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Meliá Hotels International Accelerates Digital Transformation with Dynatrace During Global Travel Resurgence

Precise answers and intelligent automation help teams deliver frictionless guest experiences faster

WALTHAM, Mass.--(BUSINESS WIRE)-- Software intelligence company Dynatrace (NYSE: DT) today announced Meliá, the international luxury hotel chain, is using the Dynatrace® platform to deliver frictionless guest experiences as the demand for travel hits record levels. In anticipation of this industry shift, and to meet guests on the mobile and online platforms where they prefer to interact, Meliá accelerated its digital transformation by migrating its critical applications, including those supporting its online reservation and contact center services, to a cloud-native environment running on Kubernetes in AWS. This provided the agility Meliá needed to release better digital functionality faster, so its guests could access more of its hotel services via mobile and web platforms. The Dynatrace® platform's broad and deep observability and advanced AIOps capabilities have allowed Meliá to ensure its digital services deliver the same quality experience as in-person interactions with hotel staff.

"The cloud and Dynatrace have transformed the way our business operates and how our teams work in this modern era," said Christian Palomino, Vice President of Global IT, Meliá Hotels International. "Before Dynatrace, we used to spend hours manually searching through metrics, logs, and traces to piece together insights about user experience. Now, this takes minutes or seconds. If guests experience a problem using any of our digital services, our contact center teams know precisely what's causing the issue and are empowered to provide faster, more personalized resolutions, and ultimately deliver a greater standard of care. This has enabled our teams to focus more time on driving business and customer value, and to ensure our ongoing success during what has been a challenging time in our industry."

With Dynatrace, Meliá's teams are rededicating their focus to optimizing digital services and finding new ways to accommodate the rapidly evolving preferences of the modern traveler. This has helped the hotel chain reduce the reliance on in-person interactions, which has led to an increase in the volume of transactions handled through its digital channels from around 40% at the end of 2019, to more than 80% during the pandemic, which was a major asset through those difficult times.

"We developed our Stay Safe with Meliá Program to achieve our goal of maintaining frictionless relationships between staff and guests, while also reducing in-person contact," continued Palomino. "Dynatrace has been critical to this effort, enabling our teams to accelerate the delivery of new digital services that allow our guests to do things like check-in or book a table in our restaurants via our mobile app, reducing the need for person-to-person contact across our hotels. Dynatrace delivers the precise, AI-powered insights we need to understand exactly how our customers interact with our applications, and how their

experiences impact our business. This has helped our teams discover where our guests are struggling, and what we need to do to improve our digital services, so they have a great experience and can fully relax during their stay with us."

Visit our [Customer Stories page](#) for more details on how Meliá is accelerating digital innovation and delivering frictionless guest experiences across its hotels with Dynatrace.

About Dynatrace

[Dynatrace](#) (NYSE: DT) exists to make the world's software work perfectly. Our unified software intelligence platform combines broad and deep observability and continuous runtime application security with the most advanced AIOps to provide answers and intelligent automation from data at an enormous scale. This enables innovators to modernize and automate cloud operations, deliver software faster and more securely, and ensure flawless digital experiences. That's why the world's largest organizations trust the Dynatrace® platform to accelerate digital transformation.

Curious to see how you can simplify your cloud and maximize the impact of your digital teams? Let us show you. Sign up for a free [15-day Dynatrace trial](#).

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