CASE STUDY

OPTIMISING DIGITAL PERFORMANCE FOR A MAJOR
FASHION RETAILER DURING AN M&A

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ABOUT THE CLIENT

A major Australian fashion retailer, was nearing the end of a 20-month separation from a larger parent company. This complex process involved managing six brands and over 250 applications. As one of Australia's largest retail operations, ensuring uptime and reliability of their customer-facing applications and websites was critical throughout the separation.

THE CHALLENGE

The retailer faced challenges in monitoring the performance of their complex IT infrastructure. Visibility into application uptime was essential, not only for simulating real user actions and behaviours but also for protecting their brand, reputation, and revenue.

As they completed their separation, they recognised the need for deeper insights to support business growth, stability, and delivering exceptional customer experiences.

Upon reviewing their real user actions and behaviour setup, Avocado identified several opportunities:

Platform Complexity: Deeper insights were needed for faster issue resolution.

Brand and Revenue Impact: Effective monitoring would deliver efficiencies and mitigate risks.

Governance: A strong governance structure was essential for long-term success.

These opportunities necessitated a strategic overhaul to ensure that an observability solution could effectively support their operations.

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THE APPROACH

The retailer engaged Avocado to review their Dynatrace platform, assess and address their challenges, and optimise the platform for better efficiency and effectiveness. Avocado brought their delivery expertise to collaborate closely with the retailer, and provided a comprehensive solution that included:

1). A thorough platform review:

Avocado conducted an in-depth review of their Dynatrace platform, identifying opportunities to refine and enhance areas within the platform, resulting in significant license usage savings.

2). Redefining the Monitoring Strategy

Avocado developed a **three-part plan** to address their challenges:

- **Optimising License Usage:** Avocado recommended reconfiguring Synthetic Monitoring to reduce license usage and financial impact.
- **Aligning Monitoring Strategy:** Avocado outlined a robust monitoring strategy tailored to the retailer's needs, ensuring alignment with business outcomes.
- **Governance Framework:** To ensure long-term success, Avocado helped establish a governance framework to ensure the platform's scalability and efficiency.

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THE OUTCOME

The collaboration resulted in significant improvements:

Optimised License Utilisation
The retailer now benefits from more efficient use of their Dynatrace license, reducing unnecessary costs and freeing up capacity for new initiatives.

Enhanced Monitoring and Visibility
The new monitoring strategy and governance framework improved visibility into their digital environment, enabling better decision-making and proactive issue management.
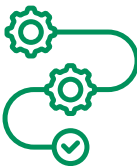
Streamlined Operations
Avocado's recommendations and ongoing support allowed the retailer to maintain high service levels with a streamlined, best-practice monitoring approach.

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THE OUTCOME

Through its strategic approach and delivery expertise, Avocado helped the retailer transition to a more effective and scalable monitoring strategy. By optimising Dynatrace usage and enhancing platform governance, Avocado enabled them to achieve superior digital performance, adhere to SLAs, and set the stage for future growth—all while minimising additional costs. Avocado's continued engagement highlights their capability as a trusted partner for complex IT solutions.

Recognising the value delivered by Avocado, the retailer has continued to engage Avocado to further strengthen and optimise their Dynatrace platform. Avocado's ongoing involvement ensures they can continue to drive business value and outcomes, strengthening their platform and achieving superior digital performance.

Avocado helped the retailer set themselves up for long-term success by streamlining their Dynatrace license capacity and operations. This optimisation drove greater visibility, allowed for new initiatives, and positioned them for continued growth and efficiency.

ABOUT US

Avocado: Your Premier Dynatrace Partner

Since 2015, Avocado has proudly partnered with Dynatrace, a recognised leader in Gartner's Magic Quadrant for Observability. This long-standing collaboration is built on an aligned strategy and streamlined delivery, ensuring maximum value for our clients.

As one of the few consultancies in Australia to hold the Certified Professional badge, our team of industry-recognised delivery experts combines deep technical knowledge with extensive hands-on experience. Our certified consultants leverage Dynatrace to deliver innovative, world-class solutions tailored to your unique business needs.

Through our Observability and DevSecOps frameworks and implementation approach, we help you adopt best practices, optimise platform performance, and maximise your ROI. By staying at the forefront of Dynatrace advancements, we ensure our clients benefit from the most up-to-date knowledge and solutions. With a commitment to creativity and pragmatism, Avocado delivers fit-for-purpose solutions that drive tangible outcomes—earning us recognition as Dynatrace Partner of the Year. Let us help you transform your Observability strategy and achieve operational excellence. Explore our Observability Services here.

READY TO REVOLUTIONISE YOUR ORGANISATION WITH OBSERVABILITY?

Whether you're new to Observability or looking to optimise your setup, we have tailored solutions for every stage. Start your free trial or book a review today.

START FREE TRIAL   BOOK A REVIEW

Start Your Free Trial Today and Experience the Power of Dynatrace

Curious about how Dynatrace can transform your Observability and IT operations? There's no better way to see its capabilities in action than with a free trial. Click the button above to get started.

Book a Review to optimise Your Dynatrace Environment

Already using Dynatrace or another Observability platform? Maximise its potential with an expert environment review. Our specialists will assess your setup to ensure you're leveraging the full capabilities of the platform. From optimising configurations to aligning with best practices, we'll help you achieve faster insights, improved efficiency, and better ROI. Ready to take your observability to the next maturity level? Click the button above to book now.

What's included in the review?
- Configuration health check and optimisation recommendations.
- Insights into missed opportunities or underutilised features.
- Tailored strategies to align with your business objectives.

For more information
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