dynatrace | **Microsoft**

From complexity to clarity
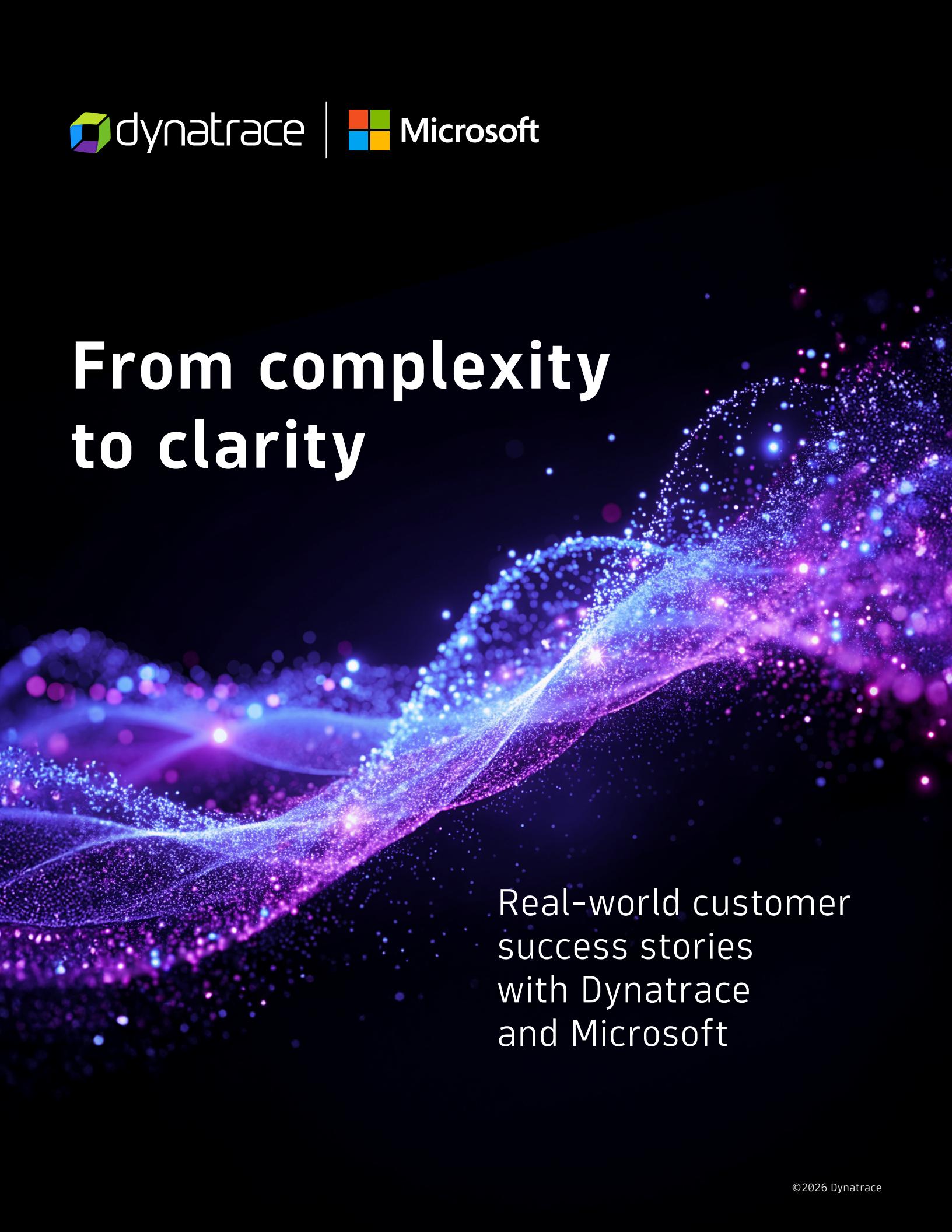
Real-world customer
success stories
with Dynatrace
and Microsoft

What's inside

Dynatrace and Microsoft Azure help customers turn complexity into a strategic asset. Consolidate tools and create a single pane of glass view to enable business decisions. Accelerate the adoption of agentic and generative AI and help improve app performance for smarter operations.

Financial services and insurance

The push to modernize and migrate to the cloud has resulted in an explosion of data in the financial services and insurance industries. While the influx of data can be difficult to manage, Dynatrace and Microsoft transform that complexity into a strategic asset.

Dynatrace helps financial services organizations enhance their growth, support compliance obligations, and operate more securely. From banks to financial technology firms and healthcare organizations, Dynatrace and Microsoft work together to add value, bolster resilience, and drive tangible business outcomes.

Now, organizations can leverage automation to reduce manual workloads and create new, more resilient applications and user experiences. Let's explore how Dynatrace customers build stronger relationships with their customers and rapidly transform their business in the cloud.

FREEDOM.PAY

FreedomPay delivers seamless, secure online payment experiences with Dynatrace

About FreedomPay

| Payments platform founded in 1999 | Supports thousands of sites across industries | 3 billion+ transactions globally | 130+ countries across 5 continents |

Snapshot:

Operational efficiency	Secure innovation	Improved experiences	Business insights
Tool consolidation drives 80% reduction in mean time to remediation	Full data governance aids compliance	50% reduction in time to complete transactions	Precise answers on the monetary cost of issues

The challenge

FreedomPay is the world's largest independent payment gateway and a leader in the fintech space, with clients across some of the biggest names in retail, hospitality, transport, healthcare, entertainment, and finance. Thousands of customers rely on its Next Level Commerce™ platform to transact billions of dollars annually. With such an important responsibility transacting a very large number of financial transactions, it is critical that FreedomPay ensures its platform maintains high availability, lightning-fast performance, and the utmost security.

As the business grew, FreedomPay adopted multiple monitoring solutions, hybrid infrastructure technologies, and several third-party services to enable the scalability needed to keep up with the rising demand for its platform. Its disparate legacy monitoring tools weren't fit for the complexity of this dynamic environment, forcing teams to operate in silos. The teams were spending a lot of time manually stitching transactional data together to find and resolve the root cause of issues, distracting them from working on innovations to improve the payments platform for their users.

FreedomPay also faced increasing business risk as the sum amount of money moving throughout its platform and the number of users skyrocketed. FreedomPay needed a holistic view of how transactions flowed through its systems and quickly identify any bottlenecks that might impact users. It needed the full context of any financial and security risks, as well as robust controls over who has access to transactional data. To improve and advance its reputation as a trusted commercial payments partner, FreedomPay needed a more advanced, unified approach to observability, performance, and security.

The solution

Dynatrace stood out due to its compliance with regulatory standards such as the Payment Card Industry Data Security Standard (PCI DSS) and its cutting-edge approach to unifying observability, performance, and security information, which promised to create a shared source of truth for all FreedomPay's teams. With Dynatrace, teams would be able to manage end-to-end transactions in granular detail, identifying and resolving any technology risks quickly and decisively.

Dynatrace Grail technology enables FreedomPay to take observability beyond logs and traces to include the additional context provided by business events data.

The impact

Business insights:

By connecting the performance of its technical infrastructure with the wider business, FreedomPay can understand the monetary cost of issues and identify the exact number of users impacted. This helps teams prioritize incident resolution and share the information with leadership so they can recognize the business outcomes of digital transformation efforts.

Better collaboration:

FreedomPay has reduced its monitoring toolset from six tools to just one, with Dynatrace now acting as a single source of truth for all teams. Dynatrace automatically identifies the root cause of issues, so the need for blame games has been eliminated. Instead, teams can focus on resolving issues faster together. This improved collaboration has resulted in an 80% reduction in mean time to resolution.

Frictionless payments experiences:

Dynatrace provides FreedomPay with actionable AI-driven answers about how to optimize services proactively. Incremental improvements have resulted in a 50% reduction in the time taken to complete transactions, enabling FreedomPay to optimize the core service it provides to customers.

Faster, secure innovation:

Dynatrace is making FreedomPay's developers more efficient and effective, as they are able to monitor the performance of code throughout the entire software development lifecycle. This visibility enables developers to identify opportunities to optimize code, become more secure, and reduce the risk of issues when launching new features. Dynatrace also supports FreedomPay's reputation as a point-to-point encryption leader by offering data privacy by design capabilities, which support audits, and provide full control over who has access to transaction information.

> **Dynatrace gives our engineers the data and the language to talk business risk** with our executive leadership. Our CEO even points to Dynatrace as the solution that always gives us the truth.
>
> — MARK TOMLINSON,
> Senior Director of Observability and Performance, **FreedomPay**

Watch the full video here to see how Dynatrace helped FreedomPay drive measurable business impact.

dynatrace

onestream

OneStream drives continued growth of market-leading financial planning software with Dynatrace

About OneStream

A Gartner Leader in Financial Planning & Financial Close Software	1,400+ customers across 40 countries	$450m annual revenue	34% YoY growth

Snapshot:

Proactive resolution	Cost optimization	Better collaboration	Security by design
Fewer escalations drive seven-figure dollar savings	Tool consolidation brings further cost reduction	Single pane of glass drives targeted CX innovation	Retained visibility and control of sensitive data

The challenge

Its vision is to become the operating system for modern finance, unifying core financial functions and empowering the CFO to become a critical driver of business strategy, innovation, and growth. As its customers grew more accustomed to hosting financial data in the cloud, OneStream migrated its platform to a more flexible, dynamic Kubernetes architecture on Microsoft Azure. The transition to Azure enabled OneStream to continue to grow at scale by running more efficiently and innovating faster.

OneStream is using this growth to focus on meeting and exceeding its customers' demands by quickly tracing and resolving the root cause if problems occur. OneStream wanted to simplify the complexity of its distributed cloud architecture by adopting a full stack observability solution that could eliminate manual triaging and log analytics. This approach would be more scalable in the cloud and reduce the time that support teams spend troubleshooting issues, helping to improve customer satisfaction.

The solution

After evaluating the market, OneStream selected Dynatrace's unified observability and security platform, having been impressed by its breadth and depth of capabilities, as well as its native support for Microsoft Azure and the ability to deploy it through the Marketplace. This eased procurement and enabled OneStream to maximize the impact of its investments in Azure.

The impact

Proactive resolutions:

With the insights from Dynatrace, OneStream's engineering team can proactively improve the performance of its platform by optimizing Azure resource allocation and identifying any issues before new versions are shipped. Not only does this help to deliver better customer experiences, but it has also reduced the volume of incidents that the support and operations teams need to respond to. As a result, OneStream expects to see seven-figure dollar savings over 12 months.

Improved cost-efficiency:

Previously, OneStream relied on multiple customized solutions and a DIY approach for triaging problems in its platform and managing its Azure cloud environment. These solutions were built and operated in the cloud, which came with additional running costs amounting to several hundred thousand dollars per month. By switching to Dynatrace, OneStream can decommission its previous tools, driving further significant cost savings.

More collaborative efforts:

Dynatrace offers a single pane of glass that OneStream's business, engineering, and consultancy teams can use to understand the behavior of their software and identify the impact that the underlying Azure infrastructure has on customer experience. As a result, they can collaborate more effectively and work more efficiently in their efforts to create better customer experiences and drive greater value for the business.

Privacy and security by design:

Due to the nature of the market that OneStream operates in, it was crucial that its new observability solution was compliant with stringent financial services regulations across global markets. Dynatrace's privacy and security by design approach, giving customers the ability to isolate and protect sensitive data in line with regulatory requirements, gave OneStream peace of mind it was the best solution to meet its needs.

> **We evaluated a number of platforms and were intrigued with Dynatrace's innovation** and unified portfolio of capabilities that allow us to really paint a picture of what's going on in our environment."
>
> — RYAN BERRY,
> Senior VP of Architecture, **OneStream**

[Watch the full video here](#) to learn how Dynatrace helped OneStream revolutionize its operations.

Healthcare and life sciences

In the healthcare and life sciences industry, the explosion of data from modernization and cloud migration has created both opportunities and complexities. Observability is essential in managing this data, offering actionable insights that improve patient care and operational performance. By monitoring systems in real time, healthcare organizations can ensure the reliability of critical applications and deliver personalized, connected experiences for patients.

Additionally, observability supports operational efficiency by automating workflows and reducing manual intervention. This allows healthcare providers to focus on delivering high-quality care while maintaining compliance and safeguarding sensitive data. As the industry continues to evolve, observability remains a cornerstone for driving innovation and achieving meaningful outcomes. Let's delve into specific examples that showcase the impact of observability in driving innovation and efficiency within the healthcare and life sciences industry.

CareSource®

CareSource delivers reliable healthcare and achieves million-dollar savings with Dynatrace

About CareSource

Nonprofit managed care provider in the U.S	Offers one of the largest Medicaid plans	2 million+ members	4,500+ employees

Snapshot:

Greater reliability	Faster resolutions	Cost optimization	Unified insights
Prior authorization service uptime boosted to 99% dollar savings	Automation paves the way for 30% reduction in MTTR reduction	Consolidation drives planned savings of $1 million	Single pane of glass enables better decisions data

The challenge

CareSource is dedicated to making a difference in its members' lives by improving their health and well-being. As a not-for-profit organization, operational excellence is also vital, because CareSource needs to direct all investments into driving value for members. Technology is key to achieving both objectives, enabling CareSource to reinvent care models so members can access a doctor or the medicines they need more easily, while streamlining delivery processes for providers.

The critical nature of healthcare means that as the industry becomes more digital, CareSource needs to ensure its services are reliable and available whenever its members need them. To meet that need, CareSource wanted to create a proactive culture for service management, where application engineering teams can identify and resolve potential problems before they impact members and providers. It therefore decided to adopt a new, more advanced and intuitive observability platform, to increase adoption amongst its engineering team and accelerate time to insights.

The solution

After evaluating several solutions, CareSource identified Dynatrace as the clear winner due to its automated and user-friendly approach. With Dynatrace's Grail technology, CareSource has been able to bring logs and distributed traces together in a single platform to enable deeper, more context-rich analytics.

The impact

More reliable care:

After adopting Dynatrace, CareSource created a tiger team of cross-functional specialists to resolve an elusive problem that had been impacting the reliability of its prior authorization processes. These processes enable care providers to validate whether members have access to the care they are requesting, so it's essential they work perfectly. Dynatrace enabled the team to identify the cause and work with CareSource's technology partners to remediate it quickly, which has now increased service uptime to 99%.

Faster resolutions:

CareSource's network operations center (NOC) team used Dynatrace's integration with ServiceNow to automatically create incident tickets and route them to the relevant team along with actionable insights that help to remediate the problem. This has driven mean time to resolution (MTTR) down dramatically and put CareSource on track with its goal to reduce it by 30% in 2025. Now, the NOC team is looking to integrate Dynatrace with Ansible to drive self-healing workflows that automatically resolve issues.

Optimized operations:

CareSource has reduced the number of observability solutions it uses from three down to one, which has led to lower licensing and maintenance costs, setting it on course to save nearly $1 million over three years. As an added benefit, engineers can now find solutions to problems much faster with Dynatrace, which frees up more of their time for innovation and finding new ways to improve care experiences for members and providers.

Unified insights:

This reduces the costs of maintaining multiple monitoring solutions and creates a single pane of glass where CareSource's engineers can collaborate with internal and external stakeholders. As a result, they can identify user frustrations faster and make better, more data-driven decisions about where improvements can be made.

> **Since adopting Dynatrace, we've seen a 450% increase in the adoption** of observability insights across our workforce. This has been a game-changer for how we approach system reliability and innovation.
>
> — GARRET BAUER,
> Director of Application Engineering, **CareSource**

[Watch the full video here](#) to see how Dynatrace helped CareSource get more from their observability insights.

Retail

The retail industry is navigating a period of rapid transformation, driven by shifting consumer expectations and the need for seamless, omnichannel experiences. Retailers face challenges such as rising operational costs, adapting to last-mile delivery demands, and addressing cybersecurity vulnerabilities. Observability has emerged as a critical tool in this landscape, providing real-time, granular insights into business operations and digital interactions. By leveraging observability, retailers can proactively identify and resolve issues, ensuring smooth operations and enhanced customer satisfaction.

Beyond customer experience, observability also drives operational efficiency. It enables automation of repetitive tasks, bridges staffing gaps, and empowers teams to focus on innovation rather than troubleshooting. This holistic approach to monitoring and analyzing systems helps retailers to adapt to the fast-paced demands of the industry while maintaining resilience and agility. With a clear understanding of the transformative power of observability, let's explore how it has been successfully implemented in real-world retail scenarios.

> **Through a single agent, we've been able to gain full-stack observability** into our environment in one clear view, and Dynatrace's AI has provided us with precise answers about performance anomalies. This is why Dynatrace was a clear winner."
>
> — JAY COTTON,
> Performance Engineer Lead, **Kroger**

dynatrace

Take the next step

The right platform helps you migrate faster, observe, and deploy AI solutions, and get complete visibility into your cloud workloads. Let Dynatrace help you better understand your business, IT operations, and customers. We're here to help support and accelerate your cloud adoption. Implement new technologies faster, advanced AI technologies, and SRE agents by streamlining traditional processes.

 Try it for yourself. See Dynatrace in action.

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