

The Dynatrace brand story

WHY WE EXIST

Today, every business is a digital business.

But an unprecedented explosion in complexity, speed, and scale, amplified by the rapid proliferation of AI, makes digital ecosystems virtually unmanageable and beyond the realm of human comprehension.

149 zettabytes of data was created, captured, copied, and consumed globally in 2024, and is projected to balloon to **394 zettabytes by 2028.***

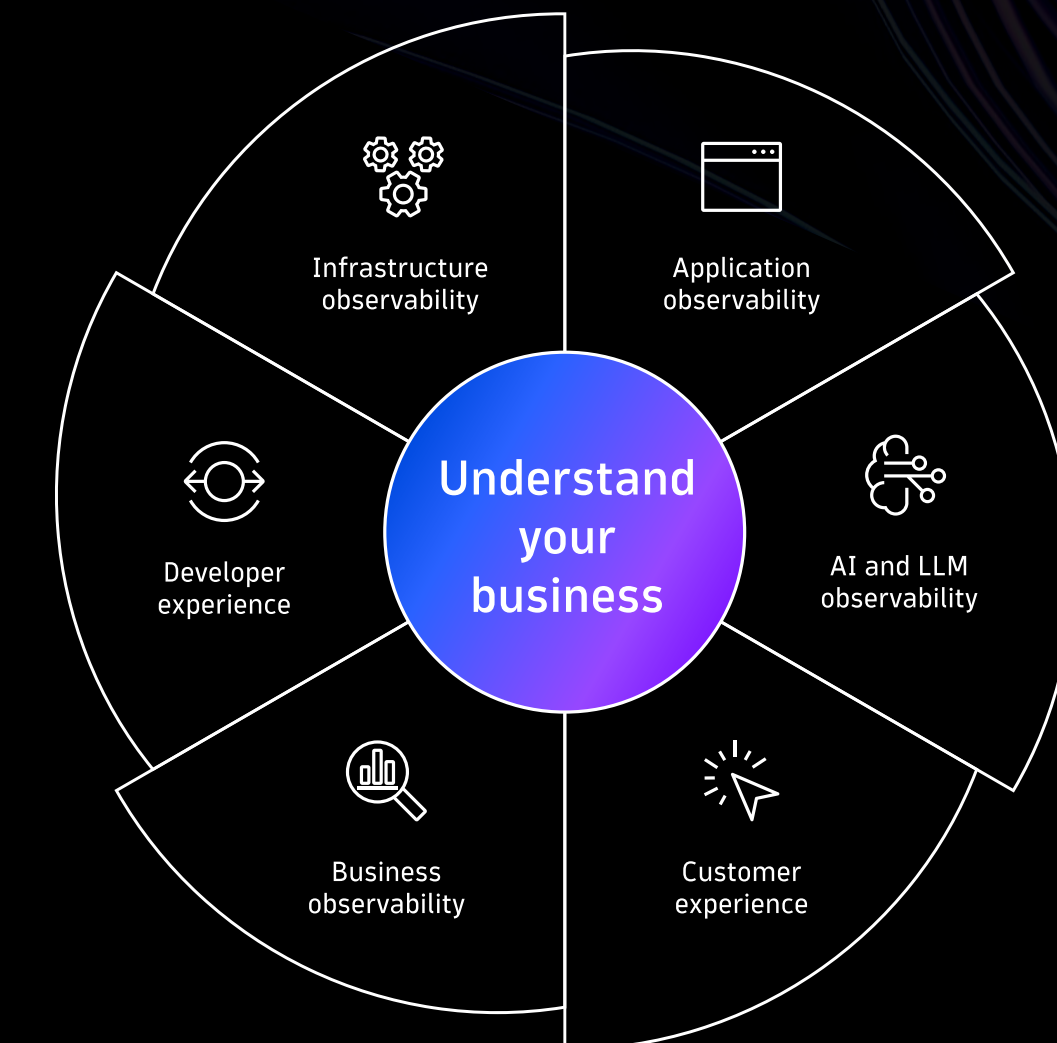
WE HELP YOU...

Understand your business like never before

Dynatrace is the leading AI-powered observability platform. We empower today's AI-enabled digital enterprises to understand their systems and data so they can **analyze, automate, and innovate faster.**

With Dynatrace, you can transform complexity into your greatest asset and **drive your business forward.**

THE VALUE WE DELIVER



AIRFRANCEKLM
GROUP

DELIVERING SEAMLESS, SUSTAINABLE FLYING EXPERIENCES WITH AI-POWERED ANSWERS

- Faster issue resolution to drive better services
- More stable software development and releases
- Seamless move to more sustainable data centers

BMO



ACCELERATING EFFICIENCY AND BUILDING TRUST WITH DATA-DRIVEN INSIGHTS

- Issue analysis and resolution time slashed by 80%
- Shortened log analytics processes from 45 min. to 5 sec.
- Unlocked 40 hours of extra time for development

TELUS

DRIVING CUSTOMER EXPERIENCE EXCELLENCE WITH ENTERPRISE-WIDE OBSERVABILITY

- Lowered MTTR by 45%
- Support for shift left and SRE speeds up delivery
- Deployment time reduced from 600 to 20 minutes