



case study

Dynatrace Switched to Zoom After Reaching 'Tipping Point' with Complex Legacy Conferencing Tools

Dynatrace is a software intelligence company that provides companies with intelligence about the performance of their applications, infrastructure and user experience, leveraging AI to provide IT teams with continuous insights to help them improve their operations. Dynatrace helps businesses around the world achieve success by ensuring peak performance of their software and applications.

Headquartered in Waltham, Massachusetts, with a global presence, Dynatrace customers include large, industry-leading organizations like Walmart, Kroger, SAP, and Samsung.

Challenge

Dynatrace was supporting multiple legacy video conferencing solutions that were used by different offices and teams, which made it difficult to know which solution to use. With thousands of employees globally, Dynatrace required a better way to communicate, especially for its virtual team meetings.

Dynatrace's teams, for instance, often participate in meetings with global teams with 40-plus participants, and without the ability to see the faces and body language of other participants, communication just wasn't the same.

"We have people all around the world and, at any given time, you might have a call with people in 35 different countries who are working from home or from an office," said Dave Anderson, Dynatrace's Senior Vice President of Marketing. "And culturally we enjoy communicating with cameras on, as it feels more personal, efficient, and fosters better collaboration. But our legacy systems didn't allow us to have videos on at the same time, which made communicating and collaborating much harder."

Anderson realized that his teams needed a video solution with a better user experience to improve communications and collaboration.



Dynatrace

Founded: 2005

Headquarters: Waltham, Massachusetts

Industry: Software

Challenges: Ineffective virtual collaboration, isolated remote teams, disparate technology stack

Solution: Zoom Meetings , Zoom Webinars

Business Benefits: Effective virtual collaboration, better communication between remote and on-site teams, consolidated technology stack, reduced travel costs

"Zoom Meetings are so realistic and engaging. I can see people's mouths moving, and it actually feels like we're having a real-time conversation in person. And Zoom also gives our teams that feeling of connection, especially for remote employees who don't see other teammates in person very often. Having that live video connection with everyone really makes them feel as though they're part of a larger team."

– Dave Anderson

Senior Vice President of Marketing, Dynatrace

“As a software intelligence company, we are really into the performance of software,” Anderson said. “It has to work, and so our employees get really frustrated when software doesn’t work. And it got to the tipping point where we were thinking to ourselves, ‘There must be a tool out there that allows us to run 40 videos at the same time so we can all see each other.’”

Solution

Anderson heard about Zoom on a popular marketing blog and decided to evaluate the solution based on the rave reviews it received. After learning that Zoom could display up to 49 video meeting participants at once and experiencing the platform’s ease of use and functionality, Anderson was eager to implement Zoom across the organization.

“When we started using [Zoom], we loved it immediately,” Anderson said. “I spoke to our IT director based in the UK, and I told him, ‘I need to buy a license for this Zoom, because I can do video collaboration with people all around the world and it just works.’ So, he checked it out, tested it, and we decided to bring it on corporate-wide.”

Zoom checked all the boxes for Dynatrace’s growing video needs, enabling the company to:

- Host large meetings where all participants could see each other at the same time
- Reduce the need for employees to travel between offices
- Create a more productive collaboration space
- Provide more connectedness for its remote teams

“Zoom Meetings are so realistic and engaging — I can see people’s mouths moving, and it actually feels like we’re having a real-time conversation in person,” Anderson said.

“We’ve definitely been able to reduce our travel. Zoom also gives our teams that feeling of connection, especially for remote employees who don’t see other teammates in person very often. Having that live video connection with everyone really makes them feel as though they’re part of

a larger team.”

Dynatrace also leverages Zoom Webinars to support its sales and marketing efforts, using recorded webinars as a training resource for its sales team, with a bank of recordings available whenever they have a question or need to review certain materials. Dynatrace has used Zoom Webinars to livestream its Perform user conference, which gives prospective customers a chance to attend virtually and learn more about Dynatrace and its products.

Result

With Zoom, Dynatrace improved its ability to collaborate between international offices and created a tighter-knit team by giving its remote workers an effective, personal, and simplified means of communication. The move to Zoom’s platform also allowed Dynatrace to better support its sales and marketing programs with recorded training materials, which led to improved productivity and a more knowledgeable workforce.

“When everyone has their video on, you have to pay more attention during meetings and people are more engaged,” Anderson said. “Now that they know this platform works reliably and our culture is video-first, our people are engaged, and we have much more efficient meetings. Zoom is just easy to use, and it’s really good at what it does.”

Zoom helps businesses and organizations bring their teams together in a frictionless cloud environment to get more done. Our easy, reliable, video- first unified communications platform for video, voice, content sharing, and chat runs across mobile devices, desktops, telephones, and room systems. Founded in 2011, Zoom is a publicly traded company on Nasdaq (ticker: ZM) and headquartered in San Jose, California.

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