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Dynatrace expands Software Intelligence Platform with Digital Business Analytics

New functionality unlocks real-time AI-powered insights to drive better digital business results

WALTHAM, Mass.--(BUSINESS WIRE)-- Software intelligence company, [Dynatrace](#) (NYSE: DT), today announced the addition of Digital Business Analytics to its Software Intelligence Platform.

Digital Business Analytics provides real-time, AI-powered answers to business questions using data already flowing through Dynatrace's application and digital experience monitoring modules. By tying together user experience, customer behavior and application performance data with business metrics, Digital Business Analytics provides real-time answers about conversions, orders, churn, release validation, customer segmentation and more. Traditionally, application owners and business users have been forced to go to disparate, siloed tools and manually analyze data, thereby hampering their ability to run and optimize their digital business offerings in real-time.

Available today, Digital Business Analytics joins APM, Cloud Infrastructure Monitoring, Digital Experience Management and AIOps as part of the Dynatrace® all-in-one Software Intelligence Platform. As with these other modules, Dynatrace's AI engine Davis™ is at the core of Digital Business Analytics. Davis continually learns what expected "normal" business performance looks like and provides proactive answers to issues, enabling faster decision making, greater optimization of resources and better business outcomes.

"We're using Dynatrace® with our E-Commerce Cloud to combine application performance and user experience data with business data from end user response, user session analysis and our revenue conversion funnel," said Don Hall, Manager, E-Commerce Support at The Talbots Inc. "With the help of Davis™, the AI at the core of Dynatrace, we've been able to get real-time insights into how business outcomes such as product in cart, checkout review and shipping/billing are impacted by application performance. Dynatrace provides answers to the underlying issues affecting user journeys, enabling us to optimize user experience and improve conversion rates. This has changed how we work, with our operations team now working much closer with the Merchandising team and other parts of the business to drive improved business outcomes."

As data volume and velocity accelerates, organizations are struggling to make sense of disparate dashboards from traditional IT monitoring tools, web analytics and ad hoc reporting. Dynatrace's Digital Business Analytics automatically captures business data and analyzes it in context with user experience and application performance data. Furthermore, Digital Business Analytics complements existing web analytics tools to deliver real-time and complete results, by combining existing customer-facing channels with application and user experience data. Since only Dynatrace's full-stack Software Intelligence Platform shares a common data model across the platform, with AI and automation at its core, it uniquely

applies its best-in-class anomaly detection to business metrics to provide precise, real-time answers to business-critical questions.

Key pillars of Digital Business Analytics include:

- **Transactions:** Automatic tracing, segmentation and data extraction from business transactions.
- **Analytics:** AI-powered analysis, exploration/querying and extraction of business-relevant insights from Dynatrace® application and user experience data.
- **Conversions:** Visualization of and collaboration on business-relevant metrics such as conversions and revenue performance by product, customer segment, geography and more.
- **Automation:** AI-powered anomaly detection, alerting and root cause determination for business processes, with programmable APIs to trigger business workflows and change events.

"Digital transformation projects are spurring companies to create multidisciplinary lines of business teams that run the business with a product mindset and are demanding answers to questions that were previously difficult, slow or impossible to obtain," said Steve Tack, SVP of Product Management at Dynatrace. "Digital Business Analytics leverages the automation and intelligence at the core of the Dynatrace Software Intelligence Platform to provide alerts, best-in-class anomaly detection and real-time answers about high-impact business issues such as degradation in revenue or conversions across products, geographies or segments."

About Dynatrace
Dynatrace (NYSE: DT) provides software intelligence to simplify enterprise cloud complexity and accelerate digital transformation. With AI and complete automation, our all-in-one platform provides answers, not just data, about the performance of applications, the underlying infrastructure and the experience of all users. That's why many of the world's largest enterprises trust Dynatrace to modernize and automate enterprise cloud operations, release better software faster, and deliver unrivalled digital experiences.

Curious to see how you can simplify your enterprise cloud? Let us show you. Visit our trial page for a free 15-day Dynatrace trial.

To learn more about how Dynatrace can help your business, visit https://www.dynatrace.com, visit our blog and follow us on Twitter @dynatrace.

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