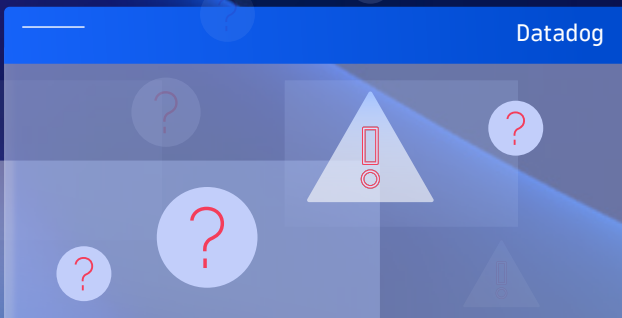




# Top reasons customers switch from Datadog to Dynatrace



Today's enterprises operate in environments defined by AI disruption, cloud-native complexity, and rising customer expectations. The winners won't be those who collect the most data. They'll be the ones who turn that complexity into clarity and insight into action.

Dynatrace unifies and makes sense of an organization's business, observability and security data in context so our customers can deliver better digital experiences, drive innovation, and make strategic decisions faster.

Unlike Dynatrace, Datadog's siloed products, lack of contextual AI, and manually intensive processes slow down instrumentation and remediation, stalling growth and impeding innovation. Without AI and automation at its core, Datadog increases complexity. Where Datadog delivers more data, Dynatrace delivers real answers.

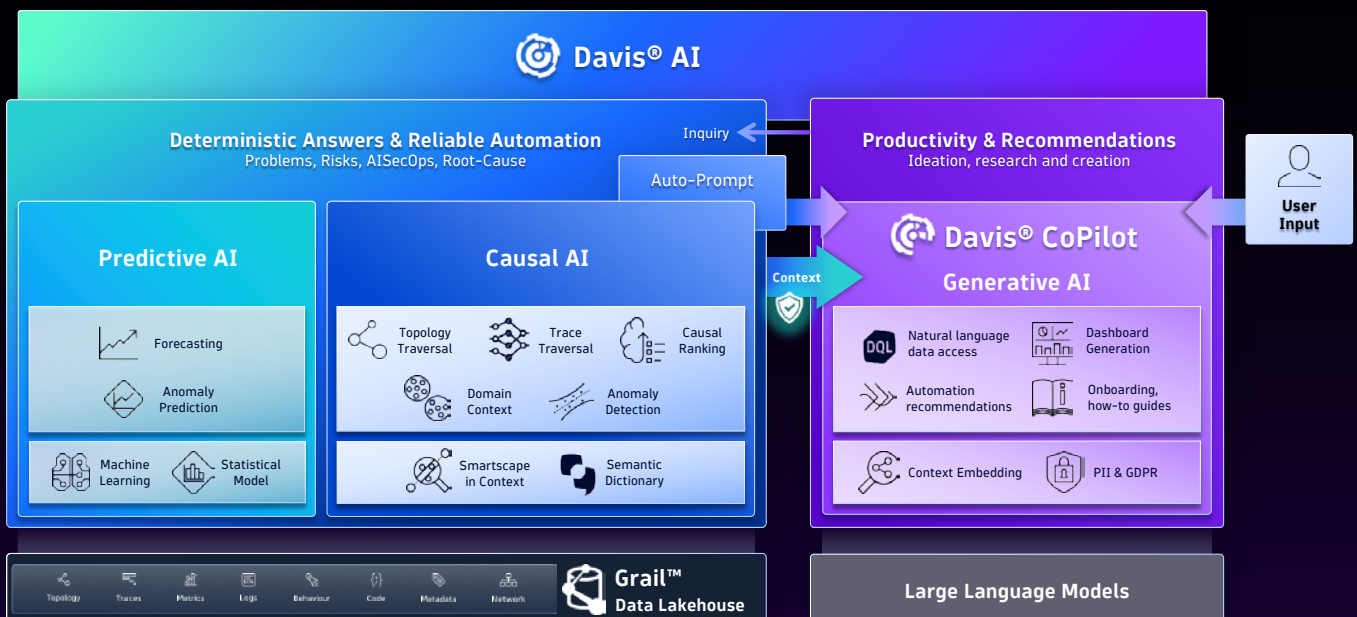
Read on to learn why hundreds of customers have switched from Datadog to Dynatrace, and why Dynatrace is the trusted observability solution for large organizations with complex dynamic environments.

# 1. AI that drives intelligent business actions, not just alerts

In a world where every second of downtime costs real money and negatively affects customer experiences, alerts aren't enough. What business leaders need are answers. They want to know what happened, why it happened, what will happen because of the problem, and how to fix it.

Dynatrace Davis® AI combines causal, predictive, and generative AI with Agentic AI capabilities enabling not just intelligent insights – but intelligent action. This allows teams to automatically identify root causes, predict incidents, and query data naturally with GenAI – while also enabling autonomous agents to triage, investigate, and even resolve routine issues without human intervention. This leads to faster MTTR, less operational noise, and improved uptime – directly protecting revenue and customer experience.

**Dynatrace combines causal, predictive, and generative AI,** providing precise and actionable insights. Combining the three AI types enhances root cause analysis, prevents issues, and automates remediation.



## AI WITH DYNATRACE VS. DATADOG

### Dynatrace

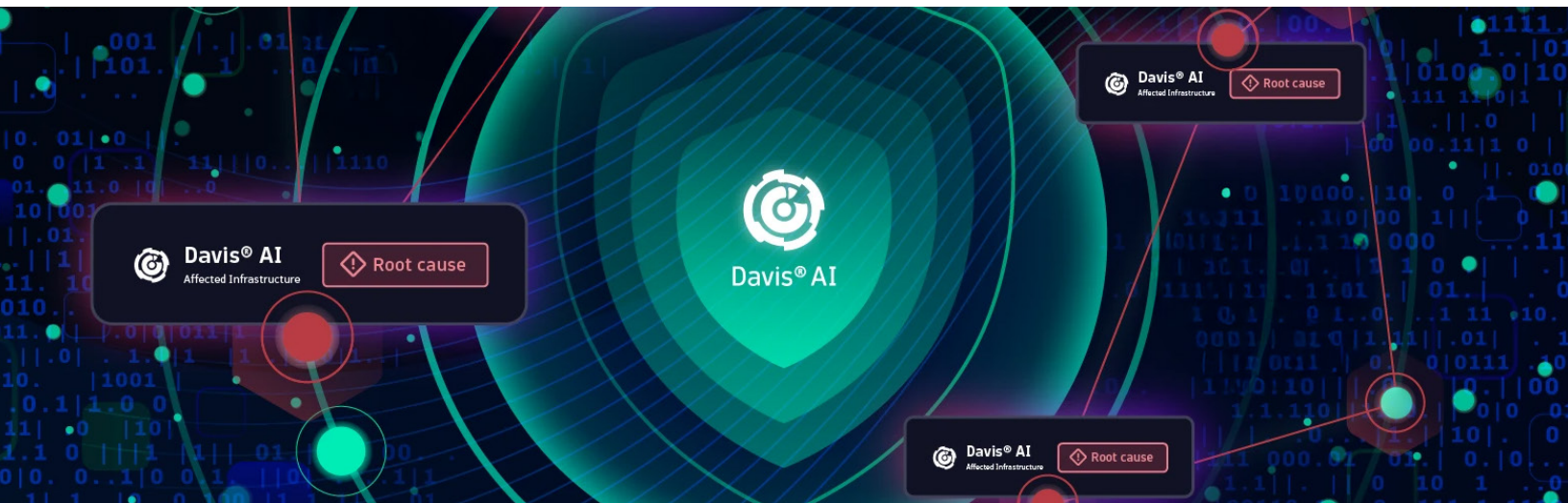
- ✔️ Davis® AI delivers fast, automated root cause analysis and provides business impact to help reduce downtime and minimize business impact.
- ✔️ Davis® uses Causal, predictive and generative AI to analyse observability, security and business data in context, for 50-80% faster issue resolution.
- ✔️ Davis CoPilot lets teams ask complex questions in plain language and automatically generate queries using DQL (Dynatrace Query Language), accelerating insight and reducing reliance on manual query building.

### Datadog

- ❌ Datadog dashboards and alerts show symptoms – not root causes. They tell the user something is wrong but not why or how to fix it.
- ❌ Error-prone, correlation-based root cause analysis and limited AI capabilities delay remediation, lengthening outages and extending the business impacts of downtime.
- ❌ Datadog does not have the ability to use GenAI to query data across different products, data sets and event types.

**A Datadog customer stated, “Why observe your environment if you can’t find the root cause of problems?”**

**Dynatrace with causal AI not only identifies performance and security risks, but also provides business impact with detailed root cause analysis, so you can automate and remediate faster.**

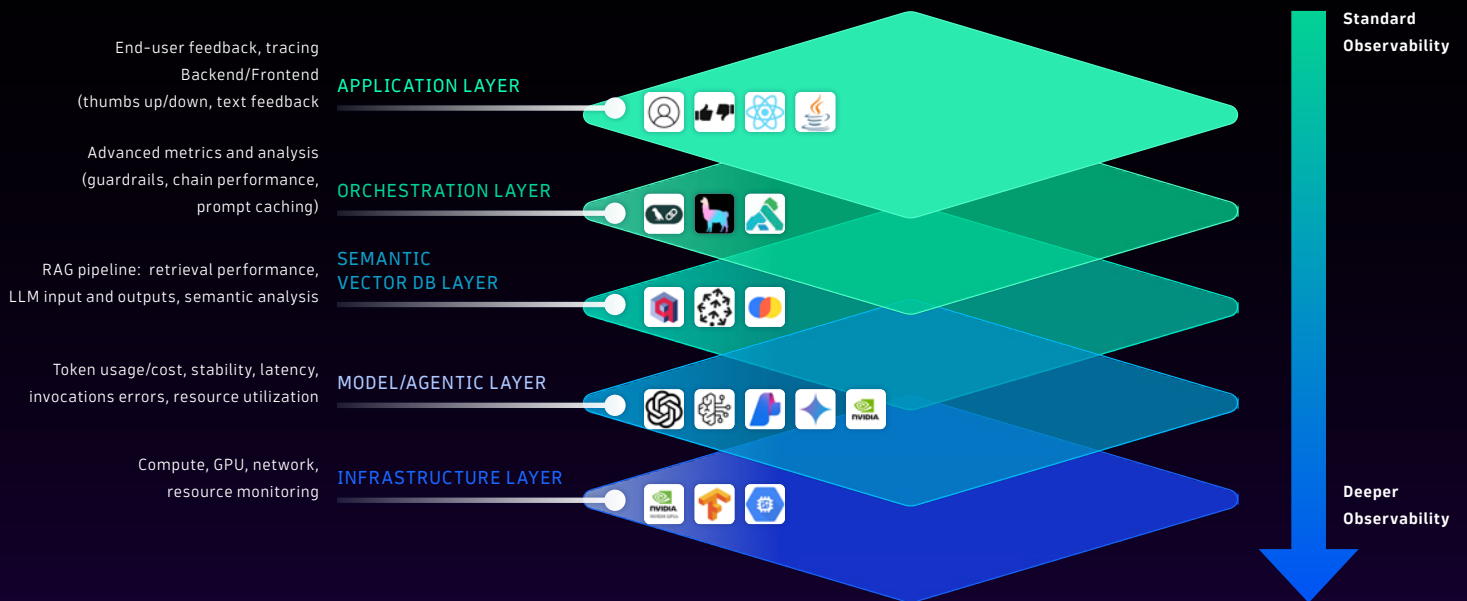


## 2. AI observability: Operate AI applications, LLMs and AI agents with confidence

As organizations embed generative AI into business-critical workflows, visibility becomes non-negotiable. Full AI observability is even more important now that organizations are shifting from single-model prompts to Agentic AI, where autonomous agents execute complex stacks by planning, reasoning and collaborating with other agents or external systems. Dynatrace enables safe, scalable AI adoption with visibility into agent behavior, performance and business impact.

Dynatrace provides AI observability not just at the model level but across multi-agent workflows, decision chains, and feedback loops. With Dynatrace, your business can trace agent behavior across services, monitor Inter-agent communication, visualize AI Agent impact, and ensure issues in AI-driven workflows are identified and resolved in real-time.

### Dynatrace delivers deep AI Observability across all layers of the tech stack



With Dynatrace, your business has real-time visibility into the performance and reliability of AI applications, LLMs, and AI agents, including:

- Latency, throughput, and error rates of LLMs and APIs.
- Cost and performance control.
- Guardrails and safeguards for hallucinations, PII leakage, and toxicity.
- Accuracy and drift over time.
- Model behavior correlation with user interactions and business outcomes.

As an industry leader in AI Observability, Dynatrace facilitates responsible AI deployment at scale to drive ROI and minimize risk. To ensure compliance and safeguard business and customer data, Dynatrace detects malicious activity or unintended security implications arising from the actions of the AI agents, helps provide context around the events leading up to an autonomous action, and aids in understanding the AI's reasoning. Dynatrace also retains historical data for audit trails of AI agent actions, which is essential for compliance.

## AI OBSERVABILITY WITH DYNATRACE VS. DATADOG

### Dynatrace

- ✔ Complete AI visibility for AI workloads, including LLMs.
- ✔ Business impact metrics for AI-generated interactions.
- ✔ Unified view of AI, infrastructure, and user journey in one platform.
- ✔ Visualizes and analyzes inter-agent interactions and decision chains.

### Datadog

- ✘ Lack of model-level AI observability and limited automation inhibit innovation.
- ✘ Requires manual instrumentation to trace LLM performance.
- ✘ AI observability must be built and maintained manually, delaying time to value.
- ✘ Lacks out-of-the-box support for agentic architectures or agent-to-agent communication.

### 3. Developer observability: Speed without compromise

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Speed is a strategic asset. To stay ahead, enterprises need development teams that can ship fast and fix faster – without relying on time-consuming instrumentation or reactive firefighting.

Dynatrace’s developer observability ecosystem, including **OneAgent**, **Smartscape®**, **Kubernetes Monitoring**, and **Live Debugger**, helps engineering teams spend less time troubleshooting and more time building.

#### DEVELOPER OBSERVABILITY WITH DYNATRACE VS. DATADOG

##### Dynatrace

- ✔ OneAgent auto-instruments code, infra, and services in minutes.
- ✔ Smartscape® maps service and dependency changes in real time.
- ✔ Live Debugger provides production-safe diagnostics for developers.
- ✔ Deep Kubernetes visibility across multi-cloud and hybrid environments.

##### Datadog

- ✘ Manual agent configuration and tagging slow down deployment.
- ✘ No real-time dependency map. Requires custom dashboards.
- ✘ Kubernetes observability is fragmented and hard to correlate.

## 4. Business Observability: Understand your business like never before

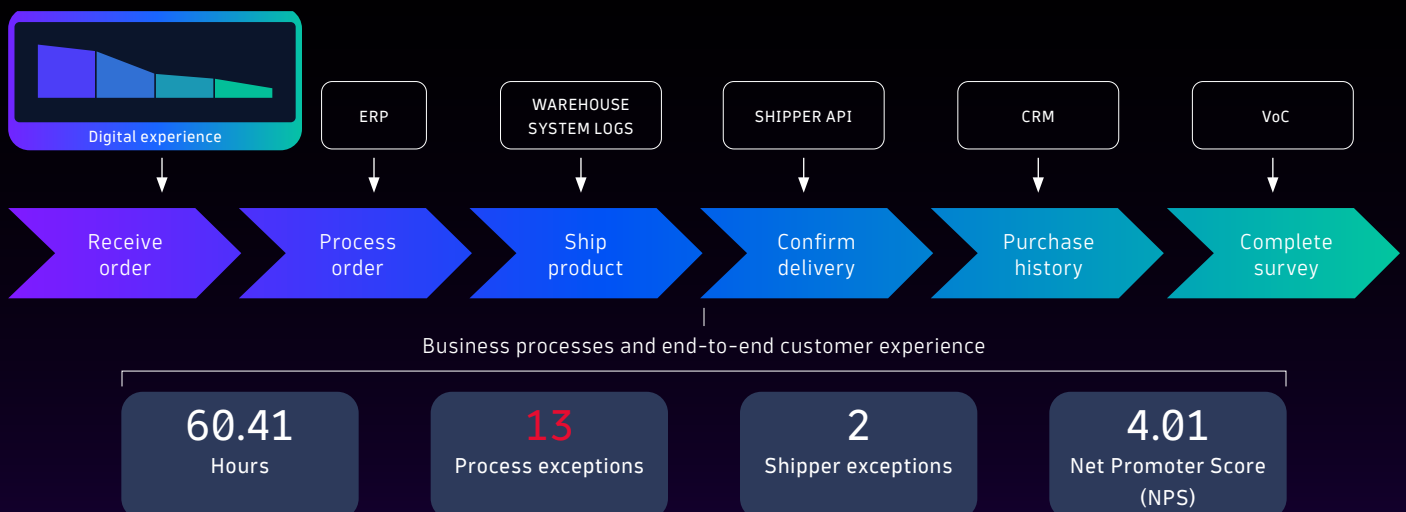
Observability isn't just for tech teams. Executives care about outcomes, revenue, retention, cost and risk. Business Observability supported by real-time topology mapping and deterministic AI offers immense value for executives, extending beyond traditional IT and application monitoring.

With complete and reliable observability, business and security data, executives gain immediate, actionable insights into their business, from performance to customer experience. This holistic view fuels faster, data-driven decision-making, aligning IT initiatives with strategic business goals.

Dynatrace extends beyond traditional IT and application monitoring to include the user journey as well as the entire business journey. Business Observability helps executives understand their business from top to bottom so they can make fast, data-backed decisions with confidence. Dynatrace helps executives identify opportunities for optimization, improve customer satisfaction, and proactively address issues before they impact revenue.

Dynatrace Business Observability connects the dots between business and technical performance. From order fulfilment to digital conversion to NPS, Dynatrace helps leaders see how technology drives (or impedes) key business goals.

Dynatrace unlocks robust business analytics, extending insights beyond digital conversion to end-to-end business processes and customer experience.



## BUSINESS ANALYTICS WITH DYNATRACE VS. DATADOG

### Dynatrace

- ✔ Business events are effortlessly and automatically enriched with unified IT context from Grail, using AI, and a natural language interface.
- ✔ Business insights are available in near real-time because OneAgent extracts business events from in-flight application payloads.
- ✔ Dynatrace improves collaboration to drive critical business goals with automatically updated executive-level dashboards. Business events are easily separated from observability data, ensuring only authorized users have access to sensitive business data.
- ✔ Cost and Carbon Optimization delivers insights needed for effective CO2 reduction initiatives, including host- and process-level granularity to support green coding practice.

### Datadog

- ✘ Uses log files and APIs for business data, requiring custom code and developer assistance, adding complexity and causing implementation delays.
- ✘ Siloed data and dashboards limit collaboration, relying on correlation and human effort to deduce business impacts.
- ✘ No business process monitoring, leaving critical blind spots in the functions that matter most to business leaders.
- ✘ No built-in carbon emissions solution.

### Key Performance Indicators

+11.8% ↗

Revenue

+5.5% ↗

Fulfillment

## 5. Pricing clarity: Budget-friendly at scale

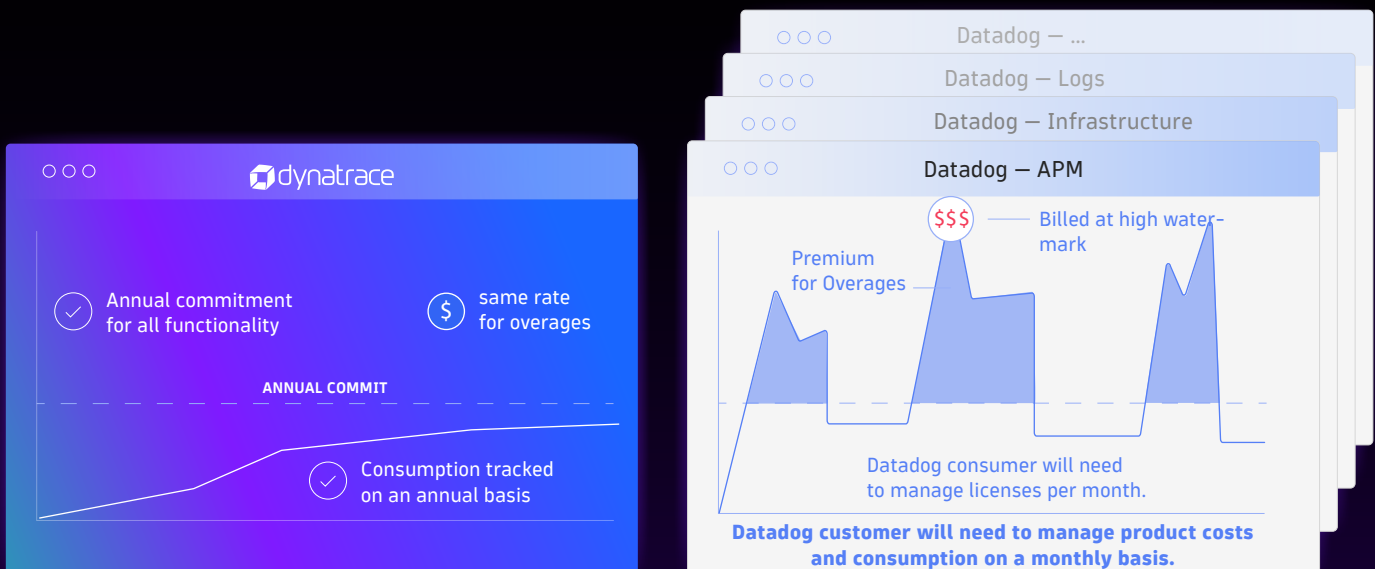
Dynatrace offers a flexible, predictable, and transparent pricing model through its Dynatrace Platform Subscription (DPS). Dynatrace customers get full access to the platform so they can use any of the observability, security, and automation capabilities on-demand. The Dynatrace rate card includes pricing for all capabilities, so there is no need to negotiate a new contract when new features are added.

**The Dynatrace approach simplifies budgeting and forecasting by providing clear visibility into costs,** making it easier for organizations to manage their observability investments without surprises. This transparency enhances cost control and aligns expenses with business needs.

Dynatrace also provides a consolidated annual spend commitment at the platform level (no per-month or per-product commits). Customers can shift spend between capabilities as requirements change, without needing to predict usage for each product in advance.

In contrast, Datadog's pricing model is less predictable and harder to budget at scale, with the potential for high overage fees.

Dynatrace offers cost transparency for easier budgeting, unlike Datadog's unpredictable pricing that risks overages at scale



Dynatrace is the platform trusted by digital leaders to understand their business, accelerate innovation, and operate with confidence. If your organization is looking to simplify complexity, reduce risk, and scale AI securely –  
**now is the time to switch.**

Ready to learn more? [Contact us](#) for a demo.

[Dynatrace](#) (NYSE: DT) exists to make the world's software work perfectly. Our end-to-end platform combines broad and deep observability and continuous runtime application security with [Davis® hypermodal AI](#) to provide answers and intelligent automation from data at an enormous scale. This enables innovators to modernize and automate cloud operations, deliver software faster and more securely, and ensure flawless digital experiences. That's why the world's largest organizations trust the Dynatrace® platform to accelerate digital transformation.

Curious to see how you can simplify your cloud and maximize the impact of your digital teams? Let us show you. Sign up for a [free 15-day Dynatrace trial](#).