

# Delivering Sustainable Growth

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Dynatrace Investor Day

September 16, 2020



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Senior Vice President, Global Sales



# Safe Harbor

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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.





**A Frictionless  
Enterprise Sales Model**



**Power Of A Direct  
Sales Approach**



**Gaining Leverage  
Through Partners**

# Dynatrace Go-To-Market Fundamentals

## Target Customers



### Global 15K

>\$1B+ Revenue

Advance Cloud Application  
Teams

Advanced Use Cases

## Global Footprint



### 6 Continents

Direct & through partners

Mature global structure –  
sales, services, support

## Remote Selling



### SaaS Platform

Remote demos, POCs, on-  
boarding, expansion

Zoom enabled selling

Cloud-based support systems





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# Frictionless Free Trail

## Welcome to Dynatrace

How Dynatrace works

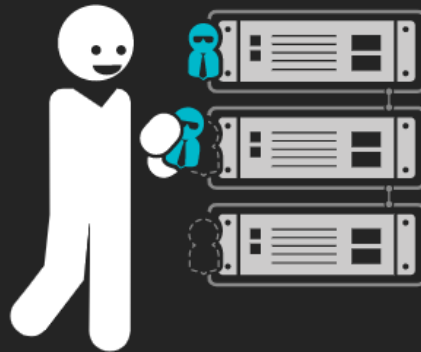
### Start my 15-day free trial

- ✓ No credit card required.
- ✓ Up and running in under 5 minutes.
- ✓ Get instant value and insight.

Your business email address

Start free trial

#### 1. Deploy Dynatrace



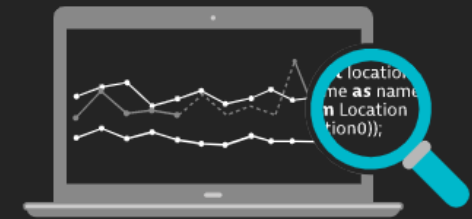
Install Dynatrace Agent on your hosts and restart all services.

#### 2. Auto-detect your environment



Dynatrace auto-discovers all components and dependencies in your environment.

#### 3. Get full operational insights



See all relevant metrics, environment changes, and application deployments in real-time.

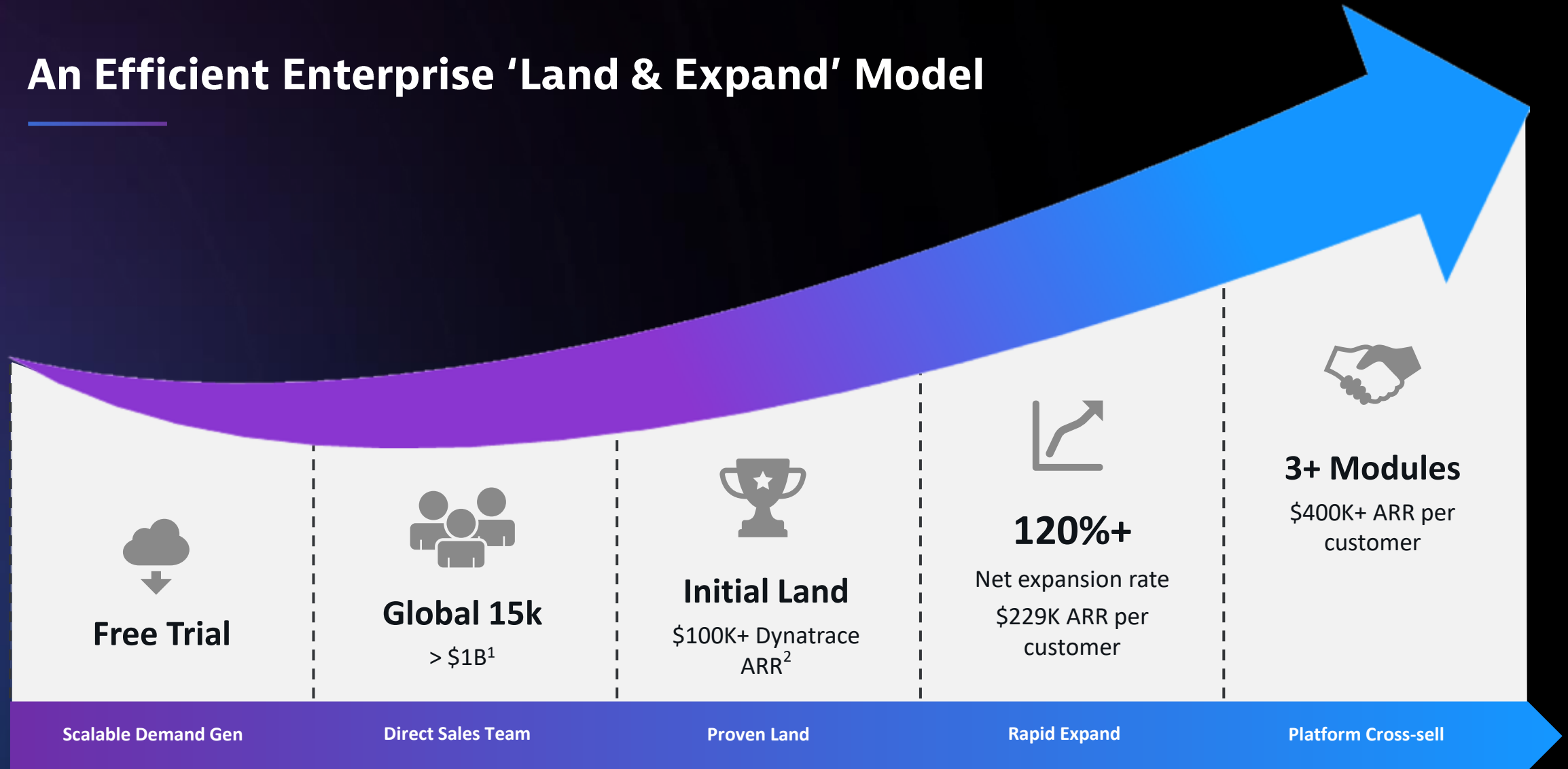
Deploy Dynatrace



# We Focus on Dynamic, Multicloud Customers



# An Efficient Enterprise 'Land & Expand' Model



1. 15,000 global enterprise accounts which generally have revenues in excess of \$1B.  
2. Initial average Dynatrace ARR for new customers added during the twelve months ended June 30, 2020.





A Frictionless  
Enterprise Sales Model



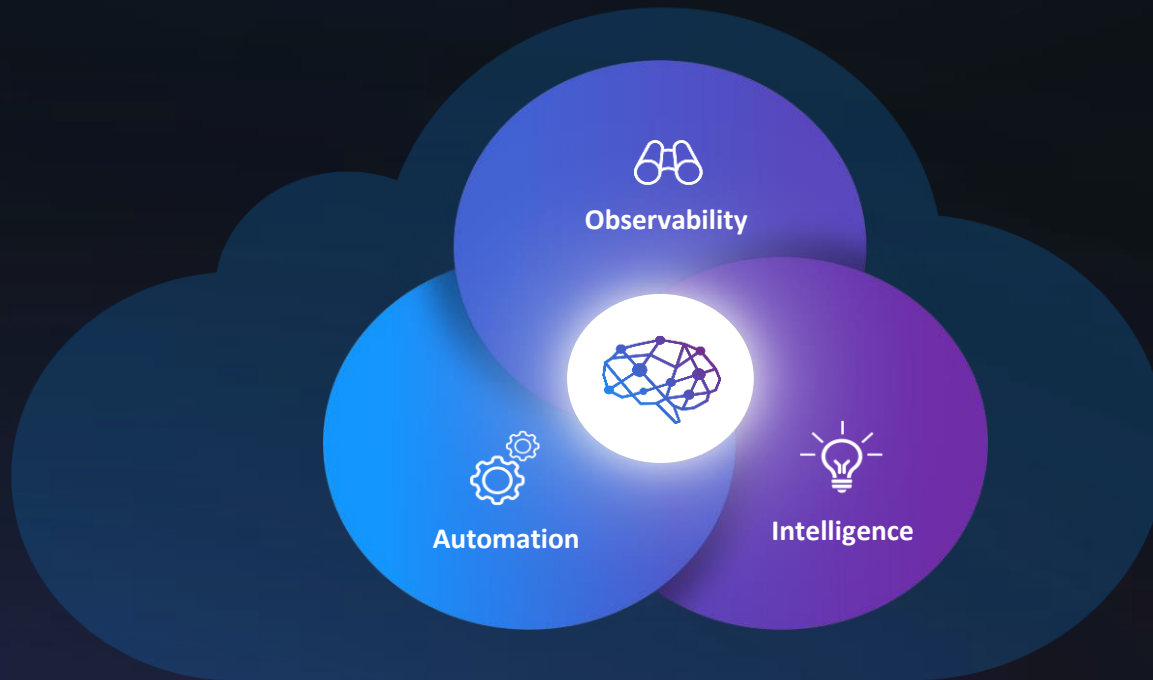
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# Why Software Intelligence for Successful Digital Transformation



A Different Approach

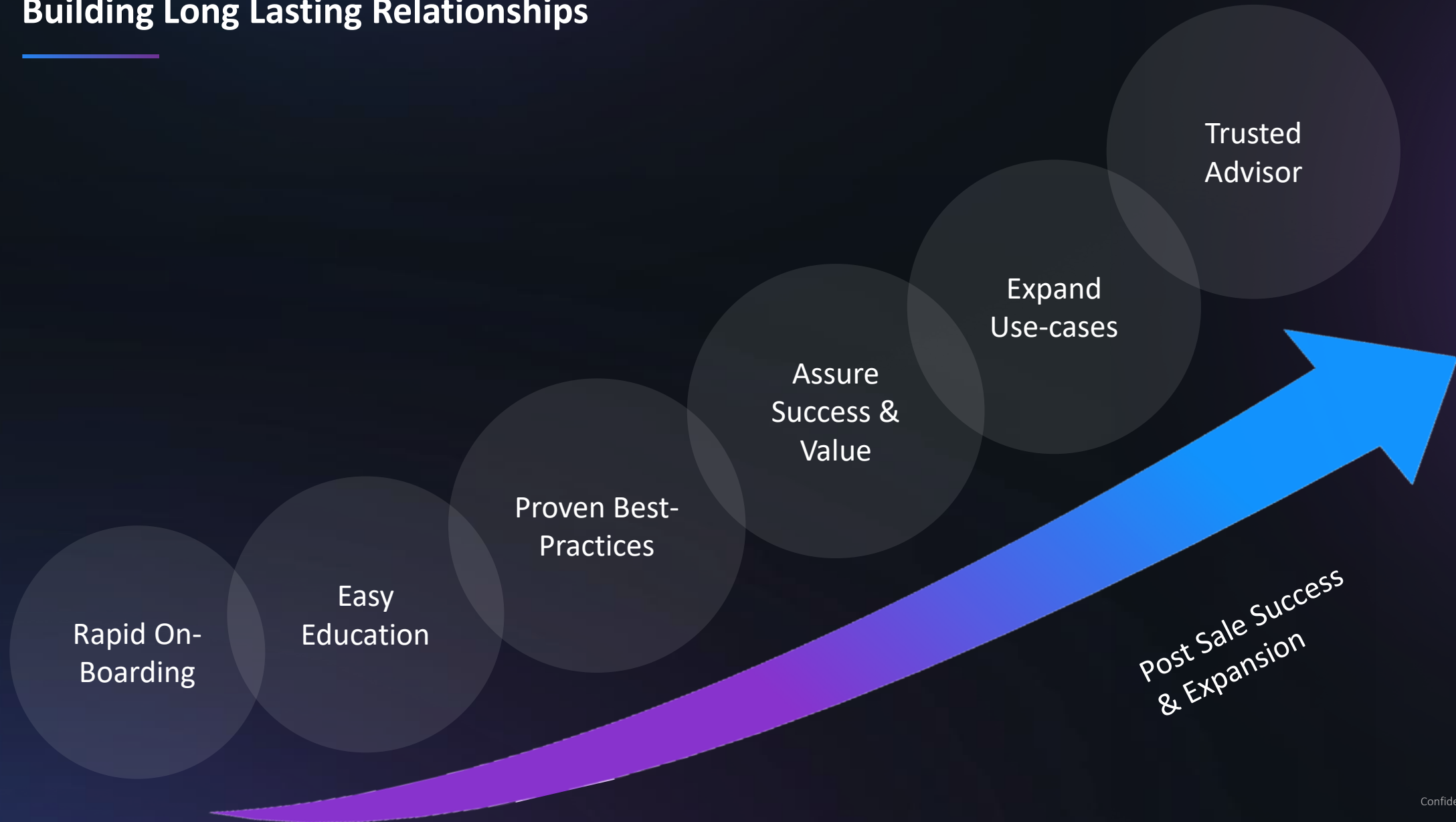
A Unified Platform

Purpose-built Use-cases

Do Much More with Less Time,  
Money & Resource



## Building Long Lasting Relationships







A Frictionless  
Enterprise Sales Model



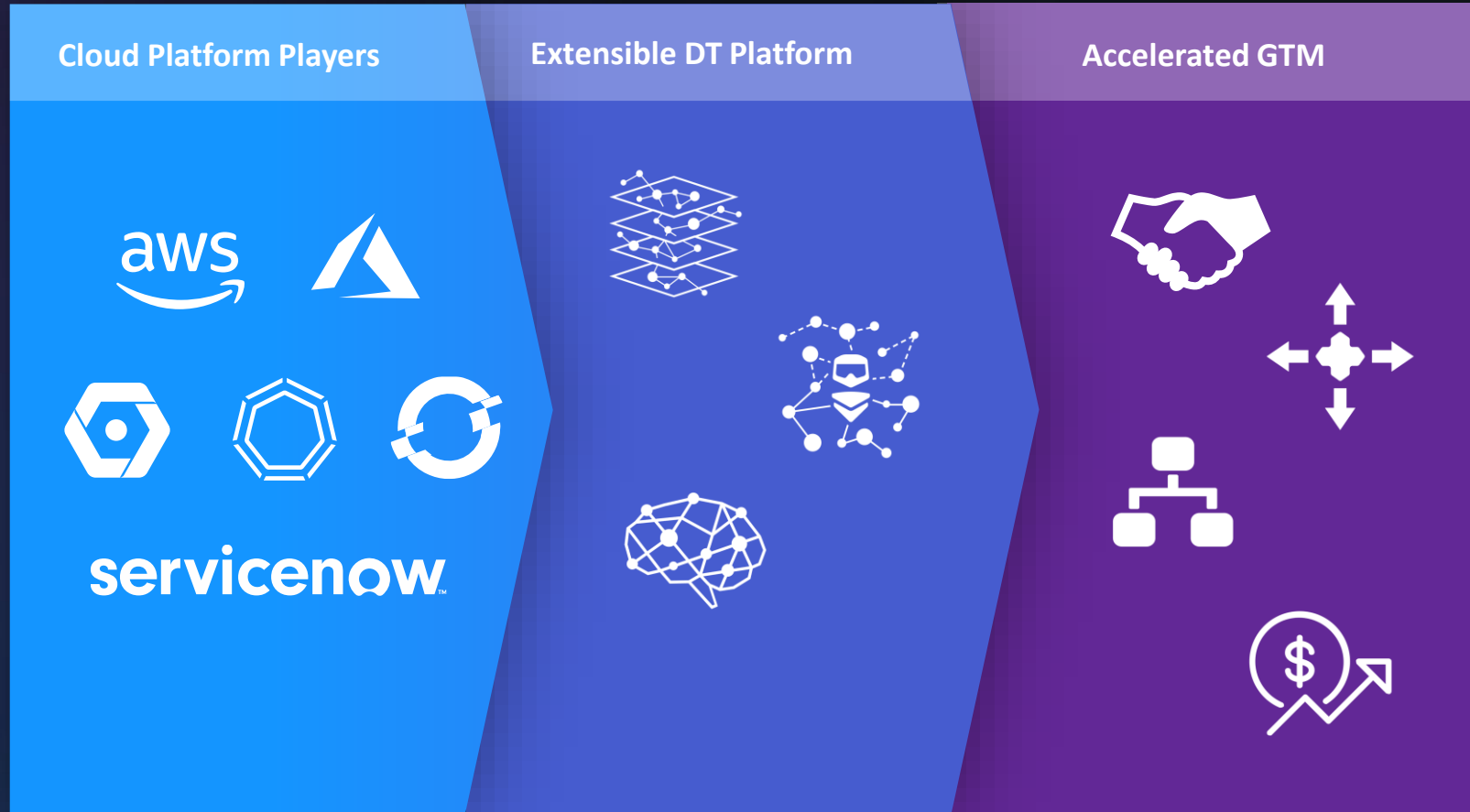
Power Of A Direct  
Sales Approach



Gaining Leverage  
Through Partners



# Building Robust Cloud Partner Ecosystem





# An Efficient Enterprise Approach Built to Scale



**Efficient new logo “land”**

## **Frictionless Free Trial**

Zoom selling

Remote demo  
Proof of concept

APM & Observability  
use-cases



**Proven rapid expansion**

## **Trusted Advisor**

Remote on-boarding

Focus on  
customer success

Power of the platform



**Leverage for acceleration**

## **Cloud Partners**

SI's & Alliance Partners

Accelerates digital  
transformations

Extensible platform  
opportunity