Customer Experience

Where is the world going?

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Partner Sales Manager

May 31, 2018

Digital transformation is happening everywhere

93% of CxOs believe that digital will disrupt their business

Forrester

By 2020, CEOs expect 41% of revenue to be driven by digital

Gartner

Less than 3% of incidents are found before affecting users

Gartner

87% of companies think that digital transformation is a competitive opportunity

Capgemini

60% rate app performance as #1 expectation, ahead of features

Forrester

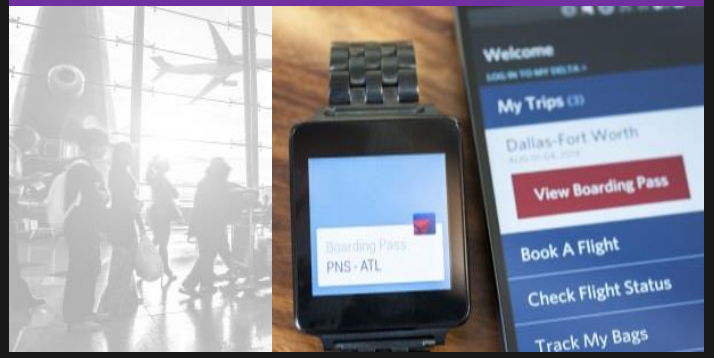
51% of millennials will complain on social when user experience is bad

Harris Poll

This is why monitoring is more important than ever

And applications are eating the world

The way we fly



90% book with digital self service

The way we bank

50% use smart devices to access financial services

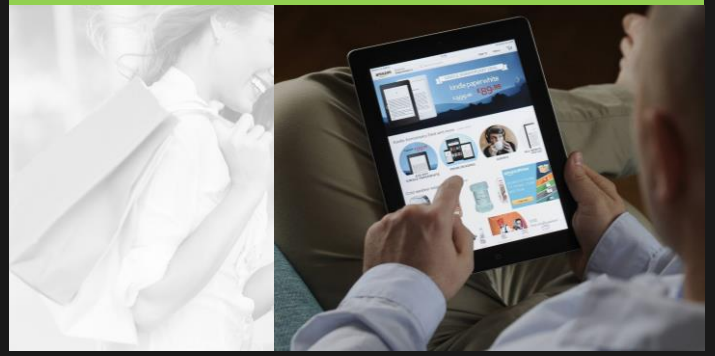
How we connect to everything

GE: Investment in IoT is expected top $60T during the next 15 years

The way we get around

Uber is worth more than Ford and GM put together

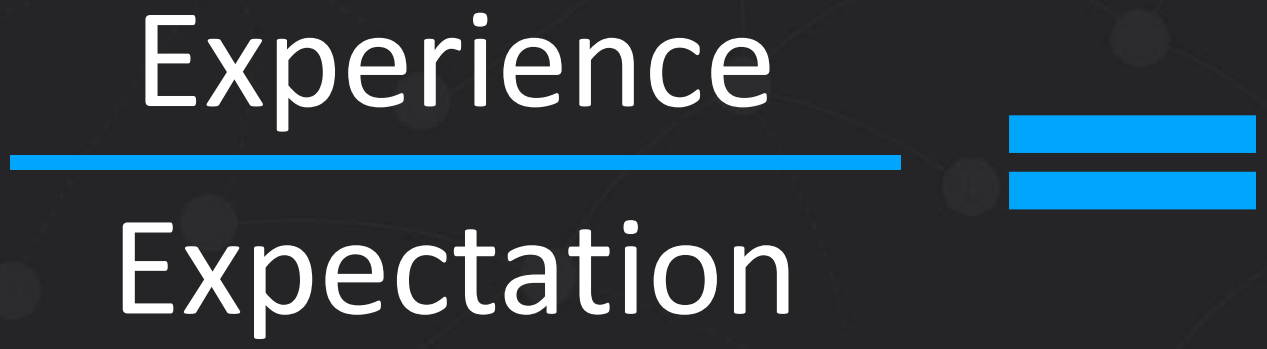
The way we shop



Online sale grew 3x faster than traditional retail in 2017

Connected health

Billions of connected clothing will enhance data and analysis



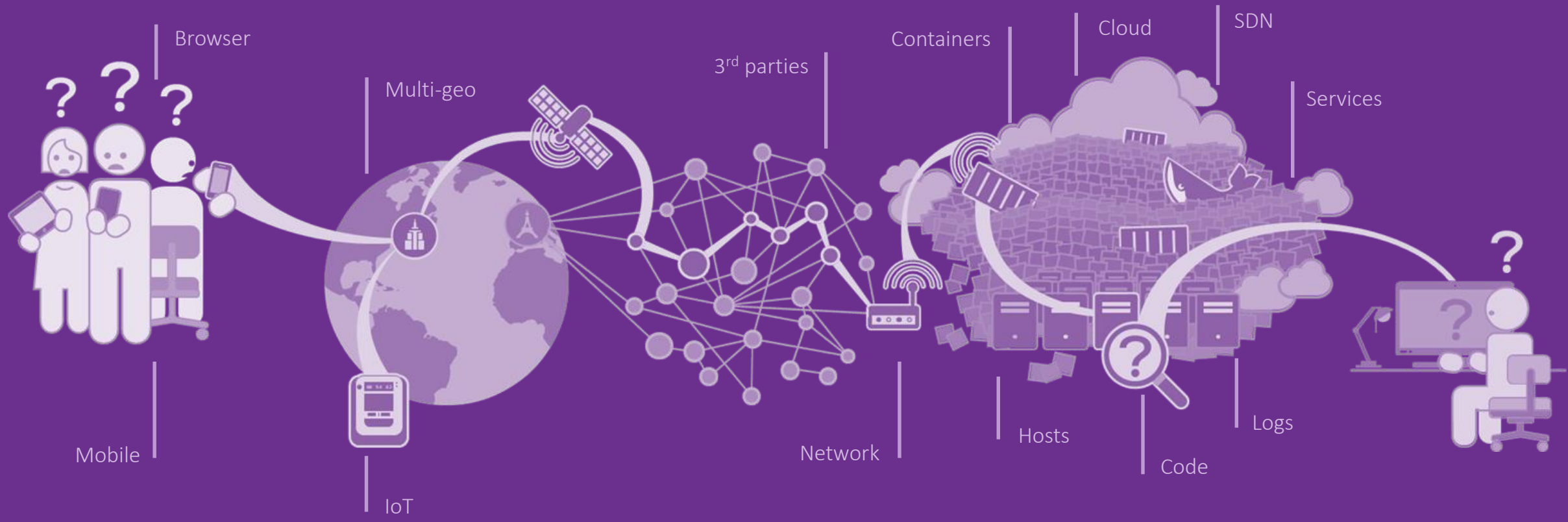
Nigel Fenwick

FORRESTER®

Traditional monitoring is dead

Application complexity

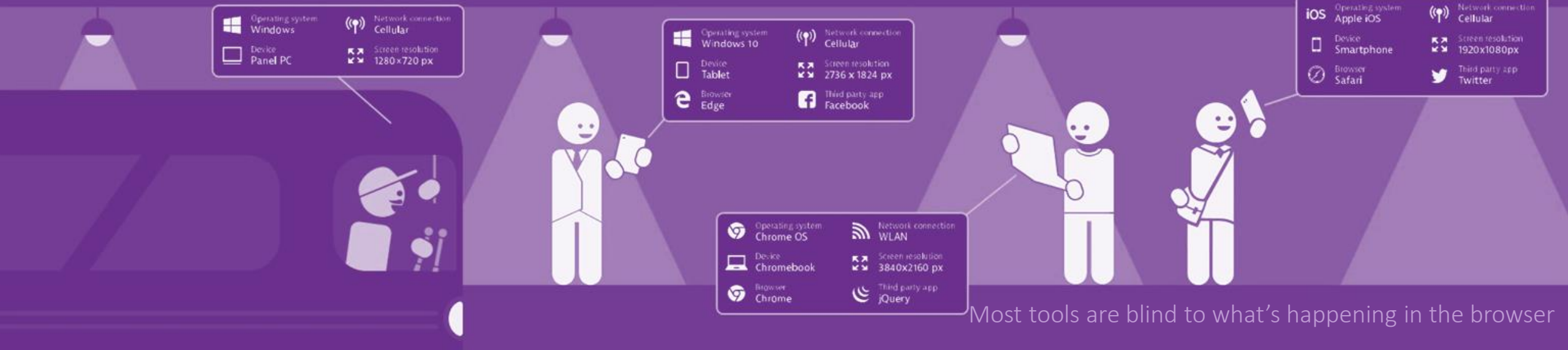
On average, a single transaction uses 82 different types of technology



It takes over a month to monitor a single application from end-to-end. This does not scale.

External complexity

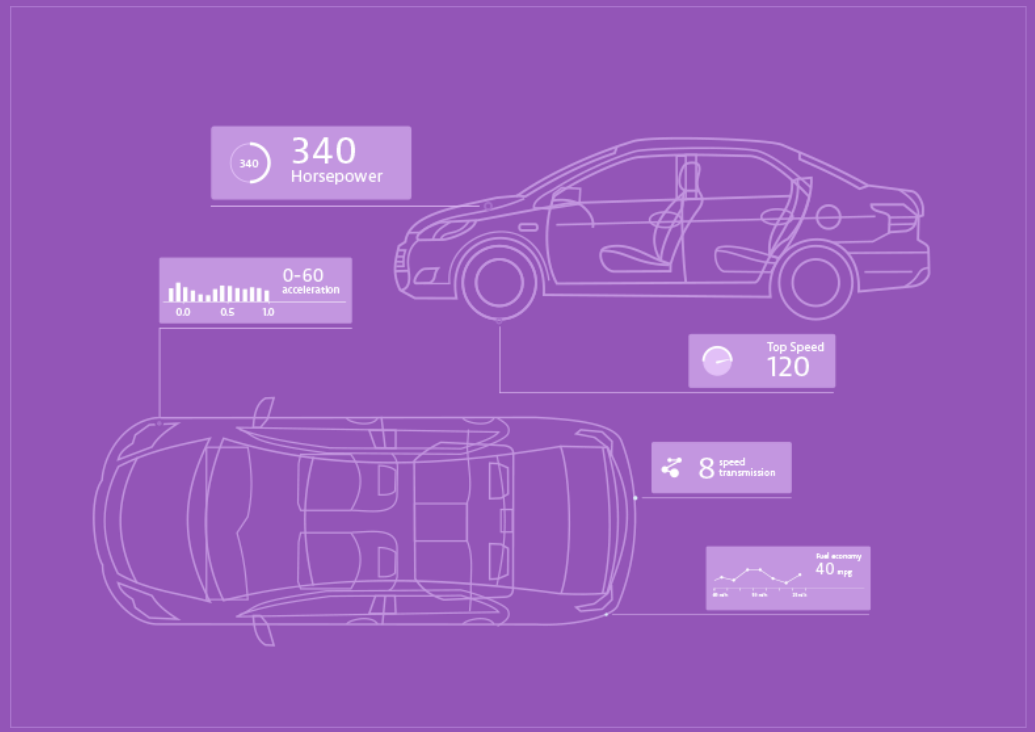
Avg page weight increased by 183% since 2013 with more javascript & 3rd party objects and more performance risk.



Most tools are blind to what's happening in the browser

Today’s digital blind spots are massive

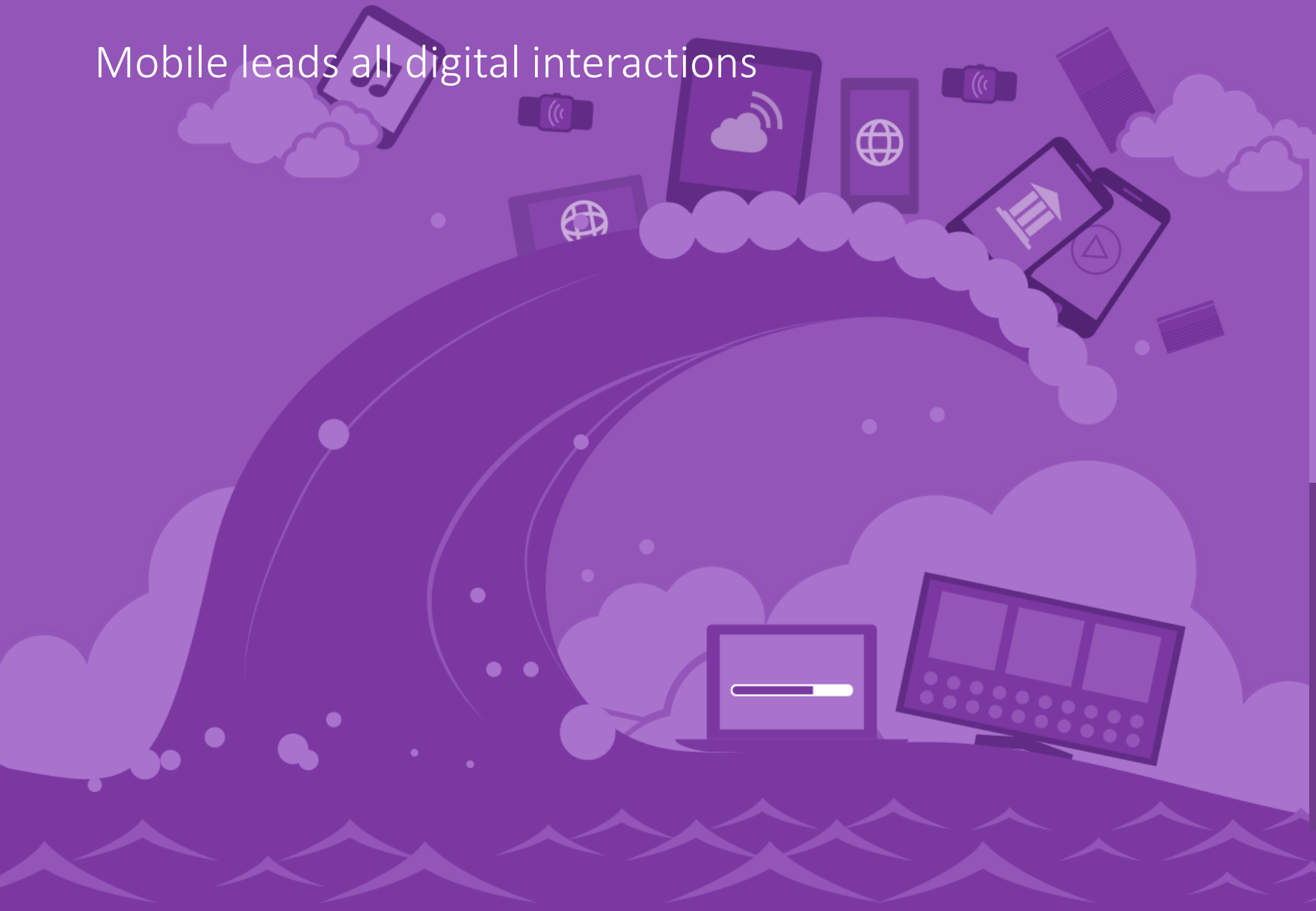
What you see



What you don't see

95% of enterprises have an incomplete digital experience monitoring strategy

Mobile leads all digital interactions



51.3% of web traffic is from mobile devices

75% of retail sales are digitally influenced or direct

Monitoring all entry points across devices, channels, and users is a must

Users expect unique and personal experiences

88% of companies say their customers expect a personalized digital experience

2/3rd of website content comes from 3rd parties

Every dynamic interaction and dependency needs to be tracked

The speed of innovation impacts digital performance

Releases then

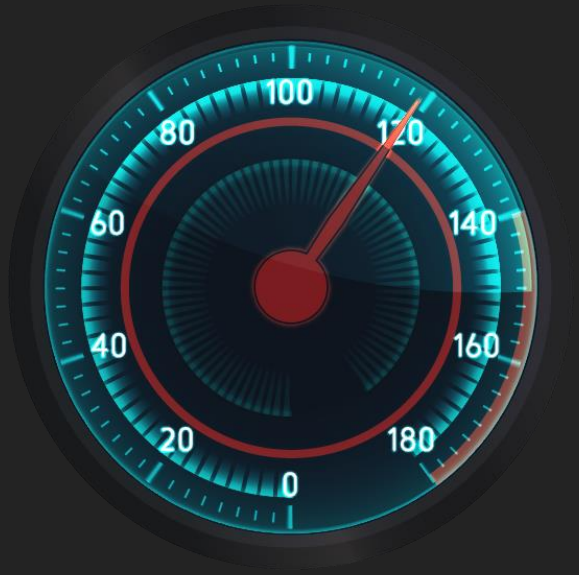
Releases now

High performing IT orgs have **46x** more frequent code deployments

52% of users will complain on social media about a poor user experience

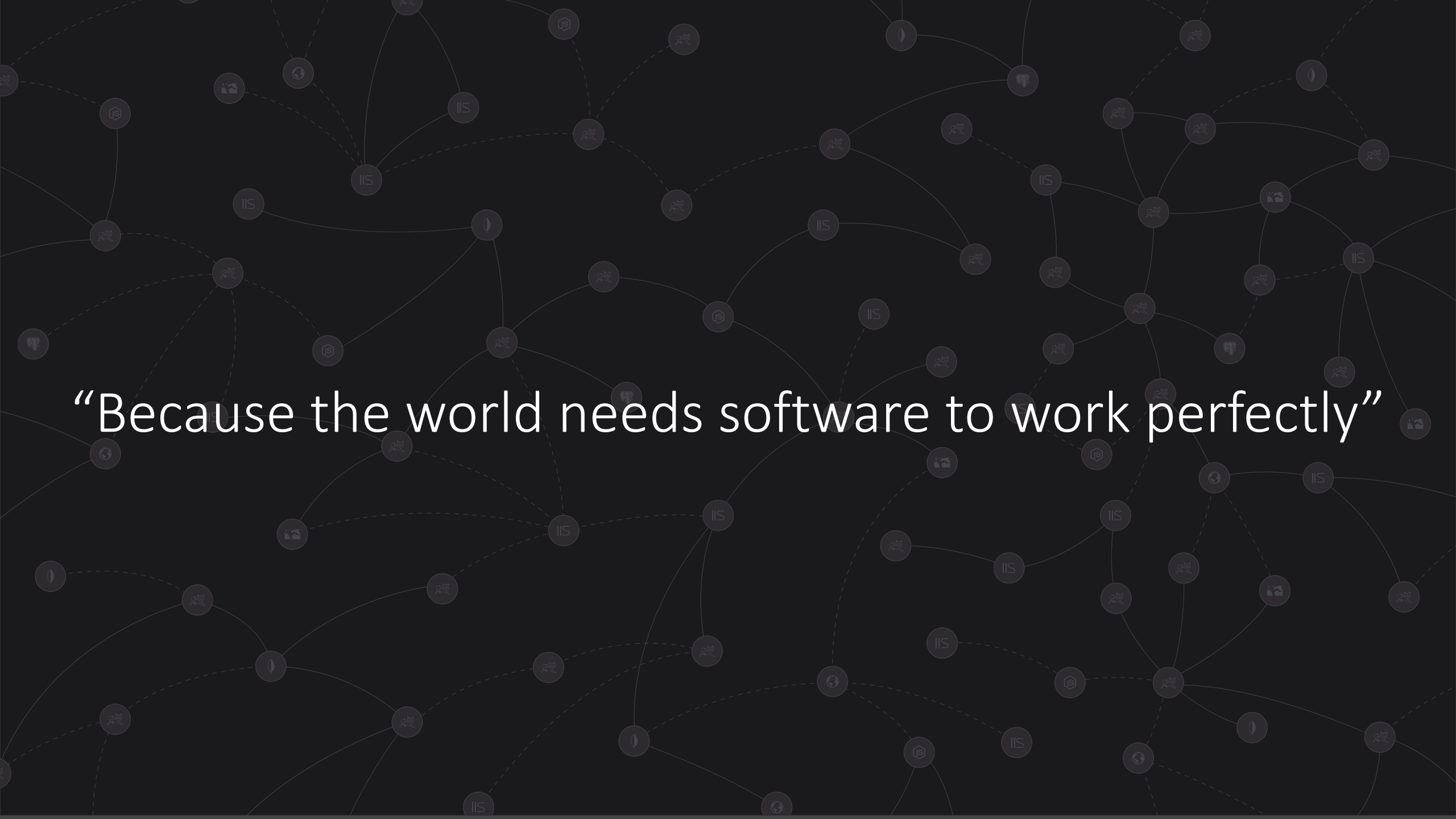
Exceptional user engagement requires real-time monitoring and 100% visibility

performance monitoring is not enough



it’s too complex for humans

Self-Driving IT
48
mph
100m


“Because the world needs software to work perfectly”

Every user, every app, everywhere. AI powered, full stack, fully automated.

Full lifecycle - development, test, and production

Better data makes Dynatrace artificial intelligence and automation possible

high fidelity, full stack data	Connected end-to-end	Advanced analytics	Massive Automation

OneAgent

Mobile
Application
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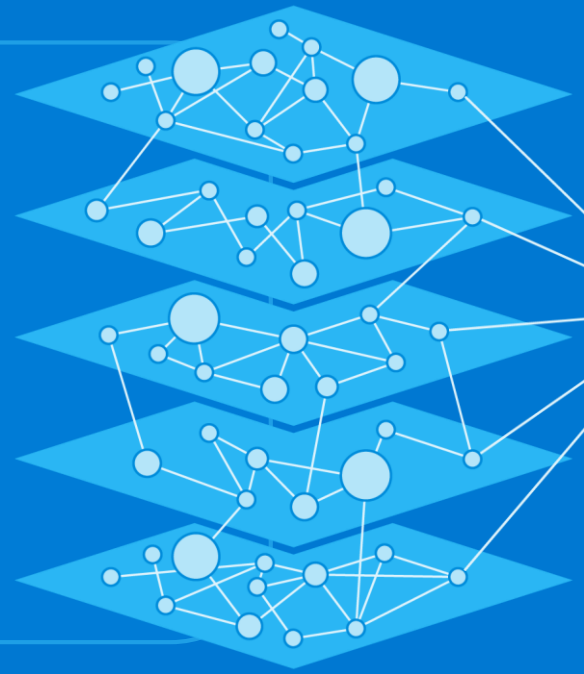
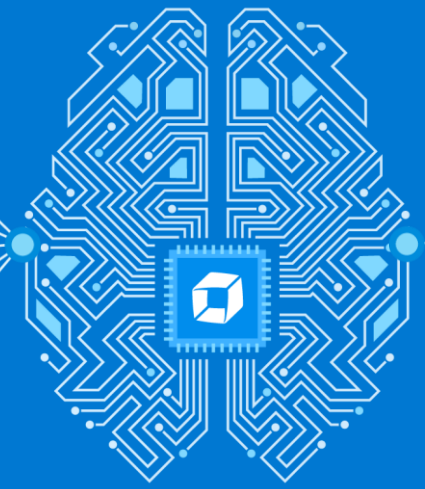
Database
Network
Container
Micro-service
Session Replay
Browser
Synthetic
Server
Mainframe
Log & Events
API
Cloud
Custom





- Automated workflows
- Automated problem detection
- Automated business impact
- Automated root cause analysis
- Natural language interface

All transactions, all the time	PurePath + Smartscape	Expert knowledge built-in	Causation gives answers

Auto instrumentation — Real-time dependency detection — Self learning A.I. — Automate the effort

“By 2020 every business will become a digital predator or digital prey.”

Nigel Fenwick

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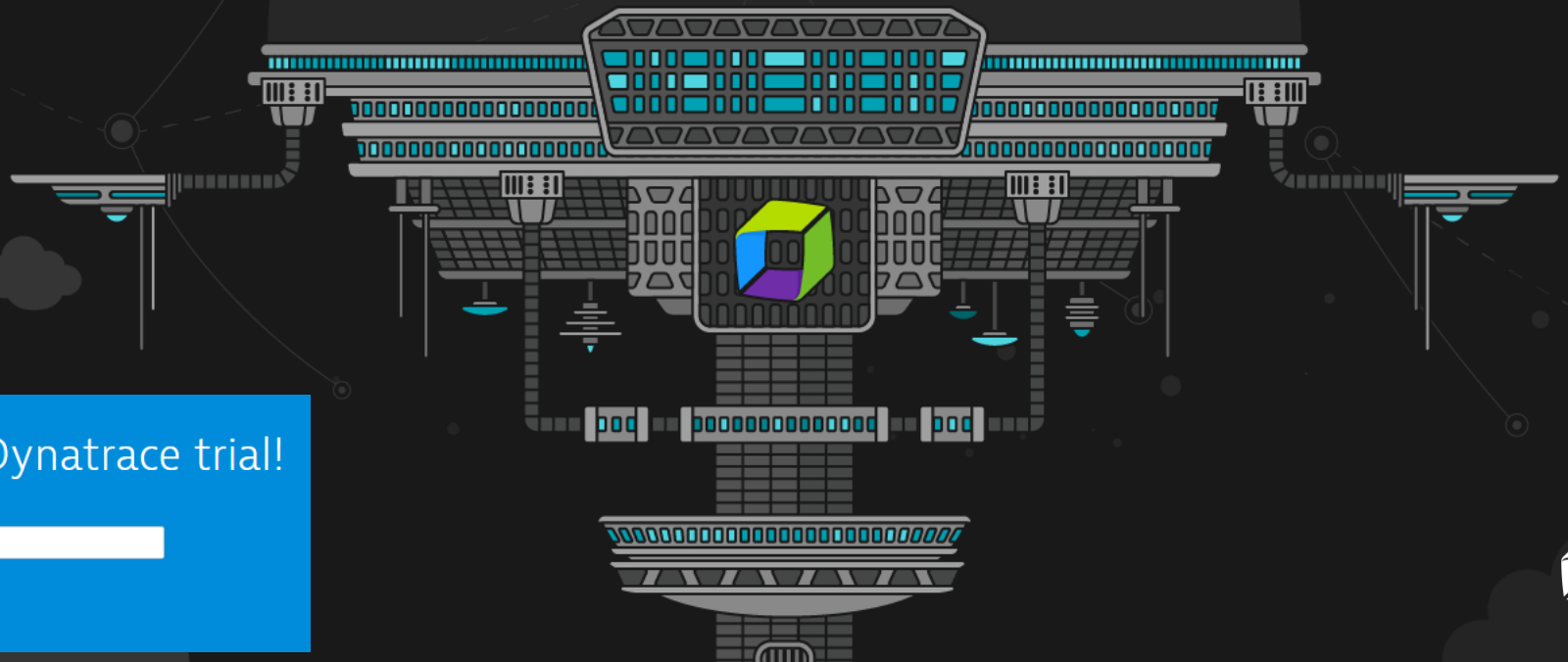
Software Intelligence For Enterprise Cloud



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