

GAIN VISIBILITY INTO USER EXPERIENCE – FROM THE USER'S PERSPECTIVE

For IT operators and business owners, dynaTrace User Experience Management (UEM), part of Compuware APM, provides unprecedented visibility for superior, real-user monitoring and deep, fact-based insight into performance and user behavior. For the first time, understand and manage real-user experience from a browser-click, through the web and application tiers, to the database, and back — for all users, all transactions, 24/7, down to the line of code. Anticipate and resolve issues before they impact users. Increase overall user satisfaction substantially.

HOW DYNATRACE UEM WORKS

- dynaTrace UEM is the first in a new generation of user experience management systems that unifies UEM and APM in a single, all-in-one system.
- dynaTrace UEM is built atop an extendable PurePath-enabled platform so there is no integration to do when combining it with dynaTrace Production Edition, the leading continuous APM solution for demanding production environments.
- dynaTrace UEM extends your visibility to the browser on every JavaScript-enabled system, desktop or mobile. Get real, end-to-end information and optimize your applications.
- Ultra-light and production-safe, dynaTrace's patented PurePath Technology® captures timing and code-level context for all transactions, end to end, from user click, across all tiers, to the database of record and back. With this exact, deep, atomic-level detail, PurePath™ allows for more accurate reporting, granular business transaction grouping, precise SLA management and the fastest path to root cause on the market.

With its open and extensible architecture, dynaTrace UEM with dynaTrace Production Edition is easy to incorporate into any existing production environment and quick to add value in a variety of ways for a variety of stakeholders.

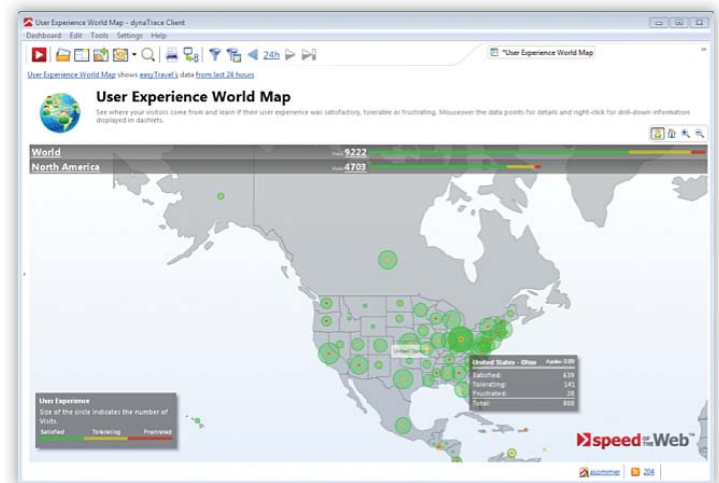
DYNATRACE UEM BENEFITS

FULL VISIBILITY INTO REAL-USER EXPERIENCE

Visualize real-user experience from the user perspective – monitor from the browser to the data center, all user interactions, including those that call external services like CDNs, ad networks, map services and more.

WEB 2.0 SMART

In modern Web 2.0 applications, unique visibility into all pages, page actions and visits for further analysis, reporting and troubleshooting.



Monitor your web application with out-of-the-box reports, to understand the user experience across the globe.

SPEED COMPLAINT RESOLUTION

Is it a genuine complaint? Is it your application, ISP or external cause? Who else was affected? What's the business impact? dynaTrace UEM provides all the answers. It captures every visit, 24/7, in production along with the exact click path. Search and find customer visits, even if you received complaints two weeks later.

OPTIMIZE CONVERSION RATES

Track conversion rates and revenue and determine the impact of performance on key business metrics, in real-time, 100 percent accurate.

TUNE LANDING PAGES

Automatically discover all landing pages and instantly monitor them for performance and availability. Stop guessing and start optimizing these key pages to satisfy more users and boost Google rankings.

MONITOR EXIT ACTIONS

Monitor the last steps your visitors took and see if their Exit Pages or Exit Web 2.0 Actions had performance or functional problems. Ensure poor performance and errors don't lower conversions and increase abandonment rates.

REVEAL FUNCTIONAL PROBLEMS

Automatically detect browser- and server-side functional problems and reveal their impact on user experience. Out-of-the-box dashboards instantly compare performance data, such as today with last week. With one click, share interactive dashboard reports with colleagues.

ZERO CONFIGURATION

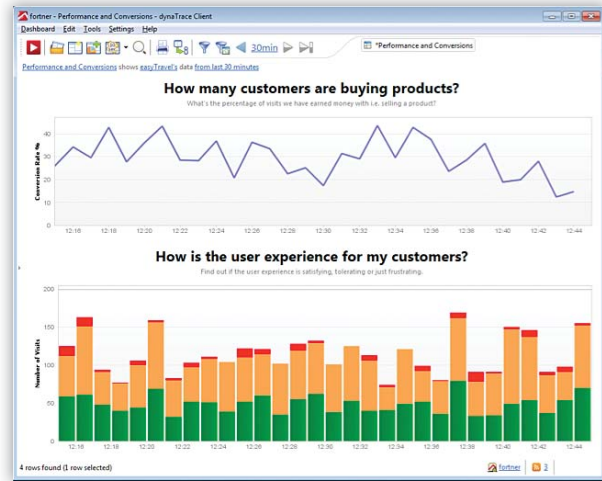
dynaTrace UEM is highly automated, works out of the box and provides the industry's fastest time-to-value. No coding needed. Out-of-the-box visualizations for all stakeholders – a Geo map for business users, a transaction flow map for operations and a UML Sequence Diagram for architects.

DEEPEST VISIBILITY

Go deep into JavaScript executions, DOM manipulations, rendering and network times. Provide engineering the exact details they need to resolve issues 10 times faster.

DYNAMIC BASELINING

User delight is relative, constantly changing and depends on expectations set by competitors. Use industry-relevant, dynamic baselines to measure up against your competition and take immediate corrective action if needed.



dynaTrace UEM not only tracks conversion rates, it also shows how performance affects your business, in real-time, 100 percent accurate.

DYNATRACE UEM CAPABILITIES

Visualize all users on a world map and measure user experience – frustrated, tolerating or satisfied.

- Auto-detect all visits, click paths, Web 2.0 page actions and errors.
- Capture all business transactions 24/7, end to end, from browser to database and back.
- Auto-detect all browsers and versions, operating systems, mobile devices and bandwidth.
- Monitor performance of third-party content – CDNs, ads, social media.

ABOUT COMPUWARE APM

Compuware APM is the industry's leading solution for optimizing the performance of web, non-web, mobile, streaming and cloud applications. Driven by end-user experience, Compuware APM provides the market's only unified APM coverage across the entire application delivery chain — from the edge of the Internet through the cloud to the data center. Compuware APM helps customers deliver proactive problem resolution for greater customer satisfaction, accelerate time-to-market for new application functionality and reduce application management costs through smarter analytics and advanced APM automation. With more than 4,000 APM customers worldwide, Compuware is recognized as a leader in the "Magic Quadrant for Application Performance Monitoring." Learn more at: compuware.com/apm

Compuware Corporation, the technology performance company, provides software, experts and best practices to ensure technology works well and delivers value. Compuware solutions make the world's most important technologies perform at their best for leading organizations worldwide, including 46 of the top 50 Fortune 500 companies and 12 of the top 20 most visited U.S. web sites. Learn more at: compuware.com.

Compuware Corporation World Headquarters • One Campus Martius • Detroit, MI 48226-5099

© 2012 Compuware Corporation

Compuware products and services listed within are trademarks or registered trademarks of Compuware Corporation. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

5.08.12 20664af

