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The bridge to possible

Seeing the Unseen: An Overview of ThousandEyes Network Intelligence

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ThousandEyes @kkabdal

Agenda

- Story of ThousandEyes
- The Changing Technology Landscape
- ThousandEyes Solution
- Seeing the Unseen
- Optimizing Digital Experience
- Demo
- Conclusion
- Q&A

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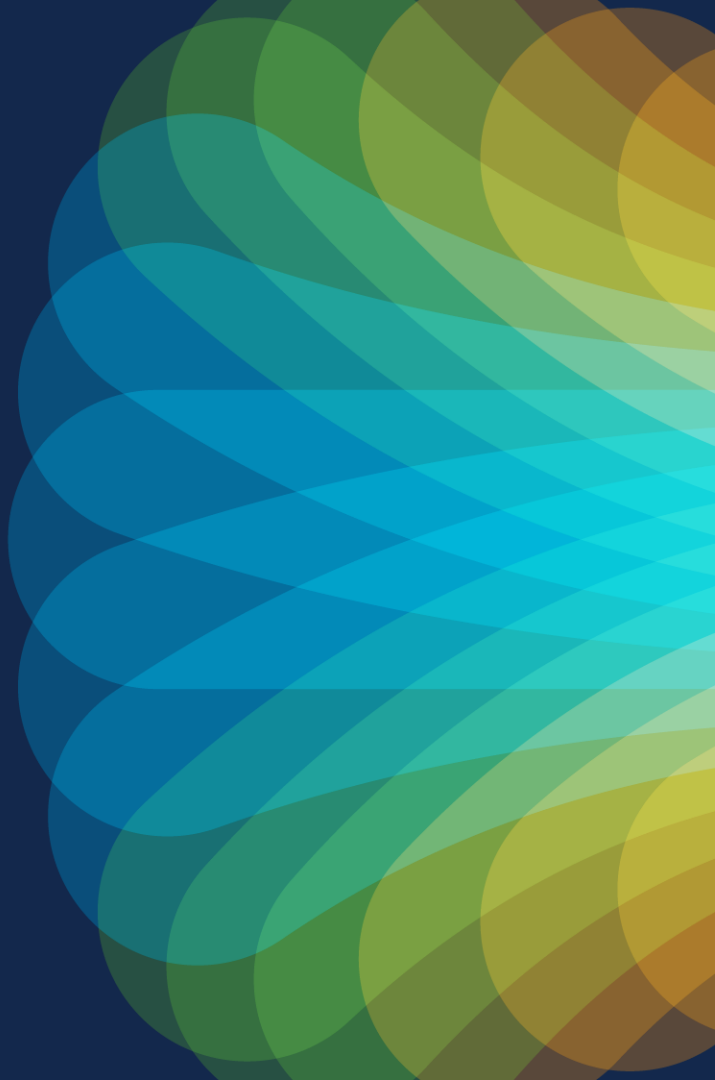
Story of ThousandEyes



It Started With a Bet – a bet on the future of business!

- Founded in 2010 by Mohit Lad and Ricardo Oliveira, Ph.D students at the UCLA Internet Research Lab
- Set up shop in a garage in Mountain View
- Acquired by Cisco in 2020
- Google Maps for the Internet
- Today, 180+ of the Fortune 500 are ThousandEyes customers, as are 360+ of the Global 2000, 10 of the top 10 US banks, 8 of the top 10 global software companies and hundreds more

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“To improve the quality of the Internet,
To improve the quality of life”

ThousandEyes Mission

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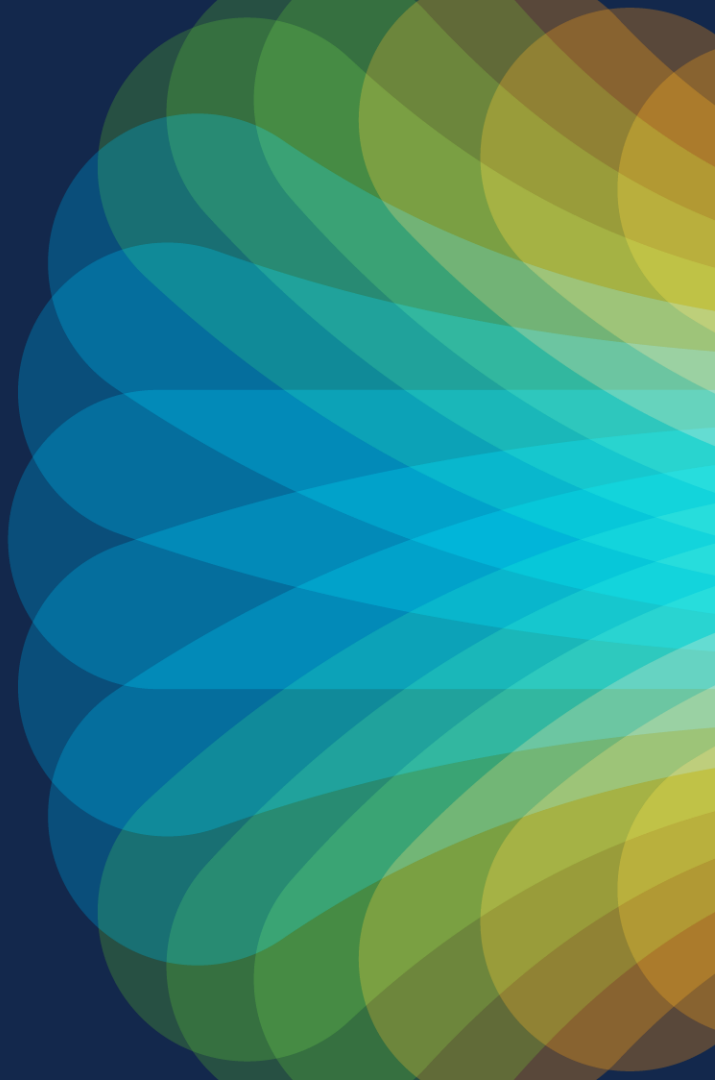
The changing technology landscape



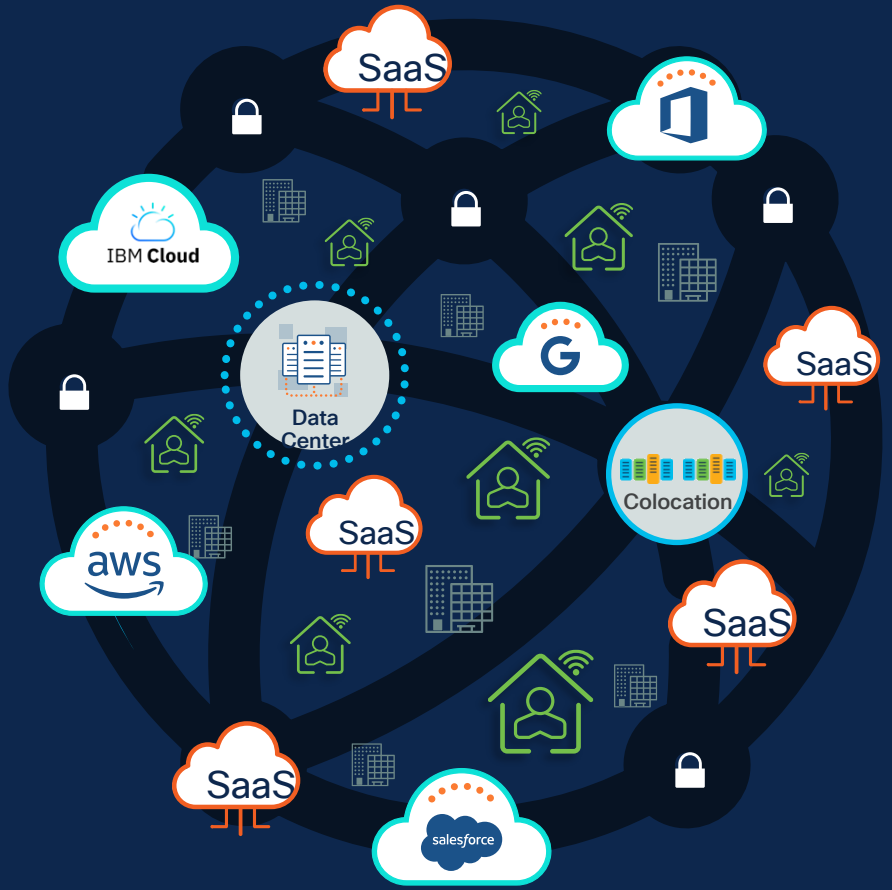
We're in a new world

Your Apps

Your People

Your Infrastructure

All distributed



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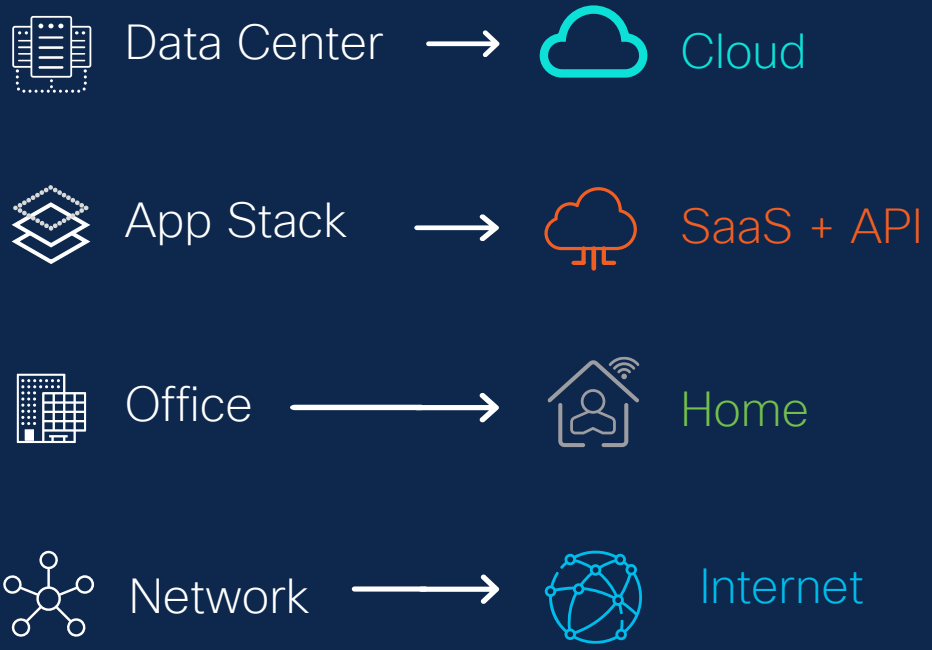
Visibility and control is shrinking

External dependencies are exponentially growing



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Management paradigm has shifted

IT Assets You Don't Control

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Massive blind spots erode ability to manage

So many layers, domains, and providers

Traditional tools don't work for what you don't own

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Negative digital experiences impact business

Your Apps

- Revenue loss
- Customer churn
- Brand damage

Your People

- Productivity loss
- Dissatisfied employees

Your Infrastructure

- Business continuity risks
- Compliance violations

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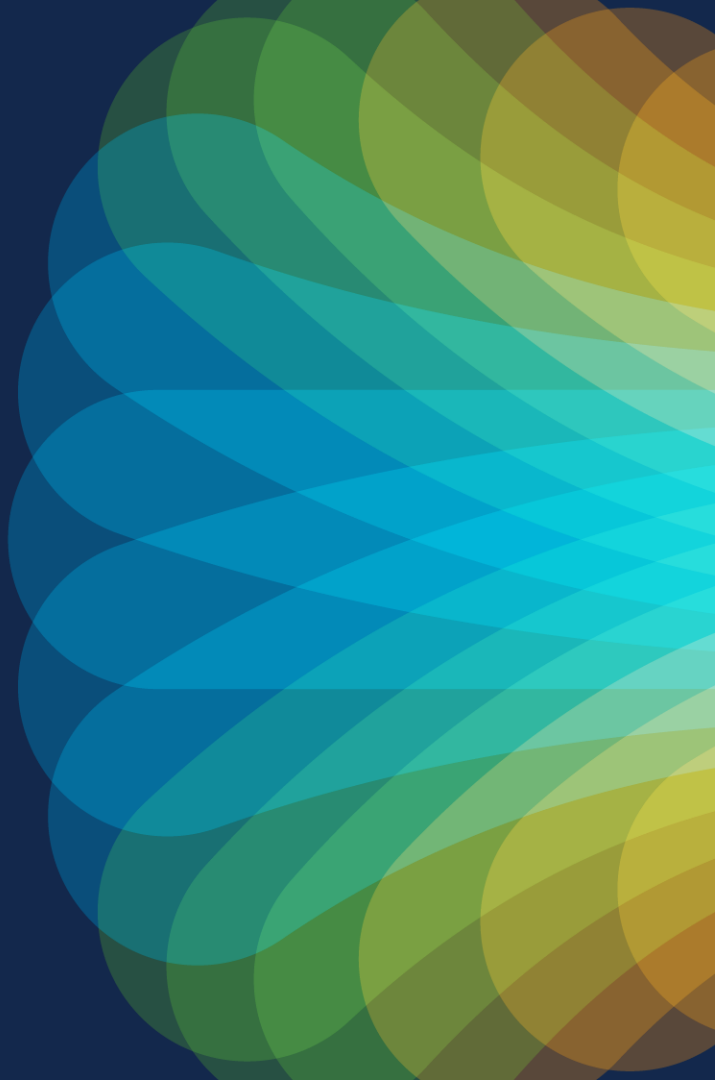
ThousandEyes Solution



See, understand, and improve digital experiences everywhere

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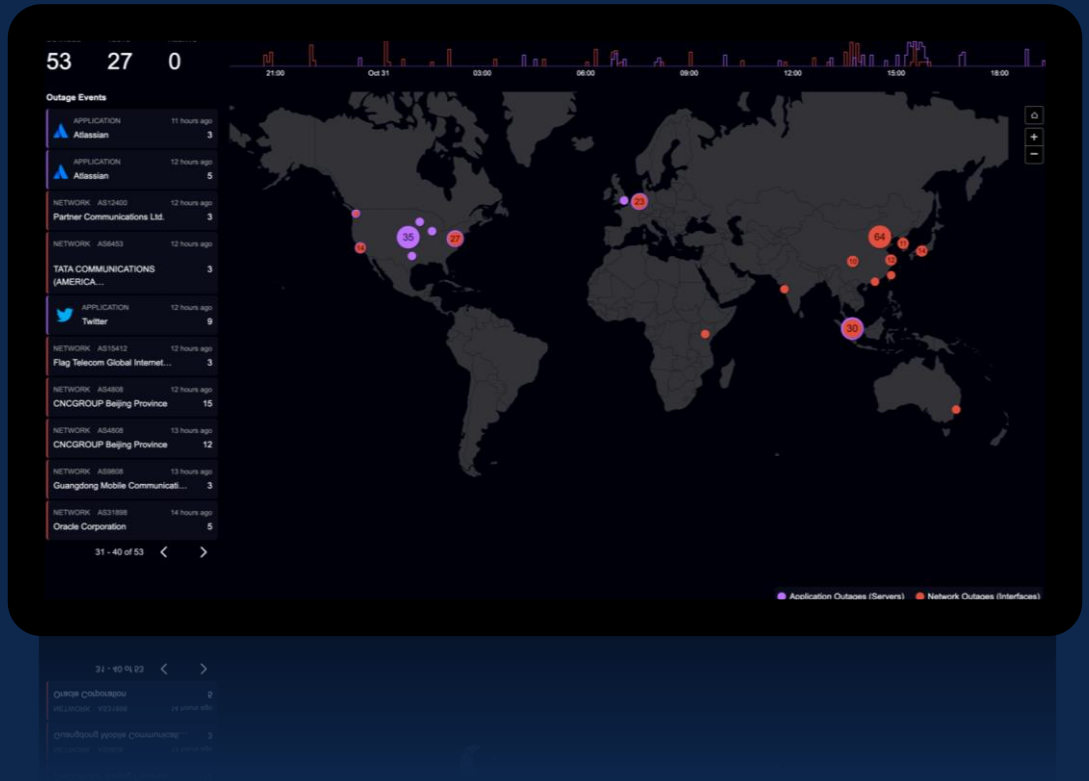
Collectively powered Internet weather map



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Empowering **every** digital experience

Deliver stellar digital experiences to users

Keep workers connected and enjoying seamless app performance

Optimize and sustain the flow of your digital supply chain

ThousandEyes
part of Cisco

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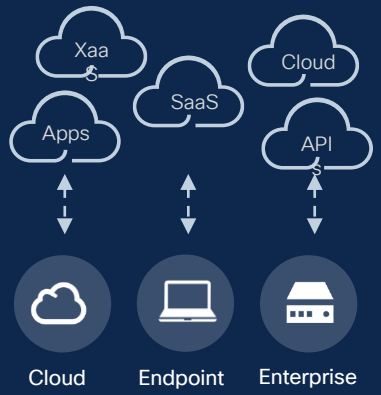
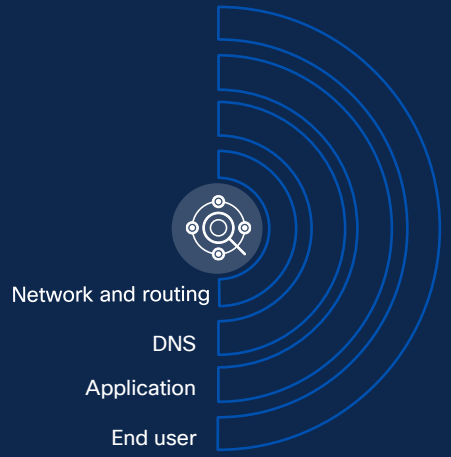
ThousandEyes Internet and Cloud Intelligence

VISIBILITY | INTELLIGENCE | WORKFLOWS

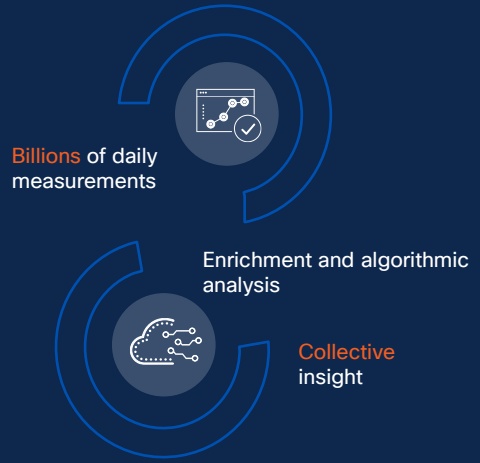
1000s of Global Vantage Points



Unique X-layer Telemetry



Global Collective Insight



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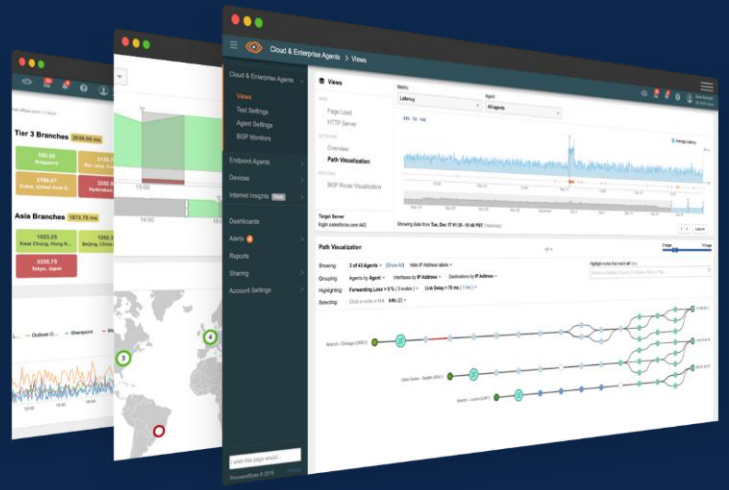
ThousandEyes Internet and Cloud Intelligence

VISIBILITY | INTELLIGENCE | WORKFLOWS

Surface fault domain, root cause, and attribution to responsible party

See digital experience in context with deep correlations across layers



Gain global insight into Internet and SaaS app outages

Drill down to quality of experience of individual users and groups in your workforce

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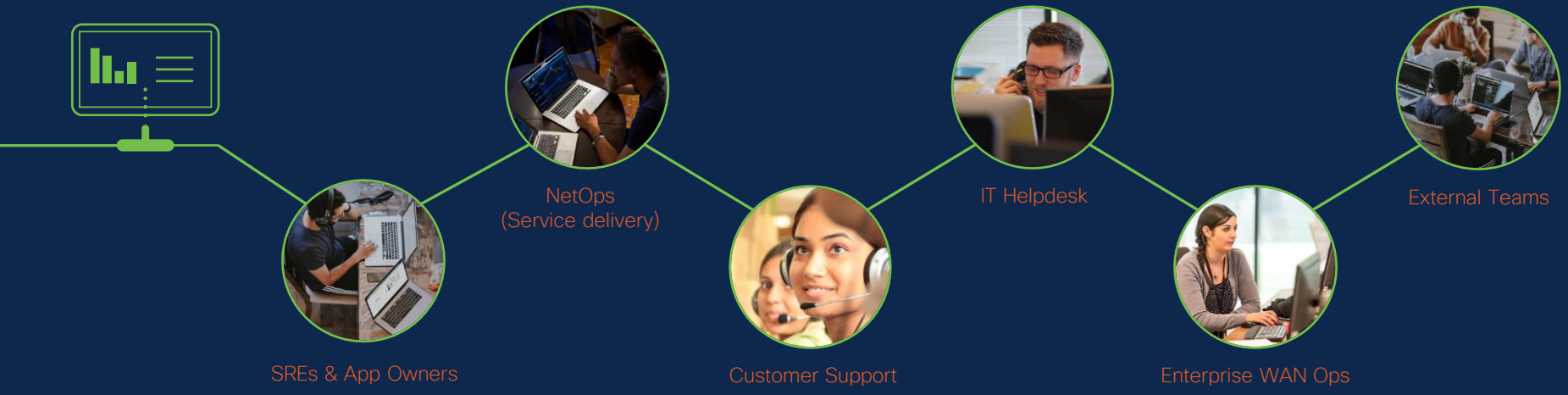
ThousandEyes Internet and Cloud Intelligence

VISIBILITY | INTELLIGENCE | WORKFLOWS



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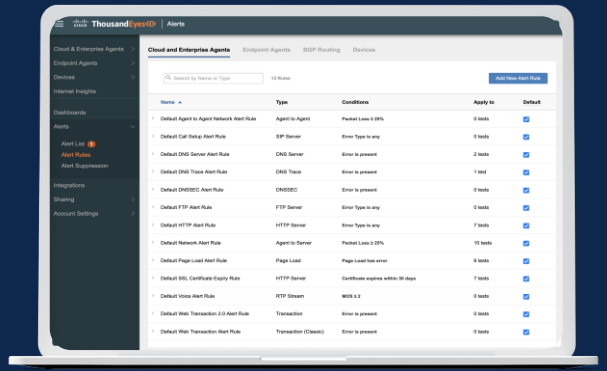
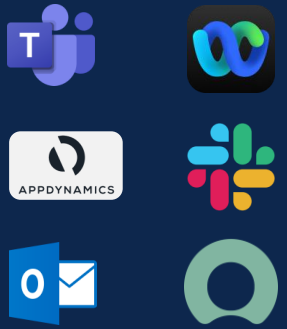
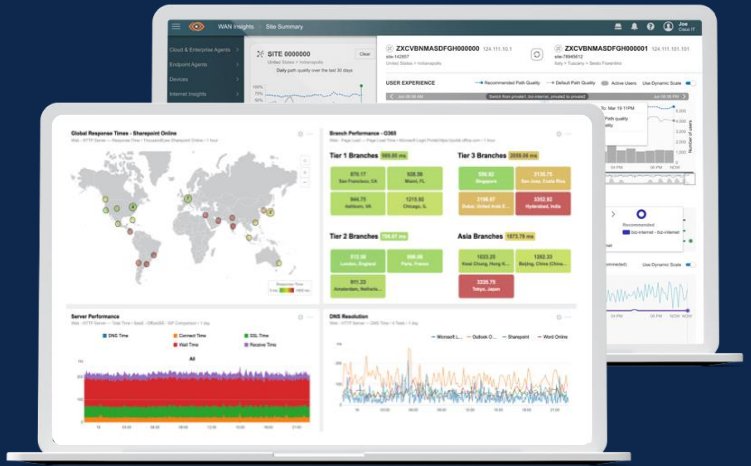
Move from reactive to proactive monitoring with Alerts and Dashboards







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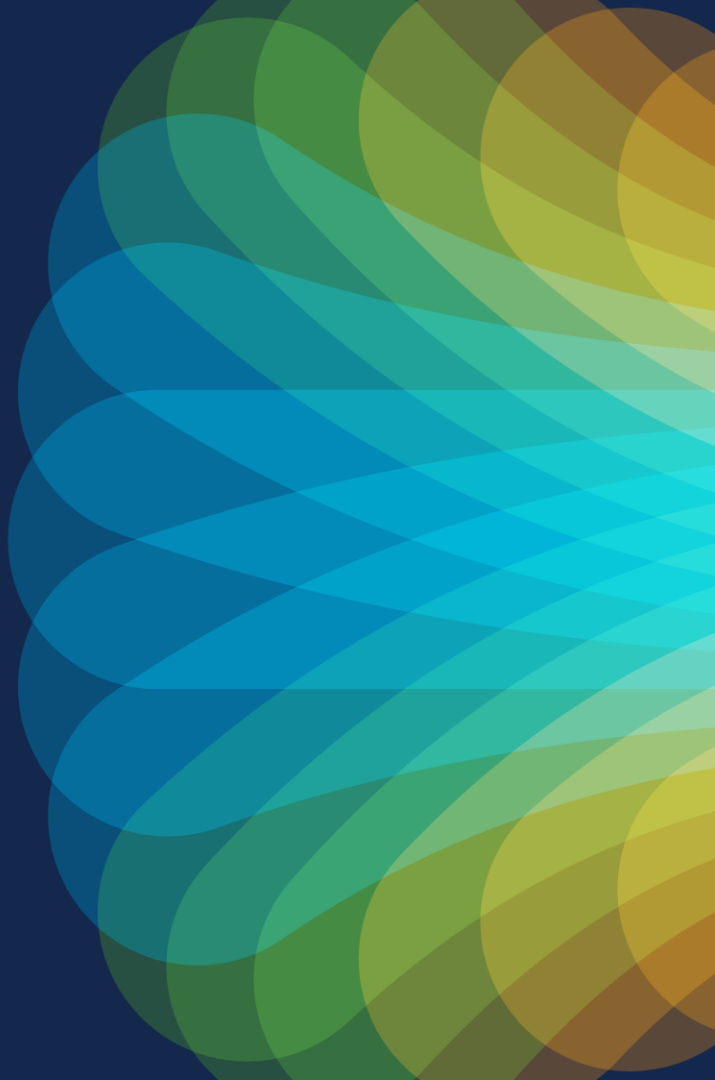
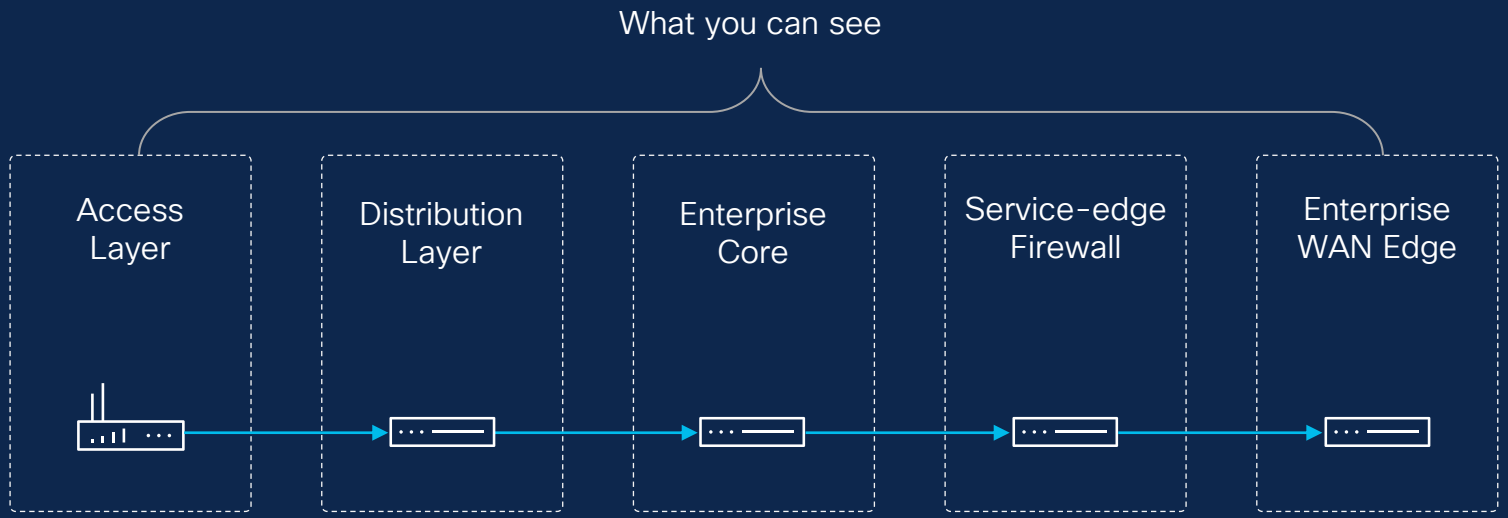
Seeing the Unseen



Enterprise Network Visibility



Traditional monitoring tools would suffice

?

What lies beyond

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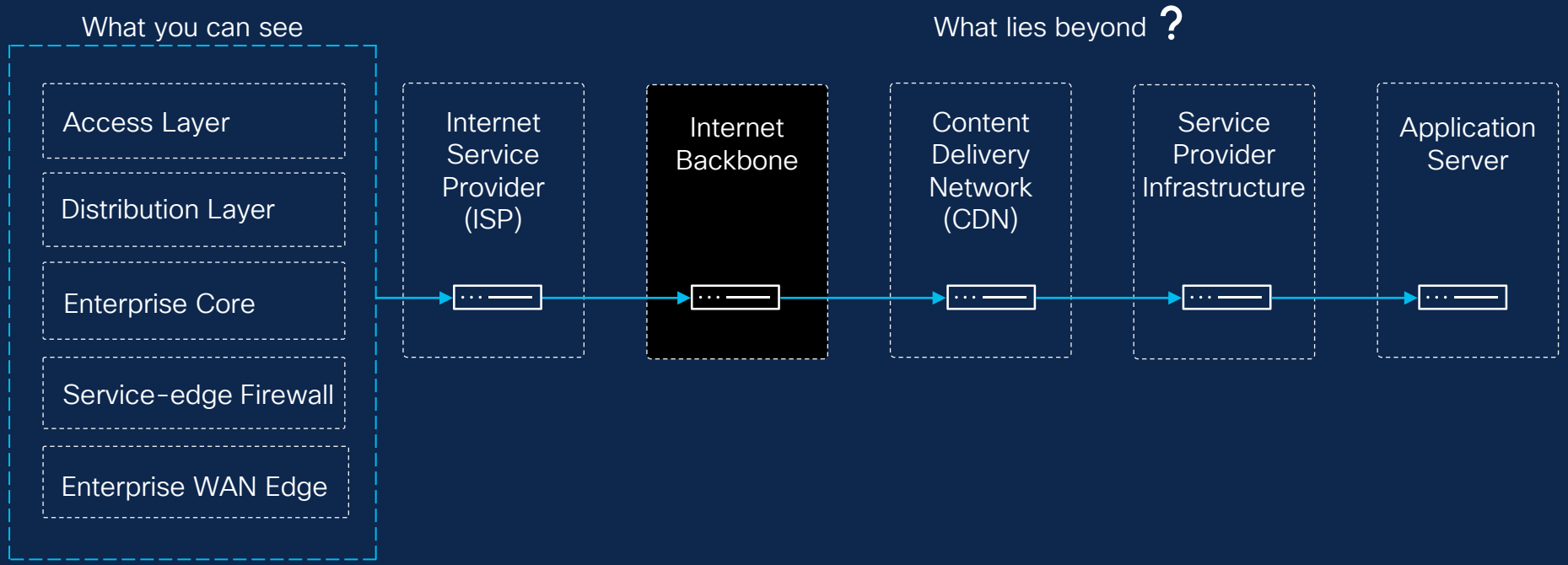
Beyond the Enterprise Edge



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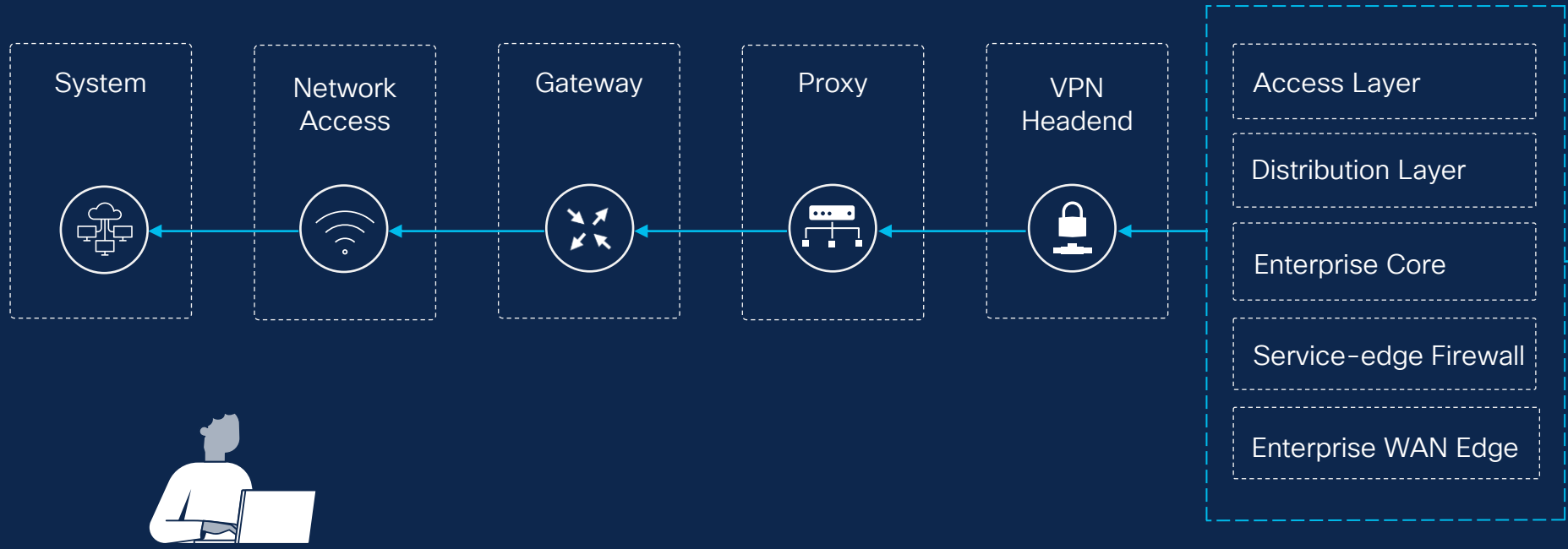
Beyond the Client Access Point Edge

What lies beyond ?

What you can see



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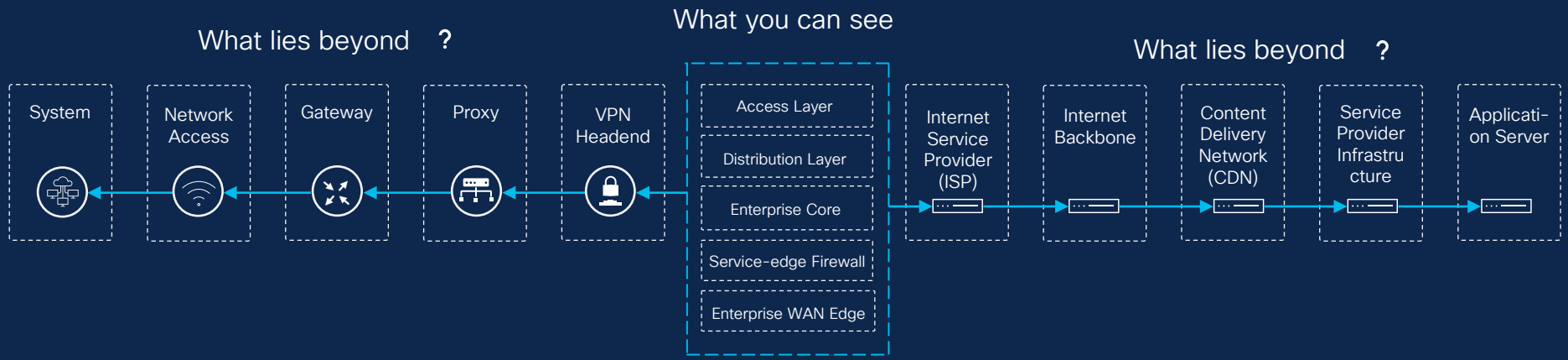
Seeing the big picture



Get visibility into these ”unseen” segments with ThousandEyes

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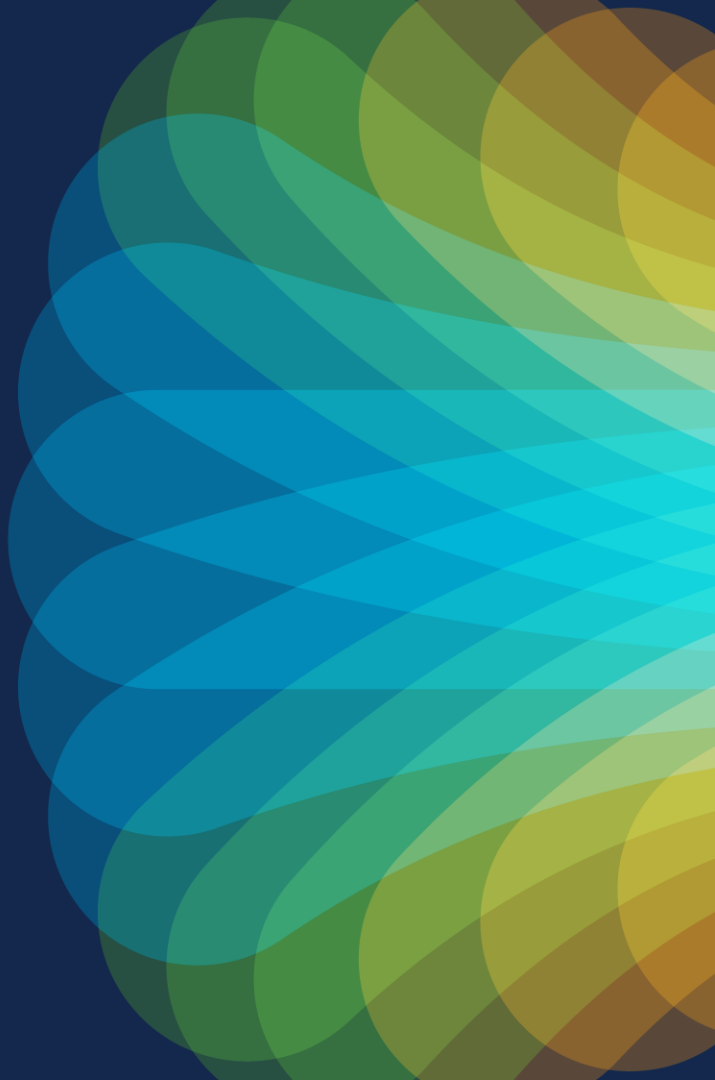
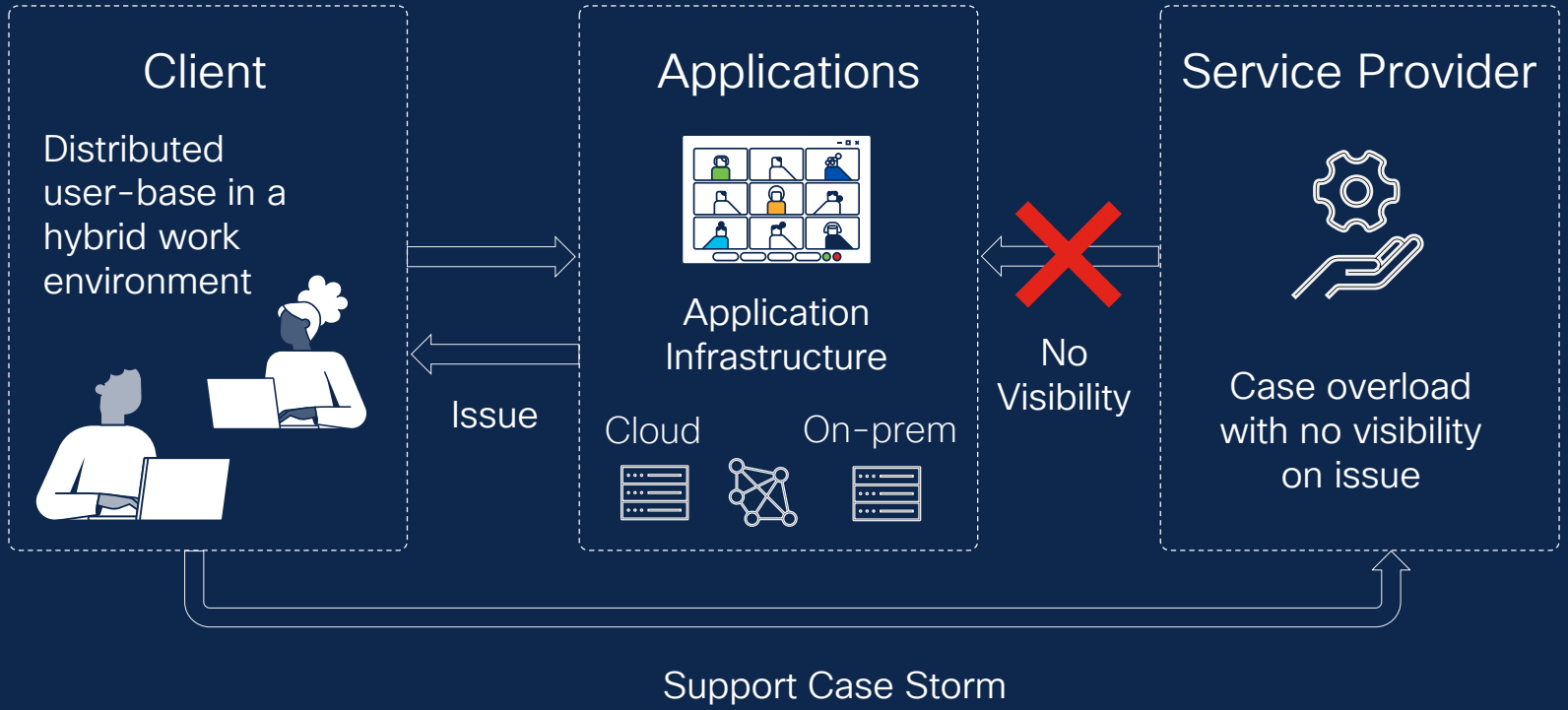
Optimizing Digital Experience



Traditional Reactive Approach



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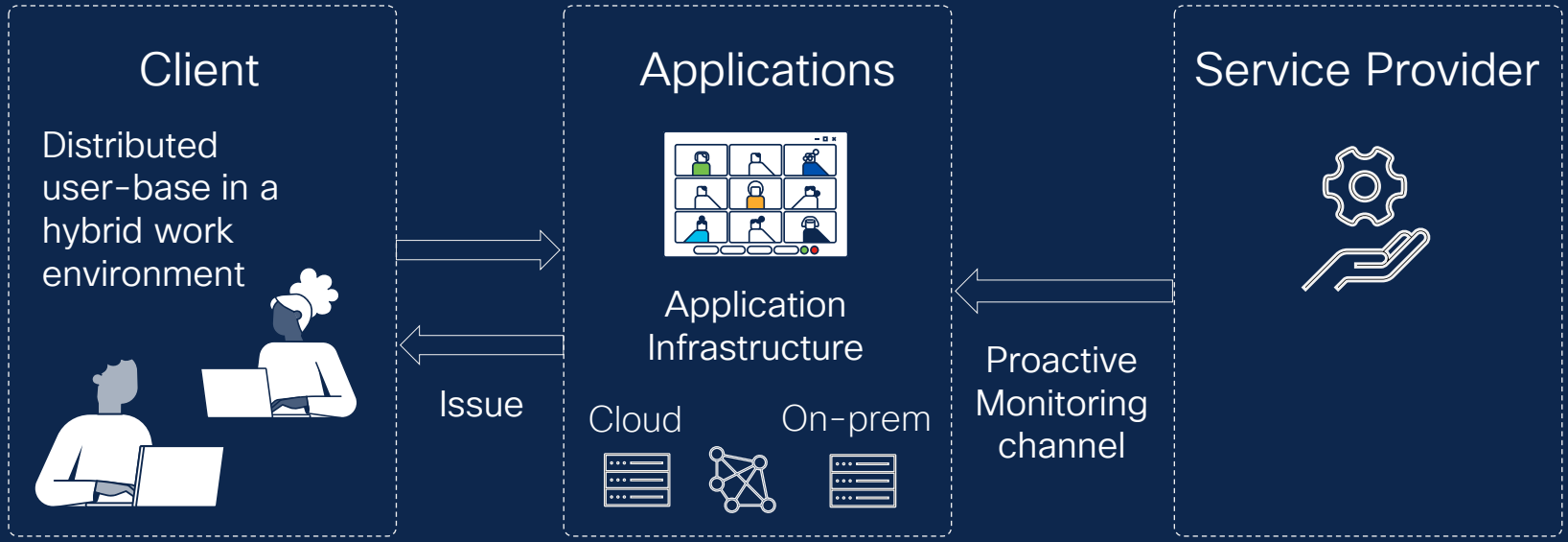
Proactive Monitoring Differentiator



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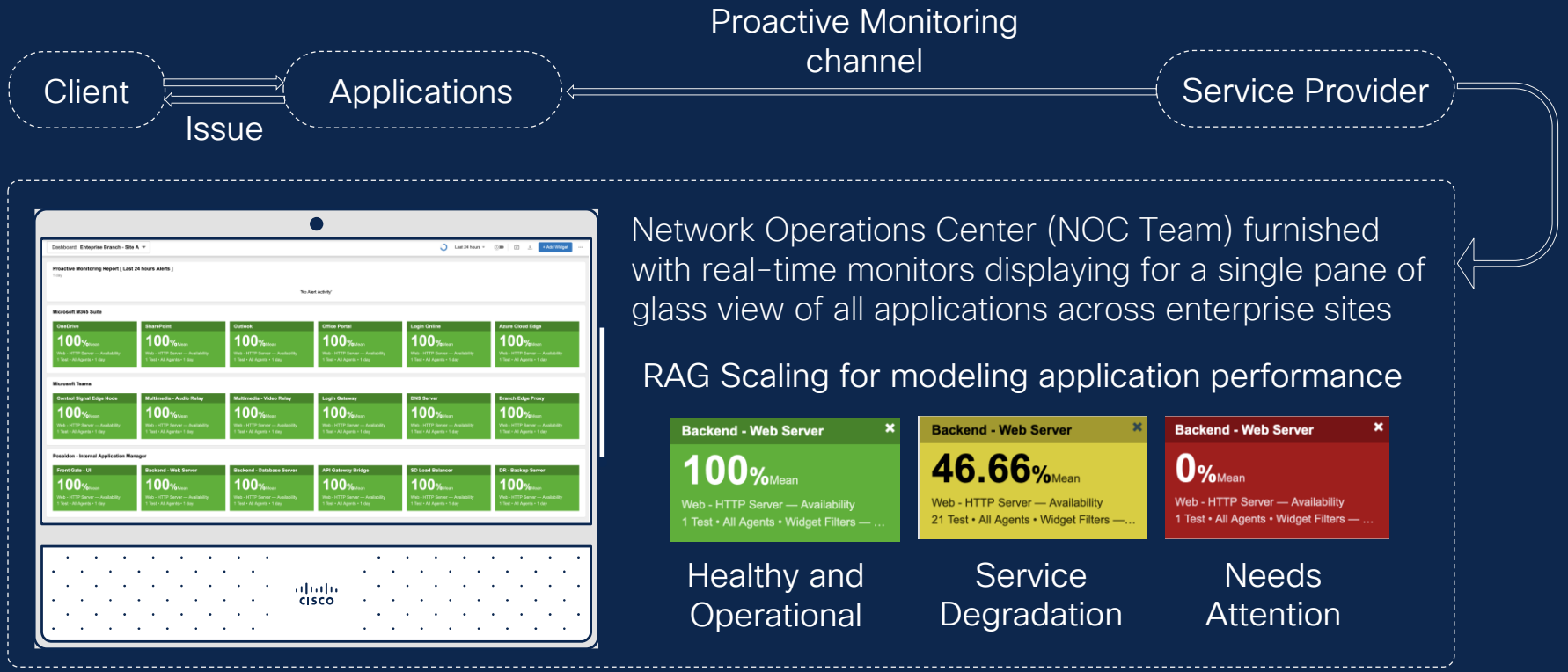
Proactive Monitoring Differentiator



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Proactive Monitoring Differentiator

Client

Issue

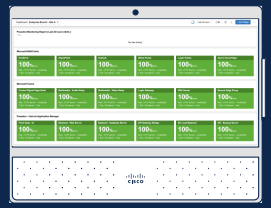
Applications

Proactive Monitoring channel

Service Provider

Status Page and Proactive Outreach

Create automated workflows for alert notifications triggered by metric threshold conditions



Real-time Application Health Dashboards

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Proactive Monitoring Differentiator

Client

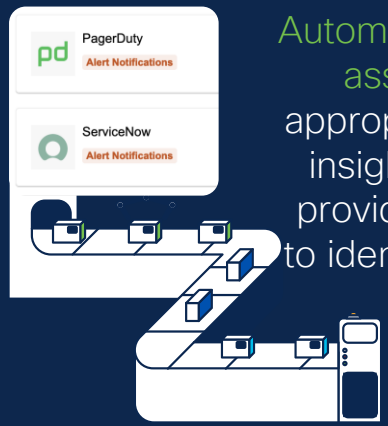
Issue

Applications

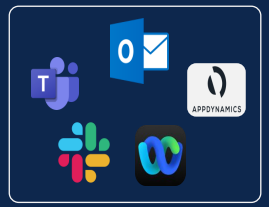
Proactive Monitoring channel

Service Provider

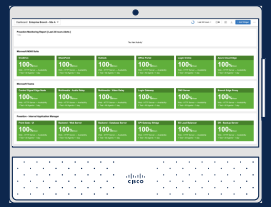
Incident Generation Workflow



Automatically trigger, create and assign incident tickets to appropriate teams with network insights from ThousandEyes providing the required visibility to identify and resolve the issue



Status Page and Proactive Outreach



Real-time Application Health Dashboards

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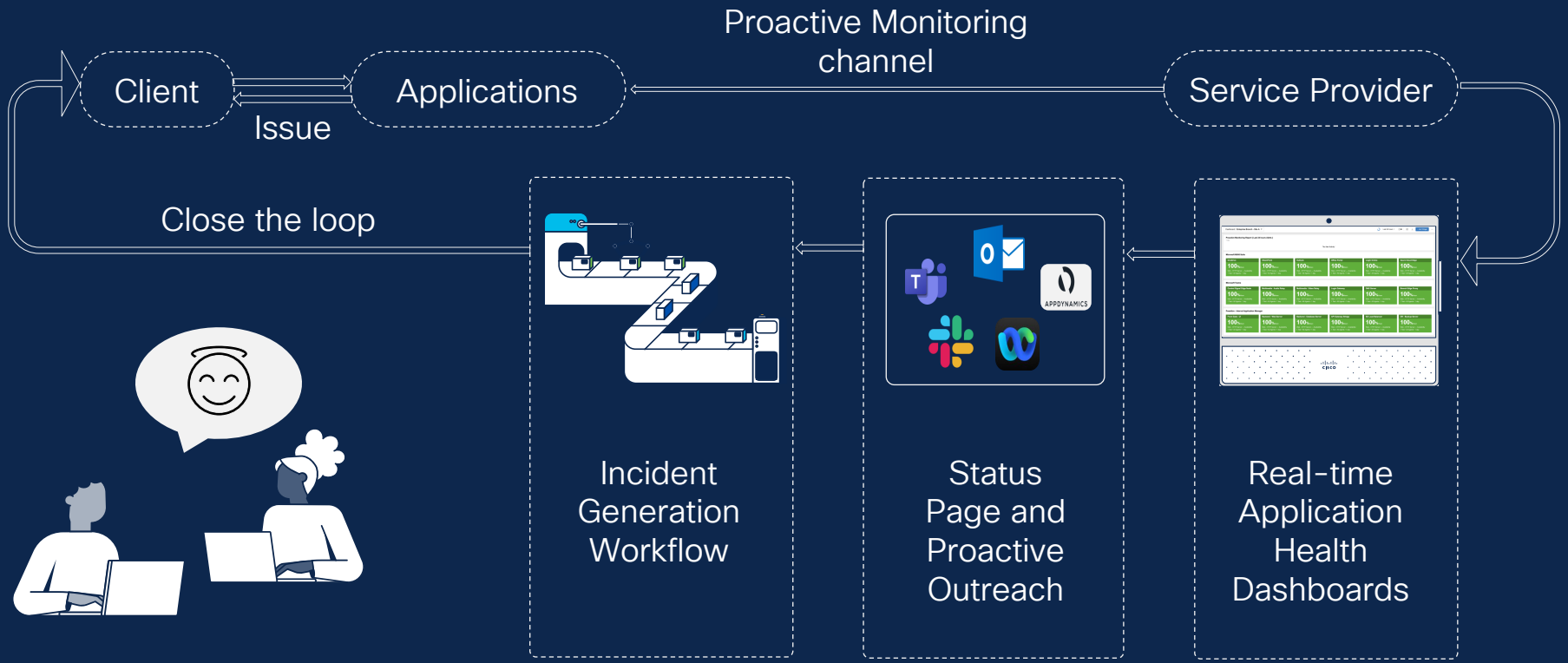
Proactive Monitoring Differentiator



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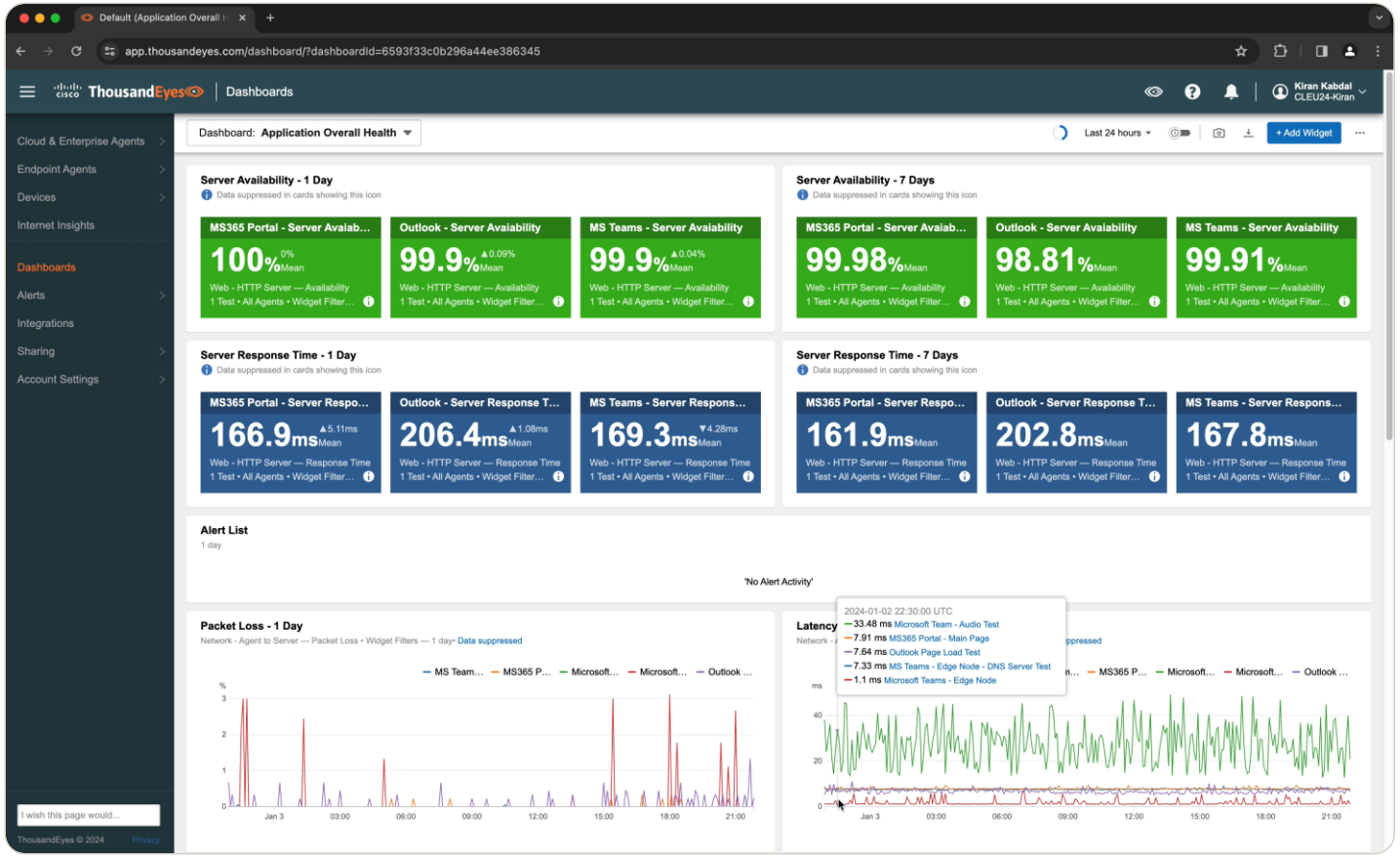
Demo

Test Creation

Setting up Monitoring in ThousandEyes



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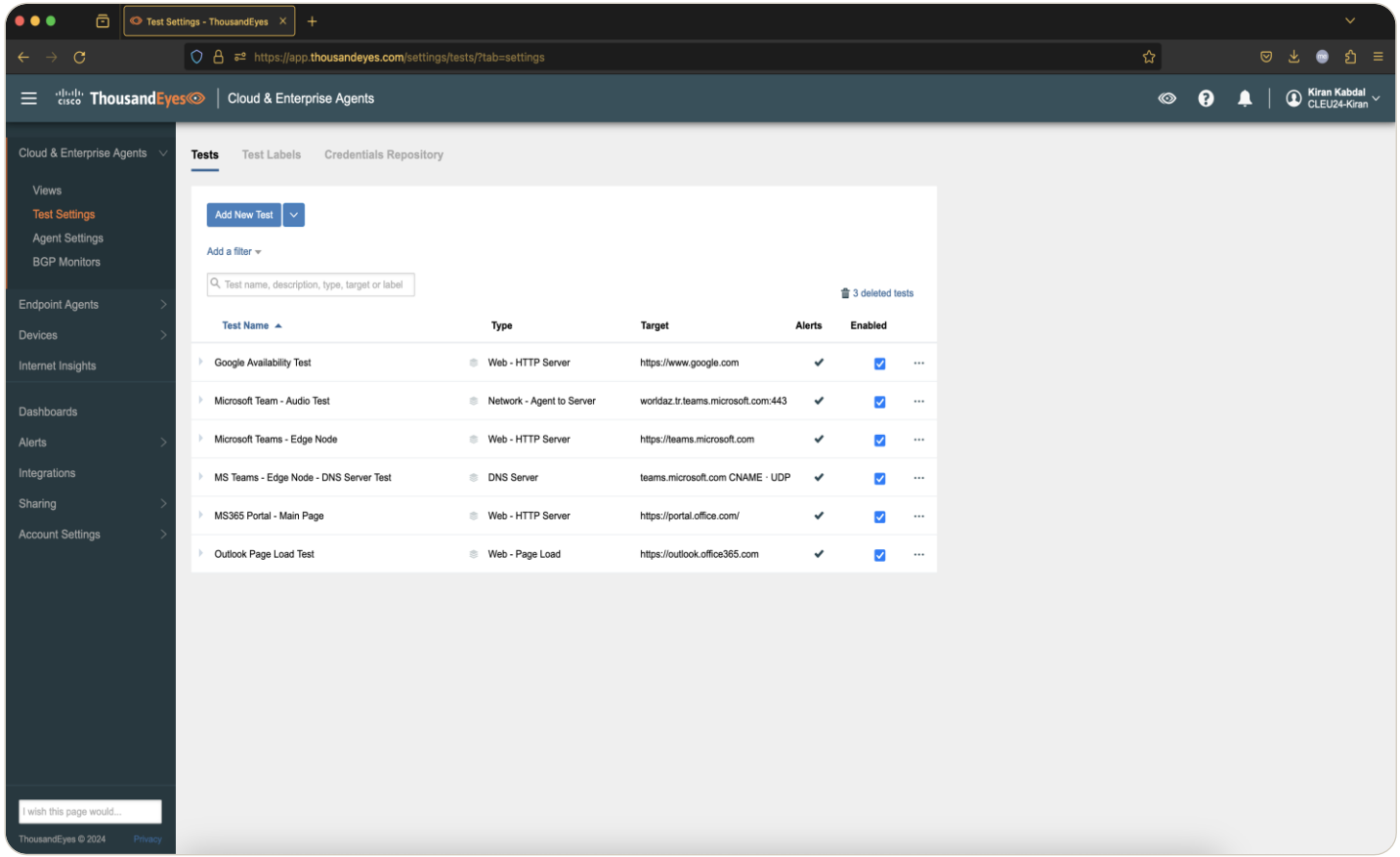
Test Results

Viewing the collected network and application telemetry with cross layer correlation



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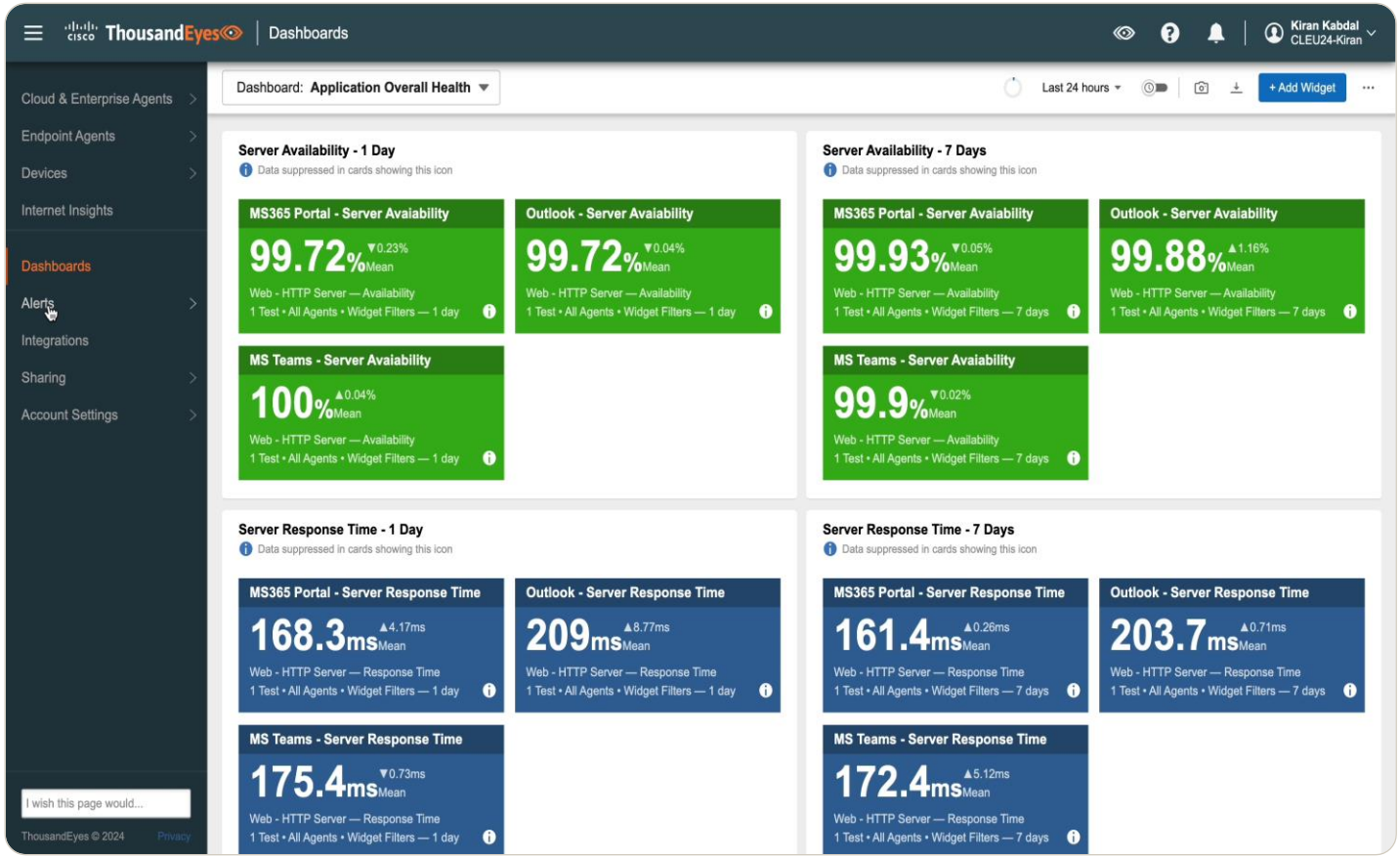
Alerts Flow

Setting up alert workflows for proactive monitoring



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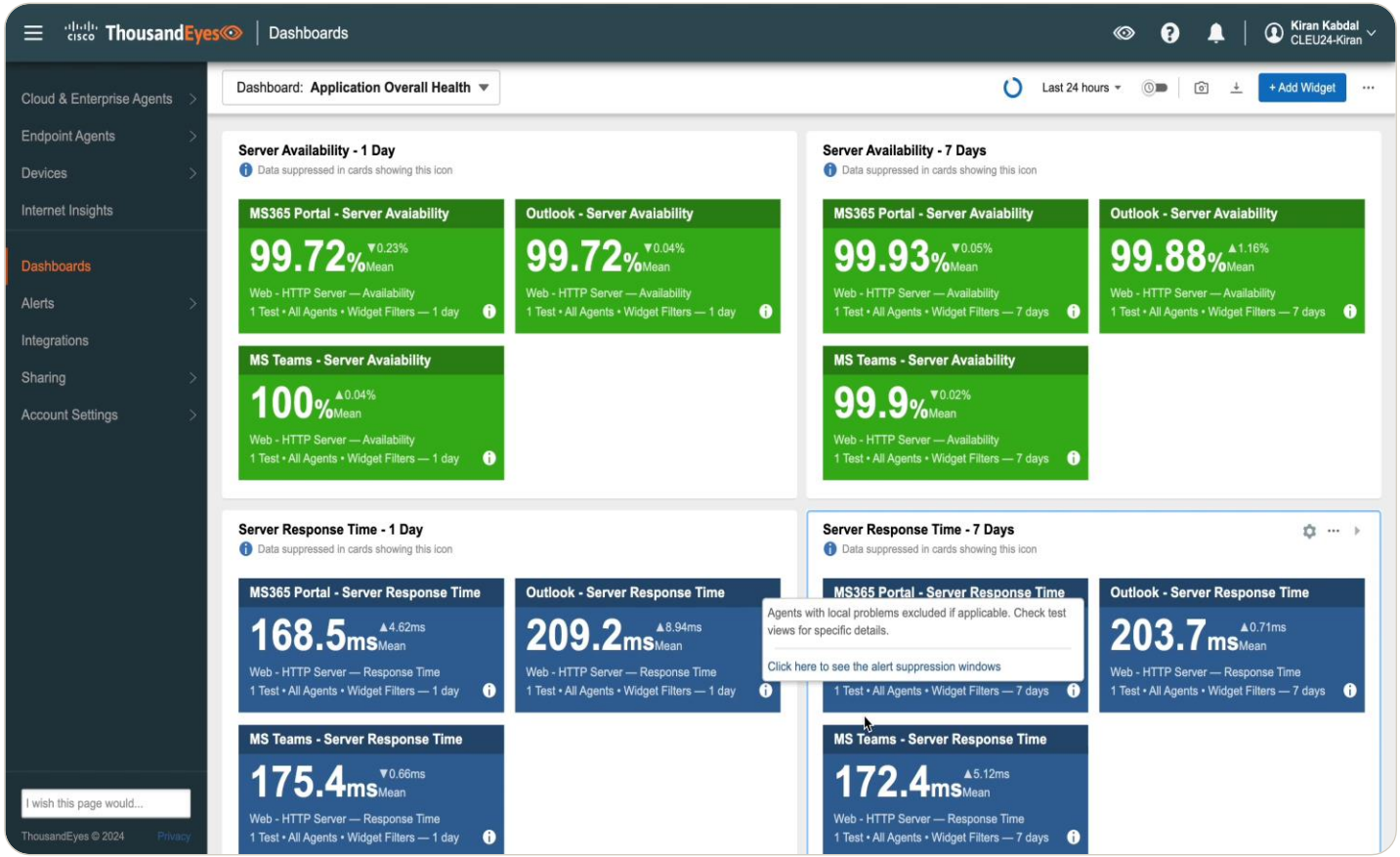
Dashboards

Visualize key metrics at-a-glance using custom Dashboards



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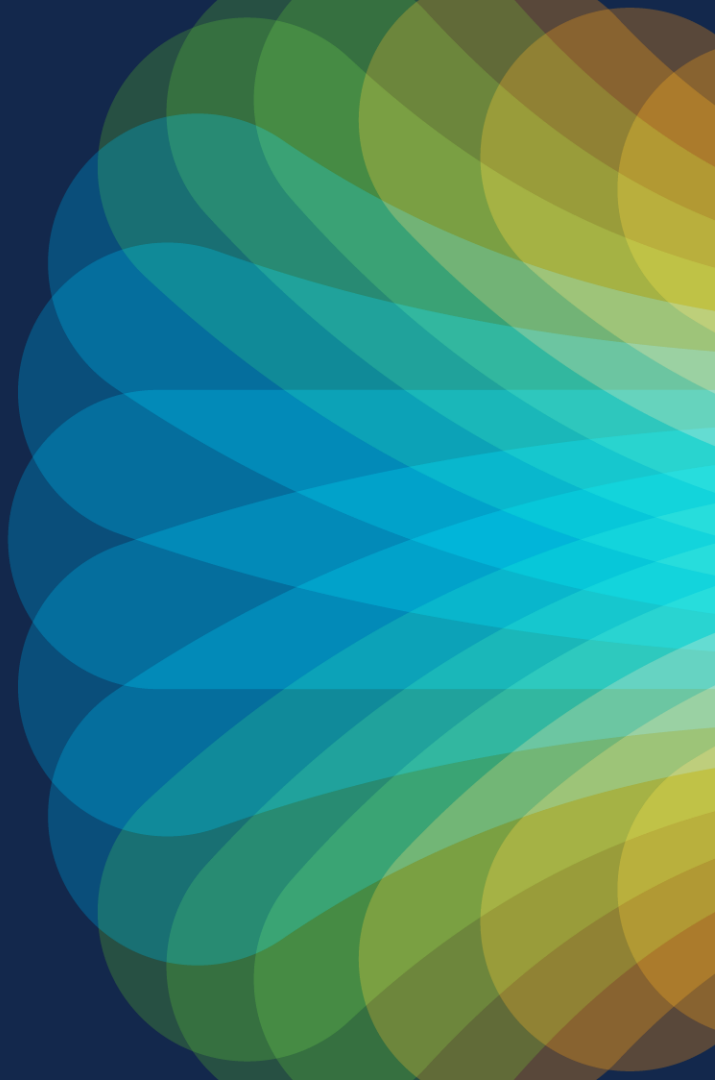
Conclusion



Conclusions and Key Take-aways

- Network Innocence Validation – ThousandEyes helps prove the underlying network innocent when applications are blamed for issues.
- Baseline Comparison for Troubleshooting – ThousandEyes' 31-day test views provide a historical benchmark for comparing network data, making it easier to spot real issues.
- Proactive Insights for a Better Digital Experience – Sharing key insights with the right teams cuts down on time to find and fix problems, making the digital experience better for users.

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