NAVIGATING THE FUTURE OF AUSTRALIAN RETAIL WITH

OBSERVABILITY

Strategic priorities and technology imperatives

Climbing the Observability maturity curve

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5 STRATEGIC PRIORITIES FOR AUSTRALIAN RETAIL

To navigate the complexities of today's retail environment, Australian retailers must prioritise the following five strategic areas.

THE AUSTRALIAN LANDSCAPE

Zana Stojanovski

General Manager
Partner solutions, Avocado

The Australian retail sector is navigating a period of profound transformation, driven by inflationary pressures, escalating freight costs, and shifting consumer behaviours. Retailers are confronted with a landscape where traditional approaches are being challenged by the need for seamless omnichannel experiences, heightened sustainability efforts, and real-time responsiveness.

The complexity of modern retail requires more than just operational adjustments. Retailers must address these evolving demands through strategic priorities that enhance resilience, boost customer satisfaction, and drive operational efficiency - underpinned by data-led transformation and end-to-end visibility at every layer. The integration of advanced technologies, particularly Observability, AI, and automation, has become crucial. These tools not only address immediate operational challenges but also position retailers for long-term success.

Observability is the practice of monitoring and analysing the performance of applications and infrastructure in real-time. Observability provides the necessary visibility into IT systems, enabling proactive issue detection and resolution. AI and automation drive efficiency by streamlining processes and offering predictive insights, thus enhancing decision-making and operational agility. Alongside these technologies, robust cybersecurity strategies are essential to safeguard digital retail ecosystems from increasing threats.

In this whitepaper, we delve into the strategic priorities for Australian retailers and explore how Observability can address current challenges. We also outline the path for organisations to progress along the Observability Maturity Curve, demonstrating how these technologies are indispensable for thriving in a competitive market and achieving sustainable growth.
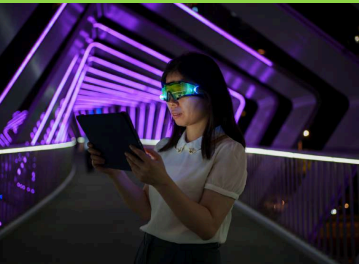
Supply Chain Resilience
Enhance Efficiency: Focus on improving supply chain operations and optimising last-mile delivery to ensure reliability and reduce costs.

Customer Retention through Optimised Experiences
Deliver Personalised Experiences: Enhance customer interactions, ensuring seamless and satisfying experiences.

Cybersecurity: Safeguarding Digital Retail Ecosystems
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Driving Operational Efficiency with AI and Automation
Streamline Processes: Utilise AI and automation to enhance operational workflows, reduce manual interventions, and improve decision-making. Automate routine tasks and leverage AI for predictive analytics to anticipate and respond to operational challenges.
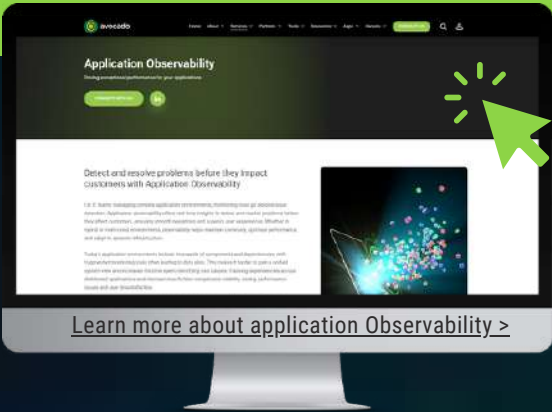
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EFFICIENCY

SUPPLY CHAIN RESILIENCE AND LAST-MILE LOGISTICS

Maintaining a resilient supply chain and efficient last-mile logistics is crucial for meeting customer expectations and sustaining business growth. Retailers face increasing pressure to manage complex supply chains and ensure timely deliveries, all while navigating disruptions and optimising operational efficiency.

The ability to swiftly adapt to changes, forecast potential issues, and streamline logistics is essential to maintaining a competitive edge and delivering a seamless customer experience.

Use Case

Dynatrace helps optimise both the applications and infrastructure that support supply chain operations, enhancing overall supply chain performance and efficiency. Retailers can monitor and analyse key metrics such as inventory levels, order processing times, and delivery performance. By leveraging Dynatrace's AI-driven insights across both layers, retailers can optimise their supply chain strategies, enhance operational efficiency, and ensure a smooth last-mile delivery experience. For instance, by monitoring real-time data on shipment status and delivery routes at both the application and infrastructure levels, retailers can quickly identify and address delays, improving the overall reliability of their supply chain. This enhanced visibility helps retailers adapt to changing conditions, reduce operational costs, and meet customer expectations for timely and accurate deliveries.

Challenges: Retailers face significant challenges in maintaining supply chain resilience and optimising last-mile logistics, particularly during peak seasons and unexpected disruptions. Common issues include inventory shortages, delays in order fulfilment, and inefficiencies in last-mile delivery. The complexity of managing these aspects while ensuring timely and accurate delivery can lead to increased operational costs and customer dissatisfaction.

Solution: Application and infrastructure Observability are key to enhancing supply chain resilience and last-mile logistics. By integrating advanced technologies and leveraging data-driven insights, retailers can improve visibility across both their software systems and the underlying infrastructure that supports them. This comprehensive observability approach helps optimise inventory management, streamline delivery processes, and ensure that the platforms and applications responsible for managing the supply chain are functioning effectively. Retailers can proactively identify and address potential issues before they impact the customer experience.

Learn more about application Observability >

Learn more about infrastructure Observability >

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EXPERIENCE

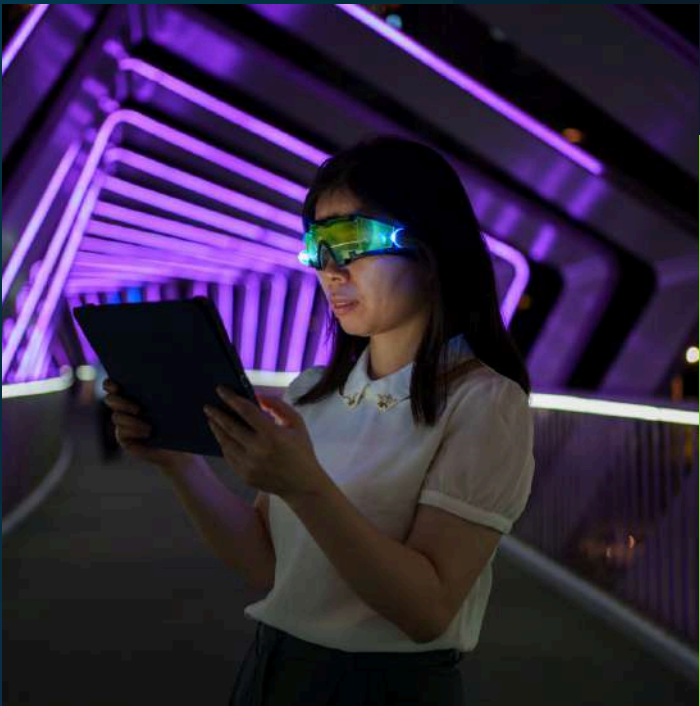## CUSTOMER RETENTION THROUGH OPTIMISED EXPERIENCES

In today's competitive retail landscape, customer expectations are at an all-time high. Shoppers demand not only personalised and seamless experiences but also immediate resolutions to any issues they encounter. As retailers strive to meet these expectations, optimising the customer journey becomes crucial for maintaining satisfaction and loyalty. With the rise of complex digital ecosystems, including mobile applications and Buy Now Pay Later (BNPL) integrations, ensuring a flawless customer experience is more challenging than ever. Retailers who lead in delivering consistently high-quality experiences are those who proactively address potential disruptions and performance issues. By precisely analysing business events, they can make informed decisions that align with their strategic objectives, **ensuring faster, smarter outcomes that drive business success.** This page explores how observability and testing, powered by a unified platform like Dynatrace, can enhance customer retention by providing valuable insights into system performance and customer behaviour. By addressing potential issues proactively, retailers can ensure smooth, engaging, and satisfying shopping experiences that foster customer loyalty and drive long-term success.

Use Case

Dynatrace's Business Insights are pivotal in understanding how performance issues impact customer experience. For example, if product images on a retailer's site fail to load quickly, it can result in cart abandonment and lost sales.

By monitoring application performance in real-time, Dynatrace helps retailers identify and resolve these issues before they affect the customer, ensuring a smooth and satisfying shopping experience. Read the case study below to learn more.

Optimising Digital Performance for a Major Fashion Retailer with Observability
Case Study

About Our Client

Overview
Services:

The Challenge
Sector

[Read the case study >](#)

Challenges:

- **Increasing Expectations:** Modern consumers demand highly personalised and frictionless shopping experiences. Any disruption or lack of personalisation can lead to dissatisfaction and potential customer churn.
- **Complex Digital Ecosystems:** Retailers must manage and integrate various digital touchpoints, including mobile applications and Buy Now, Pay Later (BNPL) solutions, ensuring seamless interactions across platforms.
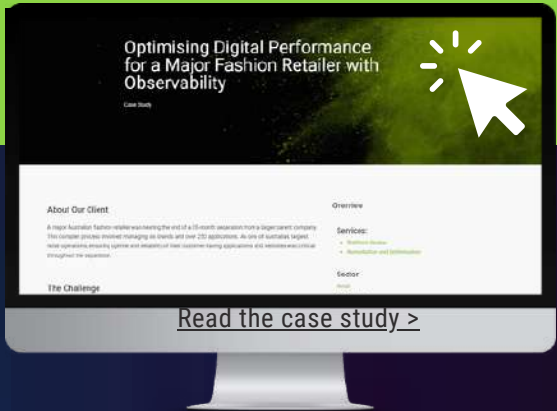
Solution:

- **Digital Experience Observability and Business Analytics** work together to enhance the quality of every customer interaction with your web and mobile applications. Digital Experience Observability provides deep insights into user behaviour and system performance, enabling you to pinpoint and resolve issues that impact the shopping experience. Coupled with proactive monitoring, it ensures that potential problems, such as mobile functionality issues and BNPL integration challenges, are detected and addressed before they affect customers, allowing you to deliver a smooth, frustration-free experience.

Observability: Ensuring a Seamless Experience

Observability is crucial for maintaining a high-quality customer experience. By continuously monitoring the performance of retail applications and infrastructure, an observability platform can detect and diagnose issues that could disrupt the customer journey. This proactive approach allows retailers to address problems promptly, maintaining high levels of customer satisfaction and retention. By leveraging Dynatrace's insights within its unified platform, retailers can enhance their customer experience, drive loyalty, and improve retention rates, ensuring that every digital interaction is seamless and satisfying.

Avocado's Approach
Comprehensive Observability: We provide tailored observability solutions beyond basic monitoring, using advanced analytics to resolve issues before they impact customer experience.
Tailored Testing Services: Our testing ensures seamless digital experiences across mobile apps and integrations, supported by Dynatrace for proactive disruption management.
Strategic Support: Our experts optimise system performance and guide you in effectively leveraging observability tools for smooth digital interactions.
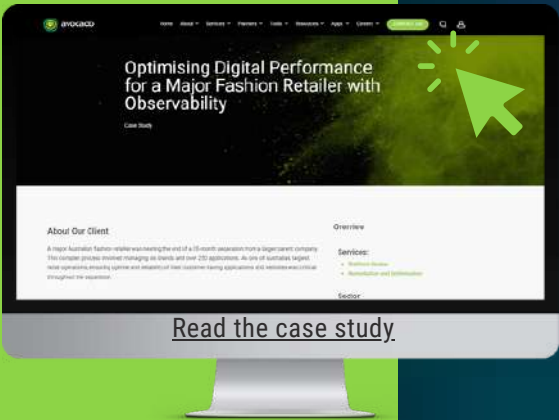
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SECURITY

CYBERSECURITY: SAFEGUARDING DIGITAL RETAIL ECOSYSTEMS

As retailers deepen their reliance on digital platforms for sales and customer interactions, their attack surfaces widen, and so too their vulnerability to cyber threats increases. Breaches, ransomware, and other attacks can result in substantial financial losses, legal repercussions, and severe brand damage.

From sophisticated phishing schemes targeting customer data to the growing threat of Magecart and E-skimming attacks that compromise payment information, the retail sector is facing unprecedented challenges in securing its digital ecosystems. Compounding this, are fragmented tools and data silos which create security blind spots, while traditional reactive threat detection leaves organisations vulnerable. Protecting distributed applications and microservices further complicates the landscape, and manual vulnerability management cannot keep up with rapidly evolving threats. Retailers must leverage advanced technologies to ensure real-time visibility, AI-powered automation, and proactive threat response. These integrated capabilities are essential for strengthening security posture, streamlining operations, and protecting against increasingly sophisticated cyberattacks. In fact, organisations using AI-driven security tools and automation can reduce breach costs by up to $2.2 million.

Solutions:

- **Unified Observability and Security:** Use platforms like Dynatrace for real-time application monitoring, seamless threat detection, and proactive resolution across systems. Stay ahead of threats by integrating unified observability with continuous monitoring and vulnerability detection.
- **DevSecOps Integration:** Seamlessly embed security into the development lifecycle with Dynatrace. By integrating security early in the pipeline, organisations can identify vulnerabilities and address them before deployment, reducing the risk of breaches in production.
- **Third-Party Code Security:** Leverage Dynatrace to monitor and secure third-party code integrated within applications. Identify vulnerabilities, ensure secure coding practices, and mitigate risks associated with external dependencies.
- Compliance Automation: Support data masking and anonymisation to safeguard sensitive information while ensuring seamless adherence to regulations (e.g., SOCI Act, Privacy Act) through automated reporting and monitoring.
- **Threat Observability:** Accelerate threat investigation and resolution with automated workflows. Dynatrace ingests logs, metrics, and traces to visualise vulnerability exposure, prioritise remediation efforts, and alert responsible teams when attacks occur.
- **AI-Powered Insights:** Leverage AI to detect vulnerabilities, prioritise risks, and automate responses, enhancing security and fraud prevention.

Want to know how mature your DevSecOps practices are? Take our Mini Assessment

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Avocado's Approach:
We help retail clients strengthen cyber resilience by embedding security into their development processes through a DevSecOps framework. This ensures security is a core component of operations, not an afterthought. With Dynatrace's Threat Observability, we provide real-time insights to visualise vulnerabilities, prioritise remediation, and protect customer data.

Challenges:

- **Fragmented Tools and Data Silos:** Disjointed systems limit visibility, hinder real-time threat detection, and disrupt consistent protective measures across the environment.
- **Third-Party Code Risks:** Heavy reliance on open-source libraries with numerous vulnerabilities makes identifying and remediating risks a daunting task, increasing the risk of breaches.
- **Evolving Compliance Requirements:** Meeting regulatory standards while protecting sensitive information is challenging, especially when implementing data masking and anonymisation without automation.
- **Phishing and Social Engineering:** Retailers face targeted phishing attacks, risking data breaches and financial fraud.
- **Magecart/E-skimming:** Cybercriminals exploit online checkout pages, stealing payment card information.
- **Fragmented Threat Monitoring:** A lack of cohesive monitoring slows investigations and leaves systems vulnerable to undetected threats.

Optimising Digital Performance for a Major Fashion Retailer with Observability

Case Study

About Our Client

Overview

Services:

Sector:

[Read the case study](#)

Use Case

Dynatrace's security monitoring platform provides real-time visibility into potential security threats, allowing retailers to quickly detect and respond to incidents. By integrating security monitoring with observability, retailers can ensure that their systems are both secure and performant, minimising the risk of cyberattacks and data breaches.

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SUSTAINABILITY

THE NEW RETAIL IMPERATIVE: THE SHIFT TOWARD SUSTAINABLE

As consumer expectations shift towards environmental responsibility and regulatory pressures mount, sustainability is now a critical component of retail strategy. Modern shoppers expect brands to prioritise Environmental, Social, and Governance (ESG) factors, pushing retailers to embed sustainability into every aspect of their operations — from ethical sourcing and waste reduction to stringent compliance and carbon footprint minimisation. In the Australian retail sector, ESG considerations are gaining momentum, with 44% of consumers now prioritising sustainability since the pandemic, and 48% favouring businesses that demonstrate strong ethical commitments. Retailers are responding by enhancing their ESG disclosures, with 140 companies in the ASX200 providing detailed reporting, as highlighted by the Australian Council of Superannuation Investors (ACSI). Dynatrace supports retailers in meeting these rising ESG expectations by delivering comprehensive observability across their infrastructure. This empowers retailers to optimise resource usage, reduce cloud waste, and enhance operational efficiency, aligning their technology strategy with sustainability goals and responding effectively to growing ESG demands.

Challenges:
Consumer Expectations: Increasing consumer demand for sustainable and eco-friendly practices puts pressure on retailers to demonstrate their commitment to ESG principles.
Regulatory Requirements: Stricter environmental regulations and the need for transparent reporting require retailers to adopt more sustainable practices and monitor their environmental impact closely.
Operational Complexity: Integrating sustainability into operational practices can be complex and costly, especially when it involves tracking and reducing carbon emissions.

Solutions:
Carbon Impact Monitoring: Dynatrace's Carbon Impact feature provides detailed insights into the carbon footprint of your IT operations. By monitoring and analysing the energy consumption of applications and infrastructure, retailers can make informed decisions to reduce their environmental impact.
Integration with Supply Chain Planning: Sustainability is closely tied to supply chain planning. By optimising supply chain operations for sustainability, retailers can reduce their environmental impact while improving efficiency and resilience. For example, AI can help identify opportunities to reduce waste, while automation can streamline processes to minimise resource usage.
Real-Time Sustainability Tracking: Dynatrace's observability platform enables retailers to track and optimise the sustainability of their operations. By monitoring energy usage, waste production, and other sustainability metrics in real time, retailers can make data-driven decisions to enhance their ESG performance.

Our Approach:
At Avocado, we leverage Dynatrace's Carbon Impact feature to help retailers effectively manage and reduce their carbon footprint. By providing actionable insights into the energy consumption and carbon emissions of IT infrastructure, we enable retailers to make data-driven decisions that support their sustainability objectives. We integrate these insights with supply chain planning to further reduce environmental impact and improve operational efficiency.

Our approach ensures that retailers can monitor their environmental impact with precision, streamline supply chain processes, and optimise their IT operations for greater sustainability. With our support, retailers can achieve their ESG goals, enhance their sustainability performance, and position themselves as responsible and innovative leaders in the retail industry.

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ADVANCED

AI: THE FUTURE OF RETAIL OBSERVABILITY

The retail sector is evolving rapidly, driven by consumer demand for seamless experiences across digital and physical channels. Retailers operate in an extremely competitive market, and their main goal focuses on retaining and growing their user base against competition. To stay competitive, retailers must ensure operational excellence, optimise supply chain management, and deliver exceptional customer service. The rise of Artificial Intelligence for IT Operations (AIOps) is transforming how retailers manage their IT environments, integrating AI, machine learning, advanced analytics, and best practices to automate processes and enhance decision-making. By embracing AIOps, retailers can proactively address issues, reduce downtime, and streamline operations, ultimately improving customer satisfaction and driving business growth.

Use Case: Dynatrace's Impact on Retail Efficiency
Dynatrace's AIOps capabilities set it apart with tailored solutions for retail, delivering operational excellence and enhanced customer experiences.
- **End-to-End Visibility:** Complete Observability across a retailer's omnichannel e-commerce platform, mobile app, in-store POS systems, and supply chain networks enabling accurate AI-driven analysis.
- **Proactive Issue Resolution:** Davis® AI detected anomalies, performed root-cause analysis, and triggered self-healing actions during high-traffic events, ensuring seamless shopping and maximised revenue.
- **Optimised Inventory Management:** Predictive analytics anticipated demand shifts, reducing stockouts and improving product availability for better efficiency and satisfaction.
- **Scalable Automation:** Automated workflows ensured peak performance during shopping surges, minimising manual intervention and system bottlenecks.
- **Sustainability Impact:** Optimised infrastructure usage reduced costs and environmental impact, supporting sustainable growth.

Challenges
- **Fragmented Ecosystems:** Siloed data across e-commerce, mobile apps, POS, and supply chain limits unified insights.
- **Demand Management:** Blind spots during high-traffic events, like Black Friday, hinder real-time campaign optimisation.
- **Customer Expectations:** System issues lead to cart abandonment and revenue loss.
- **Operational Efficiency:** Rising costs and tight margins demand streamlined, automated processes.
- **Data Quality Gaps:** Fragmented sources limit access to high-quality, real-time data essential for insights

Solutions
- **Real-Time Business Insights:** Provides visibility into campaign performance and recommendations for optimisation.
- **Unified Observability:** Offers a holistic view of retail operations for real-time decision-making.
- **Predictive Inventory Analytics:** Anticipates demand to optimise stock levels, reducing shortages and excess inventory.
- **Automated Incident Response:** Resolves issues proactively, ensuring seamless customer experiences during peak times.
- **Operational Automation:** Streamlines processes, lowering costs and freeing IT teams for innovation.
- **Enhanced Data Quality:** Integrates fragmented data for more reliable analytics.

The Importance of High-Quality Data
The success of AIOps hinges on the quality of the data it analyses. Accurate and comprehensive telemetry data forms the foundation of AI and machine learning models, enabling AIOps to detect patterns, predict anomalies, and provide proactive recommendations. Without reliable data, the predictive capabilities of AIOps are significantly constrained, making it difficult for organisations to fully capitalise on its potential. To unlock the benefits of AIOps, organisations must address challenges such as data silos and fragmented systems that disrupt data flow and degrade quality. Establishing consistent, real-time telemetry data collection across all digital channels is critical. This robust, data-driven foundation empowers AI models to deliver precise predictions and automate responses, reducing time-to-resolution and boosting overall efficiency.

Transitioning to AIOps
Adopting AIOps is a strategic journey rather than a one-step process. The first step is implementing robust observability practices to ensure comprehensive visibility across digital environments. With this foundation in place, organisations can gradually incorporate AI and machine learning capabilities. The transition should begin by identifying key areas where AIOps can deliver maximum impact, such as enhancing customer experience, optimising supply chain operations, or minimising downtime during peak periods. Choosing tools and platforms that align with business objectives is equally vital. A successful AIOps strategy relies on high-quality telemetry data to power AI models, enabling precise predictions and actionable insights. Therefore, organisations must prioritise maturing their observability practices to generate reliable, actionable data that drives meaningful outcomes.

Avocado's Approach
At Avocado, we empower retailers to harness AIOps for better IT operations and customer experiences. We assess your observability maturity, create a tailored AIOps roadmap, and implement unified observability to eliminate data silos. Our predictive analytics enable proactive issue detection and self-healing. With ongoing support and managed services, we ensure your systems stay efficient and agile, allowing your team to focus on growth.

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CLIMBING THE OBSERVABILITY
MATURITY CURVE

ADVANCING YOUR RETAIL STRATEGY

In Part 1 of this whitepaper, we explored the critical strategic priorities for Australian retailers, focusing on how to navigate supply chain resilience, enhance customer retention, ensure cybersecurity, and meet sustainability goals with Observability. Each of these priorities is essential for staying competitive and thriving in today's complex retail environment.

To successfully meet these priorities, a data-led transformation and end-to-end visibility at every layer must underpin any retail digital strategy, with observability at its core.

Thus, Part 2 of this whitepaper delves into a crucial aspect of elevating your retail strategy: advancing along the Observability Maturity Curve. This progression is vital for leveraging technology effectively to meet the demands of the modern retail landscape.

Understanding the Observability Maturity Curve will provide you with a structured approach to enhance your operational capabilities. This framework outlines the stages of maturity—from initial reactive measures to predictive innovations—highlighting how each stage addresses specific challenges and drives improvement.

In this section, we will:

Detail the Stages of the Observability Maturity Curve: Understand the key characteristics, challenges, solutions, and approaches for each stage, from reactive to predictive.

Explore How Maturity Impacts Operational Efficiency: Learn how advancing through these stages can optimise your processes, enhance decision-making, and ultimately drive long-term success.

Link Maturity to Strategic Priorities: Connect the dots between Observability maturity and the strategic priorities identified in Part 1, demonstrating how a mature observability strategy supports supply chain resilience, customer experience, cybersecurity, and sustainability goals.

By aligning your strategy with the Observability Maturity Curve, you can harness the full potential of your technology investments, streamline operations, and achieve sustainable growth. Let's explore how progressing through this maturity framework can transform your retail operations and drive competitive advantage.

FROM REACTIVE TO PREDICTIVE

Achieving and maintaining operational excellence is critical for organisations to remain competitive. As businesses evolve, so do their IT environments, becoming increasingly complex and distributed. This complexity brings new challenges, particularly in maintaining visibility across systems, ensuring swift issue resolution, and optimising operational costs.

To navigate these challenges and unlock long-term value, organisations must climb the Observability Maturity Curve. This journey moves from a reactive state, where visibility is fragmented, to a predictive stage, where innovation and automation drive business outcomes.

Navigating the Observability Maturity Curve involves understanding the distinct stages of maturity, each with its own set of characteristics, challenges, solutions, and approaches. However, at each stage of this curve, the integration of observability becomes deeper, more strategic, and more aligned with business goals.

Avocado is here to guide your organisation through each stage of this maturity curve. Our approach is tailored to address the unique challenges you face, delivering solutions that not only enhance your current operations but also prepare you for future growth. By partnering with us, you'll move towards achieving a state of fast, safe, and secure operations that deliver long-term value.

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AN OVERVIEW OF THE MATURITY STAGES

Stage 1: Reactive – Need for Change

Challenges:
At this initial stage, teams and tools are siloed, leading to fragmented visibility across the organisation. The time to resolve issues is lengthy, and processes are complex, resulting in reactionary behaviour. Operational costs are high, with potential negative impacts on revenue and brand reputation.

Solutions:
We leverage our frameworks to plan and prioritise with alignment to business goals. Our approach creates awareness and desire for change, establishing a timeline with clear milestones for delivery.

Our Approach:
Our strategy focuses on diagnosing existing challenges and understanding the need for change. We initiate a comprehensive planning phase, aligning objectives with business goals, and crafting a clear roadmap that sets the foundation for transformation.

Stage 2: Foundational – Monitoring Begins

Challenges:
While awareness and desire for change have been established, teams, tools, and data sets generally remain siloed. The organisation struggles with determining readiness for change, and there's a need to assess the impact on people and processes.

Solutions:
We conduct thorough impact assessments to gauge change readiness, focusing on both people and processes. We assess knowledge gaps and initiate uplift measures, alongside the establishment of communities of practice to foster collaboration.

Our Approach:
At this stage, we prioritise the assessment of change readiness and the development of a strategic plan to address identified gaps. We implement training programs to enhance knowledge and establish communities of practice to ensure continuous improvement.

Stage 3: Proactive – Generate Capacity

Challenges:
Monitoring visibility improves, but the organisation still faces challenges in understanding and assessing issues. Collaboration across teams begins to increase, but there is still room for improvement.

Solutions:
We reinforce knowledge uplift and establish a structured measurement of change across communities of practice. This phase focuses on increasing collaboration and enhancing the organisation's ability to proactively manage issues.

Our Approach:
Our approach is centred on deepening the organisation's monitoring capabilities and fostering a culture of proactive issue resolution. We continue to build on the foundations laid in the previous stages, ensuring that teams are equipped to collaborate effectively.

Stage 4: Optimise – Enhance Solution

Challenges:
Decision-making processes improve, and operational costs decrease, but there's a need to further leverage existing data for multiple use cases and integrate new features and platforms.

Solutions:
We use the knowledge and experience gained to optimise operations further, incorporating new features and enhancing platform integration. This stage is about maximising efficiencies and reducing costs through smarter use of data and technology.

Our Approach:
We focus on optimising current solutions by enhancing decision-making processes, reducing operational costs, and improving efficiencies. Our team works closely with yours to ensure that you are leveraging all available data and technology to its fullest potential.

Stage 5: Predictive – Innovate

Challenges:
At this advanced stage, teams are highly collaborative, and innovation is key. However, the challenge lies in fully integrating automation and AI to expand the depth and connectivity of observability.

Solutions:
We extend the knowledge gained to enhance business outcomes, focusing on the holistic integration of automation and AI. This stage is about driving innovation and ensuring that observability is fully embedded across the organisation.

Our Approach:
We guide your teams in achieving a high level of collaboration and innovation, using AI and automation to extend observability. This approach ensures that your organisation is not only fast, safe, and secure but also positioned to achieve long-term value.

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HOW MATURITY IMPACTS OPERATIONAL EFFICIENCY

At every stage of the Observability Maturity Curve, Avocado integrates tailored aspects of observability, guiding your organisation from a reactive state to a predictive and innovative future. As you progress, each stage unlocks new capabilities, driving tangible improvements:

- Achieve end-to-end observability
- Deliver faster and minimise downtime
- Increase the capacity and capability of your people
- Optimise monitoring tools costs, with a focus on tool consolidation
- Align organisational people and improve efficiencies
- Drive increased revenue and reduce operational costs
- Optimise infrastructure spend
- Automate security pipelines and enhance focus on cybersecurity exposure
- Unify Observability and Security.
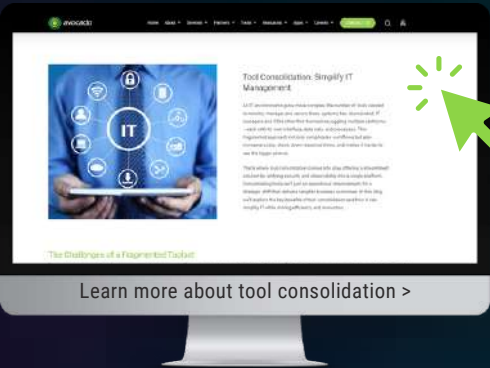- Achieve sustainability goals and auto-remediate via AI.

Fast safe and secure equals long-term value

FAST, SAFE, SECURE = LONG-TERM VALUE

Climbing the Observability Maturity Curve with Avocado transforms your organisation into one that is fast, safe, and secure—delivering long-term value. Each stage builds upon the previous one, enabling operational efficiency and smarter decision-making:

- **From Reactive to Proactive:** Transitioning from reactive to proactive management enhances the ability to anticipate and resolve issues, reducing downtime and operational costs.

- **Optimising Processes:** As organisations move from foundational to optimised stages, they achieve better decision-making capabilities and cost efficiencies through integrated tools and data.

- **Innovating for Success:** At the predictive stage, the use of AI and automation drives innovation, ensuring a seamless, high-performing operation that supports long-term success.

Learn more about tool consolidation >

Learn more about unified Observability & Security >

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DON'T SKIP ON DELIVERY

UNLOCKING THE FULL POTENTIAL OF YOUR PLATFORM

While the benefits of observability are undeniable, the journey to implementation can be complex if not aligned with strategic business objectives. Achieving observability maturity is about more than understanding where you are on the maturity curve—it's about knowing what you need and, crucially, how to deliver it. Effective delivery is the bridge between potential and performance, empowering your business to fully optimise its observability platform and achieve measurable outcomes.

In a fast-paced landscape where speed, efficiency, and security are critical, the way you deliver your observability initiatives can determine your success. Delivery is not just about implementation; it's about tailoring the platform to your unique needs, empowering your teams to use it effectively, and enabling the platform to evolve with your business. Without this alignment, organisations often face challenges such as fragmented IT environments, overwhelming telemetry data, and the absence of best practices. These obstacles, while daunting, are entirely solvable with a strategic and structured approach.

Avocado understands that successful delivery requires both knowing what to implement and how to execute it effectively. Our model focuses on aligning platform capabilities with your business goals, implementing best practices, and fully leveraging the features of observability tools. By prioritising swift implementation, effective change management, and continuous optimisation, we enable organisations to maximise ROI and unlock the full potential of their observability platform. Through knowledge transfer, we ensure your teams are equipped to independently manage and refine their observability practices, fostering a culture of proactive monitoring and data-driven decision-making.

To achieve observability maturity, organisations must adopt key principles:

Start with a Clear Strategy: Define objectives and establish a roadmap tailored to your business needs and system complexity.

Ensure Comprehensive Data Collection: Capture metrics, logs, and traces across all systems for complete visibility.

Break Down Data Silos: Integrate observability across cloud, on-premises, and hybrid environments to eliminate blind spots.

Embrace Automation: Leverage AI and machine learning to detect anomalies and automate responses, reducing manual workloads.

Enable Cross-Team Collaboration: Foster a culture of shared responsibility across DevOps, IT, and business teams.

Continuously Optimise: Regularly review and refine observability practices based on insights and evolving requirements.

While implementing observability may require an initial investment, skilled expertise and strategic planning transform challenges into opportunities. With the right partner, organisations can not only know what they need but also master how to achieve it—streamlining operations, fostering innovation, and realising a strong return on investment. Observability then becomes not just a technological initiative but a strategic advantage.

STRATEGIC DELIVERY

At Avocado, our approach to supporting Observability involves a structured change management process across three distinct phase:

Phase 1: We focus on **Change Development** by leveraging Dynatrace's robust automation capabilities to streamline resource management and boost operational efficiency. This involves implementing automated processes and harnessing AI-driven insights to ensure effective resource utilisation, leading to cost savings and increased productivity.

Phase 2: Delivery aligns with the **ADKAR model**—Awareness, Desire, Knowledge, Ability, and Reinforcement—complemented by a detailed plan for managing change to secure sustainable outcomes.

Phase 3: Metrics, employ data analytics to evaluate the performance of our change management strategy against established goals, integrating sentiment analysis to deliver both qualitative and quantitative insights.

By focusing on strategic delivery, we help your organisation move beyond mere monitoring, enabling you to leverage data for proactive decision-making, optimise operational costs, and enhance your overall IT resilience. With Avocado's support, your journey up the Observability Maturity Curve will be efficient, impactful, and aligned with your long-term business goals.

THE NEW ERA OF RETAIL

Australian retailers face a complex array of challenges, from rising operational costs to heightened consumer expectations for seamless, sustainable experiences. To navigate these challenges and thrive, a strategic focus on Observability and advanced technologies is essential.

This whitepaper examined the key strategic priorities for success in the modern retail landscape, highlighting their critical role in operations and the necessity of addressing them through a comprehensive observability strategy.

In today's fast-paced retail landscape, operational resilience is a strategic necessity. With complex systems managing everything from inventory to customer transactions, observability provides the essential layer of end-to-end visibility. It empowers retailers to optimise every touchpoint, ensure compliance, and deliver seamless customer experiences. By offering in-depth insights into system performance, observability boosts agility, strengthens resilience, and drives growth through effective operations.

Linking the Observability Maturity Curve to these priorities highlights how a mature observability strategy supports key business objectives. Progressing from Reactive to Predictive, retailers can enhance operations, optimise processes, and improve decision-making.

To achieve these benefits, retailers must adopt advanced tools like Dynatrace and a mature observability strategy. Moving up the Observability Maturity Curve is not just a technological upgrade but a strategic imperative, aligning operations with resilience, efficiency, and growth for a competitive edge.

Overall, a mature observability strategy:

- **Supports Supply Chain Resilience:** Enhanced observability enables better monitoring and optimisation of supply chain operations, improving both resilience and efficiency. It also aids in proactive issue detection and faster incident resolution, minimising disruptions and ensuring smooth, uninterrupted workflows.
- **Enhances Customer Experience:** Proactive and predictive monitoring helps maintain high-quality customer experiences by identifying potential issues before they impact users, reducing friction and boosting satisfaction. Observability provides actionable insights to resolve incidents swiftly and optimise performance for seamless interactions.
- **Strengthens Cybersecurity:** Comprehensive monitoring and rapid issue resolution safeguard digital ecosystems, fortifying cybersecurity. Observability enables early threat detection, effective risk mitigation, and alignment with compliance requirements, ensuring robust protection against evolving cyber risks.
- **Facilitates Sustainability:** Advanced tools like Dynatrace's unified platform support the tracking and optimisation of sustainability metrics, aligning with environmental and social governance goals. Observability also drives efficiency through capacity planning and cost optimisation, helping organisations meet sustainability objectives.
- **Enables AIOps:** Observability serves as the foundation for AIOps, leveraging AI-driven analytics to automate anomaly detection, root cause analysis, and incident response. This integration reduces manual workloads, accelerates resolutions, and optimises operational efficiency

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ABOUT US

Avocado: Your Premier Dynatrace Partner

Since 2015, Avocado has proudly partnered with Dynatrace, a recognised leader in Gartner's Magic Quadrant for Observability. This long-standing collaboration is built on an aligned strategy and streamlined delivery, ensuring maximum value for our clients.

As one of the few consultancies in Australia to hold the Certified Professional badge, our team of industry-recognised delivery experts combines deep technical knowledge with extensive hands-on experience. Our certified consultants leverage Dynatrace to deliver innovative, world-class solutions tailored to your unique business needs.

Through our Observability and DevSecOps frameworks and implementation approach, we help you adopt best practices, optimise platform performance, and maximise your ROI. By staying at the forefront of Dynatrace advancements, we ensure our clients benefit from the most up-to-date knowledge and solutions.

With a commitment to creativity and pragmatism, Avocado delivers fit-for-purpose solutions that drive tangible outcomes—earning us recognition as Dynatrace Partner of the Year. Let us help you transform your Observability strategy and achieve operational excellence. Explore our Observability Services here.

Meet your Avocado Observability team

Zana Stojanovski
General Manager, Partner
Solutions

Mo Chmais
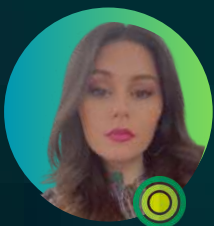Principal Dynatrace
Consultant

Hayden Irish
Senior Dynatrace Consultant

Raymond McCullagh
Dynatrace Consultant

Swetha Muderasi
Dynatrace Consultant

Stefanija Tasevski
Dynatrace Consultant

READY TO REVOLUTIONISE RETAIL WITH SMARTER OBSERVABILITY?

Whether you're new to Observability or looking to optimise your setup, we have tailored solutions for every stage. Start your free trial or book a review today.

START FREE TRIAL

BOOK A REVIEW
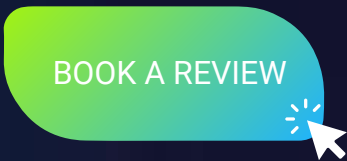
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Curious about how Dynatrace can transform your Observability and IT operations? There's no better way to see its capabilities in action than with a free trial. Click the button above to get started.

Book a Review to optimise Your Dynatrace Environment
Already using Dynatrace or another Observability platform? Maximise its potential with an expert environment review. Our specialists will assess your setup to ensure you're leveraging the full capabilities of the platform. From optimising configurations to aligning with best practices, we'll help you achieve faster insights, improved efficiency, and better ROI. Ready to take your observability to the next maturity level? Click the button above to book now.

What's included in the review?
- Configuration health check and optimisation recommendations.
- Insights into missed opportunities or underutilised features.
- Tailored strategies to align with your business objectives.

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For more information
contact Avocado

Sydney Office

02 8905 0198

hello@avocado.com.au

Suite 10.05, 3 Spring St, Sydney NSW 2000

Melbourne Office

03 8640 9021

hello@avocado.com.au

Suite 2.03, 454 Collins St, Melbourne VIC 3000

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www.avocado.com.au