Optimize Your Cloud Migration Using Cisco Full-Stack Observability with Cloud Hyperscalers & Marketplaces

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BRKGEN-1004

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Agenda

- Application & Cloud migration growth and insights
  - How Cisco is helping accelerate your application cloud migration experience with Full-Stack Observability solutions
  - Role of cloud marketplaces (for optimized customer and procurement experiences)
- FSO & Cloud Marketplace use cases, demos
- Call to action

The Analysts:
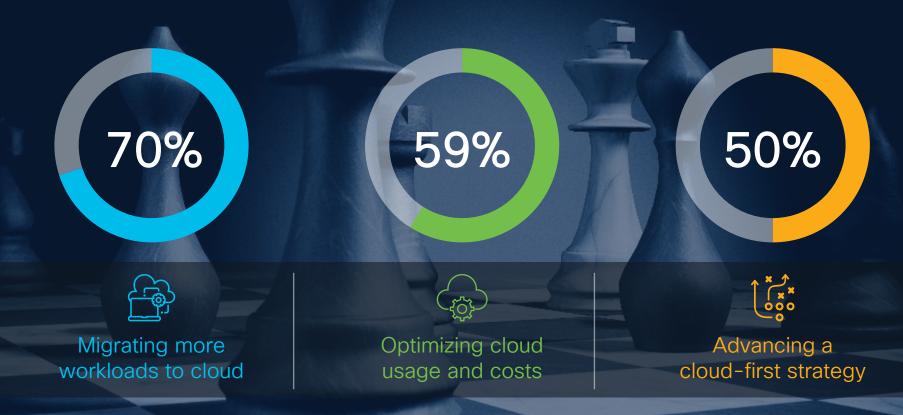## Application/Cloud migrations are increasing

$397.5B

in worldwide spending on public cloud services in 2022, an increase of 47% since 2020 (Gartner)

$4.1B

in sales will flow through cloud software and services marketplaces, representing growth of 71% on 2020 (Canalys)

Our Customers:
Your cloud priorities are changing

70%

Migrating more workloads to cloud

59%

Optimizing cloud usage and costs

50%

Advancing a cloud-first strategy

Your big rock concerns

- Changing the way workflows are built, managed, run

- Security (enterprise to cloud)

- Data governance, integrity, visibility

FSO & Cloud Marketplaces Use Cases

Monitor
app performance

Proactive
threat detection

Manage apps across
bare metal,
VMs and containers

Visibility across
clouds,
users, apps and data

Deploy and manage
service mesh

Deploy and configure
infrastructure on
public clouds and DC

Right-size and
optimize for
performance and cost

Replicate operating
model for
individual clouds

Configure and
segment
networks and devices

Enforce policies
for governance

Integrate and automate
infra with CI/CD tools

Map app
dependencies

Connect to
legacy systems

Saas

IBM Cloud

Azure

Saas

Saas

Saas

aws

Google Cloud

Cloud
Providers

Security

Service
Providers

docker

php

HYBRID

PRIVATE

Colocation

Campus

Branch

Data Center

Edge | IOT and OT

The Cloud Migration Lifecycle

Planning

How do we prioritize which apps / services to migrate?

Mid - Migration
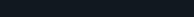
How to reduce migration times?

Validation

How to prove the before and after business benefits?

66%

66% of users say avoid a brand completely, if experience isn't perfect, there's little room for error.
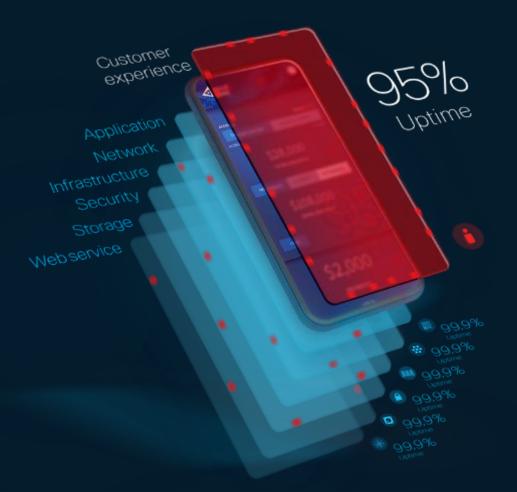
CISCO *Live!*

~250 ms
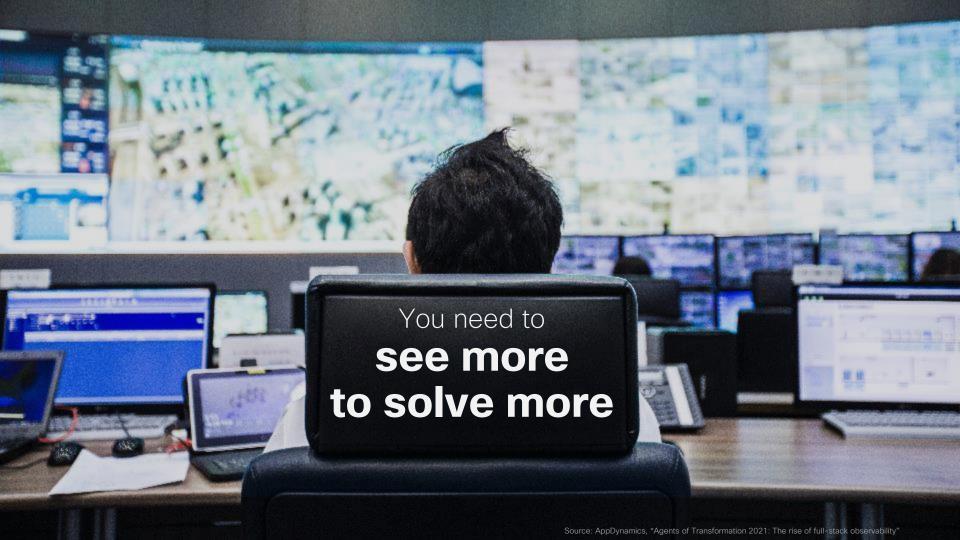
Application experiences are

cumulative

Customer experience

Application
Network
Infrastructure
Security
Storage
Web service

95%
Uptime

99.9% Uptime
99.9% Uptime
99.9% Uptime
99.9% Uptime
99.9% Uptime
99.9% Uptime

You need to
**see more
to solve more**

Full-Stack Observability from Cisco

Full-Stack
visibility

Full-Stack
insights

Full-Stack
actions

Observable
and optimizable
technology stack

Application and
business insights
across stack

Prioritized remediations
and optimizations
across stack

Full-Stack Observability Use-Cases

Performance

Hybrid Application Monitoring

Modern (cloud native) Application Monitoring

Customer Digital Experience Monitoring

Application Dependency Monitoring

Optimization

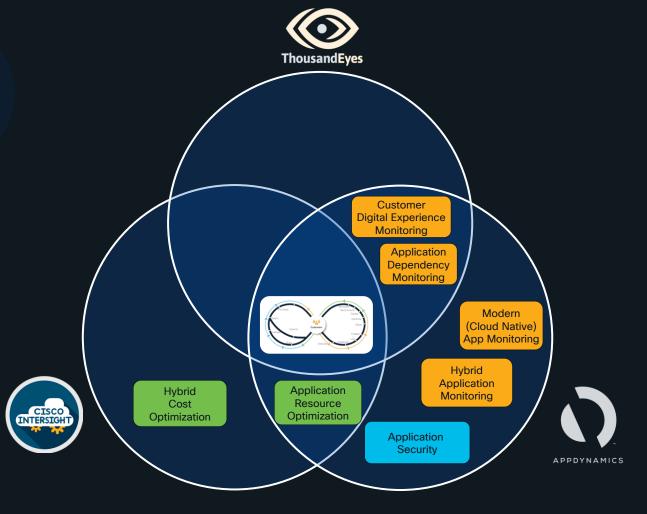Hybrid Cost Optimization

Application Resource Optimization

Security

Application Security

Full-Stack Observability Portfolio
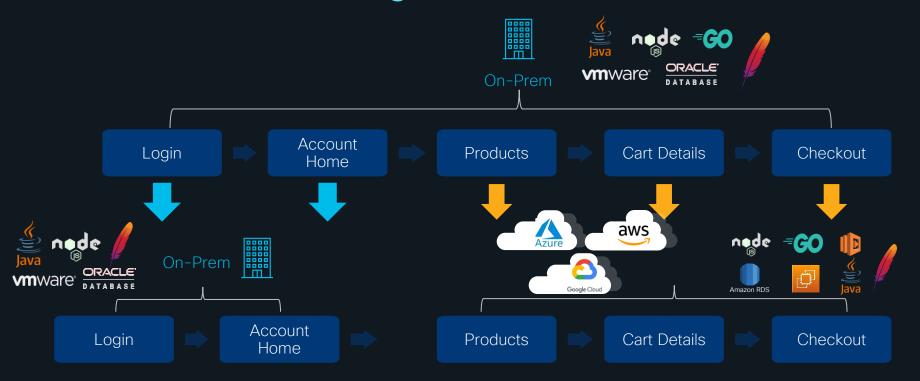
- Performance
- Optimization
- Security

FSO Video & Simulation
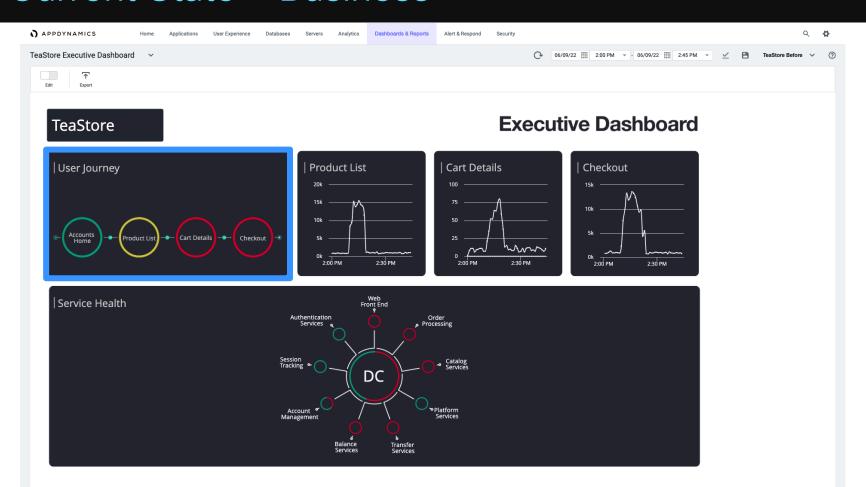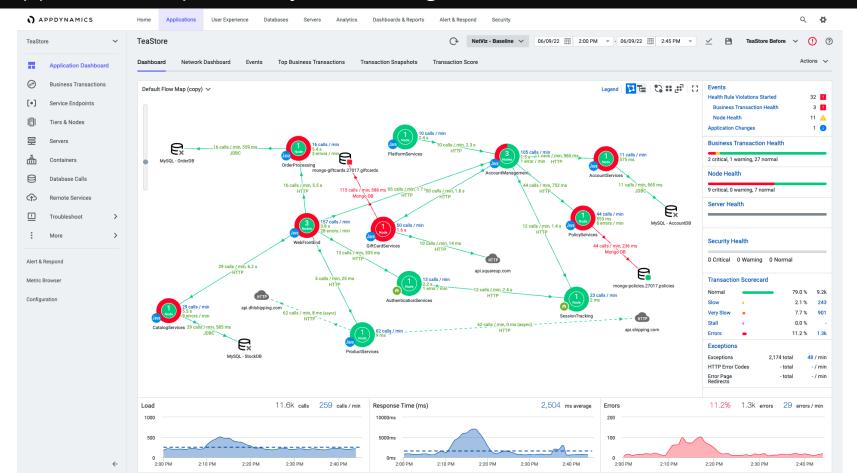
Tea Store Cloud Migration

On-Prem

Login → Account Home → Products → Cart Details → Checkout

On-Prem

Login → Account Home → Products → Cart Details → Checkout

Planning

Current State - Business

Current State – Architecture
Application Dependency Monitoring Use Case
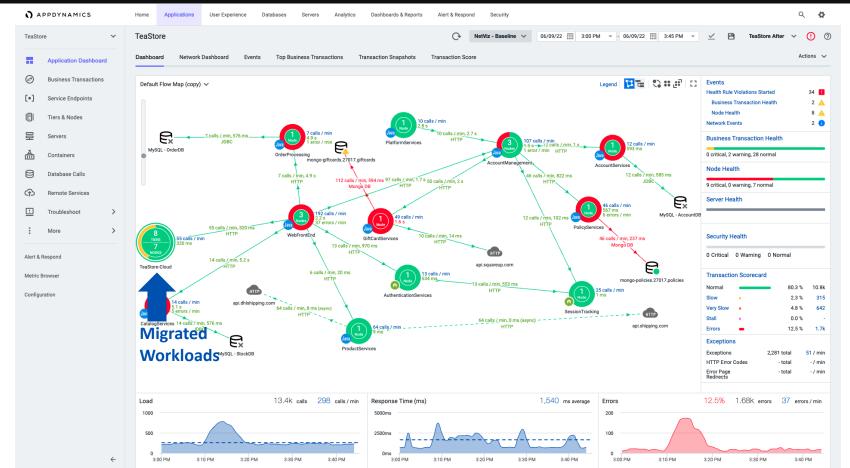
Mid Migration

Migrated Workloads
Cloud Native Monitoring Use Case
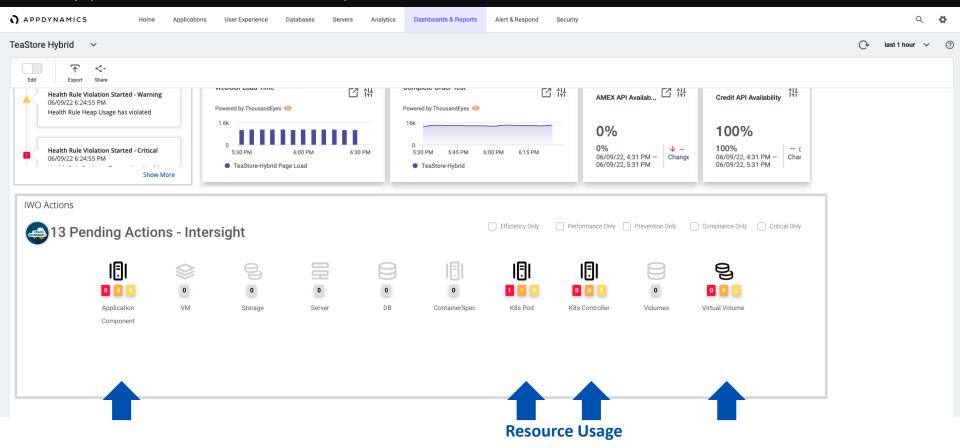
Validation
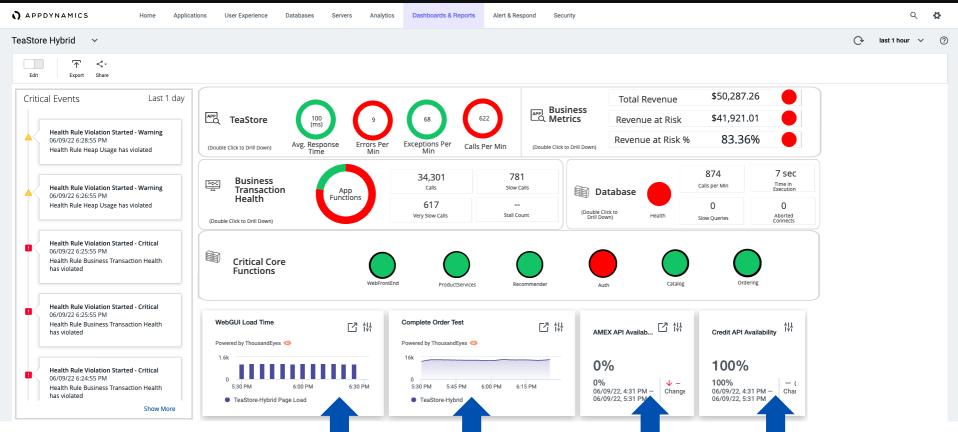
Validation – 360 degree
Application Resource Optimization Use Case

Resource Usage
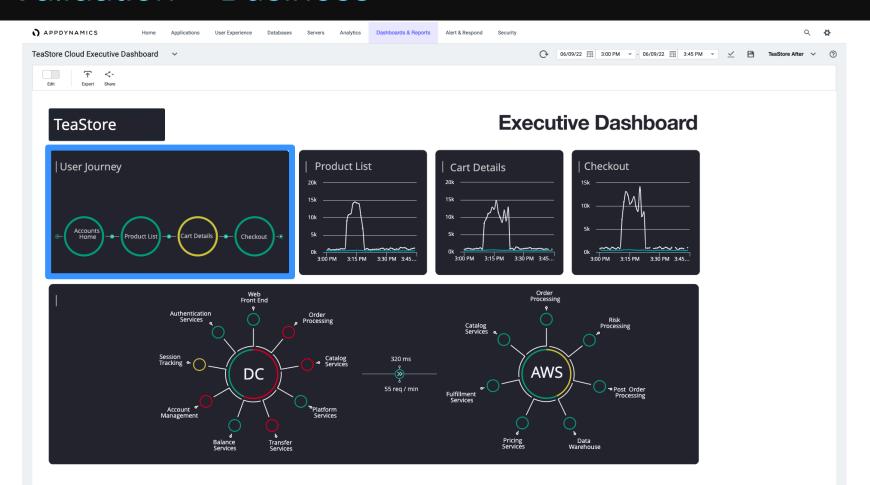
Validation – 360 degree
Customer Digital Experience Monitoring Use Case

Customer Experience

Validation – Business

The Cloud Migration Lifecycle

Planning

Mid-Migration

Validation

Performance

Optimization

Security

Cisco's FSO Track Record of Customer Benefits

REDUCE TIME & EFFORT

REDUCED ANNUAL SECURITY EVENTS

DEVELOPER PRODUCTIVITY

INCREASED WIN-BACK RATE

REDUCE COSTS

RESOURCE OPTIMIZATION

PERFORMANCE & INNOVATION

IMPROVED INVENTORY MGMT

Customer Case Study Video

Cloud and Software commercial model is clearly changing

The commercial model is changing

Multi-year consumption **commitments**

Azure

aws marketplace

Google Cloud

Integration of cloud consumption and software/SaaS solutions

Development of software and SaaS marketplace procurement platforms

    37

Cloud Providers: How is Cisco leaning in?

Building and delivering cloud native solutions (C-I-S-C-O)

Providing access: To Cisco solutions & services on the cloud marketplaces

Partnering: With marketplace ISV/ecosystems

Simplify: Enabling you to leverage your cloud commitment agreements to procure Cisco solutions

Azure
aws marketplace
Google Cloud

Channel Partners are essential to success

Optimize Cloud Migration Lifecycle

Provide Consulting, Professional, and Managed Services

Deliver business outcomes

FSO Acceleration Assessment

1 **Maturity Assessment**
- Customer's technical and operational capabilities
- Analyzes both ITSM & APM Maturity
- Leverages Gartner ITSM & AppD CX APM frameworks

2 **Business Impact Map**
- Quickly focus on where FSO is relevant to key business initiatives
  - visibility, sponsorship, and budget
- Identify business & application metrics

3 **Project Journey**
- Maps potential initiatives to customer capabilities to pinpoint achievable, well-defined projects
- Partner to follow-up with proposal, POV/POC

Assessment is offered for a limited time.

Calls to Action

Calls to Action

Ask your company about their cloud commitment agreements with hyperscalers to understand how to leverage for software (FSO) procurement

Visit the FSO demos at World of Solutions

Talk to your Cisco or Partner Account Manager about cloud migration and leveraging FSO with the hyperscalers & cloud marketplaces

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