

# Leading ecommerce platform provider transforms service and operations management with Dynatrace and ServiceNow



Dynatrace AI-assisted root cause analysis integrated with ServiceNow increased service availability to 99.95% whilst reducing breached SLAs by 80%

**Atos**



## Industry

Technology



## Challenge

The organization had a siloed approach to service management which led to duplicated effort which made it challenging to really understand which customers were experiencing specific issues. In turn, this affected the ability to prioritize resolution, impacting customer satisfaction.



## Solution

Integration of Dynatrace and ServiceNow and leveraging the expertise of Atos's ServiceNow Practice. Better, Together.



## Results

**100%**

### Increased availability

Instant root cause analysis, AI-assisted prioritization and automation has increased storefront availability to almost 100%.

**80%**

### Improved service

Number of customers affected by issues impacting SLAs was reduced from 16% to 0.2%.

Reduction  
by  
**10x**

### Fewer alerts

10x reduction in alerts after service mgmt is consolidated to a single platform.

**7**  
minutes

### Lightning-fast customer reach

Automated service mapping enabled real-time customer-centric view of incidents to enable proactive customer outreach within 7 minutes after first alert.

Insights

### Better collaboration

Teams have the shared visibility and intelligent insights needed to drive better business outcomes.

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The journey we have undertaken working with Atos has allowed us to truly deliver the gold standard of ecommerce platform that we promise our clients. The Dynatrace and ServiceNow integration is now the core of our service mgmt. operations. Its precise answers allow our teams to quickly identify issues and work together on solutions. We're excited to start rolling out this transformative approach to service management to other business units, so we can reap the benefits of automation across our entire company.

Vice President, Observability & Automation

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This leading enterprise ecommerce platform promises ~ 3,500 businesses online storefronts an availability of 99.95%. To deliver this high standard of service to its rapidly growing customer base, the provider migrated its platform to a more scalable cloud-native architecture. To reduce costs and accelerate time to incident resolution in this dynamic and complex environment, it needed to modernize service management. The company already benefitted from Dynatrace's observability and automation and decided to partner with Atos to assist with integrating those capabilities with ServiceNow to create an automated real-time configuration management database (CMDB), and consolidate multiple ticketing platforms into a centralized, highly automated platform for service & operations management. This partnership not only saved time, increased efficiencies, and saved on resource, but it also protected the organization's existing investment in Dynatrace's observability and automation.

## Duplicated work and a barrage of alerts

Previously, service management was fragmented, with different teams relying on multiple ticketing tools. Since these systems were siloed from each other, the same alerts were raised multiple times to different teams, leading to duplicated efforts to solve the same problem. Teams also lacked visibility into how systems were inter-connected, meaning they could not identify which customers were being affected by a particular issue, or prioritize issues according to severity. The company knew these challenges would be amplified by migrating to the cloud, as legacy processes could not have coped with the dynamic nature of Kubernetes and microservices.

## Single source of truth

Automation was key to transforming service management operations since the company couldn't scale its service management team in-line with its business growth. The first step was consolidating multiple ticketing platforms so that all alerts were coming through ServiceNow instead. The integration with Dynatrace means all alerts come with precise context in real-time, helping teams prioritize them according to severity and business impact. The ServiceNow-Dynatrace integration has led to a tenfold reduction in volume of alerts and ensures all teams are viewing the same data to enhance collaboration and speed up resolution. The number of customers affected by issues impacting SLAs has reduced from 16% to 0.2% over the past two years, and storefront availability has increased to almost 100%.

## Better services for customers

The platform provider worked alongside Atos to accelerate its service management modernization journey, providing the guidance that would enable it to populate its CMDB with real-time business-aligned data. As Dynatrace provides a real-time topology of the technology environment, Atos was able to work with the platform company to build a fully accurate service map that made it possible to link back-end issues to specific customers. The platform provider can now notify customers of issues within seven minutes, by which time they have already started on a resolution. It also enables teams to prioritize their efforts more effectively for customers with larger contracts, improving overall quality of service. Through this project, Atos earned Dynatrace's ITSM & ITOM Competencies, and is now working with the ecommerce platform provider to reengineer service management for other business units.





## About Atos

Atos Group is a global leader in digital transformation with c. 70,000 employees and annual revenue of c. € 10 billion, operating in 67 countries under two brands – Atos for services and Eviden for products. European number one in cybersecurity, cloud and high-performance computing, Atos Group is committed to a secure and decarbonized future and provides tailored AI-powered, end-to-end solutions for all industries. Atos is a SE (Societas Europaea) and listed on Euronext Paris.

The [purpose of Atos](#) is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

Find out more about us

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Let's start a discussion together



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