CISCO *Live!*

ALL IN

#CiscoLive

Delivering Optimal App Experiences in a Complex Cloud Ecosystem

Jason Warfield
Leader, Solutions and Customer Success Engineering
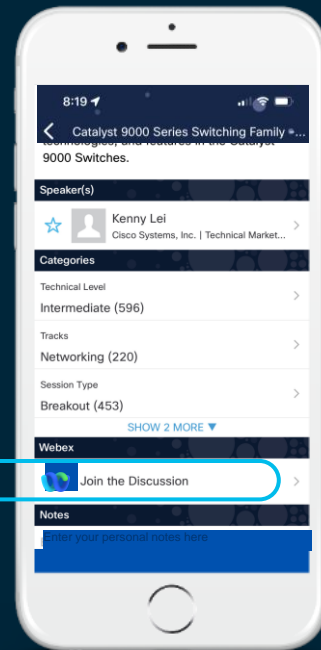ThousandEyes (part of Cisco)
BRKAPP-1010

Cisco Webex App

Questions?
Use Cisco Webex App to chat
with the speaker after the session

How

1. Find this session in the Cisco Live Mobile App
2. Click "Join the Discussion"
3. Install the Webex App or go directly to the Webex space
4. Enter messages/questions in the Webex space

Webex spaces will be moderated
by the speaker until June 17, 2022.

https://ciscolive.ciscoevents.com/ciscolivebot/#BRKAPP-1010

CLOUD *IS THE NEW DATACENTER*

INTERNET *IS THE NEW NETWORK*

SAAS *IS THE NEW APP STACK*

The Journey to the Cloud Can Be Challenging

- Increased Complexity

- Cloud Vendor Lock-in

- Security

- Data Sovereignty Regulations

- Skills Gap

- Digital Experience Management

The Business Impact of a Suboptimal Cloud Journey Can Be Significant and Potentially Catastrophic

REVENUE LOSS

BRAND DAMAGE

BUSINESS CONTINUITY RISKS

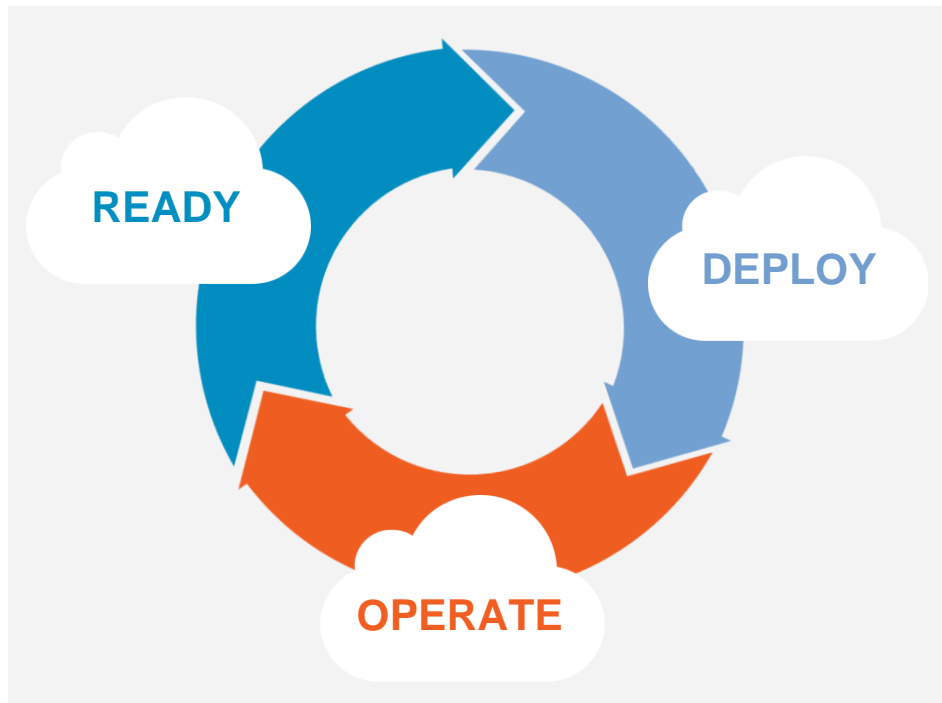**TRANSFORMATION PROJECT FAILURES**

90% of MTTR is identifying the issue

40% of issues are first detected by user (on average)

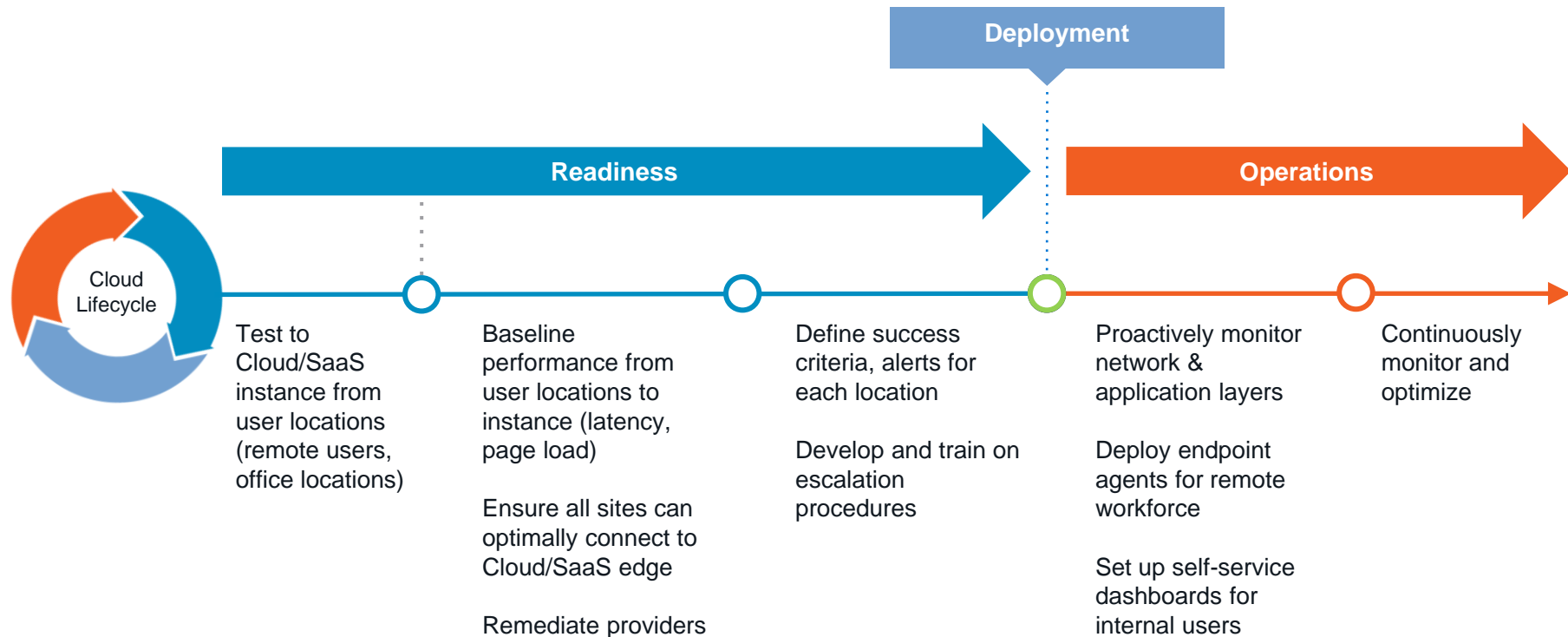# It's Important to Implement a Cloud Readiness Lifecycle

Baseline performance and define success KPIs

READY

DEPLOY

OPERATE

Improve cloud, SaaS and SD-WAN project success rates
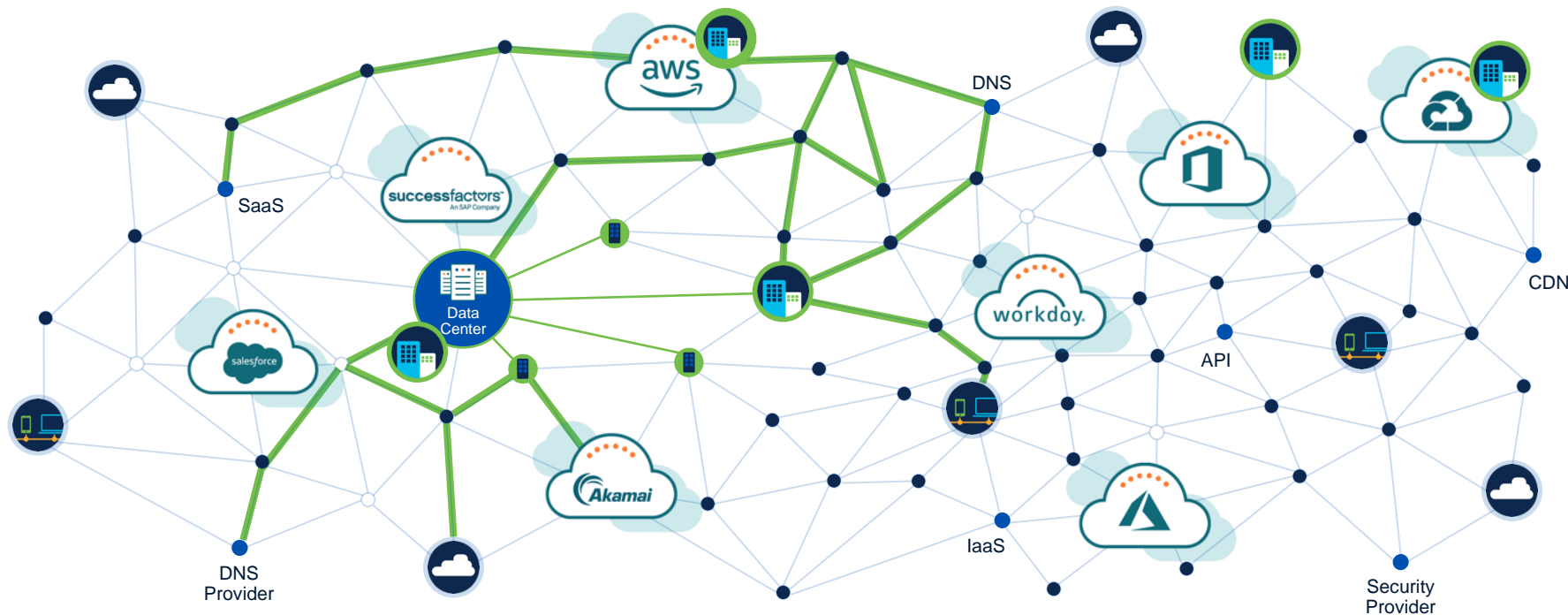
Improve MTTR by 90% prevent service desk costs from spiking

Cloud Adoption and Migration Lifecycle Best Practices

Deployment

Readiness

Operations

Cloud Lifecycle

Test to Cloud/SaaS instance from user locations (remote users, office locations)

Baseline performance from user locations to instance (latency, page load)

Ensure all sites can optimally connect to Cloud/SaaS edge

Remediate providers

Define success criteria, alerts for each location

Develop and train on escalation procedures

Proactively monitor network & application layers

Deploy endpoint agents for remote workforce

Set up self-service dashboards for internal users

Continuously monitor and optimize

Accelerate and Desrisk Your Cloud Journey with Visibility Beyond the Boundaries

Our mission is to empower companies to see, understand, and improve digital experiences that drive business improvement

ThousandEyes Overview

Accelerate digital transformation and gain a competitive advantage by delivering the best digital experience to end users

Enhance end-to-end view into the delivery of applications and services over the internet and proactive modeling for improving network and application performance

Understand underlying dependencies across the Internet and into the cloud, to optimize your digital supply chain and the digital experience of your users
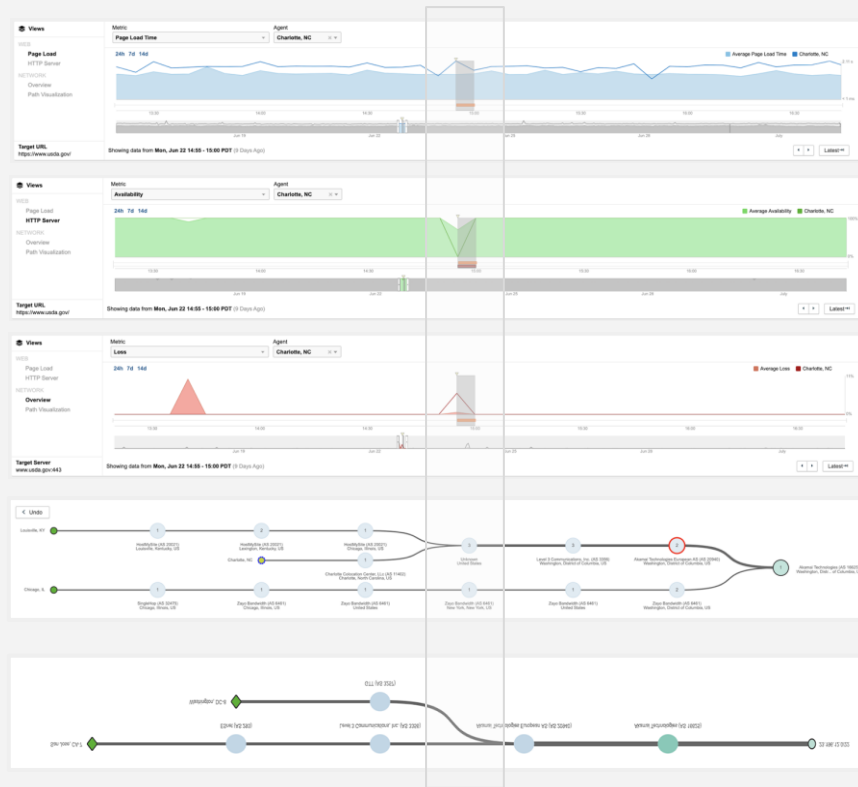
Visibility into App Experience Across *All* Networks

USER EXPERIENCE

APPLICATION TIER

NETWORK PERFORMANCE

PATH VISUALIZATION

BGP ROUTING

ThousandEyes Internet and Cloud Intelligence

CUSTOMER DIGITAL EXPERIENCE

HYBRID WORK

SASE

ThousandEyes

Cloud Agent
External Vantage Points

500+ POPs , 60+ Countries

ISP | Broadband | Cloud Provider

Enterprise Agent
Internal Vantage Points

Data Centers, Branch Offices, Cloud Networks
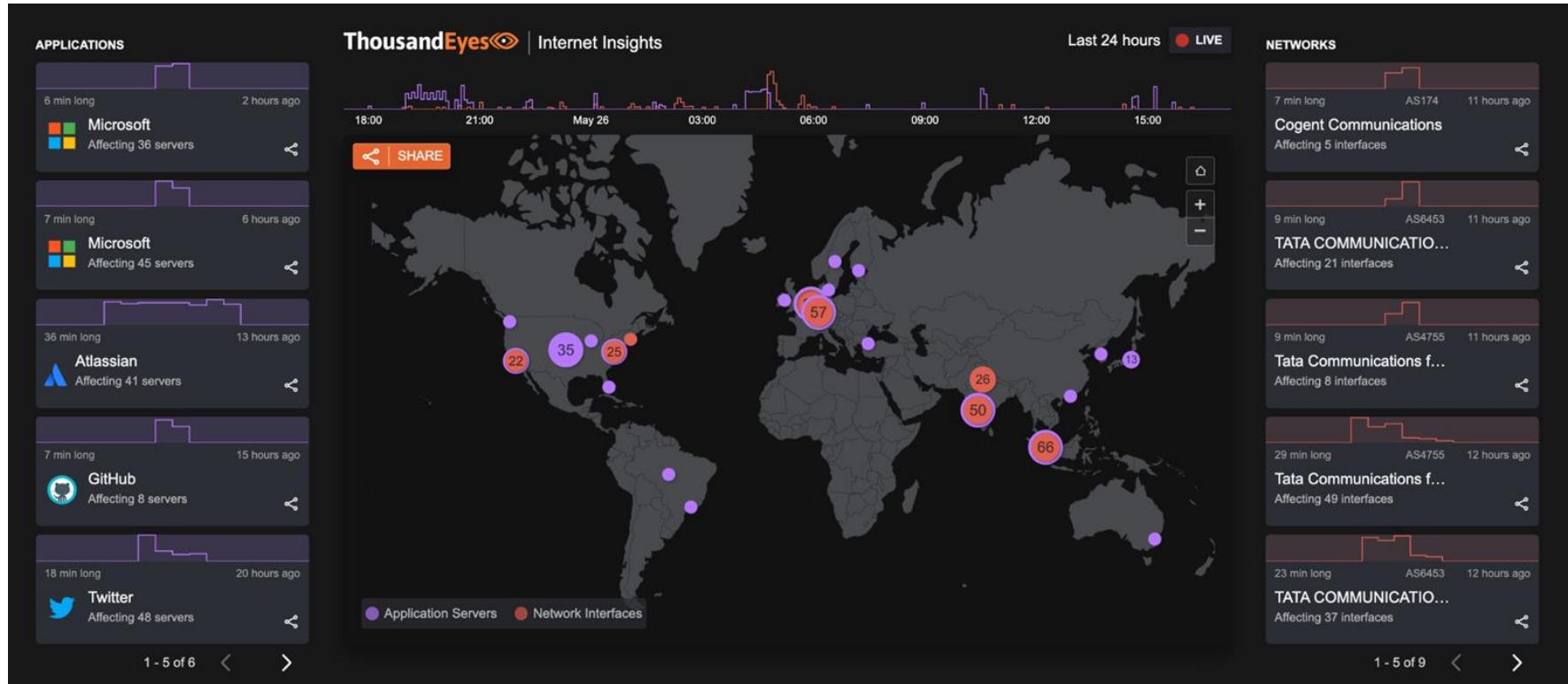
Cisco | *Docker* | Linux | MSFT | VMware

Endpoint Agent
End-user Experience

End-User Laptops and Desktops

Apple | Microsoft

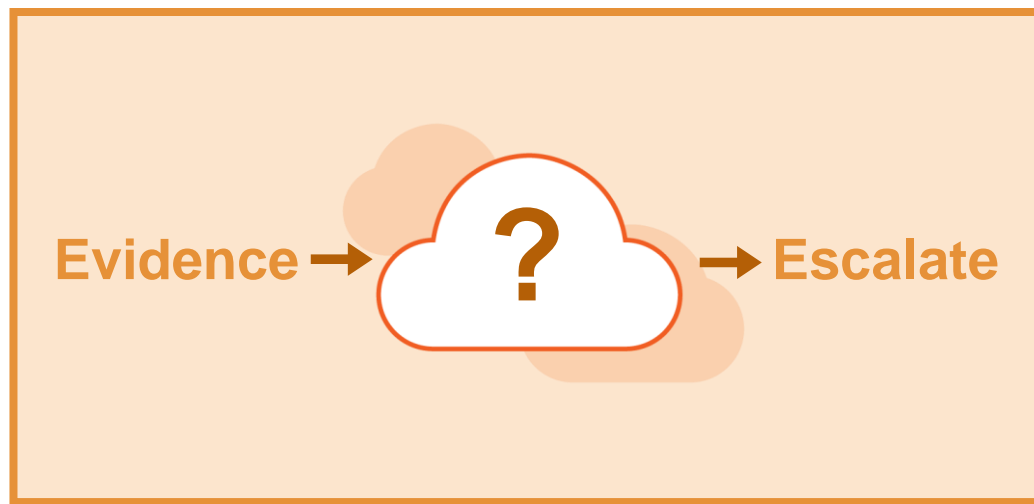# Understand the Business Impact of Internet, Cloud and SaaS Outages

Resolve Issues Faster through Collaboration

IT Assets You Control

Find ➡ ? ➡ Fix

IT Assets You Don't Control

Evidence ➡ ? ➡ Escalate

Automation and Integration

- Native integration with popular configuration automation, ITSM and notification solutions

- Flexible REST APIs to automate platform administration and integration into your operational workflow and data lake

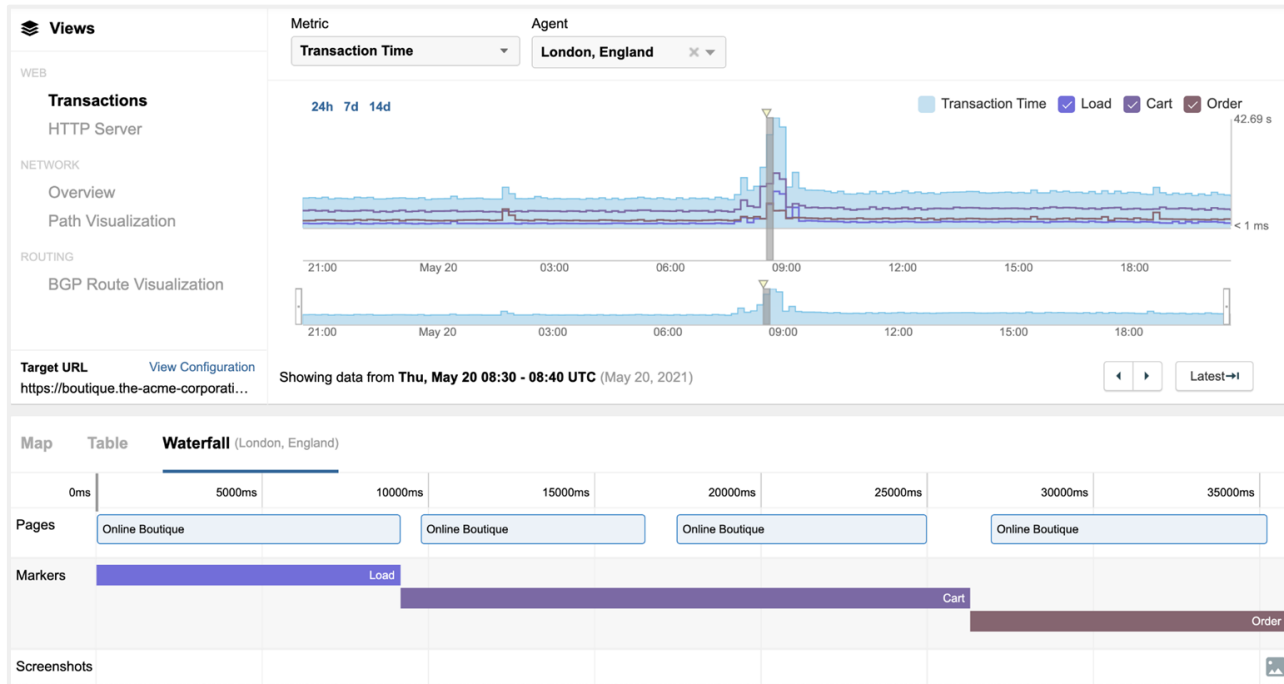- Accelerate integrations leveraging DevNet and GitHub assets

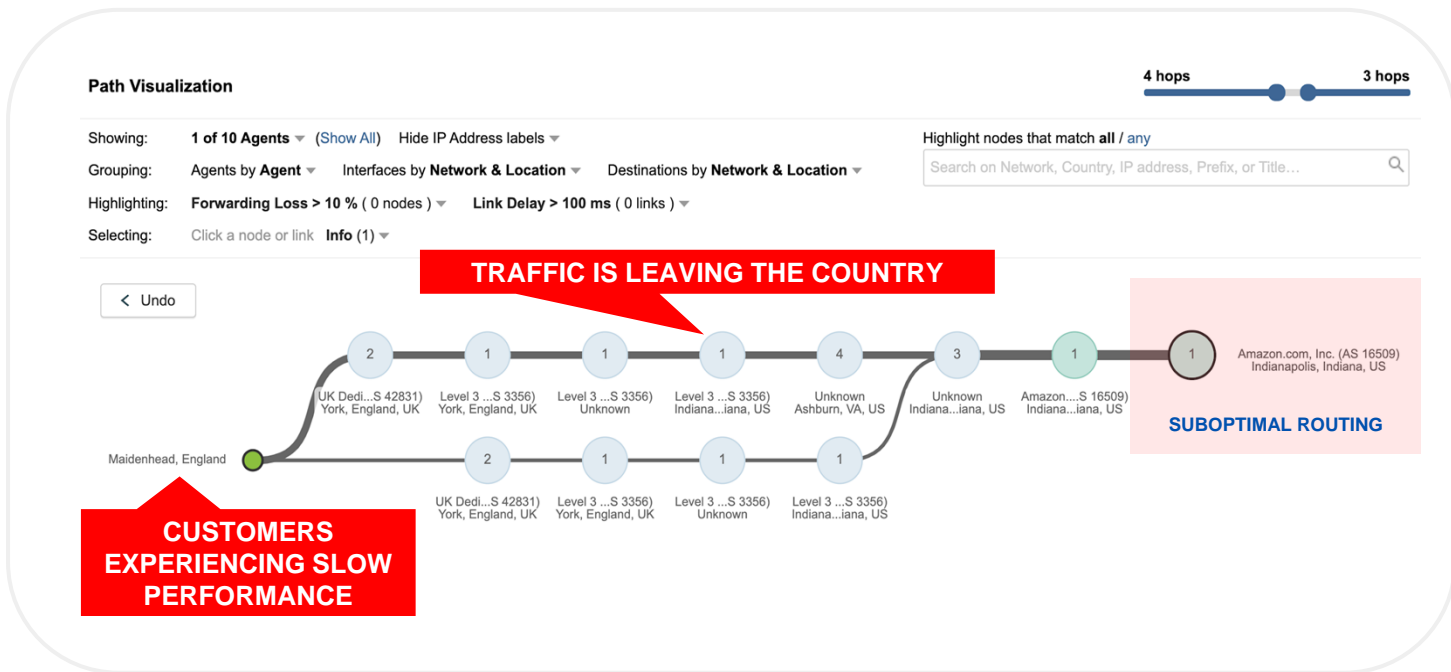# Use Cases and Customer Examples

Customers Frustrated by a Major Slowdown in Application Response Time

Customers trying to place an order experience very slow response times impacting their ability to place an order
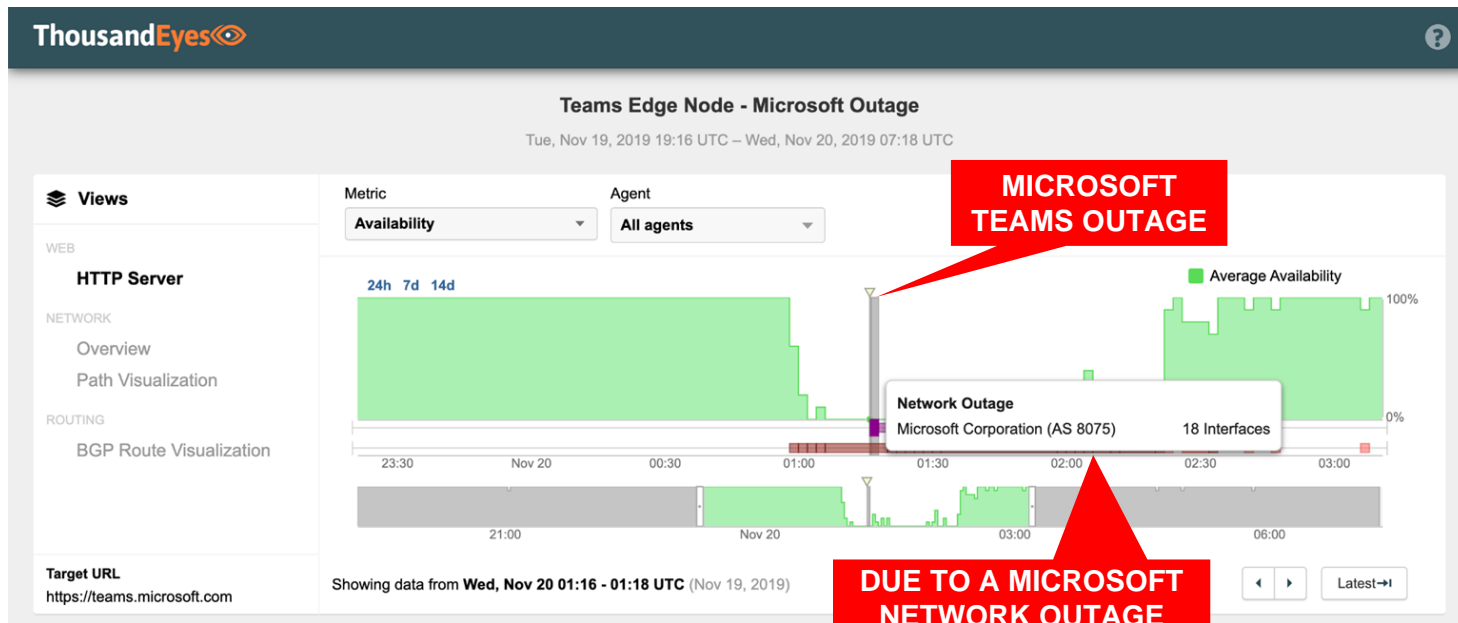
An Application Migration to the Cloud Negatively Impacts Customer Experience

Customers are experiencing slow performance impacting revenue and brand perception

Path Visualization

4 hops ———●—— 3 hops

Showing: **1 of 10 Agents** ▾ (Show All) Hide IP Address labels ▾

Grouping: Agents by **Agent** ▾ Interfaces by **Network & Location** ▾ Destinations by **Network & Location** ▾

Highlighting: **Forwarding Loss > 10 %** (0 nodes) ▾ **Link Delay > 100 ms** (0 links) ▾

Selecting: Click a node or link **Info (1)** ▾

Highlight nodes that match **all** / **any**

Search on Network, Country, IP address, Prefix, or Title…

TRAFFIC IS LEAVING THE COUNTRY

CUSTOMERS EXPERIENCING SLOW PERFORMANCE

SUBOPTIMAL ROUTING

Amazon.com, Inc. (AS 16509) Indianapolis, Indiana, US

Maidenhead, England

UK Dedi...S 42831) York, England, UK

Level 3 ...S 3356) York, England, UK

Level 3 ...S 3356) Unknown

Level 3 ...S 3356) Indiana...iana, US

Unknown Ashburn, VA, US

Unknown Indiana...iana, US
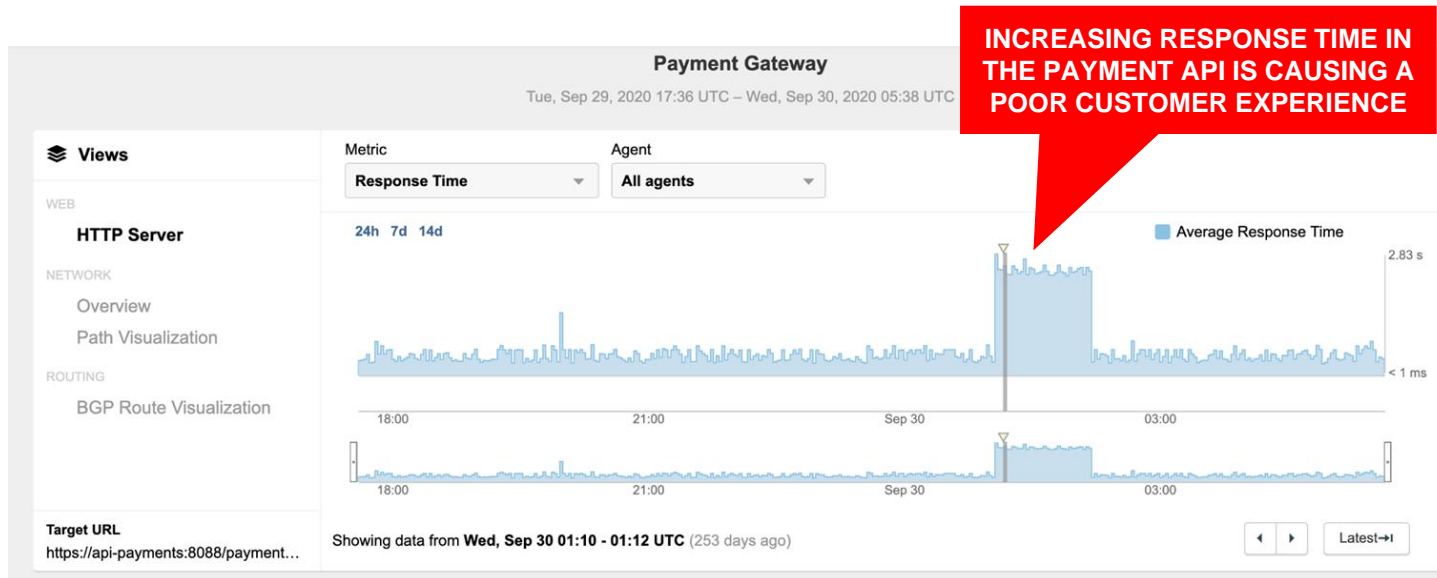
Amazon....S 16509) Indiana...iana, US

< Undo

Cloud Provider Outage Impacts Employee Productivity

Cloud provider network outage prevents users from accessing Collaboration services impacting their productivity
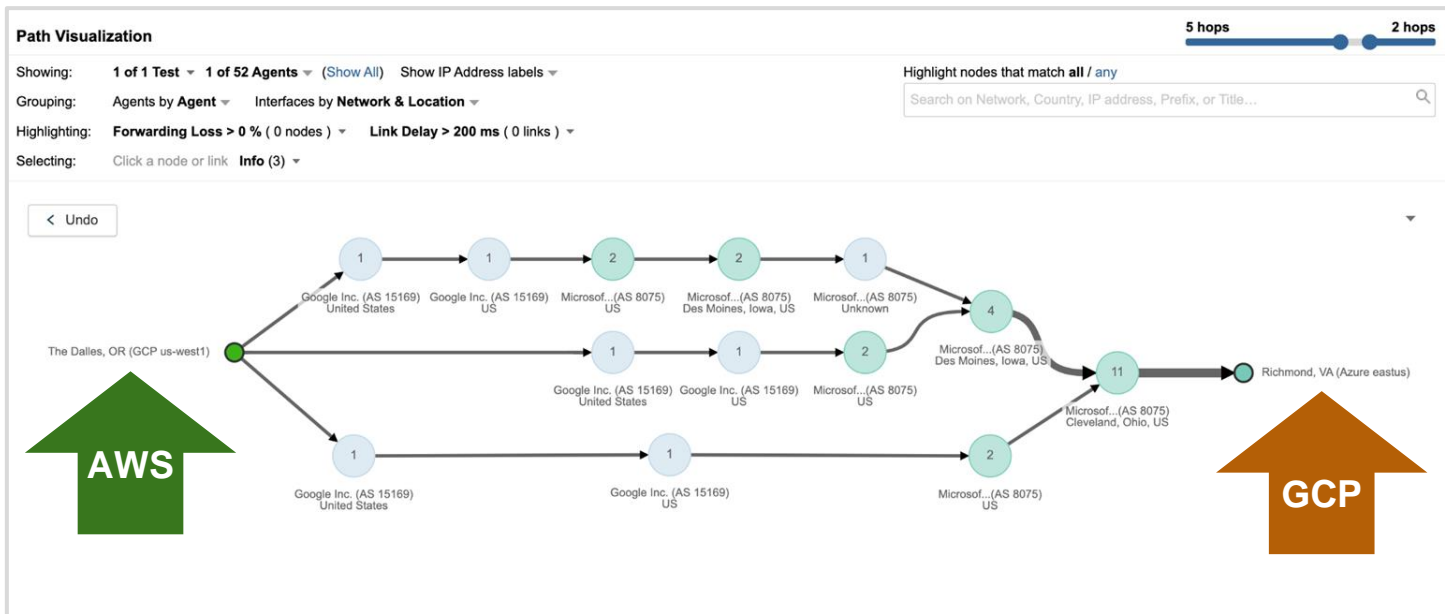
Bottlenecks in Your Digital Supply Chain Disrupt User Experience

eCommerce platform is impacted by a slow performing 3rd party payment API hosted in the cloud

INCREASING RESPONSE TIME IN THE PAYMENT API IS CAUSING A POOR CUSTOMER EXPERIENCE

Assure Consistently Great Performance across Your Multi-Cloud Deployment
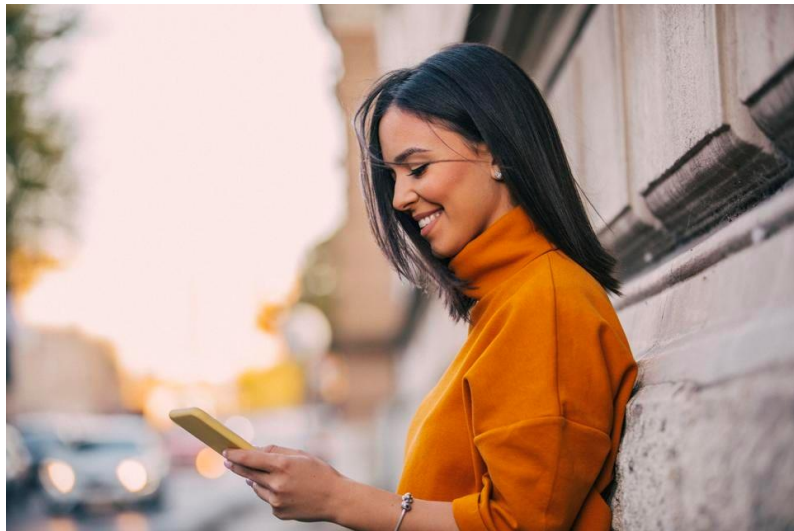
Assure the performance of your applications and services in a multi-cloud deployment

Summary

Summary

ThousandEyes helps customers accelerate the journey to the cloud and confidently deliver optimal app experiences

1 **RAPID TIME-TO-VALUE**

SaaS service that provides visibility into digital experience for your customers, employees and 3rd party services

2 **SIMPLE TO USE**

Understand complex events in a simple way by leveraging the collective intelligence across the platform

3 **BUSINESS VALUE**

Reduce Mean-Time-To-Identify a problem and problem domain (MTTI) by 43%

Technical Session Surveys

- Attendees who fill out a minimum of four session surveys and the overall event survey will get Cisco Live branded socks!

- Attendees will also earn 100 points in the Cisco Live Game for every survey completed.

- These points help you get on the leaderboard and increase your chances of winning daily and grand prizes.

Cisco Learning and Certifications

From technology training and team development to Cisco certifications and learning plans, let us help you empower your business and career. www.cisco.com/go/certs

Learn

Cisco U.
IT learning hub that guides teams and learners toward their goals

Cisco Digital Learning
Subscription-based product, technology, and certification training

Cisco Modeling Labs
Network simulation platform for design, testing, and troubleshooting

Cisco Learning Network
Resource community portal for certifications and learning

Train

Cisco Training Bootcamps
Intensive team & individual automation and technology training programs

Cisco Learning Partner Program
Authorized training partners supporting Cisco technology and career certifications

Cisco Instructor-led and Virtual Instructor-led training
Accelerated curriculum of product, technology, and certification courses

Certify

Cisco Certifications and Specialist Certifications
Award-winning certification program empowers students and IT Professionals to advance their technical careers
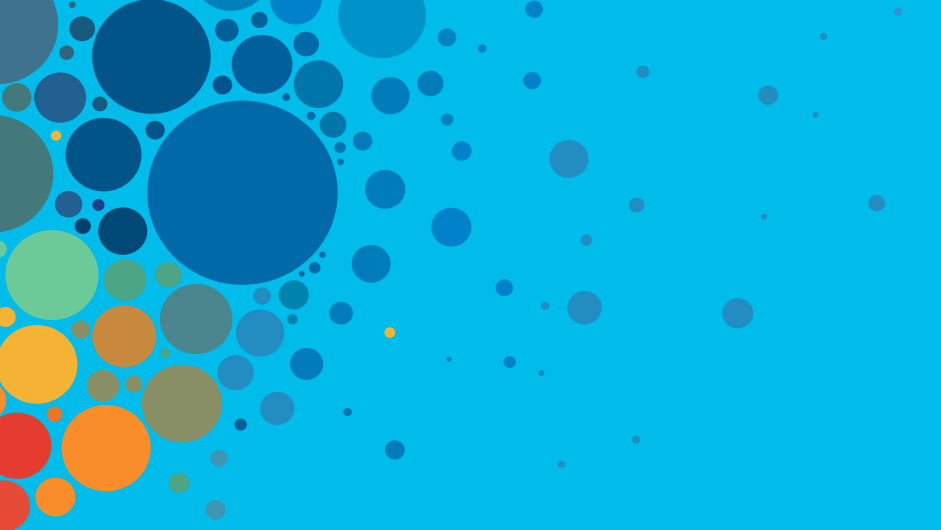
Cisco Guided Study Groups
180-day certification prep program with learning and support

Cisco Continuing Education Program
Recertification training options for Cisco certified individuals

Here at the event? Visit us at **The Learning and Certifications lounge at the World of Solutions**

Continue your education

- Visit the Cisco Showcase for related demos

- Book your one-on-one Meet the Engineer meeting

- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs

- Visit the On-Demand Library for more sessions at www.CiscoLive.com/on-demand

Thank you

CISCO *Live!*

ALL IN

#CiscoLive