crest(data)

CASE STUDY

OBSERVABILITY MIGRATION

Accelerating Enterprise Observability with AI-Driven Migration to Dynatrace

3,000+
Dashboards & alerts migrated

47%
Faster time-to-value

120→64
Man-days of migration effort

70/30
AI automation-to-expert model

Executive Summary

THE OPPORTUNITY

As enterprise environments scale, observability often becomes harder to manage — especially when built on legacy, manual-first platforms. For this customer, the challenge was real: a sprawling monitoring environment with **thousands of dashboards and alerts** supporting critical business operations. What once worked well had evolved into a complex setup that demanded high manual effort and drove up operational costs.

This case study showcases how Crest Data enabled the business to modernize observability by migrating from Splunk to Dynatrace, an AI-enabled observability platform. Using our **proprietary in-house migration engine**, the customer migrated thousands of monitoring assets in nearly half the time originally estimated, while preserving logic and improving visibility. The result was more than a platform change — it was a shift toward **faster insights, unified observability, and an AI-driven operating model** built to scale with the business.

About the Customer

The customer is a globally recognized financial services enterprise operating at massive scale, across a broad international footprint. With operations spanning hundreds of countries and territories, the organization supports millions of consumer and business transactions through a combination of digital platforms and physical touchpoints.

Its technology ecosystem underpins always-on, high-volume payment processing, where real-time visibility is critical. Given the scale and complexity of its operations, the customer relies heavily on observability to ensure seamless service delivery, issue detection, and consistent customer experiences across regions and channels.

CUSTOMER PROFILE

INDUSTRY
Global Financial Services

FOOTPRINT
Hundreds of countries & territories

CORE WORKLOAD
Always-on, high-volume payment processing

CRITICAL NEED
Real-time, end-to-end visibility

The Customer Challenge

LEGACY & MANUAL-FIRST

The enterprise faced rising operational costs and limited agility due to a fragmented legacy observability environment built on Splunk. The setup included **thousands of dashboards and alerts** managed through largely manual processes — creating operational inefficiencies and slowing incident response across critical payment processing systems operating at global scale. A traditional migration approach was projected to be lengthy, costly, and operationally risky.

- **Fragmented legacy stack.** Siloed Splunk monitoring with limited cross-system visibility.
- **Heavy manual effort.** Thousands of monitoring assets maintained by hand.
- **Rising costs, low agility.** Operational overhead climbing as scale grew.
- **Slow incident response.** Delays across global payment-processing systems.

The Proposed Solution

AI-DRIVEN AUTOMATION

Crest Data led the modernization by transitioning from Splunk to Dynatrace — an AI-enabled observability platform designed for automation and intelligent insights. The solution focused on reducing manual effort and creating a **unified view across applications, infrastructure, and operations**.

AI-Driven Migration Engine

Powered by our **proprietary AI-driven migration engine** to accelerate the entire transition.

Query Translation

Automated conversion of complex **Splunk queries into Dynatrace Query Language (DQL)**.

Asset Reconstruction

Rebuilt thousands of dashboards and alerts using **Dynatrace JSON definitions**, preserving intent.

70 / 30

AUTOMATION-TO-EXPERT MODEL

Completed in under two man-months — 60%+ faster than manual estimates.

Automation handled the bulk of dashboard and alert conversions, while expert-led validation focused on complex logic and fine-tuning — with no disruption to ongoing operations.

ONCE ONBOARDED TO DYNATRACE

- AI-driven anomaly detection across the stack
- Automated dependency mapping
- Faster root-cause analysis
- A single, integrated view replacing siloes
- Proactive, not reactive, operations
- A scalable observability foundation

Outcomes & Success Metrics

ACCURACY · EFFICIENCY · SCALE

Migration Efficiency

- Migrated **3,000+ dashboards** and alerts from Splunk to Dynatrace at enterprise scale.
- Cut overall migration effort to **roughly half** the original manual estimate.
- Automated conversion **lowered the risk of human error** while preserving monitoring logic.

Operational Impact

- Eliminated heavy manual dependencies, **reducing ongoing operational fatigue**.
- Freed teams to **focus on higher-value work** — optimization and performance tuning.
- **Improved consistency and standardization** across observability assets.

Unified Observability

- Consolidated siloed monitoring data into a **single, unified platform**.
- End-to-end visibility across apps and infrastructure via dashboards and notebooks.
- Improved signal quality and **reduced alert noise** through AI-driven correlation.

AI-Driven Outcomes

- Proactive issue detection via Dynatrace AI anomaly detection and root-cause analysis.
- **Reduced mean time to identify and resolve** issues with automated insights.
- Established a **scalable foundation** for future growth and added workloads.

47%	120→64	5,500+	150+
Faster migration vs. manual estimate	Man-days of effort	Projects delivered	Global customers served

Why Crest Data for Dynatrace Migration

AI-FIRST · LOWER RISK

Crest Data brings an **AI-first, automation-driven approach** to Dynatrace migrations, enabling enterprises to modernize observability faster and with lower risk. For this customer, we migrated an entire enterprise monitoring estate in roughly half the originally estimated effort — enabled by our proprietary in-house migration engine. As a trusted Dynatrace partner with experience across **5,500+ projects for 150+ global customers**, we combine deep observability expertise with intelligent automation to preserve logic, reduce manual effort, and unlock Dynatrace's full AI-driven capabilities — for accelerated time-to-value, unified observability, and a future-ready operating model.

MODERNIZE YOUR OBSERVABILITY

Ready to accelerate your migration?

Talk to our experts about an AI-driven path to Dynatrace — preserving your logic, cutting manual effort, and unlocking unified, intelligent observability at scale.

Talk to Our Experts →

crestdata.ai/solutions/dynatrace

SCAN TO EXPLORE

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