How Dynatrace innovates at scale – A story of bold choices and research-driven creativity

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Abstract: Scaling an organization is not easy, especially when you double the number of talents more than 10 times for all to find a meaningful way to practice innovation and at the same time grow business. We will tackle the often-central question around the innovator’s dilemma of creating new technology at an unprecedented scale and building a profitable organization that reinvents itself with each growth stage and provides global opportunities. Dynatrace has been a trailblazer in applying AI to observability and security, starting almost a decade ago with the release of the Dynatrace AI engine – Davis, that runs the Dynatrace platform and sets the future market standard – and hypermodal AI, including predictive, causal and generative AI. This is the story of Dynatrace, a leader in the observability and security domain that has made bold choices to re-invent the wheel and win. Bernd Greifeneder, Founder and CTO of Dynatrace, will share how Dynatrace was scaled and innovated over the years. He will talk about the lessons learned and the new possibilities that have emerged thanks to the collaboration with research talents from the university whose work has been integrated into our product. He will also discuss how the role of software engineering today is shaping the global innovation landscape.

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