




Dynatrace for eCommerce

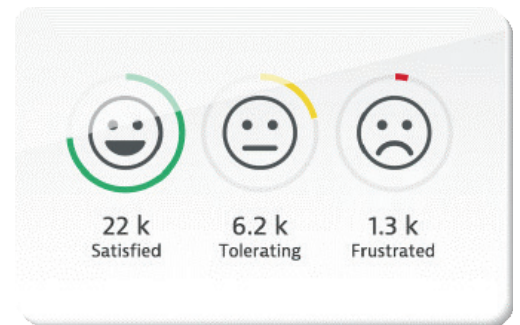


FACT SHEET

Today, eCommerce success — is all about understanding and optimizing your users' experience, making measuring the user experience a priority. Tracking metrics across the eCommerce landscape is the key to understanding users' experience and optimizing performance.

To be successful in this new digital paradigm, companies must understand, manage and optimize digital interactions across all channels. This goal can only be achieved if you have a unified view of your digital channels, from the browser or mobile app, to third parties all the way to supporting application code and databases, so you can:

-  **Identify where online users are struggling & resolve issues to drive higher conversion rates**
-  **Gain visibility into issues affecting online experiences and quantify their business impact**
-  **Rapidly resolve hidden or hard-to-find system or application problems**



What's in it for me?

Digital Business Owner

Insights into impact of user experience on the business — visits, abandonment, conversions, orders, revenue

- Measure and understand how your users interact with your site.
- Access real-time information on geo-location, browser type, device type, click-path, revenue and conversion rates.
- Use an executive dashboard to understand how your eCommerce apps are contributing to business success and how performance is impacting conversion rates

Development

Build better apps faster with less effort and greater reliability by identifying architecture elements and procedures that might not work correctly before sending code to the test

- Build better apps the first time, accelerate release cycles and reduce production issues
- Validate application architecture early in the development cycle
- Locate root causes in seconds for faster application performance problem resolution
- Integrate seamlessly with any build environment
- Collaborate with teams throughout the entire application lifecycle

Operations

Fact-based insights into user experience from browser click to database and back for optimization and proactive resolution of issues

- Share detailed information of problems detected in production with app support and dev teams for quick resolution
- See in real-time how a particular transaction is performing at any given time for distributed environments
- Auto-detect abnormal behavior with smart baselining to learn what normal looks like for your apps
- Know all transactions that breach SLAs or violate rules

QA/Test

Accelerate cycle time, increase test coverage and consistently deliver more stable apps to production that perform and scale

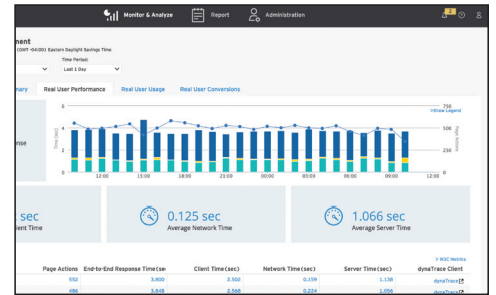
- Validate application's architecture to make sure it scales in production and performs as expected
- Trace the path of any request from app to backend no matter how complex or distributed your architecture
- Detect regressions automatically with a build to build comparison

Optimize the Performance of Your eCommerce Environment

With Dynatrace, organizations have the confidence to be successful with their eCommerce initiatives. Proper monitoring of eCommerce apps through a single tool allows business, operations and development to work together seamlessly to rapidly identify and resolve user experience degradations that can impact the bottom line.

Dynatrace provides full end-to-end visibility into eCommerce application performance from the user all the way back to the database that comprise the complete, extended application.

You will understand user behavior, capture the details of the user journey and provide this information to the key stakeholders to make educated decisions.



Dynatrace was a critical factor in our ability to reduce our performance testing cycles from two months to two weeks.”

— Gopal Brugalette, Performance Architect, Nordstrom

[Read more here](#)

NORDSTROM



We have a very ambitious roadmap of adding new features including a new auto-ship program, improved search functionality and many other features. Dynatrace gives us the ability to catch any problems before they happen as we continue to improve our site.”

— Rich Zapf, Senior Director of aCommerce, Lucky Vitamin

[Read more here](#)



Questions to Ask When Optimizing Your eCommerce Applications

As you embark on your project to redesign and optimize the performance of your eCommerce applications in an effort to optimize your customer experience, here are a few questions and considerations that might help you along the way:

Is your eCommerce application achieving your business goals? Measure and understand how your customers interact with your site. Access real-time information on geo-location, browser type, device type, click-path, revenue and conversion rates. The better you can measure, the better you can manage and optimize.

Do you know where it hurts? Understand the Web application transaction details from the customer’s browser through the server tiers into the database. Use full end-to-end transaction tracing to gain a holistic view of application performance without blind spots.

Are you prepared for potential issues that may arise? Ensure you can proactively monitor real-user transactions as they happen in real-time 24x7x365 — as your business never sleeps. It is valuable to be able to identify and solve any issues quickly before they affect your entire customer base.

Does your application scale with your business? Is your business growing rapidly, or does it spike at certain times of the year? Include automated performance testing as part of your application delivery chain. Use automated architecture and regression analysis to see scalability problems before you put code into production.

Can you find and fix it fast? Ensure that you capture and record diagnostic-level data during production so developers need not waste time re-creating problems — making expensive test cycles a thing of the past, especially in environments with Agile or DevOps processes.

Can you rely on your business partners? Monitor third party services your applications and business rely on, like payment processing or external content providers, to ensure they are not slowing you down and driving users away.

Are your application and business strategy and priorities aligned? Use an executive dashboard to understand how your website is contributing to business success and how performance affects conversion rates.

Are you there yet? Implement a continuous process that ensures your goals are met and you are heading in the right direction. Consider a lifecycle approach to assure you reach your goals in the most effective way, avoiding wrong turns along the way.

Dynatrace Digital Performance Platform — its digital business...transformed.

Successfully improve your user experiences, launch new initiatives with confidence, reduce operational complexity and go to market faster than your competition. With the world’s most complete, powerful and flexible digital performance platform for today’s digital enterprises, Dynatrace has you covered.

Learn more at dynatrace.com

Dynatrace is the innovator behind the industry’s premier Digital Performance Platform, making real-time information about digital performance visible and actionable for everyone across business and IT. We help customers of all sizes see their applications and digital channels through the lens of their end users. Over 8,000 organizations use these insights to master complexity, gain operational agility, and grow revenue by delivering amazing customer experiences.

