

How to build a strong Center Of Excellence

Best practices and examples from the field



PRESENTER

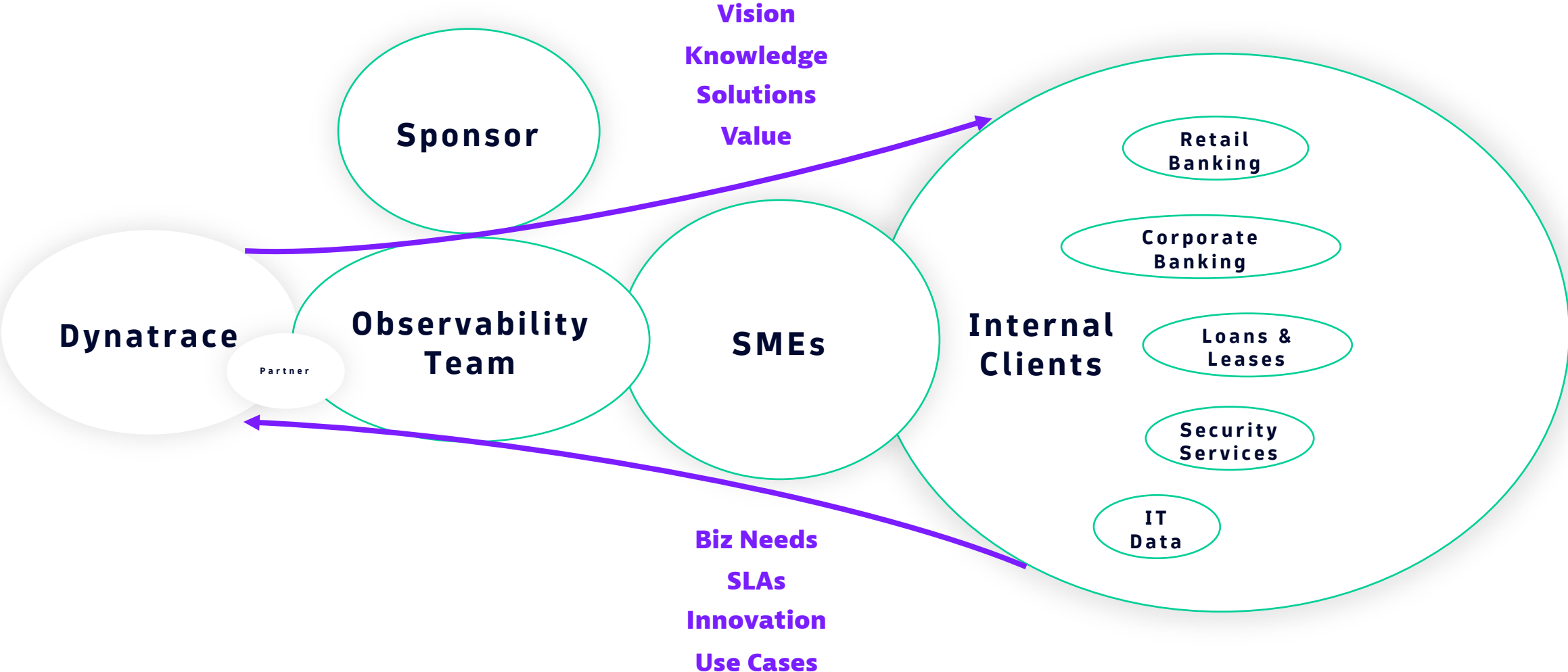
Max Kohler

Service Solutions Director
max.kohler@dynatrace.com

Customer Journey: From Discovery to Predictive Ops



Define the Center of Excellence



Call for commitment

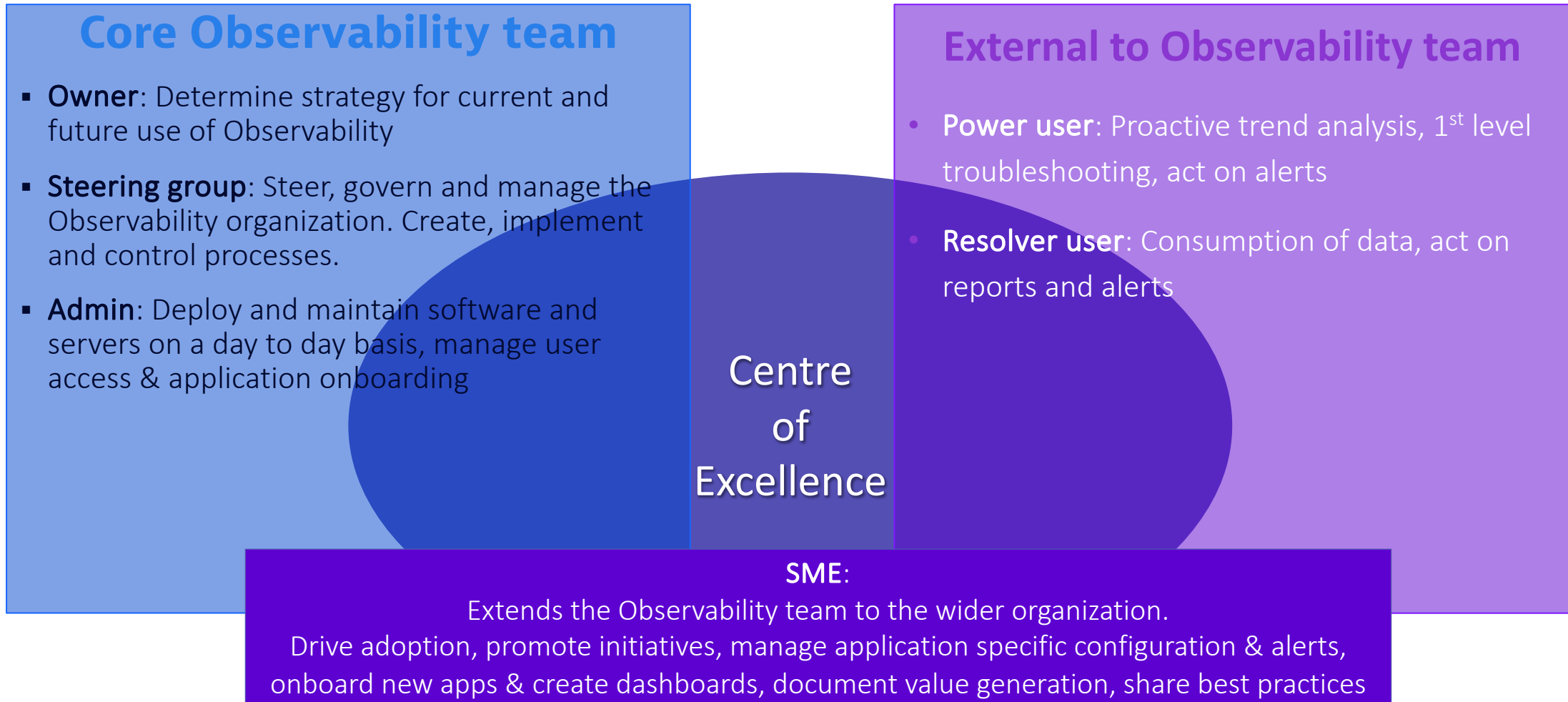
Efficient, Effective enablement of your teams
and **successful adoption** of Dynatrace requires

Your top-down sponsorship, leadership & ownership
Continuous guidance & motivation from and for your
organization

“Tell me and I forget, teach me and I may remember, involve me and I learn.”

Benjamin Franklin

Roles and Responsibilities



Do these roles exist within your organization for Observability and Performance?



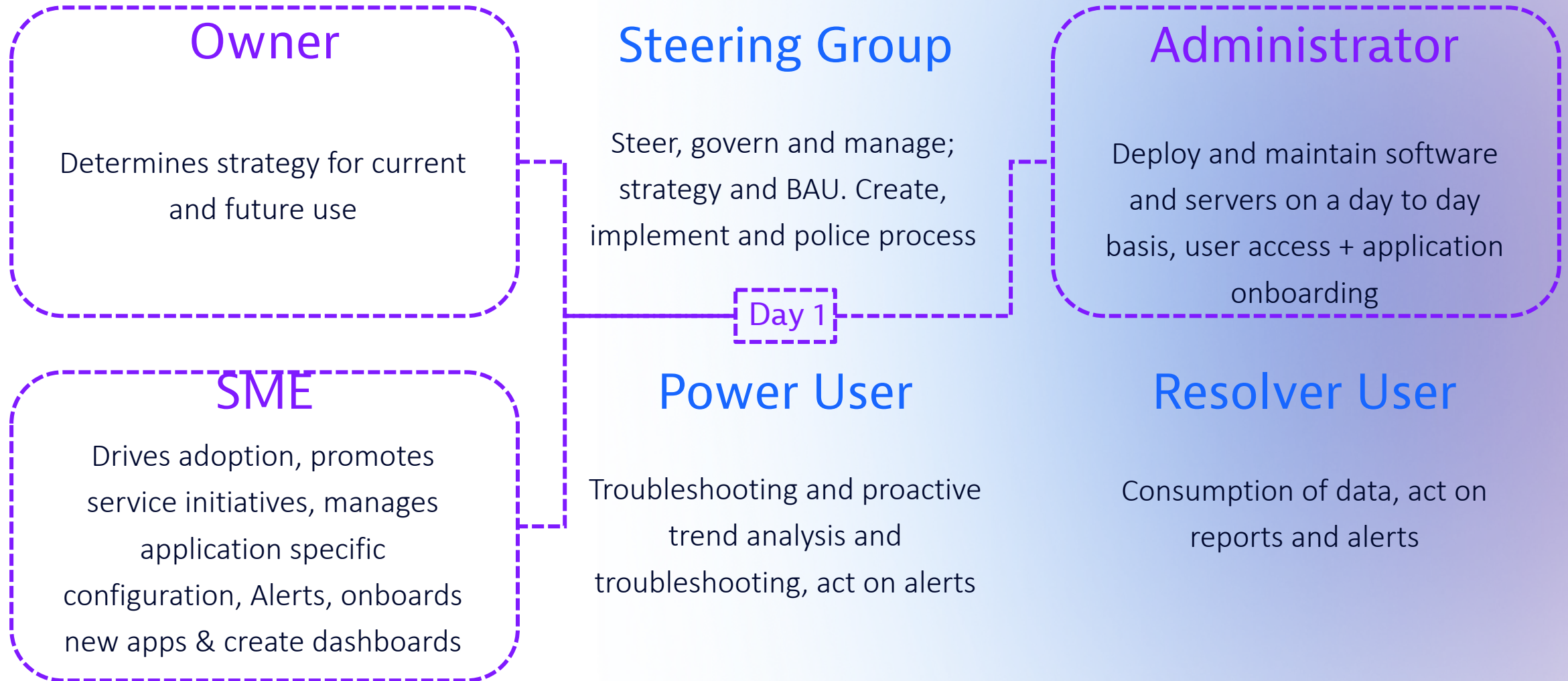
Why Establish an Observability/Performance Centre of Excellence (CoE)?

- **Drive adoption** / promote the Observability initiative from within the organization
- Ensure **knowledge** from Dynatrace/Partner is **transferred to the organization**
- Bridge the communication gap between business and IT
- Track progress and deliver performance driven results
- Reduce *Total Cost of Ownership (TCO)*

Achieved by:

- Providing **leadership, governance and guidance** for the Observability organization
- Setting best practices that can be replicated across the organization
- Capturing value creation & identifying new value-creating opportunities
- Allowing access and visibility to highly skilled resources

Recommendations – (Roles) Centre of Excellence



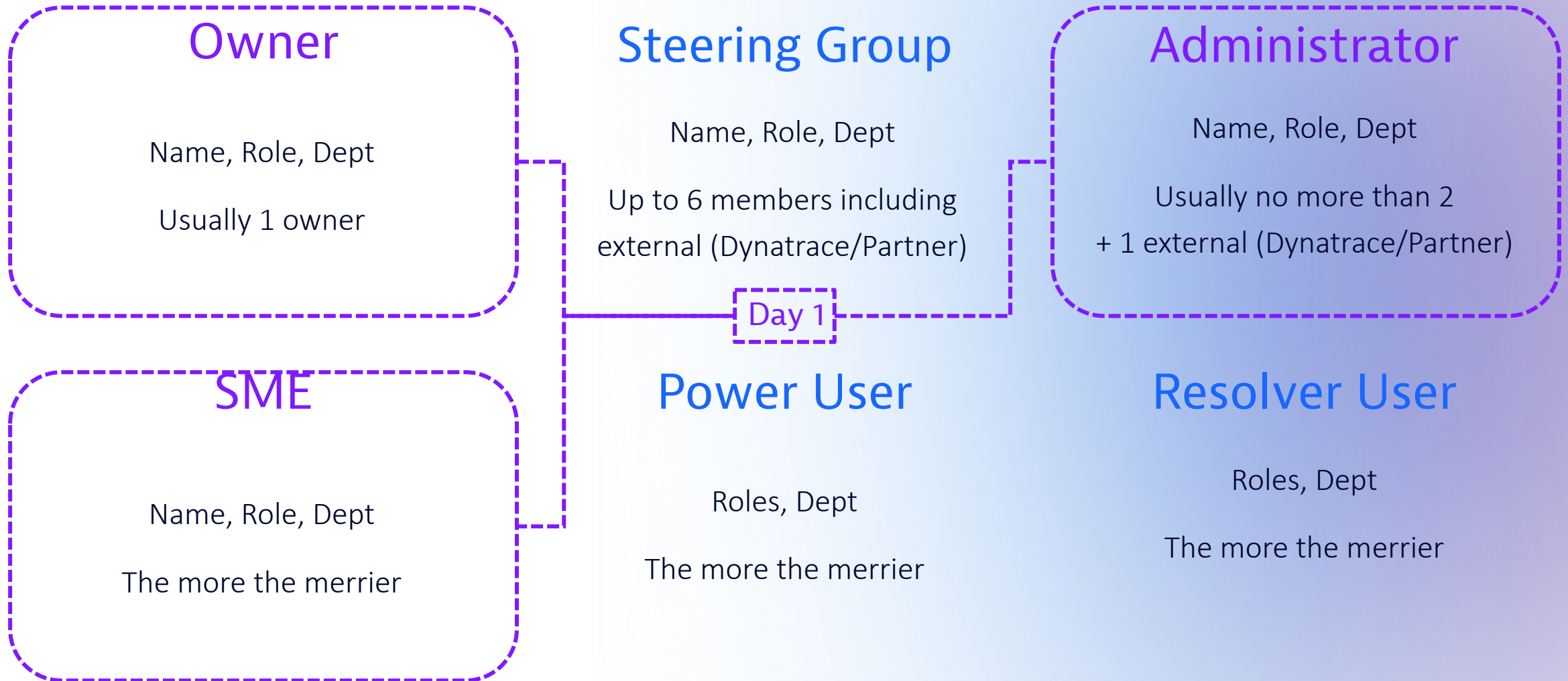
Role Based Access Example

Group	Team	Role
Administrator	Monitoring Solutions	<ul style="list-style-type: none">• Change Cluster Settings• Change Monitoring Settings• Read Permissions for all Management Zones• Configure Sensitive Data
SME* / Power User	Monitoring Solutions Operations Monitoring Development Incident Management	<ul style="list-style-type: none">• Read Permissions for all Management Zones• Mask sensitive Data• Log File Viewer
Resolver User	Resolver Groups	<ul style="list-style-type: none">• Read Permissions for specific Management Zones• Access to dashboards• Receive alerts
End User	Business	<ul style="list-style-type: none">• Access to dashboards

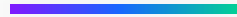
* SMEs and Power Users have the same access rights where the SME will determine and train the what and how.



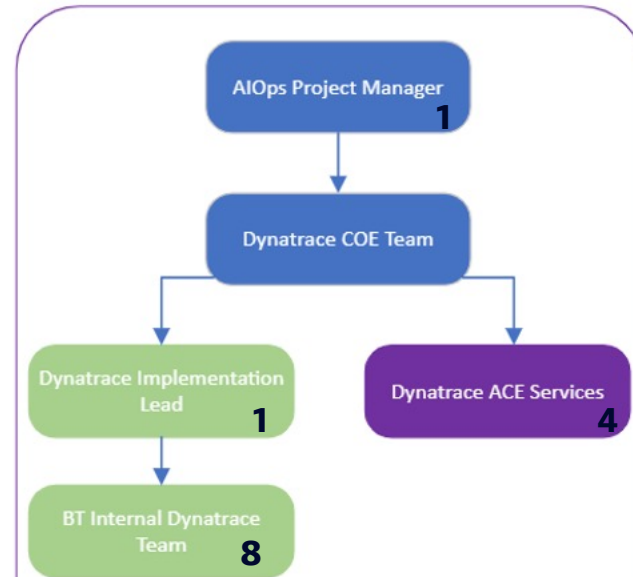
Recommendations – (Roles) Centre of Excellence



British Telecom



British Telecom



Roles and Responsibilities

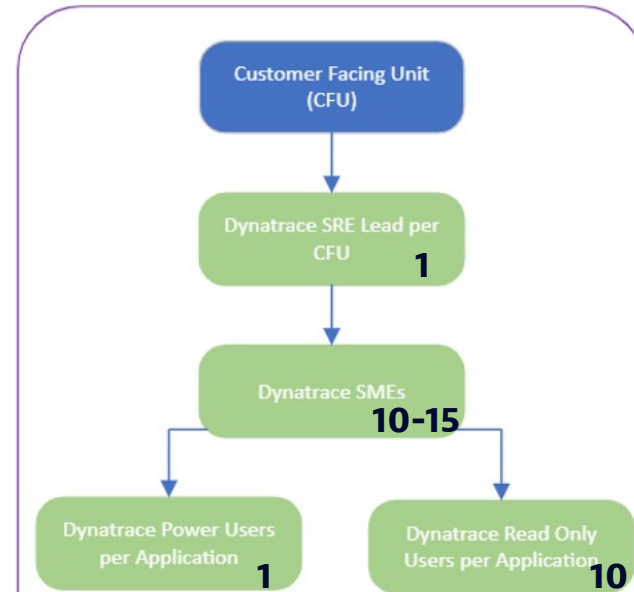
AIOps Project Manager - Ensuring AIOps project for Dynatrace is progressing within specified contractual parameters.

Dynatrace COE Team

Dynatrace Implementation Lead - ensuring all Dynatrace tenants are complete with advised best practices

BT Internal Dynatrace Team - Service Requests, Deployments, Global Configuration Changes

Dynatrace ACE Services - Innovation, Migration, Global Standards and Best Practices



Roles and Responsibilities

Dynatrace SRE Lead per CFU - Manages their CFU tenants and ensures all teams adhering to best practices

CFU Team

Dynatrace SMEs - Associate and above level users who are Subject Matter Experts in Dynatrace. Maintaining global standard configurations tenant wide

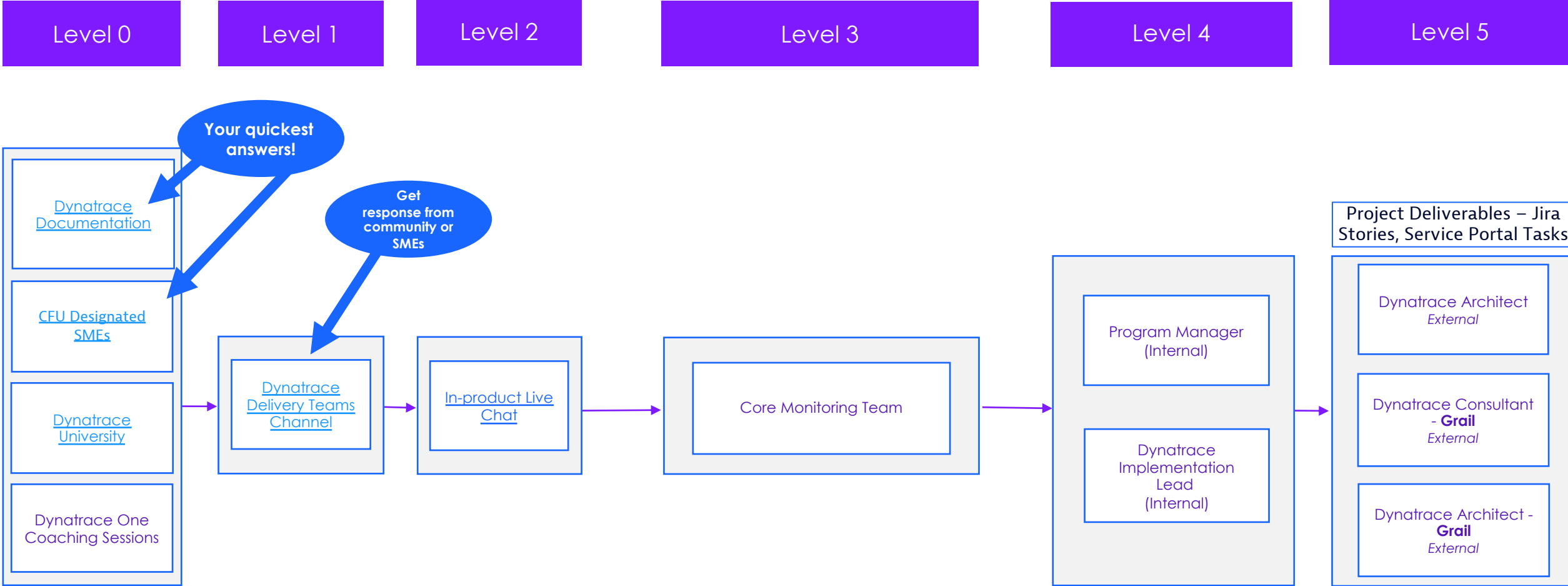
Dynatrace Power Users per Application - Users with Power permissions on an application level. Configuring anomaly detection and baselines.

Dynatrace Read Only Users per Application - Ability to read and navigate Dynatrace tenant for their specific application. Support, dashboarding and triage of Dynatrace Problems



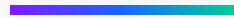
Service and Support Model

When you have a query or request, please follow our Service and Support Model, starting from Level 0 → Level 5



[Dynatrace Support Ticket](#)
for urgent attention on a critical issue, please open a support ticket right away (use your BT email for 'Premium' support)

Allianz Technology



Allianz E2E Monitoring Tribe








Application Performance Monitoring Squad

DevOps Engineering Team

 [Redacted]	 [Redacted]
 [Redacted]	 [Redacted]
 [Redacted]	 [Redacted]

Dynatrace Consulting Team

	 [Redacted]
 [Redacted]	 [Redacted]
Dynatrace EPM	Dynatrace Architect
 [Redacted]	 [Redacted]

Tribe Lead



IT Architect



Service Manager



Commercial Manager



Professional Services & Support Squad

Tech Lead



Dynatrace Support Team

 [Redacted]	 [Redacted]
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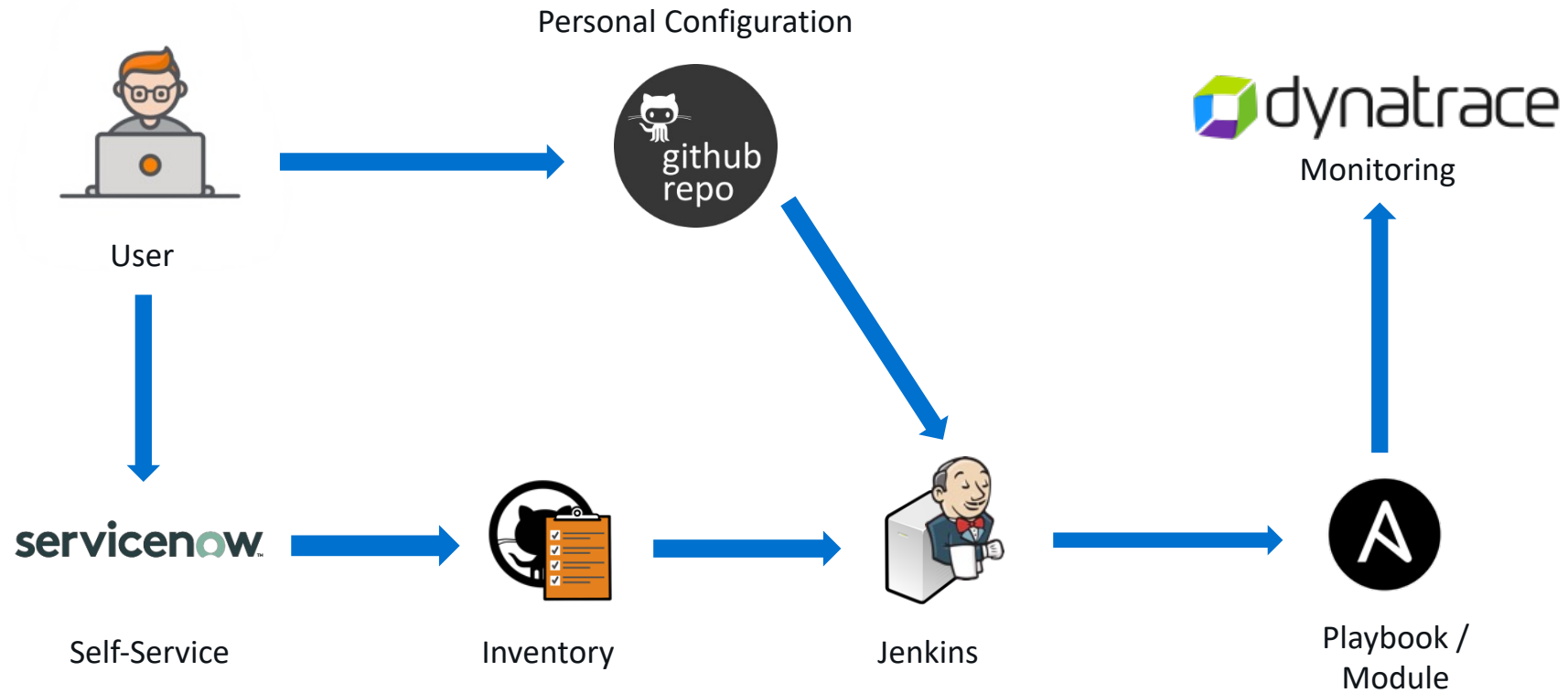


Global Command & Control Center (Appu Sugathan – Tribe Lead)

IT Operators

 [Redacted]	 [Redacted]
 [Redacted]	

Self-service Portal



CaC - Personal Configuration - Management Zone

..		
templates	[MZ Configuration Update] Reload default template files and documenta...	3 days ago
README.md	[MZ Configuration Update] Reload default template files and documenta...	3 days ago

Settings

This directory allows the specification of settings in Dynatrace by providing so-called `Settings Objects`. With expected growing support by Dynatrace, this allows to systematically configure various settings of entities in Dynatrace that otherwise can only be configured via the Dynatrace UI in the respective entities' settings menus.

The documentation on the usage of Settings Objects via Configuration as Code—in particular the list of supported schema ids and their syntax—can be found in our [general documentation in the support repository](#).

Templates

In addition to our [documentation](#), we provide templates as a starting point to configure your own setting objects via Configuration as Code.

- Alerting Profiles: [templates/alerting_profile.yml.template](#)
- Anomaly Detection
 - for Services: [templates/anomaly_detection_service.yml.template](#)
 - for Databases: [templates/anomaly_detection_database.yml.template](#)
- Disk Options: [templates/disk_options.yml.template](#)
- Host Monitoring: [templates/host_monitoring.yml.template](#)
- Log Monitoring:
 - Events: [templates/log_monitoring_events.yml.template](#)
 - Processing: [templates/log_monitoring_processing.yml.template](#)
 - Sources & Storage: [templates/log_monitoring_storage_settings.yml.template](#)
- Maintenance Windows: [templates/maintenance_window.yml.template](#)
- Monitoring SLO: [templates/monitoring_slo.yml.template](#)
- Notifications: [templates/notifications_email.yml.template](#), [templates/notifications_webhook.yml.template](#)
- Windows Service Monitoring: [templates/windows_service_availability_monitoring.yml.template](#)
- Key Requests: [templates/key_requests.yml.template](#)

master | [prod-mz-az-tech / settings / templates / log_monitoring_storage_settings.yml.template](#) | Go to file | ...

Jenkins [MZ Configuration Update] Reload default template files and documenta... | Latest commit 2bc10da 3 days ago | History

0 contributors

17 lines (17 sloc) | 2.15 KB | Raw | Blame | ...

```

1 - schemaId: "builtin:logmonitoring.log-storage-settings"
2 scope: <HOST|HOST_GROUP> # STRING Must be a HOST-ID or HOST_GROUP-ID as provided by Dynatrace.
3 schemaVersion: "0.2.3" # STRING This template is based on this schema version. Changing the schema version may requir
4 value:
5   config_item_title: my-configuration # STRING (Required) Must be unique within the same scope, i.e. within settings for the same HOST or HOST_
6   enabled: <true|false> # BOOLEAN (Required) Enables or disables the rule.
7   send_to_storage: <true|false> # BOOLEAN (Required) Either send (True) or do not send (False) matching logs to Dynatrace
8   matchers: # LIST (Optional)
9     - attribute: "log.source" # STRING (Required) Must be one of ["dt.entity.process_group", "log.source", "log.content", "k8s.containe
10       operator: "MATCHES" # STRING (Required) The effect of "MATCHES" depends on the comparison values: for string literals, it wor
11       values: # LIST (Required) At least one value must be provided.
12         - "/var/log/messages" # STRING (Required)
13         - "/sys/log/*" # STRING (Optional)
14 # - attribute: "log.content" # STRING (Required) Add more matchers according to your needs.
15 #   operator: "MATCHES" # STRING (Required)
16 #   values: # LIST (Required)
17 #     - "failed to connect to *" # STRING (Required)

```


Support Channel

Support for the e2e global monitoring platform



We are here to learn from your feedback and collaboratively turn our e2e global monitoring into a great service. The Global e2e Monitoring Team loves transparency and customer interaction. That's why we sat together and created the following principles that our team commits to:

- Timeliness: Dedicated contact person to handle your issue end-2-end.
- Transparency: Daily updates with next steps, no email only communication.
- Closure: Support tickets get solved, rejected or put on roadmap as feature request

End-to-End Monitoring	Service Availability Monitoring
Self-Service	Managed (*)
<p>Dynatrace automatically and continuously maps the dependencies of your entire environment, no matter how complex it is. It automatically creates a complete, real-time topology of your digital ecosystem and it will discover all your assets and what is running inside of them, so your topology is always up to date.</p>	<p>Dynatrace Synthetic Monitoring makes it easy for you to monitor the availability and performance of your applications as experienced by your customers around the world and around the clock. Please just share your requirements with us and we would do the rest!</p>

Predefined requests:

- Onboard a new business application/team via SI
- Onboard additional users on a specific Management Zone
- Request for a Training
- Request for a Webinar
- Request an API token for the API Gateway
- Others (pricing, questions, feedback, etc.)

Ingest new metrics:

- Prometheus integration
- OpenTelemetry integration
- HTTP Parser Extension

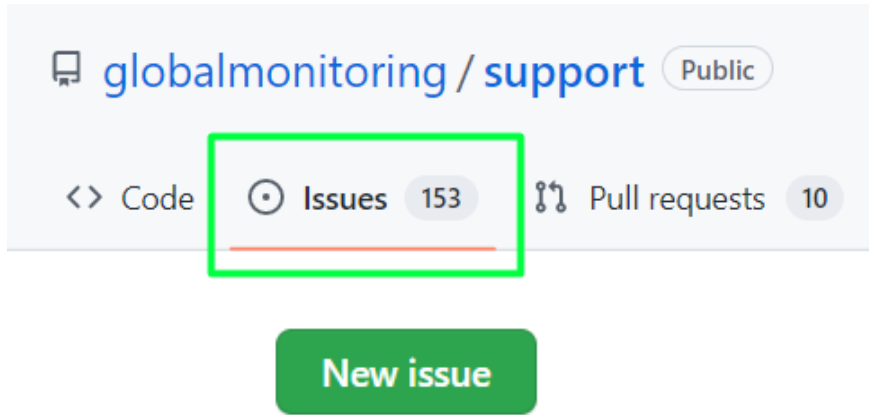
Global monitoring guides:

- Starter kit
- Professional services information
- Dynatrace OneAgent installation
- Import a predefined dashboard
- Dynatrace API gateway usage for Allianz e2e global monitoring solution
- Switch from Infrastructure (CIM) to Full Stack (FS) mode
- How to define namespace restricted submanagement zones

- Request a new Service Availability Monitor
- Grafana migration Q&A
- Q&A

<https://github.developer.allianz.io/globalmonitoring/support/>

Internal ticketing system - GitHub Issues

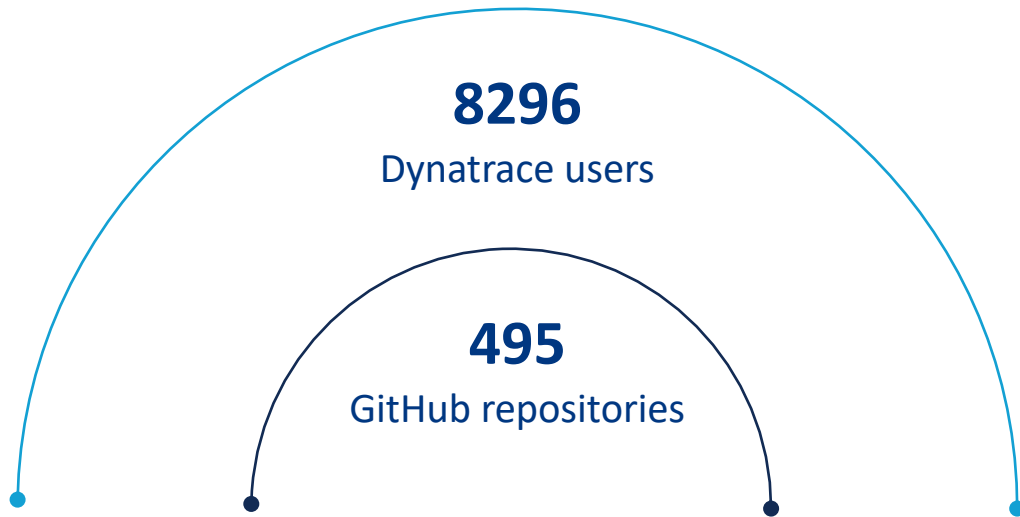


5341 closed tickets

General issue template For all General issues use this template	Get started
Maintenance Request for Service Availability you can use this template for requesting maintenance	Get started
Onboard CRP 2.0 Cluster Request to get visibility of a CRP 2.0 Cluster	Get started
Onboard additional users on a specific Management Zone collect users emails address who want to manage your dashboard in dynatrace	Get started
Onboard training users collect users emails address who want to learn dynatrace	Get started
Request a webinar module To collect requirement for a webinar	Get started
Request Application Security (AppSec) feature request the usage of the new AppSec Dynatrace feature	Get started
Request professional services - Other OEs Request professional services from Allianz Technology E2E Global Monitoring team	Get started
Request professional services -AZ Tech E2E Global Monitoring teamRequest professional services from Allianz Technology	Get started
Request a new Service Availability Monitor Monitor the availability and performance of your services	Get started

Configuration as Code KPIs

Kick-off → May 2020



Dynatrace cluster configuration

1312 changes

Customer Repositories

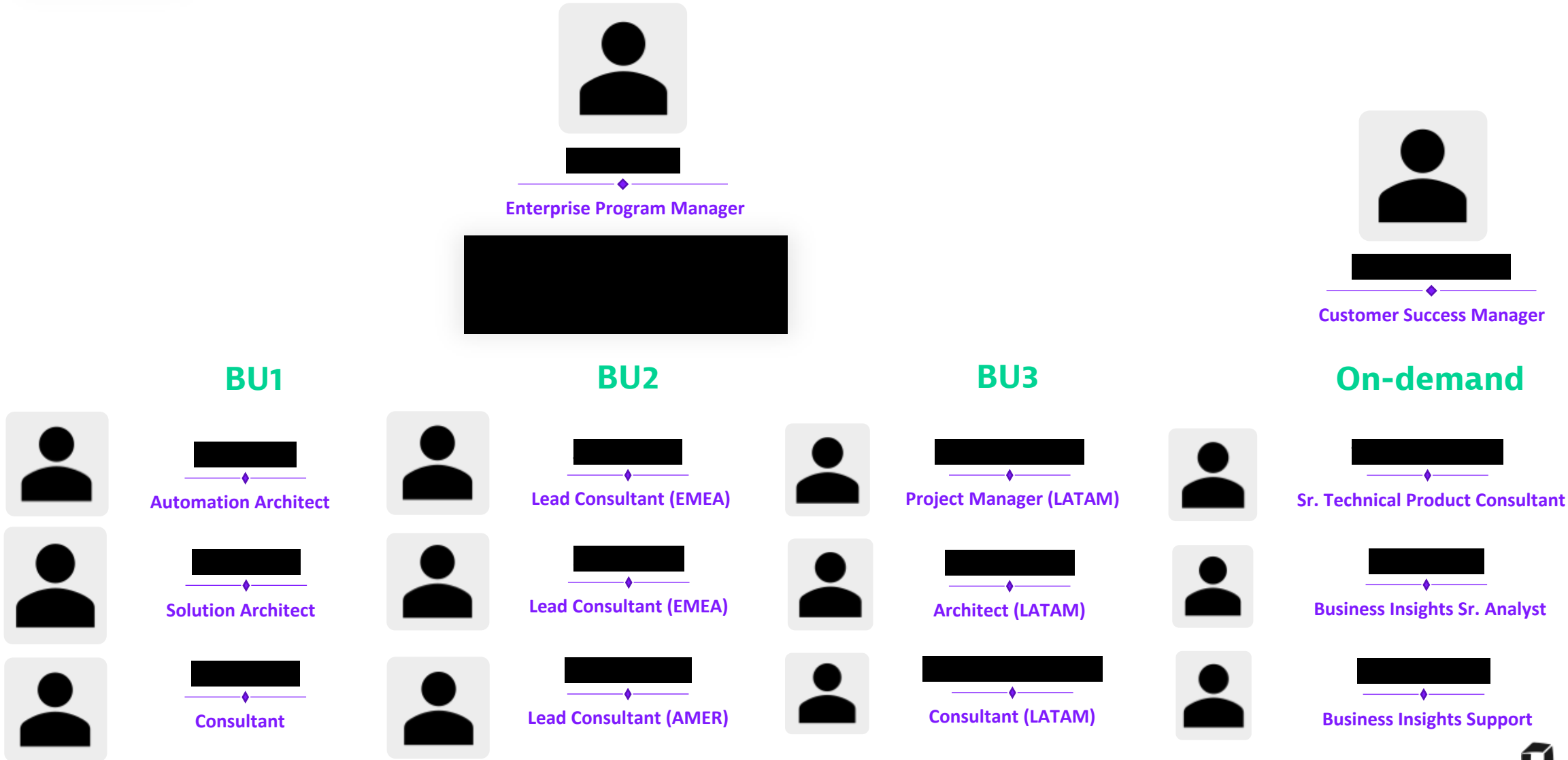
27k changes

A world-wide systemic banking group

A world-wide systemic banking group



A world-wide systemic banking group



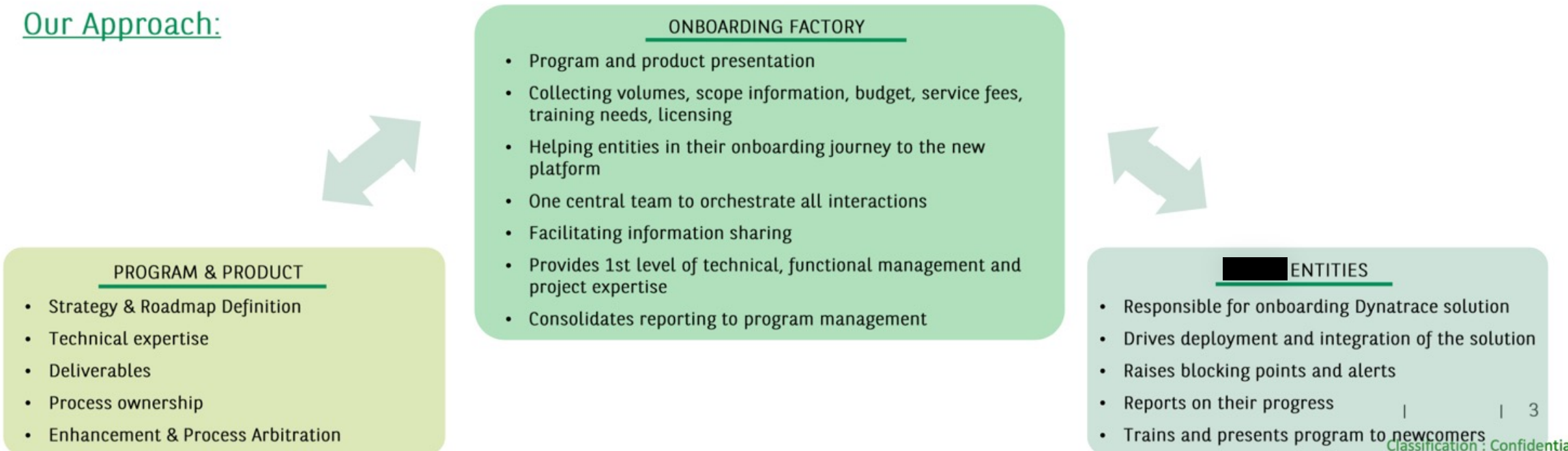
ONBOARDING FACTORY – CONTEXT & OBJECTIVES

The objective is to ensure product adoption in a simple, transparent and common way to all entities, through automation and global adoption process

Onboarding Factory is a platform aiming to share a global and common vision of Dynatrace adoption within the Group. This can be achieved through:

- Program "██████" and product "Dynatrace" presentation sessions to stakeholders 'CIO/CTOs' of international entities
- Sharing our project strategy and approach (Governance, RACI, KPIs, Roadmap, Budget, Follow-up, training plan: e-learning)
- Defining scope and collecting key information and contacts from entities (Adoption Leaders, Performance Experts, key-users/champions for training purposes)
- Follow-up on key metrics, advancement and milestones
- Detect risks, warnings or blocking points and define action plan to solve problems

Our Approach:



Classification: Confidential

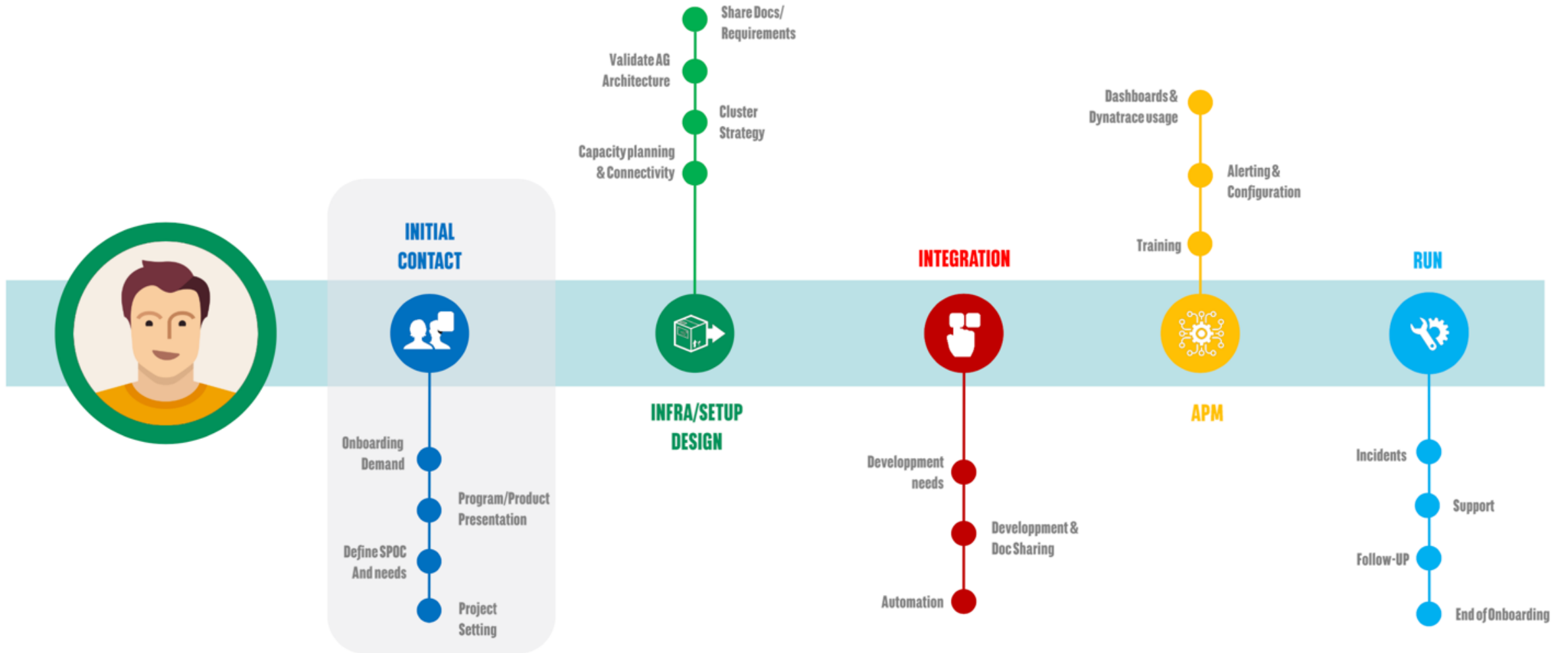
ONBOARDING FACTORY – ENTITY SPOCS

- Teaming up with entity representatives to ensure a global visibility on adoption and advancement

Profile	Activities	FTE
Adoption Leader	<ul style="list-style-type: none"> Clear understanding of the platform strategy and objectives, the key milestones, timeline and deliverables Update the CIO and CTO on the progress status, escalate issues & ensure decision making for the entity or region Governance / meeting cascade within the perimeter Onboard relevant people / key contributors Communicate on progress and blocking points Enhance key success towards those who contributed (Rex sharing, common practices...) Gather needs, pain points from entity and work with program to find solutions Anticipate Business, Strategic Evolutions Inspire team members & generate commitments Decision Making Present consolidated cost related to Global Monitoring usage 	Ideally one SPOC per entity
APM Expert	<ul style="list-style-type: none"> Technical referent for entity and point of contact between ██████ Team and OPS/APP Team on technical matters Habilitation attribution Manual agent installation and Full stack activation Subsidiaries/Territories/Legacy ActiveGate Applicative & Users onboarding (Settings/alerting/tagging) Analysis/Audit/Help for TaskForce Best practice & exprience sharing trough Center of Excellence Demonstration/Users training Open ticket on Dynatrace Support using UI chat Fully trained (Global Monitoring training Performance Expert) Performance analysis skills (on Dynatrace) ideally on middleware Dashboard creation on Performance tools 	One or more per entity depending on scope and application distribution
Key User/Champion	<ul style="list-style-type: none"> Fully trained (Global Monitoring training Performance Expert) Training users (e-leaning) and follow-up (██████) Key metrics on training 	Depending on training needs (could be a Perf Expert)

ONBOARDING FACTORY – PHASES

4 main phases to ensure a successful adoption



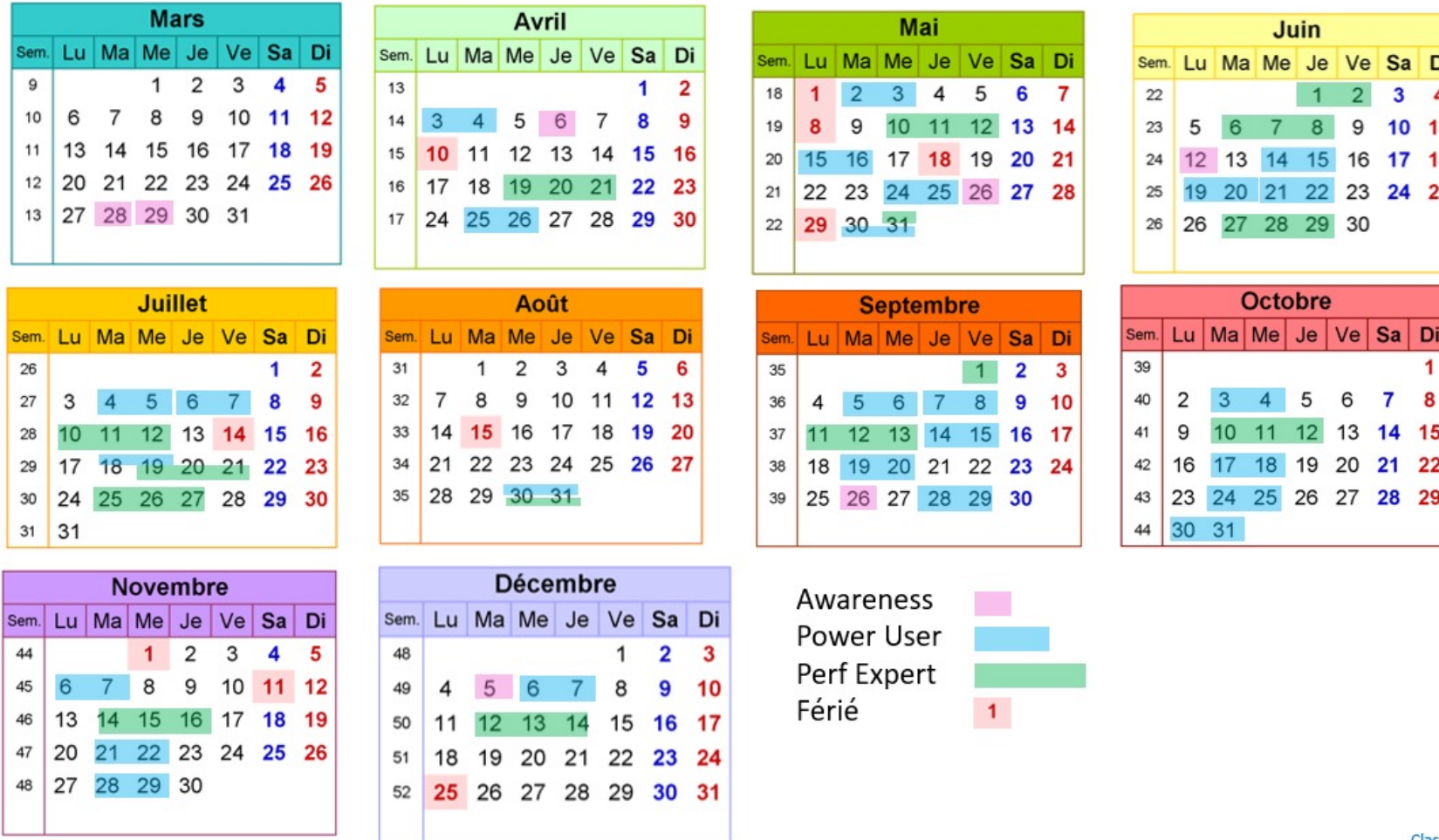
A world-wide systemic banking group - Training Catalogue

INSTRUCTOR-LED TRAINING OFFERING

	AWARENESS	POWER USER	PERFORMANCE EXPERT
GOAL	Understand why we monitor + Dynatrace use-cases + Learn basic interface navigation	Leverage available monitoring information to cover your needs	Learn to configure your monitoring and advanced data usage
FORMAT	Slides + demo	Slides + demo + labs	Slides + demo + labs
DURATION	1 day	2 days	3 days
TIME	9h - 12h, 14h - 16h30	9h - 12h, 14h - 17h	9h - 12h, 14h - 17h
PREREQUISITE	None	Awareness (or regular Dynatrace usage)	Power User
MODULES	UI navigation Smartscape and entities Viewing problems Dashboarding RUM + synthetic overview	Advanced dashboarding Multidimensional analysis Managed architecture Database analysis Advanced problem analysis User sessions + session replay Some config changes	Monitoring best practices Monitoring configurations Problem alerts and notifications API usage Synthetics Log parsing Extensions Tickets Supports + Log Archives

A world-wide systemic banking group – Training Planner

Planning Formations Dynatrace



A world-wide systemic banking group – Achievements and Outcomes



Observability Coverage

81,3k hosts monitored by OneAgent



Training Plan

Total: 2500+ trained in 2 years

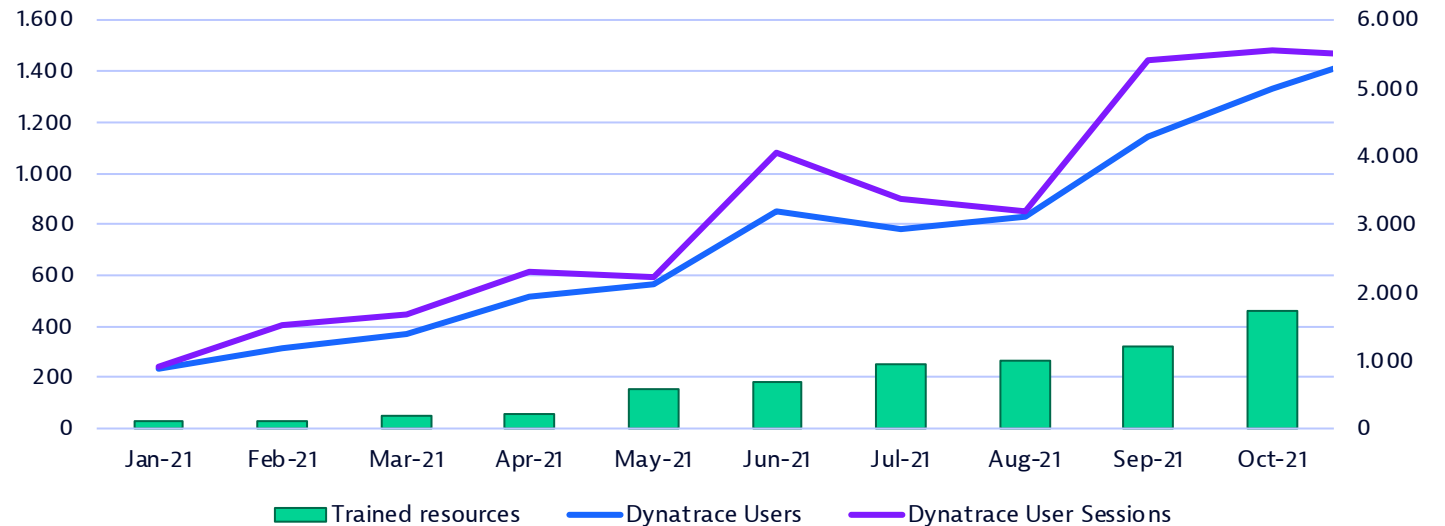
2023 (in progress)

- 500+ Awareness attendees
- 100+ Power Users
- 30+ Technical Delegates
- 4 Administrators

2021

- 500+ Awareness attendees
- 350+ Power Users
- 110+ Technical Delegates
- 6 Administrators

Trained Power Users and Adoption Metrics (2021)



Adoption as of July 2023

30,000+ logins per month
1100+ active users every month
380+ active daily users



CLOUD DONE RIGHT