

Dynatrace Input for SoftCat



Crown
Commercial
Service

In response to
RM1557.15 G-Cloud 15 – Lot2b

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1 Bidder Details Template **PARTNER TO UPDATE**

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Company Website	:	[Partner Website]	
History	:	[Company History]	



2 Introduction

We understand that IT systems and processes play a key role and are critical for the success of delivering public services. Automation, digitalization, artificial intelligence and machine learning are seamlessly integrated into your work. A critical success factor in establishing a best-in-class technology organization is to consolidate and simplify observability and monitoring toolsets into a single unified platform.

The Dynatrace Observability solution will give your development, operations and business teams:

- A single source of truth enabling you to get to the root cause of problems faster
- Significant internal efficiencies and productivity savings
- Strong foundations to support your cloud migration
- Improved visibility and analytics to drive better customer experiences and business outcomes

In this document and supporting information we will demonstrate why Dynatrace is the best partner to meet the needs of digital transformation requirements in the UK Public Sector.

Why Dynatrace?

In [2025 Gartner® Magic Quadrant for Observability Platforms](#) Dynatrace is a Leader for the 15th consecutive time and positioned highest for Ability to Execute. We believe this is a testament to our customers ability to drive their business forward using AI-powered observability, with core capabilities across business observability, AI and LLM observability, log management, analytics, security and automation.

Dynatrace ranked #1 in 4 of 6 Use Cases in 2025 Gartner® Critical Capabilities for Observability Platforms, scoring the highest of 20 vendors in the following Use Cases:

- Site Reliability Engineering (4.30/5)
- Cost Optimization (4.32/5)
- Business Insights (4.30/5)
- AI Engineering (4.29/5)

We believe Dynatrace's recognition as a leader for the 15th consecutive time reflects our ability to:

- **Deliver End-to-End observability** and security to manage the health and risk of the business as the digital landscape continuously evolves.
- **Optimize application performance** for best-in-class customer experiences across the entire digital landscape.
- **Accelerate cloud modernization** to adopt cloud native technologies faster and release higher quality software.
- **Support customers solve their most complex business challenges** with AI-powered observability and security, analytics and automation.



Gartner, Magic Quadrant for Observability Platforms, Gregg Siegfried, Matt Crossley, Padraig Byrne, Andre Bridges, Martin Caren, 7 July 2025.

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Compliance, certifications, and audits

Below you find an overview of independent research institutions and awards about Dynatrace:



- **GigaOm Radar Report for Cloud Observability Solutions**—We were named a Leader in the 2025 GigaOm Radar Report for Cloud Observability Solutions, positioned as the vendor closest to the center of the radar. Dynatrace was also named an Outperformer, and this recognition reflects Dynatrace's industry-leading innovation and ability to deliver the highest impact for customers.
- **Customers' Choice in the 2024 Gartner® Peer Insights™ Voice of the Customer for Digital Experience Monitoring** - Dynatrace was recognized as a Customers' Choice in the 2024 Gartner® Peer Insights™ Voice of the Customer for Digital Experience Monitoring report, the only vendor with this distinction.
- **2025 Gartner® Magic Quadrant™ for Observability Platforms** – Dynatrace named a Leader for the 15th consecutive time and positioned in the quadrant highest for Ability to Execute.
- **2024 Gartner® Critical Capabilities for Observability Platforms** – Dynatrace scored the highest across 6 of 6 use cases.
- **2024 Gartner® Magic Quadrant™ for Digital Experience Monitoring** – Dynatrace named a Leader in the first-ever Gartner Magic Quadrant for Digital Experience Monitoring and recognized Dynatrace for Ability to Execute and Completeness of Vision.
- **2023 ISG Provider Lens™ for Cloud-Native Services and Solutions** – Dynatrace was named a Leader positioned highest in cloud-native observability and a Leader in cloud-native security.
- **2025 Forrester Wave™: Artificial Intelligence for IT Operations (AIOps)** – Dynatrace secured the highest score overall, earning the best position for Strength of Current Offering.

At Dynatrace, we **embody a privacy- and security-by-design approach** in every aspect of our work. We don't just meet market standard in our data protection, we exceed it. We also **partner with top security organizations to meet their strict compliance standards**, and our own.

The Dynatrace SaaS infrastructure is hosted in Amazon AWS, Microsoft Azure or Google Cloud Platform (GCP), based on customer preference. Dynatrace also benefits from secure Amazon, Azure, and Google data centers that are certified for **ISO 27001** ([link](#)), **PCI-DSS Level 1**, and **SOC 1/SSAE-16 as well as SOC 2 Type II**.

Dynatrace LLC has **self-certified compliance with the EU-U.S. Data Privacy Framework** ("EU-U.S. DPF"), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework ("Swiss-U.S. DPF") as set forth by the U.S. Department of Commerce (together, the "DPF"). We have certified to the U.S. Department of Commerce that we adhere to the EU-U.S. Data Privacy Framework Principles with regard to the processing of personal data received from the European Union in reliance on the EU-U.S. DPF and from the United Kingdom (and Gibraltar) in reliance on the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework Principles with regard to the processing of personal data received from Switzerland in reliance on the Swiss-U.S. DPF (together, the "DPF Principles"). For Dynatrace customers, this certification means that the European Commission has agreed that transfers of personal data from Dynatrace's customers in



the EU, UK and Switzerland to Dynatrace in the United States are ensured an adequate level of protection. To learn more about the DPF program and to view our certification, please visit <https://www.dataprivacyframework.gov>.

For more information, please visit Dynatrace's [Privacy Notice](#). Below are more certifications Dynatrace has achieved, further details are available on the Dynatrace website, <https://www.dynatrace.com/company/trust-center/>

	Dynatrace provides you with features that enable you to comply with leading data protection laws, including the California Consumer Privacy Act of 2018 (CCPA).
	The Cloud Security Alliance STAR self-assessment report is available for download here .
	Dynatrace is FedRAMP authorized at the Moderate Impact Level.
	Penetration test and Red team assessments which simulate real attacks and test our response capabilities and security measures are performed at least annually.
	You can enable the FIPS mode to ensure OneAgent is compliant with the FIPS 140-3 computer security standard.
	Dynatrace provides you with features that enable you to comply with leading data protection laws, including GDPR.
	Dynatrace undergoes an annual HIPAA risk assessment. Dynatrace is willing to enter into a Business Associates Agreement (BAA) with Covered Entities and Business Associates. Dynatrace Offerings do not require and are not intended for the collection, storage, or other processing of Restricted Information, such as PHI.

Dynatrace named a Leader in AIOps

With our **AI-driven approach to problem identification**, the following real world customer benefits have been taken from the independently verified report from IDC called [The Business Value of Dynatrace](#). You can also [take an assessment](#) to estimate your ROI based on IDC's data.

- Delivers 451% ROI in three years
- \$17.3M annual savings
- Reduce time spent solving sev1 and sev2 issues by 56%
- Increases DevOps efficiency by 28%



3 Solution Description

The Dynatrace Difference

As the public sector continues to embrace new technologies and the cloud to **rapidly enable digital transformation**, they're driven to rethink their monitoring strategies. Traditional monitoring solutions are difficult to deploy (manual by nature), narrow in scope, and designed to operate in a simpler, siloed environment. They struggle to keep up with the dynamic nature of new applications and cloud technologies.

Designed to help every team do more

Give teams the precise answers they need to automate what's holding them back and deliver flawless and secure digital experiences.



DEVELOPMENT

Innovate faster with higher quality

Automate DevOps pipelines to create better software faster, and free up time for innovation.



OPERATIONS

Operate efficiently and securely

Predict and resolve problems before they impact users with precise, AI-powered answers.



BUSINESS

Deliver experiences customers love

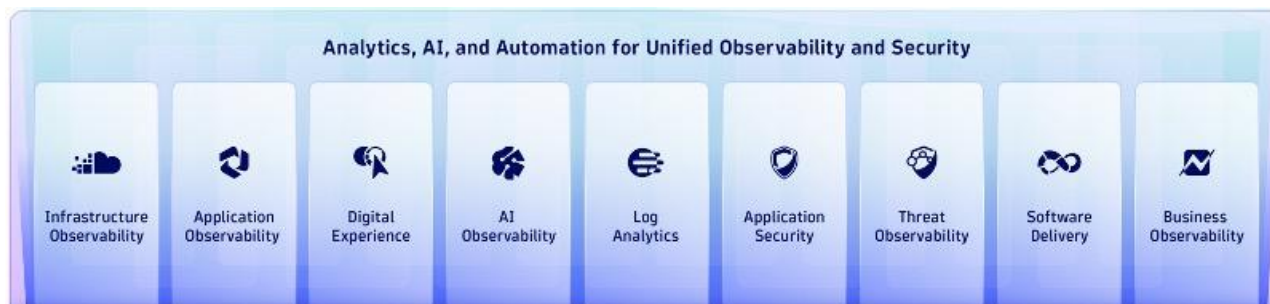
Boost conversions and revenue by understanding and optimizing every customer interaction.

As telemetry data volumes have exploded, Dynatrace helps customers modernize faster and tackle the increasing complexity. Understanding critical telemetry data in context is more important than ever to drive decision-making in modern hybrid cloud and cloud-native environments. **Dynatrace uniquely combines causal, predictive, and generative AI across metrics, traces, and logs powered by a causational data lakehouse (Grail) to provide answers to the most complex application environments.** This means ingesting, storing, and processing data at scale and in context is made easy.

Grail fundamentally changes the game with **massive parallel processing** that tackles challenges in growing data volumes while **understanding context**. It is faster and easier than ever before to ingest and understand data.

The Dynatrace Software Intelligence Platform

Today, Dynatrace is the industry's only [3rd-generation monitoring](#) platform that seamlessly combines [Infrastructure Observability](#), [Application Performance Monitoring](#), [Digital Experience Monitoring](#), [AIOps](#), and [Application Security](#) into an all-in-one, automated solution with artificial intelligence powering its core. [The platform](#), which we simply call "Dynatrace," fundamentally changes how end users are monitored and applications are managed and helps [bring together development, operations, and business teams](#) to drive performance results.



Infrastructure Observability

Advanced observability across cloud and hybrid environments with continuous autodiscovery of hosts, VMs, containers and orchestration, network, devices, logs, events, and more, all in context, with precise AI-powered answers.

Application Observability

Advanced observability across cloud and hybrid environments, from microservices to mainframe. Automatic full stack instrumentation with code-level insights and dependency mapping. AI-assisted answers detail the precise root cause of anomalies, eliminating redundant manual work and saving time to focus on what matters. Dynatrace application observability includes infrastructure monitoring and AIOps, delivering instant answers across the full stack.

Digital Experience

Assure consistently better business outcomes and optimize user experience by maintaining an outside-in understanding of how the entire cloud stack supports the expected outcomes—service by service, journey by journey, KPI by KPI. Real user and synthetic monitoring combined with 4 K movie-like Session Replay provide application optimization, enhanced customer experience, and superior customer support across all digital channels.

AI Observability

Dynatrace AI Observability empowers organisations to maximize the ROI of Generative AI systems through reliable, AI-powered insights, ensuring performance and cost optimization, compliance, and trustworthiness. With Dynatrace AI Observability, organisations can deliver successful, reliable, scalable, and secure GenAI and Agentic applications to production. They achieve this with end-to-end observability, realizing significant resource savings for both customers and end users while building enduring trust with users.

Log Analytics

Log analytics eliminates inefficiencies and blind spots by automatically integrating logs, metrics, traces, and business data – all in context. Our AI-driven platform provides full stack observability and contextual analytics for real-time issue resolution across complex IT landscapes.

Application Security

Detect third party and code-level vulnerabilities across all layers of any cloud application without false positives with runtime vulnerability analytics. Understand the impact and extent of exposure to a zero-day minutes after it enters vulnerability databases. Leverage Davis AI to prioritize vulnerabilities with full observability context, like internet exposure and reachable data. Detect and block common attacks on



application layer vulnerabilities, like injection attacks. Protect against critical zero-day attack types, like SQL Injection, while the vulnerability is remediated.

Threat Observability

Investigate cloud security events from any source, such as CNAPP, CSPM, XDR, and CDR. Reduce large volumes of events to a key handful using observability context, like public internet exposure. Visualize, categorize, analyze, and automate response. Leverage Security Investigator to conduct threat hunts efficiently. Find the “unknown unknowns” with queries that span metrics, events, logs, and traces. Fill log data gaps and find indicators of compromise (IoCs) that may otherwise be missed with observability context.

Software Delivery

Accelerate the software delivery process and empower development teams with simple yet powerful automations driven by observability and security insights.

Business Observability

Get real-time, AI-powered answers to business questions by tying business metrics with data flowing through application performance and digital experience modules. With easy access to answers, data-backed decisions, and real-time visibility into business KPIs, it’s easier to deliver better digital business outcomes across all channels more efficiently than ever before.

Groundbreaking Technologies



Dynatrace simplifies the complexity of the enterprise hybrid cloud for architects, application teams, operations teams, and product owners while providing actionable insights that accelerate cloud migrations, cloud adoption, and DevOps success. This solution offers full stack observability and advanced automation at the core:



OneAgent: Automatic instrumentation technology that discovers all processes running on the host and automatically activates instrumentation specifically to the application stack PurePath.



PurePath: Capture and analyze timing and code-level context for all distributed traces, end-to-end, across the full stack.



Davis AI: Combines the power of forecasting, causal, and generative artificial intelligence to deliver precise answers instantly.



AutomationEngine: Leverages observability data and Dynatrace analytics to automate manual tasks easily.



AppEngine: A low-code approach to creating apps specific to the needs of an organization.



Grail: A data lakehouse that can process large volumes of data and provides up to a 100X speed advantage over existing solutions.



Smartscape: Provides a real-time dependency mapping system.



OpenPipeline: Ingest, process, and persist observability, security, and business data from any source, in any format, and at any scale.

Dynatrace architecture overview

Dynatrace is built for the cloud to be highly scalable, available, and secure.

Built for the cloud to monitor at hyperscale

Dynatrace is the only solution on the market architected with dynamic, web-scale cloud-native technologies.

Running on public clouds, Dynatrace is built on an elastic grid architecture that easily scales to 100,000+ hosts. We use the most robust enterprise-proven cloud technologies to provide a monitoring solution that is as resilient and available as the systems it monitors.

- Cloud-native computing
- Cloud-native block and object storage
- Automated load balancing

Designed for always-on availability

Dynatrace runs across several AWS, Azure, and Google Cloud regions, operating in at least three availability zones for each region.

Automatic scaling and load balancing capabilities ensure that new computing instances spin up automatically to meet spikes in demand and traffic.

- Real-time failover redundancy is built into all system components.
- Automated management layer detects faulty components and replaces them immediately.



- One-third of excess capacity in our clusters is always reserved for real-time failover and the ability to cope with peak loads in real-time.
- Guaranteed $\geq 99.5\%$ uptime

Secure by design

Dynatrace has been designed on industry best practices such as encrypted transmissions, cross-site scripting prevention, firewalls, regular security updates, security scans, and vulnerability assessments to ensure the security of your data. Auditing, access restrictions, and secure decommissioning of data storage complement the design.

Because Dynatrace is hosted in the cloud, it benefits from world-class data centers, which are certified for ISO 27001, PCI-DSS Level 1, and SOC 1 / SSAE 16.

Dynatrace has received SOC 2 Type II certification for security and availability.



4 Dynatrace Partnership

Dynatrace Partners

Dynatrace works closely with its partners in the United Kingdom and globally, through a **robust Partner Program** designed to **foster growth and innovation**. The program offers a range of benefits, including access to advanced training, certifications, and dedicated resources, **enabling partners to enhance their expertise** in AI-driven observability solutions.

Partners can also leverage Dynatrace's **comprehensive services**, including deployment support, integration, and ongoing consulting, to deliver tailored solutions to their clients. The certifications provided through the program help ensure that partners have the technical proficiency required to implement Dynatrace's **full suite of products**. By empowering its partners with the right tools and knowledge, Dynatrace helps businesses in the United Kingdom **optimise their digital operations** and achieve **greater efficiency and customer satisfaction**.

5 Partner Led Dynatrace Deployment, Adoption and Support Services

Partner to update here with deployment and services approach.

Dynatrace is able to work directly with customers and also with partners.

- Working with customers: We have more than 4,100 customers in over 90 countries. Dynatrace works directly with its customers and has a comprehensive post-sales organisation, that is able to deliver all things that a modern observability solution requires, including planning, design, implementation as well as training, staff augmentation and program management.
- Working with partners: Dynatrace also welcomes joint ventures with its partners, where our post-sales organisation and our partner will identify which party can best deliver which capabilities. We will support any partner model, ranging from Dynatrace being in the lead, subcontracting partners to deliver specific items to our partner being in the lead, outsourcing certain elements to Dynatrace. We always endeavour to propose a model that allows our client to realize value and adopt our solution as quickly and thoroughly as possible.

The Dynatrace Post Sales organization combines **deep product knowledge with extensive hands-on experience** to help clients **improve application performance and customer experience** while **maximizing business impact**. When you partner with Dynatrace, you get the education, expertise, and direct assistance you need to **maximize the benefits** of your Dynatrace investment. Utilizing the global team of Dynatrace-certified professionals, we will help you **develop the skills** and experience you need to solve today's problems and build an observability foundation for the new generation of software intelligence. Dynatrace endeavors to provide a **comprehensive solution for the services** required to successfully roll out, maintain, and support a best practice, fully automated observability solution. In cooperation with your team, Dynatrace will help articulate your business's desired outcomes to define goals and objectives. Based on our core competencies and capabilities across the entire software delivery lifecycle, we aim to ensure that we:



- Provide **observability expertise** to the organization as best practices are shared and more automation and self-services are made available to the key stakeholders.
- **Enable the ability to understand** what is happening inside key business systems from the insights of internal and external outputs.
- Implement the practice of **managing automated incident workflows** in coordination with observability, CMDB, and ITSM Systems.
- Understand **user experience across all channels** to give the business team the necessary information to make investment decisions that best support their overall business goals.
- Automate the release of software with appropriate validation processes in lower environments to promote high-performing code to production.

Dynatrace will always strive to accomplish additional use cases in partnership with you to advance the achievement of business goals through value realization.



6 Dynatrace Premium Support Services

Enhanced Support Services

This could be provided on top of the partner led services and pricing.

When you need a premium, **24/7, personalized support experience** throughout your license period, Dynatrace's *Enterprise Success & Support* offering is the answer. This offering delivers a personalized and proactive customer experience with dedicated experts focused on business success and technical account management. Our team of **highly skilled customer success managers, customer success engineers as well as product specialists deliver strategic guidance and leadership designed to drive innovation**. This includes:

- Live in-product assistance: In-product. Always on. There when you need it. Instant access to Dynatrace Product Specialists.
- Dedicated expertise: A designated customer success manager and customer success engineer help you drive value from Dynatrace, be it on a strategic or technical level.
- 24/7 premium support: Unparalleled response times and continuous updates of support tickets. Giving you help and guidance when you need it.
- Plan for success: Establish a blueprint for growth and track progress toward your goals with customized success plans.



PROACTIVE PRODUCT GUIDANCE

- Personalized success plan and regular check-ins
- Named Customer Success Manager (CSM)
- Strategic product recommendations



TECHNICAL ACCOUNT MANAGEMENT

- Named Customer Success Engineer (CSE)
- Connection to Dynatrace experts
- Additional oversight and technical recommendations alongside technical support



ENHANCED AVAILABILITY & SUPPORT

- Enhanced 99.95% SLA
- 24x7x365 prioritized access to experts
- Community, chat, and email support



7 Customer References

Dynatrace Customer References

As of March 31, 2025, we had approximately 4,100 customers in over 105 countries. **Our customers reflect diverse industries** including, but not limited to, banking and financial services, government, insurance, retail and wholesale, transportation, and software.

Dynatrace works with many organizations, **reducing operating costs by up to 50% in some departments** and reducing the time it takes to resolve issues when they do occur. Select customer testimonials and stories are available at <https://www.dynatrace.com/news/customers/>.

[PARTNER TO PROVIDE RELEVANT REFERENCES]



8 Dynatrace Platform Subscription and Licensing Model

Dynatrace Platform Subscription (DPS) is your licensing model for all Dynatrace capabilities. It allows you the flexibility to use Dynatrace capability at any volume, anytime. With DPS, your organization can quickly adapt to ever-changing technical and business requirements while avoiding cumbersome licensing bureaucracy. Hourly reporting on usage and daily updates on your current budget provides you with all the transparency you expect.

A Dynatrace Platform Subscription agreement is typically signed for 1-3 years, with a minimum annual commitment. Each platform capability has a price point defined in the rate card that's included with your agreement.

Your organization's consumption of each Dynatrace capability accrues costs towards your annual commitment as defined in the rate card. Your Dynatrace Platform Subscription provides daily updates about accrued usage and related costs. You can access these details anytime via [Account Management](#) or the [Dynatrace Platform Subscription API](#). Your [DPS Billing report](#) is available in the Dynatrace web UI at Subscription > Accounting view. Your billing report provides details about accrued costs per booking date.

Dynatrace Platform Subscription (DPS) is a licensing model where you make a minimum annual spend commitment at the platform level and then consume that commit based on actual usage and a straightforward rate card. Once your annual commitment is reached, you can continue to use Dynatrace while incurring on-demand usage. Dynatrace applies the same rate card for on-demand usage without additional fees or premium pricing. You receive monthly invoices for on-demand costs until the next annual commitment period begins. You can alternatively increase the spend commitment to gain a higher discount.

Dynatrace Pricing

Transparent, simple to understand, and scalable with your demands. [Dynatrace Platform Subscription](#) offers flexible options that can grow with your business.

Usage based	Commit and save	Flexible and transparent
✓ Pay only for what you use ✓ Access any capability available to your deployment model/cloud environment – no restrictions or extra fees ✓ Track and control your usage, budgets, and costs with built-in tools	✓ Volume discounting that scales with annual commit ✓ No penalties for exceeding commit ✓ Unlimited seats, full visibility, smarter decisions	✓ No billing surprises ✓ Scale up or down as your needs change ✓ Forecast spend with real-time insights and pro-active alerts

Below is a summary of the industry-leading capabilities and platform technologies included with your subscription. To learn more please click the hyperlink provided in each header.



Application and Infrastructure Observability - End-to-end observability for applications and infrastructure. Extendable with Log Analytics, Digital Experience Monitoring, Code Monitoring, and Application Security.

Choose Foundation or Infrastructure for infrastructure only, Full-Stack for both application and infrastructure observability.

Container Observability - Observability of cloud-native containerized environments, from infrastructure to application, down to the code level. Extendable with Real User Monitoring, Log Analytics, and Application Security.

Log Analytics - Analyze logs in context and make smarter decisions when troubleshooting or measuring the health of your environments. Extendable with Application and Infrastructure Observability, Digital Experience Monitoring, and Application Security.

Mix and match your logs pricing model across your environment, according to your use-case.

Digital Experience Monitoring - Comprehensive monitoring for real user experience and synthetic testing across web, mobile, and API environments. Extendable with Application and Infrastructure Observability, Log Analytics, and Application Security for true end-to-end observability.

Choose **Real User Monitoring** or **Real User Monitoring with Session Replay** for all RUM features plus visual replay.

Application Security - Immediate and continuous actionable insights across your complete environment. Security findings integrated in core observability apps and workflows.

Choose Runtime Vulnerability Analytics to surface critical exposures in your environment. Add Runtime Application Protection to block exploitation attempts.

Includes full access to Dynatrace's unified platform

Our technologies deliver precise answers and automation through hypermodal AI, with automatic discovery and topology mapping across billions of dependencies.

Grail

Our data lakehouse designed for observability, unifying logs, metrics, traces and events into a real-time, topology-aware model

Smartscape

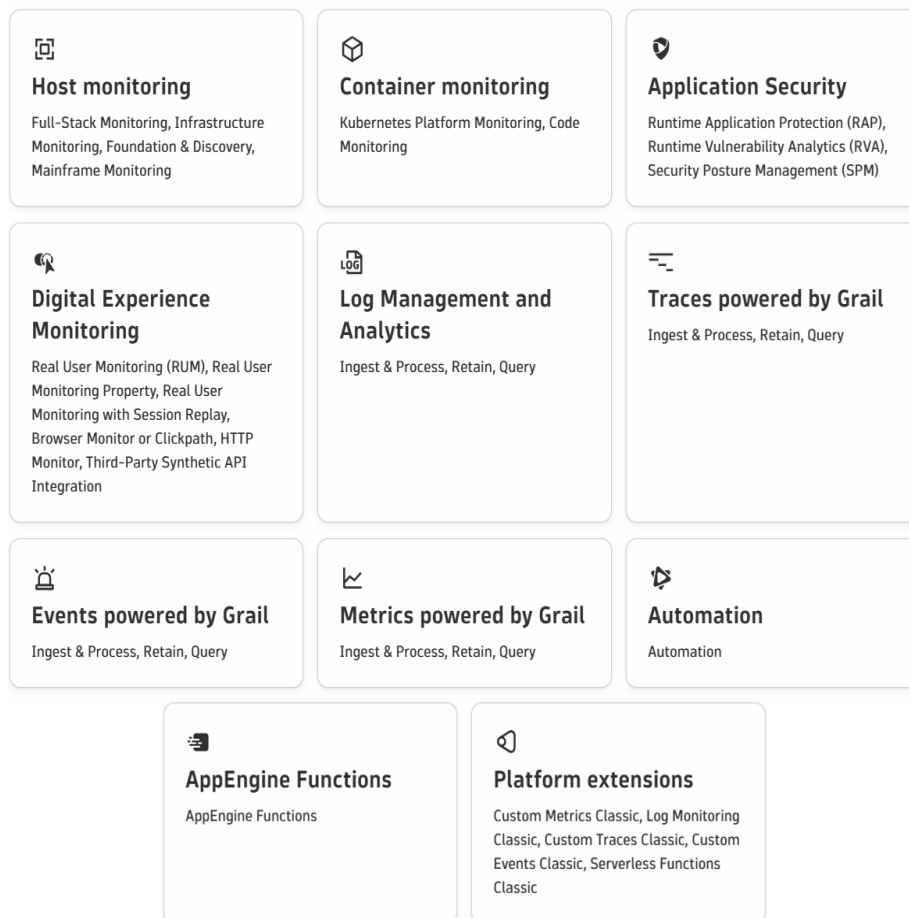
Real-time, auto-discovered topology that maps all components and their dependencies cross applications, services, processes, hosts and data centres

Davis AI

Run real-time analysis on observability and security data to detect anomalies, correlate events, pinpoint root causes, prioritize problems



To summarize, the Dynatrace Platform Subscription (DPS) model is a **consumption-based licensing model** with a minimum spend commitment. Consumption is based upon a **rate card**, and the larger the consumption, the lower the rates on the card. A DPS subscription promotes **ease of use, flexibility, and transparency** because, unlike traditional licensing models where specific product quantities must be defined in advance, a DPS enables CCS to **mix and match** all Dynatrace modules and capabilities at predictable rates.



With a DPS, CCS will always have **complete visibility** into each monitoring volume, cost, and trend. Below is an illustration of the view that CCS will have when tracking the volume.



This model offers flexibility and visibility to the usage of Dynatrace licenses. We believe this is how our valued customers can have more control over usage and spending. To fully appreciate the benefits and why we think this is the right licensing model for CCS 's current and future requirements, please refer to the following:

- **Cost-effective** approach for enterprise-wide coverage.
- **Flexible.** Removes the restriction of being locked into specific modules and quantities.
- **No limits.** Use as much as you need of whatever you need.
- **Consumption model** similar to those provided by AWS, Azure, and GCP.
- Pay for what you use/consume.
- Rate card defines the costs of consuming various modules.
- Requires annual commit. Bigger commit = lower rates.
- **Transparent (no surprises).** Track and trend your consumption.

You can find further details on Dynatrace pricing in the resources below:

- **Capabilities and List Price** - See the [List Price Rate Card](#) for a breakdown of DPS features and pricing.
- **Frequently Asked Questions** - Explore the [Pricing FAQs](#) for common queries about the DPS model.
- **Licensing Consumption Information** – Review [DPS Capabilities](#) for further insights.