



When every second counts

Turning observability into a business advantage



Hertz uses Dynatrace business observability to protect customer experience, accelerate decisions, and operate with confidence at global scale.

EXECUTIVE CONTEXT

Speed and reliability are competitive differentiators

For modern enterprises, technology performance is a business problem. In high-volume, time-sensitive digital environments, seconds matter. When systems slow down or booking channels fail, the impact is immediate: lost revenue, eroded customer trust, and slower decision-making.

Leaders need real-time visibility into the customer experience, not after the fact. Dynatrace gives leaders exactly that: a single, real-time view of business and technology performance.

How Hertz turned Dynatrace into a source of business advantage

At Perform 2026, Jason Trespalacios, Sr. IT Director of Global ITSM & Observability at Hertz shared how Dynatrace helps support one of the world's most distributed car rental operations across 1,000+ locations, 160 countries, and 531k vehicles globally.

With Dynatrace, Hertz can:

- Understand digital customer journeys in real time across online travel partners, global distribution channels, and direct booking
- Identify issues that affect revenue-critical moments such as shop, book, and check-in before they escalate
- Enable faster, more confident decisions by giving business and technology teams a real-time, shared view

REFRAMING OBSERVABILITY FOR EXECUTIVES

From IT visibility to business observability

Hertz's story reinforces a shift executives are seeing across industries. Traditional monitoring tools show whether systems are up. Business observability shows whether the business is working for customers in real time.

For executives, this means:

- Understanding performance through the lens of customer experience
 - Prioritizing action based on revenue and brand impact
 - Reducing decision latency with a shared view across teams and channels
 - Operating with confidence across complex, global digital ecosystems
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WHEN EVERY SECOND COUNTS

The Dynatrace difference

Dynatrace turns telemetry into business-grade insight by unifying traces, logs, metrics, and business events in one platform. For Hertz, this enables real-time visibility into booking health, partner performance, counter transaction timing, revenue trends, and accountable ownership when issues arise.



For the first time, we are no longer dependent on manual counter observations to assess the time needed to serve customers.”

— Jason Trespalacios
Sr. IT Director, Global ITSM and Observability



Watch the on-demand session

See how Hertz turns observability into
a business advantage across global operations

[Watch now](#)

Dynatrace (NYSE: DT) exists to make the world's software work perfectly. Our unified 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 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 Dynatrace® 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.