Top reasons customers switch from AppDynamics to Dynatrace

To innovate and drive business transformation organizations need automated, AI-powered observability from a single modern platform. They cannot get that from Cisco. Cisco Full-Stack Observability offering previously consisted of multiple tools, including their AppDynamics solution and a separate platform based upon acquired companies. Cisco Full-Stack Observability has changed since the Splunk acquisition, but customers will still need to deploy multiple tools to monitor, collect log data and automate for traditional and cloud native applications.

Hundreds of organizations have switched to Dynatrace for end-to-end, cloud-native observability. In a single platform, Dynatrace spans from the data center to cloud to the edge, and supports hyperscaler, container and microservices environments. With true full-stack observability, Dynatrace enables customers to manage health and risk of the business as the digital landscape continuously evolves and scales. **Here are four reasons organizations choose Dynatrace over Cisco Full-Stack Observability.**

REASON ONE

Uncertainty with AppDynamics

AppDynamics is an APM tool that supports on-premises workloads and traditional, monolithic applications architectures. Cisco acquired a few early-stage startups to develop Cisco Cloud Observability for observing, securing, and optimizing cloud native architectures. Cisco customers needed to deploy multiple monitoring tools for Full-Stack Observability covering hybrid cloud environments, i.e., AppDynamics, Cisco Cloud Observability, Thousand Eyes, and Workload Optimizer.

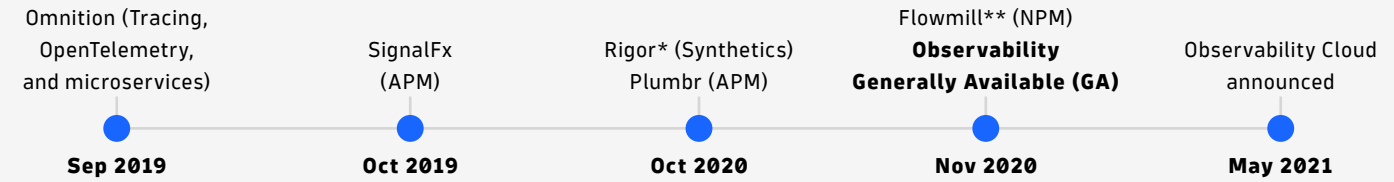
Recently, Cisco announced that Cisco Cloud Observability will no longer be developed, stranding customers who have invested in Cisco Full-stack Observability. For Cloud Native environments, Cisco customers are advised to migrate to Splunk Observability Cloud. Going forward, Cisco customers will need AppDynamics for traditional, on-premises workloads and Splunk Observability Cloud for cloud native architectures.

REASON TWO

Unproven Splunk Observability

Splunk is traditionally a log management vendor but has been acquiring companies to offer observability capabilities since 2019. In May 2021, Splunk announced Observability Cloud.

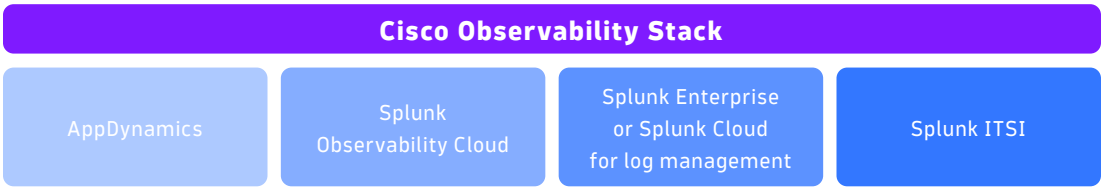
Timeline of Splunk acquisitions



*Rigor (Synthetics) managed separately from Observability Cloud
**Flowmill is not Generally Available (GA)

For Cisco customers that have a Hybrid Cloud environment with Cloud Native architectures, they will need the following tools for Full-Stack Observability:

1. AppDynamics for traditional applications
2. Splunk Observability Cloud for cloud native applications
3. Splunk Enterprise or Splunk Cloud for Log Management
4. Splunk ITSI for AIOps



Prospects that have tried Splunk Observability during a Proof of Concept (POC) have told us about the offering:

1. Splunk Observability is immature and does not provide topology, context, and relationships between data sources
2. Instrumenting Splunk Observability is manual, i.e., configuring exporters, agents, and collectors is manual and introduced complexity
3. Not scalable over time as the use of observability grows for large complex environments — constantly managing and upgrading agents
4. Splunk services does not have the observability expertise to drive adoption across the organization

REASON THREE

Dynatrace's technical differentiators

With the deepest and widest hybrid / multicloud observability, continuous runtime application security capabilities, Digital Experience Management (DEM), and powerful AIOps, the Dynatrace Platform delivers precise answers about the performance and security of applications, the underlying infrastructure, and the experience of all users. Dynatrace simplifies the process of instrumenting and on-boarding applications. Dynatrace provides real-time topology mapping and distributed tracing and visibility, in a unified platform with context at scale across your multicloud environment. The Davis AI engine provides precise answers to assure the performance and security of applications and automation. Dynatrace is true full-stack observability, ensuring every application is available, functional, and efficient across every channel for the best customer experiences.

REASON FOUR

Faster time to value with Dynatrace

Customers who have switched experience the simplicity and fast time to value of Dynatrace. With the broadest multicloud and technology support, customers get a comprehensive understanding of their environment with context including metrics, logs, traces as well as full topological model, entity relationships and more.

Dynatrace ONE services provide the expertise, guidance, education, and best practices organizations need to seamlessly migrate from legacy monitoring tools to Dynatrace. The Dynatrace services team leverages the foundational aspects of Dynatrace to instrument and on-board applications, services, and hosts at scale. Dynatrace is the ideal solution for tool consolidation and eliminating multiple-siloed tools.

Additionally, consider the Dynatrace ONE Customer Success team as your quarterback that manages the overall Dynatrace relationship and connects you with any additional resources you may need to realize value. The Customer Success team will support and enable you through the in-product chat or customized coaching sessions.

Read about Dynatrace in these reports:

- Dynatrace named a Leader in the 2025 Gartner® Magic Quadrant™ for Observability Platforms
- Dynatrace ranked #1 in 4 of 6 Use Cases in 2025 Gartner® Critical Capabilities for Observability Platforms report
- Dynatrace named a leader in the Forrester Wave™: AIOps Platforms, Q2 2025
- Dynatrace delivers 451% 3-year ROI: IDC Business Value Study

Dynatrace is advancing observability for today's digital businesses, helping to transform the complexity of modern digital ecosystems into powerful business assets. By leveraging AI-powered insights, Dynatrace enables organizations to analyze, automate, and innovate faster to drive their business forward. Learn more at www.dynatrace.com.

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