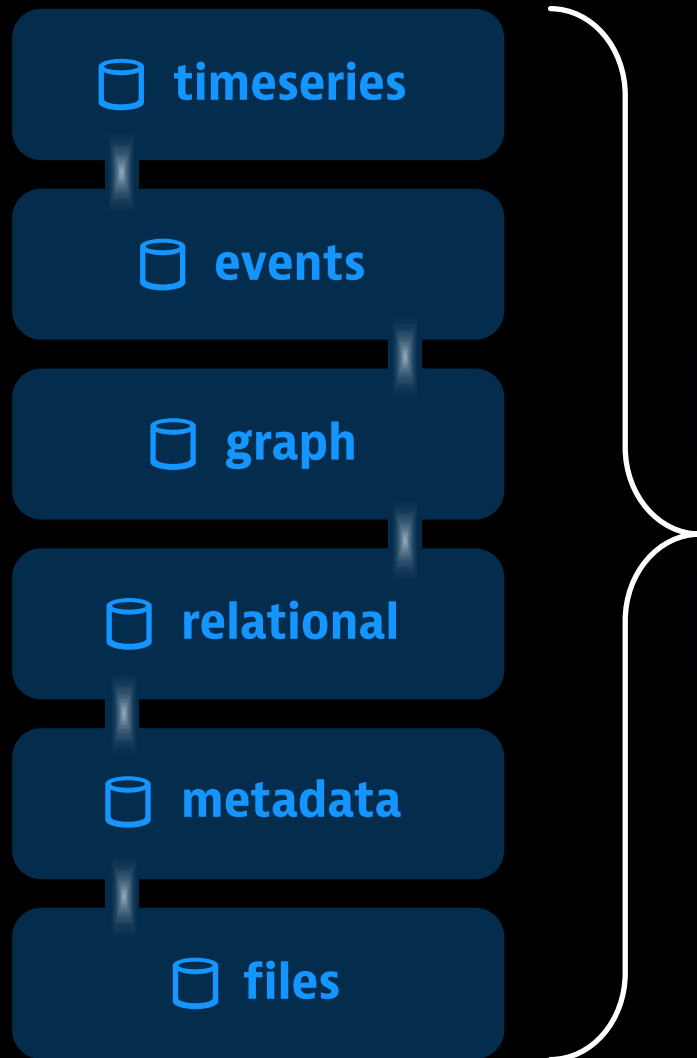
CRAZY WOMEN'S

CLASSIC CONVERSE

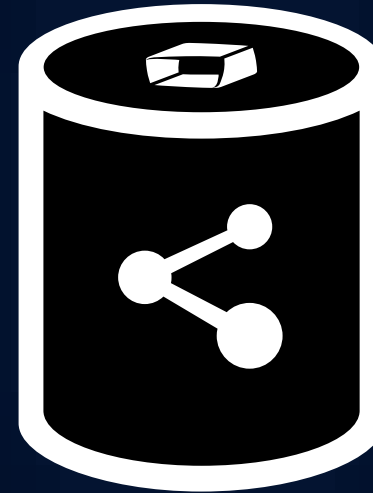


TAM based on: (1) Gartner, July 2020, "Forecast: Enterprise Application Software, Worldwide, 2018 - 2024"
(2) Markets & Markets, July 2019, "Global Product Analytics Market: Global Forecast to 2024"





Dynatrace's
Hypergraph
unique unified AI storage



addressing
**custom use-cases &
1000x ingest
scalability**



7



>



+

Apps

 Settings

```
(*)-> host("loyalty-srv-07");
```



```
(*)-> host("loyalty-srv-07");
```

org.springframework.web.context.WebAppli..
Apache Tomcat



1



 Connectors



`aifc.open(file, mode=None)`
Open an AIFF or AIFF-C file and return an object instance with methods that are described below. The argument *file* is either a string naming a file or a [file object](#). *mode* must be 'r' or 'rb' when the file must be opened for reading, or 'w' or 'wb' when the file must be opened for writing completely, the `close()` method is called.

Changed in version 3.4: Support for the `with` statement was added.

Objects returned by `open()` when a file is opened for reading have the following methods:

`aifc.getnchannels()`
Return the number of audio channels (1 for mono, 2 for stereo).

`aifc.getsampwidth()`
Return the size in bytes of individual samples.

`aifc.getframerate()`
Return the sampling rate (number of audio frames per second).

Dynatrace Hub

All the ways to extend Dynatrace capabilities.



Popular searches:



OneAgent

aws AWS



Google Cloud Platform



Azure

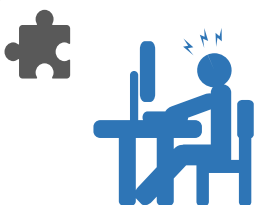


Kubernetes



AWS

Reliable, scalable, and inexpensive cloud computing services with pay-as-you-go pricing approach.



DeFrustrator

Automated reduction of user frustration through pro-active outreach.



by Ida Shoelace

[Learn more](#)

Redis

Open source in-memory data structure store, used as database, cache and message broker.



keptn

recommended

keptn

Fully integrated cloud automation for your autonomous cloud.

Recommended because Davis thinks cloud automation is cool.
Commercially supported version.

[Learn more](#)

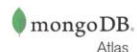
BigQuery

Highly scalable, serverless data warehouse that makes it easy to analyze petabyte-scale data.



Azure Cosmos DB

Fully managed database service with turnkey global distribution and transparent multi-master replication.



MongoDB Atlas

The easiest way to deploy, operate and scale MongoDB in the Cloud.



Azure

Set of cloud services that help you build and run your business in the cloud.



Shift

Cloud petabyte-scale cloud data warehouse product for large scale data set analysis.



Google Cloud Platform

Meet your business challenges head on with cloud computing services from Google.



AWS Cloudtrail



Google Cloud Storage



AWS Lambda



Elastic Search



Azure Database for MySQL

**data
collection**

observability
today

**answers,
not just data**

Application Performance
Infrastructure Monitoring
Digital Business Analytics
Digital Experience
AIOps

Dynatrace
today

**answer driven
automation**

+ Cloud automation,
+ Application security
+ Digital business analytics
& automation + ecosystem

enterprise-wide,
open, app platform,
custom solutions,
ecosystem

multi-\$B
opportunity