PORSCHE
INFORMATIK

The digitalization of mobility: End User Experience as a central success factor for Porsche Informatik

amasol

Project overview

Company:

Porsche Informatik GmbH

Field of application:

#APM – Application Performance Management

Challenges:

With the introduction of new applications, the focus is placed on the end user. Porsche Informatik wants to understand how the customer really feels about the applications. The aim was also to involve the specialist departments more closely in application development via co-creation. This is also an example of the business operations approach propagated by amasol. BizOps also pursues the goal of interlinking business departments (Biz) and IT operations (Ops) in such a way that digital business models are operated optimally and economic success is ensured.

Implemented solution:

Dynatrace enables full stack monitoring. The performance of each user transaction can be monitored end-to-end. In the event of errors, Dynatrace provides fully automated route cause analysis. At Porsche, Dynatrace reduces the time needed for troubleshooting by 80%.

Porsche Informatik GmbH develops and operates tailor-made business software applications for wholesale, retail and after-sales services as well as spare parts sales and financial services within the Volkswagen Group. The company, headquartered in Salzburg and with almost 600 employees, is currently responsible for 160 solutions in 30 countries on four continents. As in other industries, digitalization is also advancing rapidly in the automobile trade. User experience is thus becoming the central success factor. In order to capture and analyze it as precisely as possible, Porsche Informatik relies on the Application Performance Management (APM) solution from Dynatrace and the experience in the area of end-user experience from amasol.

Digitalization of mobility: How customer demands are changing

As Teamlead Platform & Middleware, Mr. Karl Littke together with his team in the Infrastructure & Common Platforms division is responsible for the technical basis for software development at Porsche Informatik as well as the operation of the company's own computer center. The new Porsche Informatik Strategy 4.0 brought about a profound further development of the in-house software solutions in the direction of digitalization, mobility and e-commerce, which also led to a change in customer contact. Mr. Karl Littke describes it as follows: „In the past, we were a classic software partner for the automobile trade. Our customer was the individual car dealer, whom we supported with the appropriate technical support in the selection, implementation and operation of the respective software application. With the further development towards e-commerce, this customer relationship has changed significantly. In addition to the car dealership, the end customer is now increasingly moving into focus. With our solutions, more and more services can be offered over the Internet. Whether vehicle search, used vehicle valuation, vehicle purchase/sale or service booking – to do all this online and seamlessly is state-of-the-art! The customer experience thus becomes an important evaluation criterion for the performance and flexibility of our software solutions. The comprehensive end-to-end monitoring of Dynatrace supports us significantly in keeping a constant eye on the application performance for our customers."

amasol supports with product selection

To select an appropriate APM solution, Porsche Informatik turned to Munich-based amasol, a system integrator focusing on Technology Business Management (TBM), IT Infrastructure Management (ITIM), Application Performance Management (APM) and IT Operations Analytics. The team leader Mr. Karl Littke remembers: „We had already carried out our first joint projects with amasol and knew – among other things, by attending the amasol user forum – that the company has a comprehensive solution portfolio in the area of End-User Experience (EUE) Monitoring. For this reason, the decision was made to include amasol in the product selection. Within the framework of the usual procurement process at Porsche Informatik, a specification sheet was drawn up together with the software development department. Four tools made it to the shortlist, in the end the decision was made for the monitoring solution of Dynatrace.

The new APM solution is used, for instance, for the interaction of the two Porsche IT applications CarConfigurator and CarAdvisor. With the CarConfigurator, the customer has the opportunity to put together the car of his choice-model, engine output, equipment. The CarAdvisor is a car dealer evaluation platform for end customers. It can be used to evaluate consultation appointments, vehicle purchases, service appointments such as wheel changes, etc. In addition, customers can also evaluate their experiences when buying a new car with regard to additional equipment and share these with other customers. These evaluations are then displayed in the CarConfigurator at the corresponding configuration points.

Thanks to Dynatrace, Porsche Informatik always has precise information on the end-user experience at its disposal. It is now much easier and faster to identify, analyze and solve any application problems that might occur. The use of artificial intelligence, which makes manual searching of databases or log files obsolete, has reduced problem analysis time by around 80%.

Another Porsche Informatik application monitored by the Dynatrace solution is Das WeltAuto, a used car platform

that was originally designed only for affiliated dealers, but is now open to private individuals as well.

## amasol as APM Center of Excellence at Porsche Informatik

After the commissioning, amasol assumed the role of APM Center of Excellence (CoE) at Porsche Informatik. As Mr. Karl Littke explains the structure: „We are the internal operator of the monitoring platform and of course we help our colleagues from software development with onboarding. In addition, there is a dedicated product manager in my team at Porsche Informatik". In contrast, the use of a separate Center of Excellence for Application Performance Management as a common information and communication platform for all APM stakeholders at Porsche Informatik was not considered for resource reasons. Mr. Karl Littke explains why: „When it comes to further technical questions as well as adjustments and updates of the application, we gladly fall back on the know-how of amasol. amasol acts practically as an external APM CoE for Porsche Informatik".

Extension of the monitoring for DevOps deployment

After the successful implementation of Dynatrace for Application Performance Management for selected software applications, Porsche Informatik commissioned amasol with a proof of concept for the extension of the solution. The focus was on the DevOps area. Porsche Informatik uses Red Hat OpenShift as a development platform for container-based software. The starting point for the feasibility analysis was the pilot project CROSS 3, a next generation dealer management system. „For us, this pilot project was particularly concerned with the question of whether and how the automatic deployment function would affect us after AI-based A/B testing with Dynatrace," says Karl Littke, describing the initial situation. Results: The deployment times could be shortened significantly. Due to the successful completion of the pilot project, the decision to use Dynatrace monitoring in the OpenShift DevOps environment was easy.

The automation capabilities of Dynatrace now enable Porsche Informatik to instrument almost 100 hosts and thousands of processes within just one working day. In addition, Dynatrace means that, despite increasing complexity through micro services, containerization or hybrid cloud applications, any problems that arise can be quickly identified and eliminated in the future. Dynatrace provides the necessary end-to-end view and root-cause analysis capabilities that enable rapid problem resolution even in complex and dynamic environments. The fewer problems that occur during operation, the higher the IT quality is rated by end users, which in turn leads to higher user satisfaction.
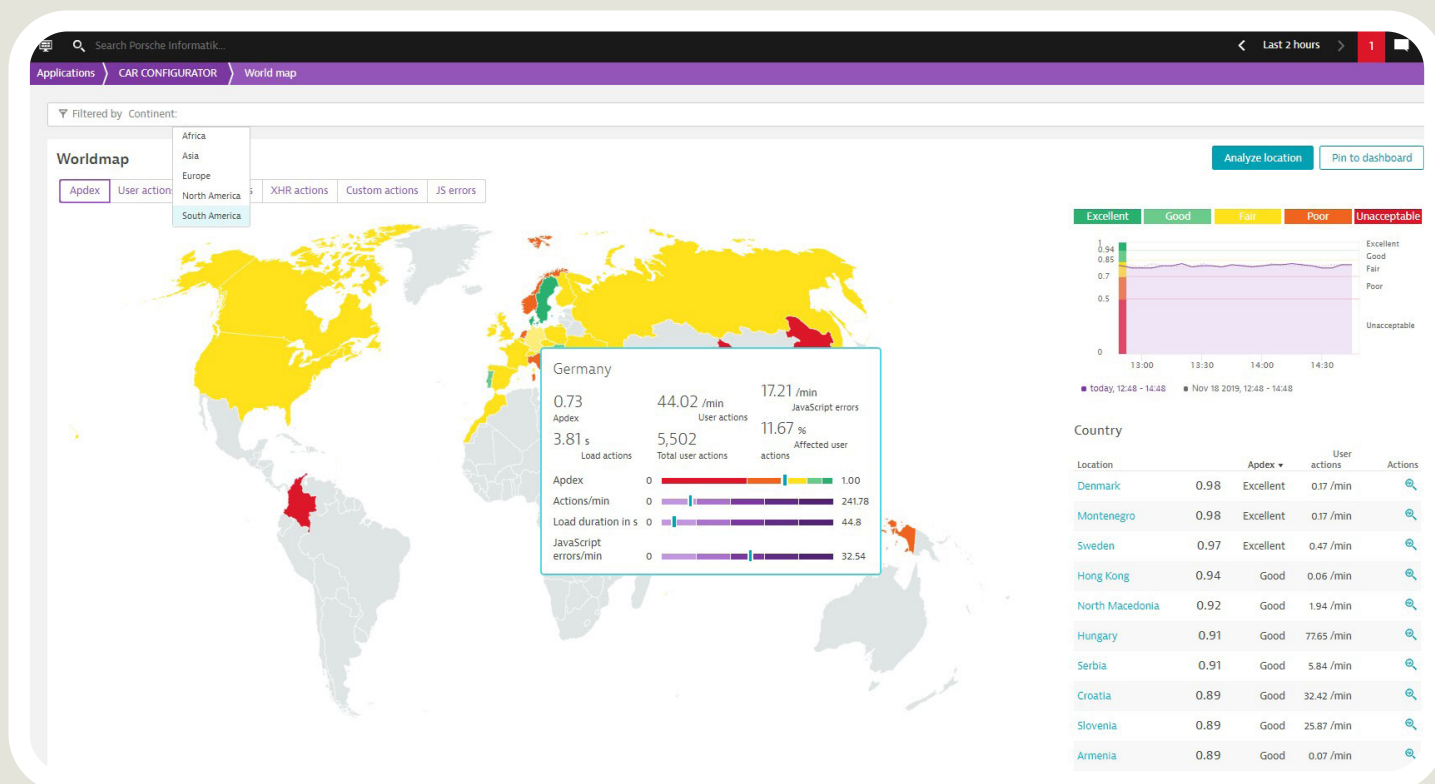
Rapid problem analysis and resolution is especially essential during the development phase of new applications. Dynatrace thus also shortens release cycles and increases the time to


market – new applications can be used productively more quickly. This in turn enables Porsche Informatik to react even faster and more specifically to current customer and market requirements.

Time to market: the KPI for future success

Like many companies, Porsche Informatik has now also embarked on the path to becoming an „All-agile Company". „Agility by Design" is the motto of the company strategy. The first step is to bring development (Dev) and operations (Ops) into harmony. A further goal is to integrate specialist departments more closely into application development. This approach is called co-creation at Porsche Informatik. In practice, the aim is to implement joint initiatives and the associated investments in such a way that they generate demonstrable added values for the company. Ultimately, all that counts is the company's success with the customer. This is also acknowledged by Mr. Manfred Immitzer, Managing Director and Chief Digital Officer at Porsche Informatik: „The future development of our industry is determined by a number of megatrends: Connected cars, autonomous driving, shared economy, e-mobility and, broadly speaking, rapidly advancing digitalization as a social trend. As a leading company in the market, we certainly want to be at the forefront of these trends as well and thus strengthen our

market position in the future." The time to market, i.e. the speed at which new functions and applications are made available to the customer, plays a central role in this. „We have promised our customers to reduce the time to market by 90 percent in the future," confirms Mr. Manfred Immitzer. „Only in this way are we in a position to convert the afore-mentioned future trends into processes and customer experiences that can be witnessed by the customer. For us, an optimal customer experience is the key factor for a successful future as a company".

Through its collaboration with Dynatrace, Porsche Informatik is working to keep this commitment. The initial successes are already visible: Mr. Karl Littke reports that the release cycle could be reduced by more than 90% with the new Dealer Management System, which will be rolled out worldwide from 2020.
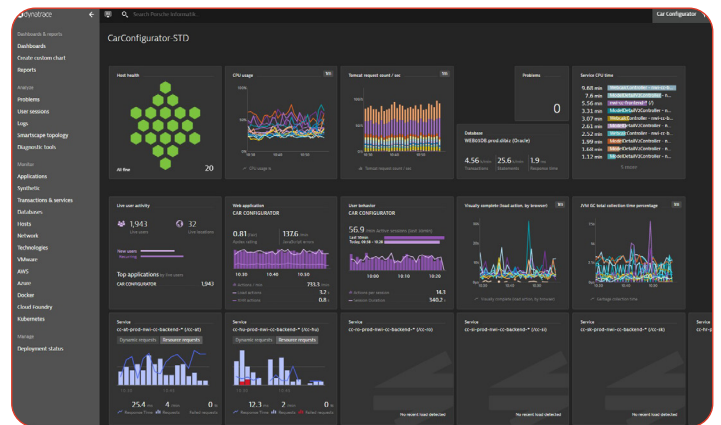
Extensive solution know-how and comprehensive project experience plead for amasol

When asked about the reasons that led to a cooperation with amasol, Mr. Littke sums up: „After amasol had already supported several Dynatrace customers, we were able to draw on comprehensive product know-how as well as many years of project experience. We were able to benefit from this wealth of experience and did not have to build up the necessary capacities ourselves. Even better: We can even save resources and, if necessary, draw on the expertise of amasol employees. This aspect becomes more and more significant for us, as the use of Dynatrace at Porsche Informatik becomes more extensive".