



The bridge to possible

# Optimizing Application Experiences

Liz Centoni, Chief Strategy Officer and GM, Applications  
Linda Tong, VP, GM of AppDynamics  
Mohit Lad, VP, GM of ThousandEyes  
DLBINT-45



#CiscoLive

© 2021 Cisco and/or its affiliates. All rights reserved. Cisco Public





The bridge to possible

# Liz Centoni

Chief Strategy Officer and GM, Applications





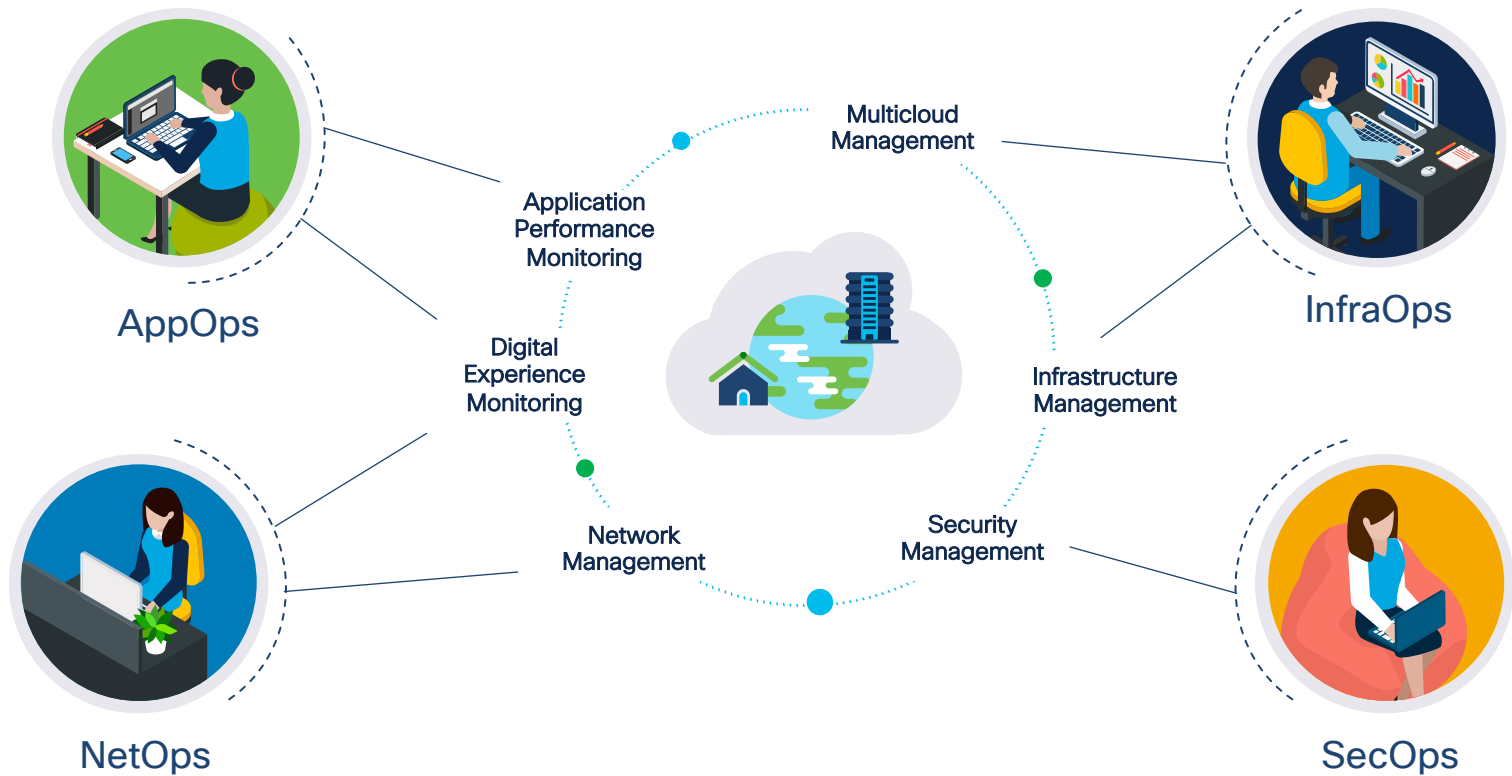
# Applications are the business





**CISCO** *Live!*

# Operating Silos





The bridge to possible

# Applications are the business

## Linda Tong

VP, GM of AppDynamics

**CISCO** *Live!*

#CiscoLive

DLBINT-45

© 2021 Cisco and/or its affiliates. All rights reserved. Cisco Public





# Applications are the business



\$836,960

Total \$ Added  
To cart

\$7,747,949

Total  
Revenue (USD)

\$0.0

Revenue  
At Risk (USD)



HEALTH  
GOOD





\$836,960

Total \$ Added  
To cart

\$7,747,949

Total  
Revenue (USD)

\$0.0

Revenue  
At Risk (USD)

HEALTH  
GOOD



cisco Live!

APPDYNAMICS

Home

Application

User Experience

Databases

Servers

Analytics

Dashboards & Reports

Alert & Respond

Fine Baked Pizza

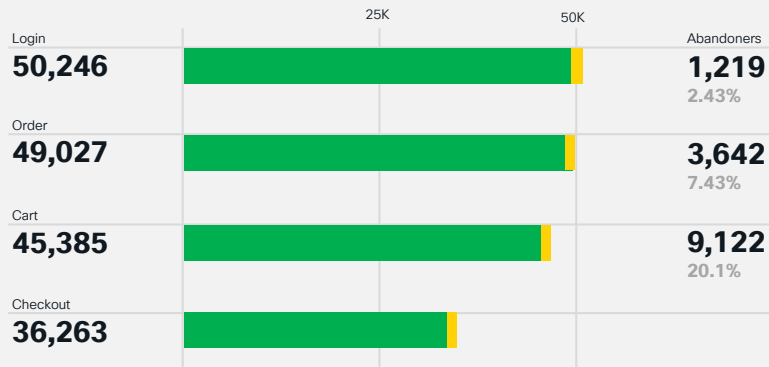
Before - 2/22/21 1:16:05 PM



last 3 hours



### User Journey Status



Overall Conversion Rate

72.17%

Health ■ Normal ■ Slow ■ Error

### Infrastructure Status



CPU



Memory



Disk IO

A smartphone screen displaying a pizza advertisement. The screen shows three slices of pizza stacked on a wooden board, topped with tomato sauce, cheese, and olives. The background is dark and textured. The text "FINE BAKED PIZZA" is at the top, "DELICIOUS PIZZA" is in the middle, and "ORDER NOW" is in a white button at the bottom.

**CISCO** *Live!*



↓ \$118,551

Total \$ Added  
To cart

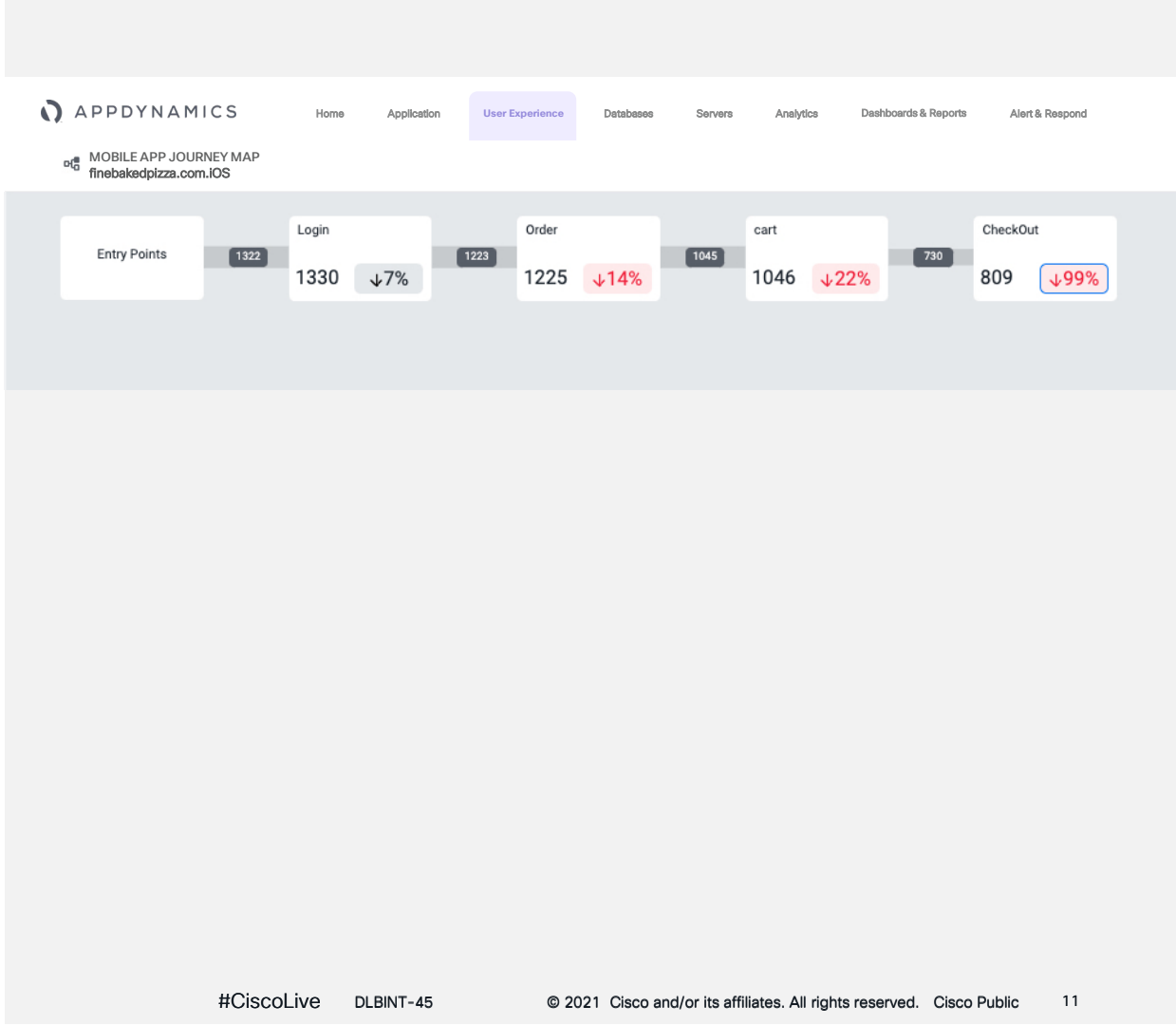
↓ \$249,235

Total  
Revenue (USD)

↑ \$6,275,226

Revenue  
At Risk (USD)

HEALTH  
AT RISK



A smartphone screen displaying a pizza advertisement. The screen shows three slices of pizza with tomato sauce, cheese, and toppings (olives and mushrooms) on a wooden board. The background is dark with a textured, slightly grainy appearance. The text "FINE BAKED PIZZA" is at the top, "DELICIOUS PIZZA" is in the middle (with "PIZZA" in a larger, stylized font), and "ORDER NOW" is at the bottom inside a white rounded rectangle.

↓ \$118,551

Total \$ Added To cart

↓ \$249,235

Total Revenue (USD)

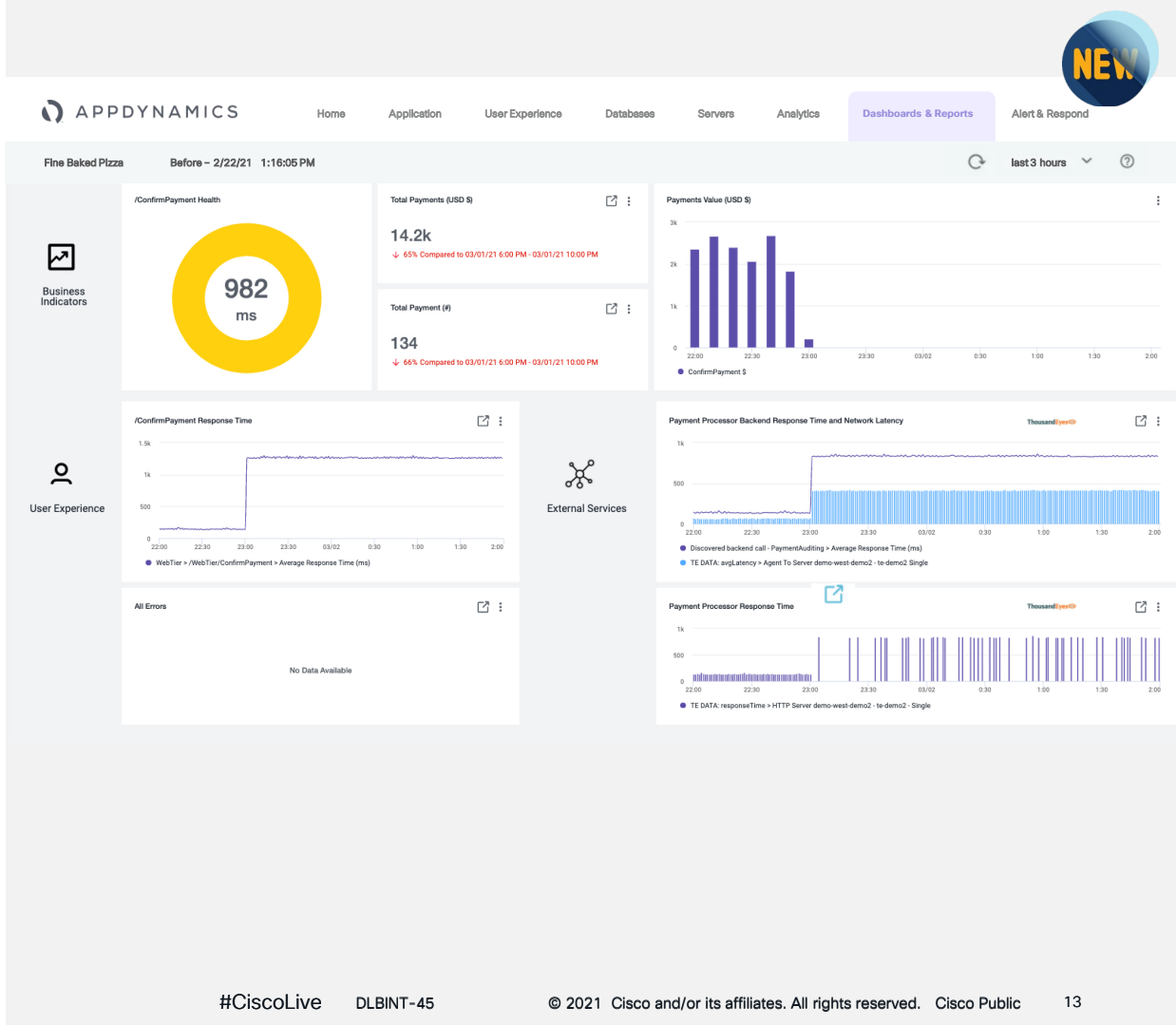
↑ \$6,275,226

Revenue At Risk (USD)

HEALTH AT RISK



cisco *Live!*



↓ \$118,551

Total \$ Added To cart

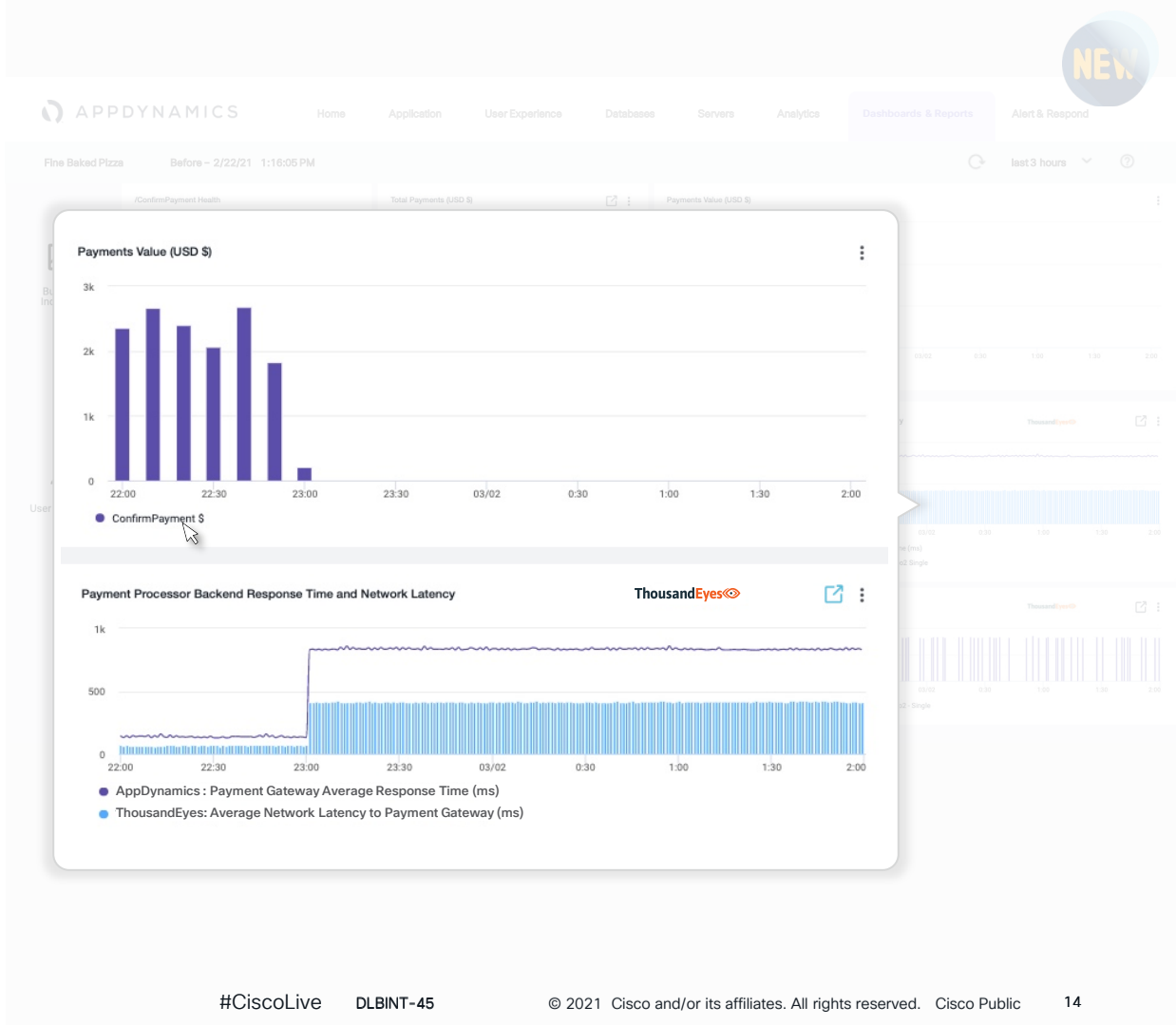
↓ \$249,235

Total Revenue (USD)

↑ \$6,275,226

Revenue At Risk (USD)

HEALTH AT RISK





The bridge to possible

# Experience is the currency

## Mohit Lad

VP, GM of ThousandEyes

**CISCO** *Live!*

#CiscoLive

DLBINT-45

© 2021 Cisco and/or its affiliates. All rights reserved. Cisco Public



↓ \$118,551

Total \$ Added  
To cart

↓ \$249,235

Total  
Revenue (USD)

↑ \$6,275,226

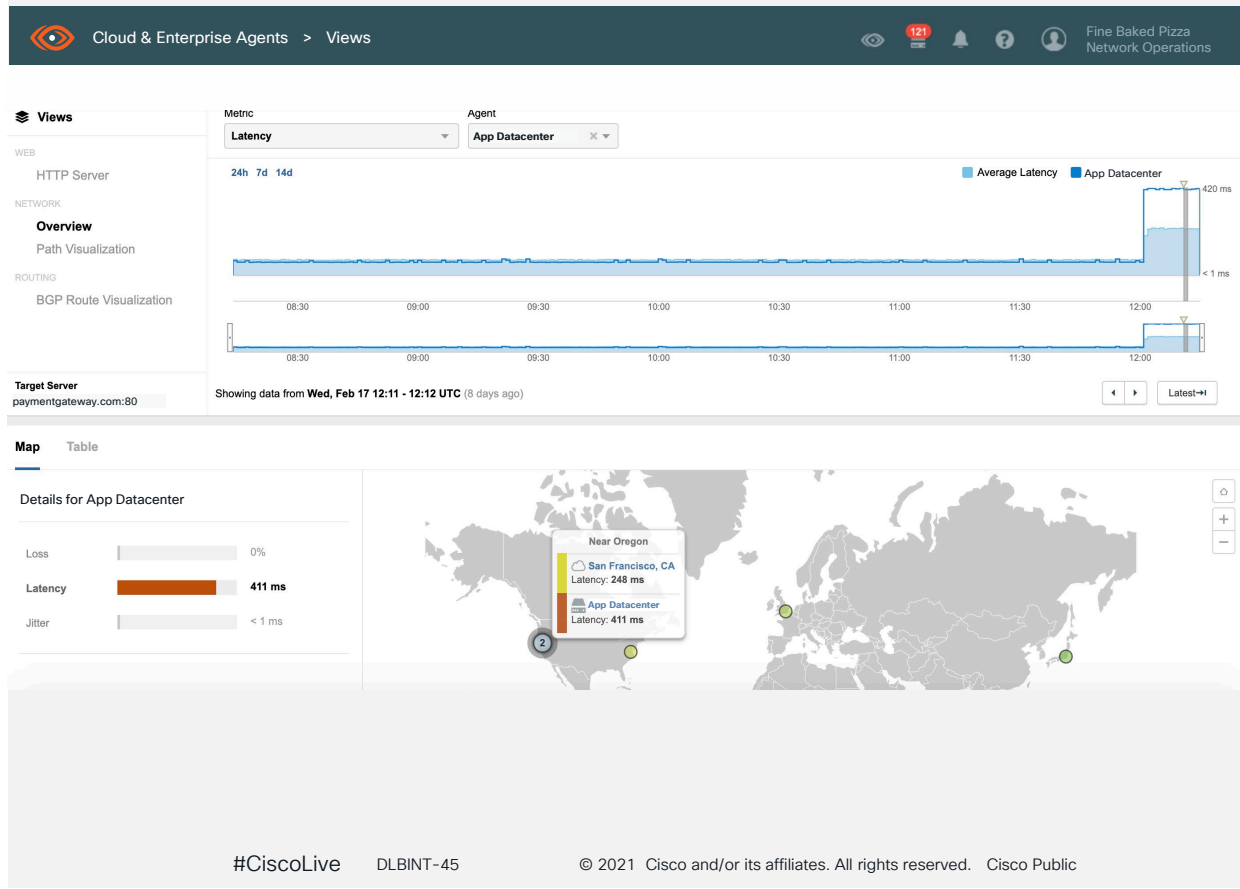
Revenue  
At Risk (USD)

●

HEALTH  
AT RISK



cisco *Live!*







121



## Views

### WEB

HTTP Server

### NETWORK

Overview

Path Visualization

### ROUTING

BGP Route Visualization

### Target Server

paymentgateway.com:80

Metric

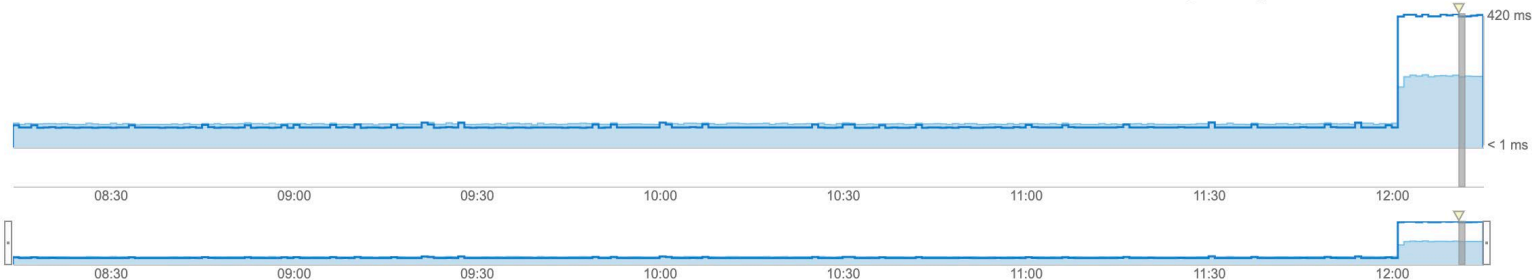
Latency

Agent

App Datacenter

24h 7d 14d

Average Latency App Datacenter



Showing data from Wed, Feb 17 12:11 - 12:12 UTC (8 days ago)

◀ ▶ Latest →

## Map Table

### Details for App Datacenter

Loss 0%

Latency 411 ms

Jitter < 1 ms





## Views

### WEB

HTTP Server

### NETWORK

Overview

Path Visualization

### ROUTING

BGP Route Visualization

### Target Server

paymentgateway.com:80

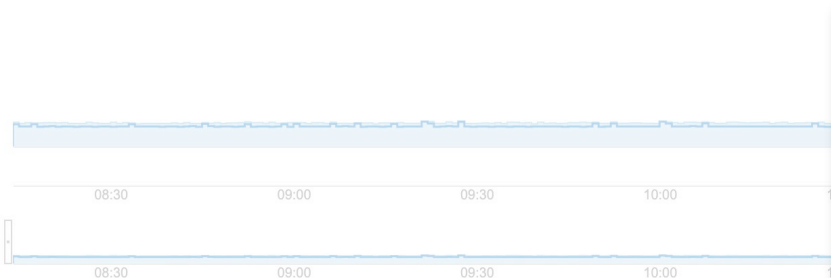
Metric

Latency

Agent

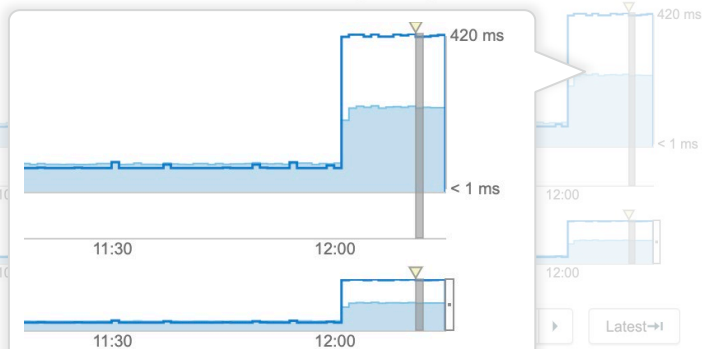
App Datacenter

24h 7d 14d



Showing data from Wed, Feb 17 12:11 - 12:12 UTC (8 days ago)

Average Latency App Datacenter



## Map

## Table

Details for App D

Loss

Latency

Jitter

### Details for App Datacenter

Loss	<div></div>	0%
Latency	<div></div>	411 ms
Jitter	<div></div>	< 1 ms

### Near Oregon

San Francisco, CA  
Latency: 248 ms

App Datacenter  
Latency: 411 ms

\$836,960

Total \$ Added  
To cart

\$7,747,949

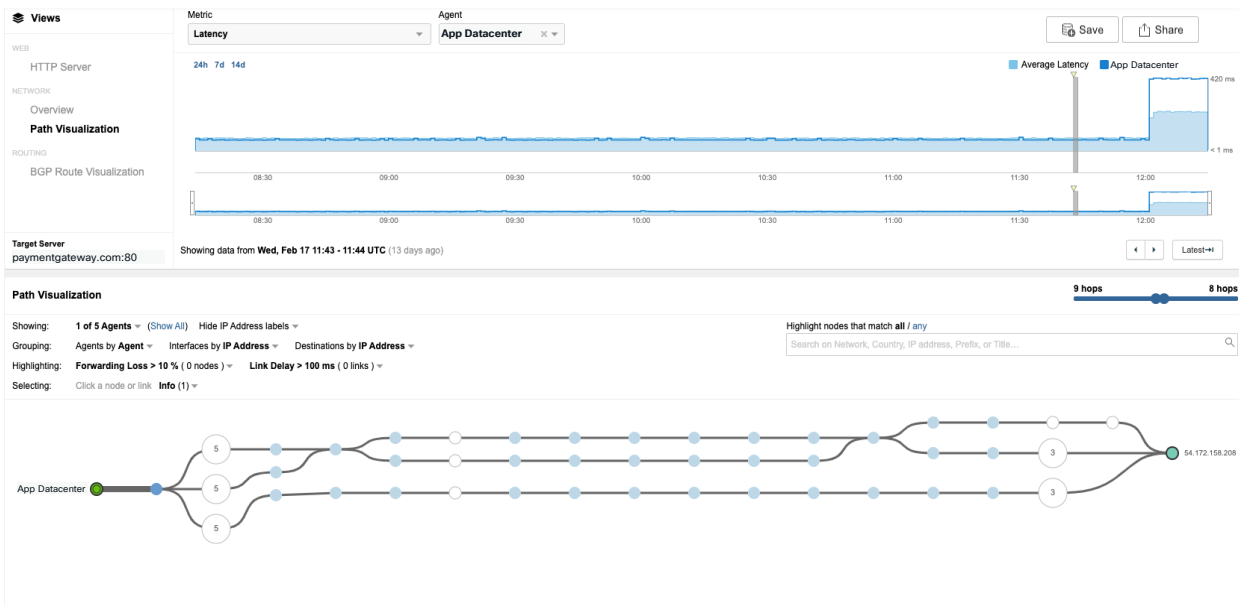
Total  
Revenue (USD)

\$0.0

Revenue  
At Risk (USD)



cisco *Live!*





## Views

WEB

HTTP Server

NETWORK

Overview

Path Visualization

ROUTING

BGP Route Visualization

Target Server

paymentgateway.com:80

Metric

Latency

Agent

App Datacenter

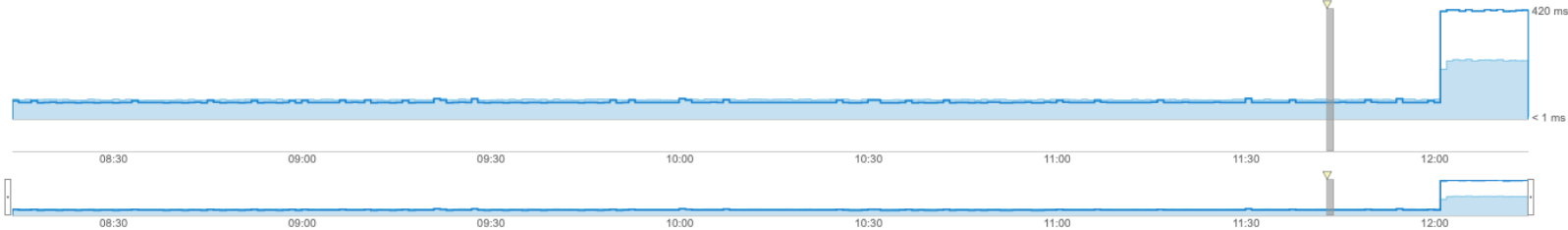


Save



Share

24h 7d 14d



Latest→

## Path Visualization

9 hops

8 hops

Showing: 1 of 5 Agents (Show All) Hide IP Address labels

Grouping: Agents by Agent Interfaces by IP Address Destinations by IP Address

Highlighting: Forwarding Loss &gt; 10 % ( 0 nodes ) Link Delay &gt; 100 ms ( 0 links )

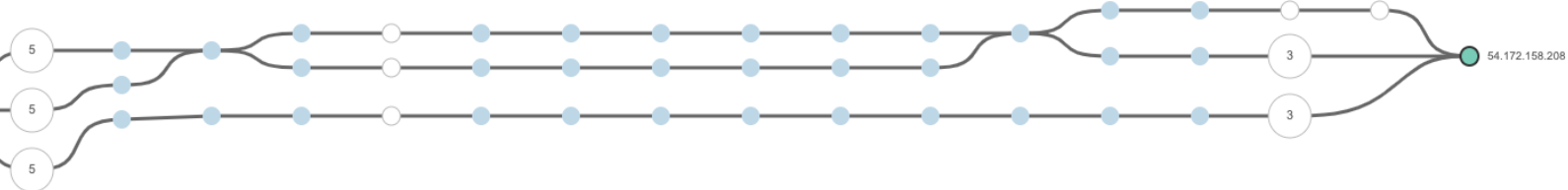
Selecting: Click a node or link Info (1)

Highlight nodes that match all / any

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



App Datacenter





## Views

WEB

HTTP Server

NETWORK

Overview

Path Visualization

ROUTING

BGP Route Visualization

Target Server

paymentgateway.com:80

Metric

Latency

Agent

App Datacenter



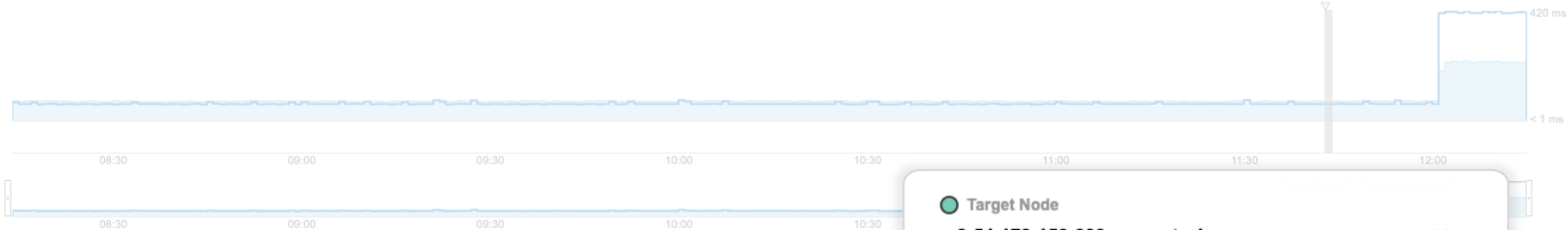
Save



Share

24h 7d 14d

Average Latency App Datacenter



Showing data from Wed, Feb 17 11:43 - 11:44 UTC (13 days ago)

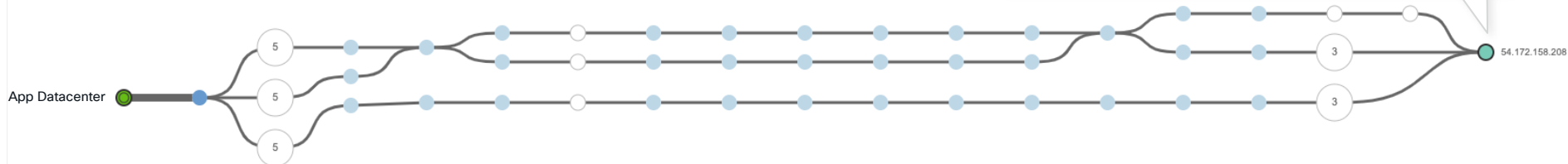
## Path Visualization

Showing: 1 of 5 Agents (Show All) Hide IP Address labels

Grouping: Agents by Agent Interfaces by IP Address Destinations by IP Address

Highlighting: Forwarding Loss &gt; 10 % ( 0 nodes ) Link Delay &gt; 100 ms ( 0 links )

Selecting: Click a node or link Info (1)



## Target Node

ec2-54-172-158-208.compute-1.amazonaws.com 8 hops

IP Address	54.172.158.208
Prefix	54.172.0.0/15
Network	Amazon.com, Inc. (AS 14618)
Location	Ashburn, VA, US

BGP view

Avg. Response 69.3 ms

Show only agents using this node



## WEB

HTTP Server

## NETWORK

## Overview

## Path Visualization

ROUTING

## BGP Route Visualization

### Target Server

paymentgateway.com:80

Metric

Agent

## Latency

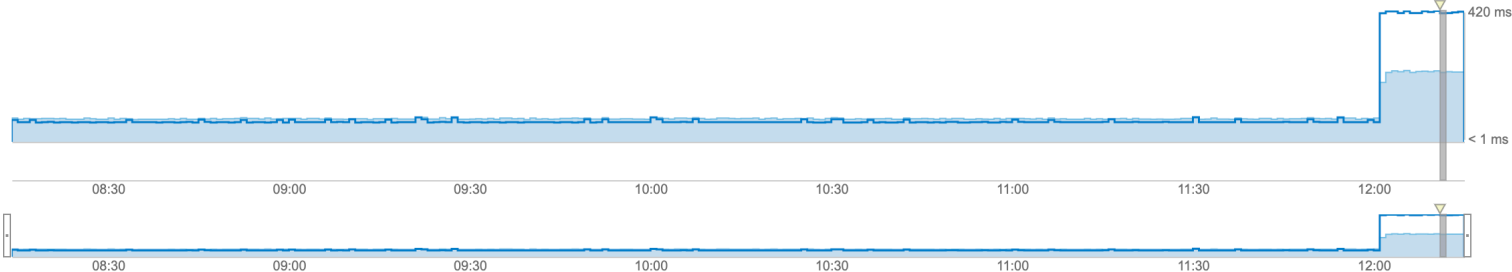
## App Datacenter

 Save

 Share

24h 7d 14d

■ Average Latency   ■ App Datacenter

Showing data from **Wed, Feb 17 12:11 - 12:12 UTC** (8 days ago)

Latest →

### Path Visualization

10 hops 7 hops

Showing: 1 of 5 Agents ▾ (Show All) Hide IP Address labels ▾

Grouping: Agents by **Agent** ▾ Interfaces by **IP Address** ▾ Destinations by **IP Address** ▾

Highlighting: **Forwarding Loss > 10 % ( 0 nodes )** **Link Delay > 100 ms ( 3 links )**

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

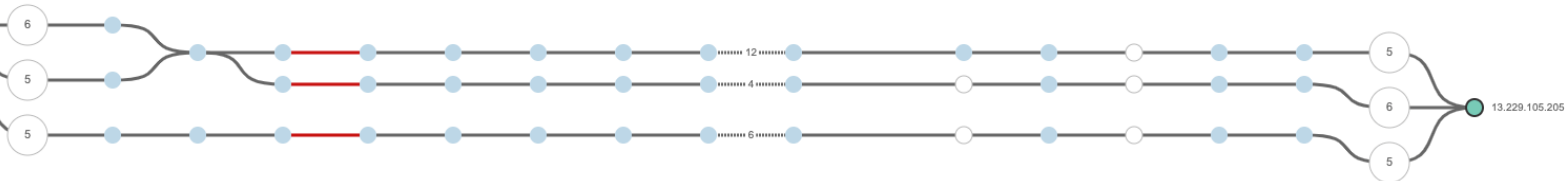
Highlight nodes that match **all** / **any**

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



< Undo

App Datacenter





## Views

WEB

HTTP Server

NETWORK

Overview

Path Visualization

ROUTING

BGP Route Visualization

## Target Server

paymentgateway.com:80

Metric

Latency

Agent

App Datacenter



Save

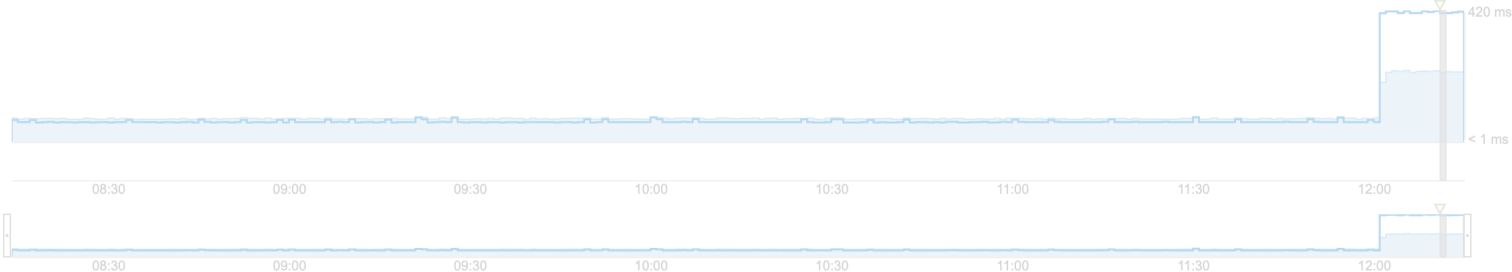


Share

24h 7d 14d

Average Latency

App Datacenter



Showing data from Wed, Feb 17 12:11 - 12:12 UTC (8 days ago)

## Path Visualization

Showing: 1 of 5 Agents (Show All) Hide IP Address labels

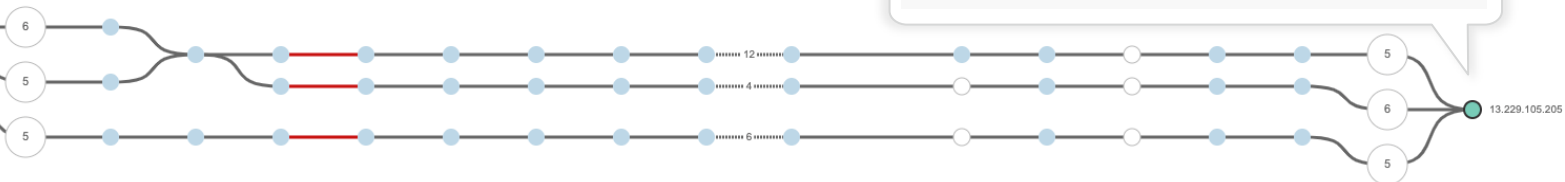
Grouping: Agents by Agent Interfaces by IP Address Destinations by IP Address

Highlighting: Forwarding Loss &gt; 10 % (0 nodes) Link Delay &gt; 100 ms (3 links)

Selecting: Click a node or link Info (1)

&lt; Undo

App Datacenter



## Target Node

ec2-13-229-105-205.ap-southeast-1.compute.amazonaws.com

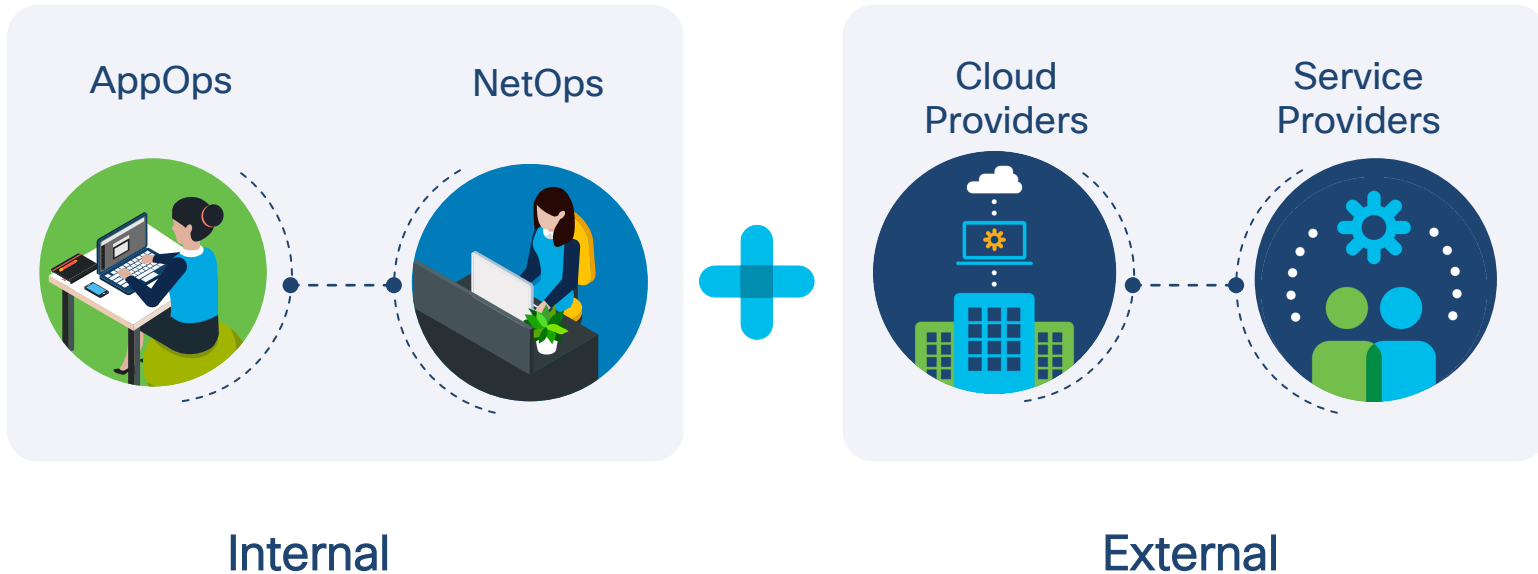
IP Address	13.229.105.205
Prefix	13.228.0.0/15
Network	Amazon.com, Inc. (AS 16509)
Location	Singapore, Singapore

BGP view

Avg. Response 411.7 ms

Show only agents using this node

# Breaking Silos





A smartphone screen displaying a pizza advertisement. The screen shows three slices of pizza with tomato sauce, cheese, and toppings (olives and mushrooms) on a wooden board. The background is dark with a textured, slightly grainy appearance. The text "FINE BAKED PIZZA" is at the top, "DELICIOUS PIZZA" is in the middle (with "PIZZA" in a larger, orange, brush-stroke font), and "ORDER NOW" is in a white button at the bottom.





The bridge to possible

# Optimization is the profit

## Liz Centoni

Chief Strategy Officer and GM, Applications

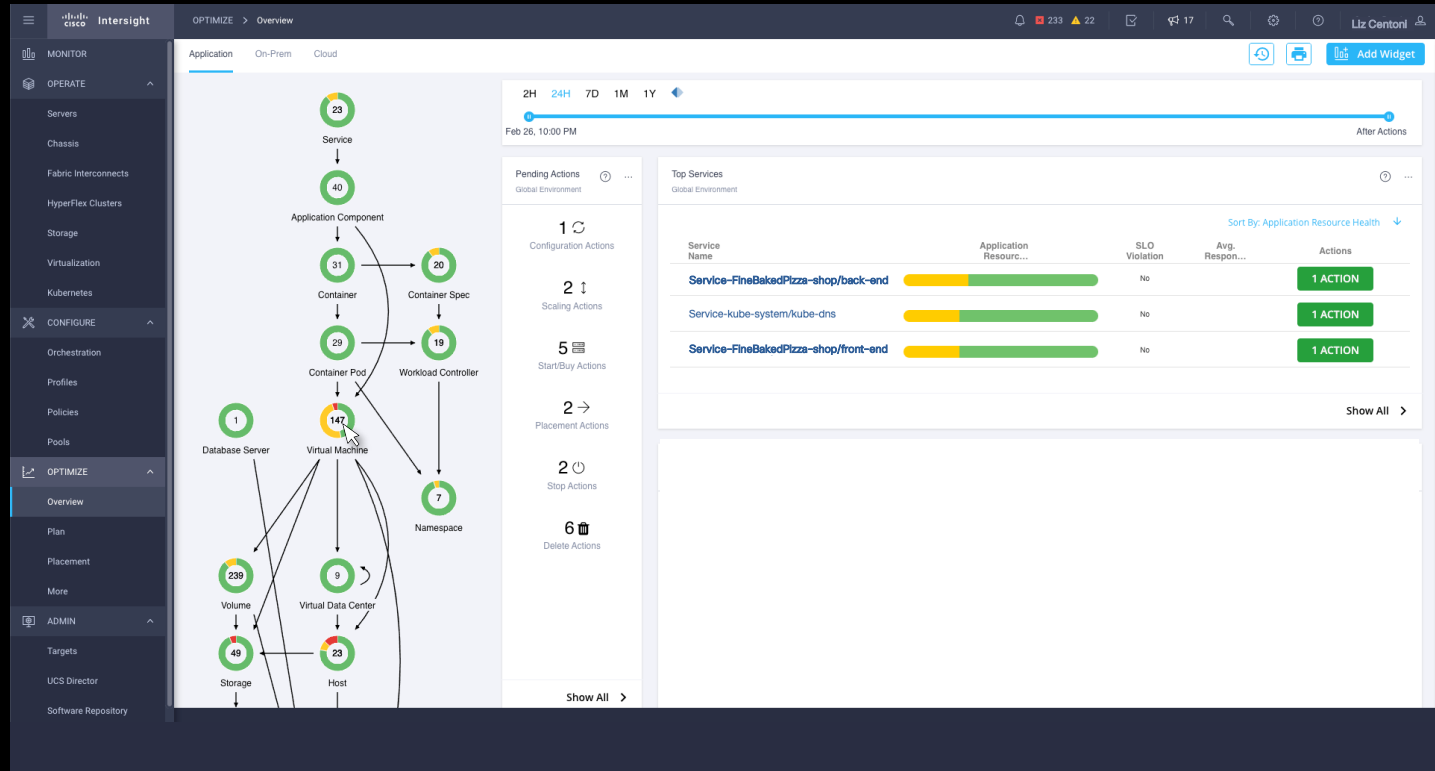
**CISCO** *Live!*

#CiscoLive

DLBINT-45

© 2021 Cisco and/or its affiliates. All rights reserved. Cisco Public





Interight

MONITOR

OPERATE

Servers

Chassis

Fabric Interconnects

HyperFlex Clusters

Storage

Virtualization

Kubernetes

CONFIGURE

Orchestration

Profiles

Policies

Pools

OPTIMIZE

Overview

Plan

Placement

OPTIMIZE > Overview

Application

On-Prem

Cloud

23

Service

40

Application Component

31

Container

29

Container Pod

1

Database Server

147

Virtual Machine

2 Pending Actions

Apply Selected

Move Virtual Machine cc71a-1.0.9-148.ova\_v6.5\_signed from **hyperflex-node1.FineBakedPizza.com** to **hyperflex-node12.FineBakedPizza.com**

Mem Congestion

Performance

VIRTUAL MACHINE

cc71a-1.0.9-148.ova\_v6.5\_signed

CURRENT HOST – IMPACT FROM ALL ACTIONS

**hyperflex-node1.FineBakedPizza.com**

CPU		CPU Provisioned		Memory		Memory Provisioned	
20.2 %	→	8.2 %	↓	1.4 %	→	1.1 %	↓
62.3 GHz		62.3 GHz		18.7 THz		18.7 THz	
				83.1 %	→	68.6 %	↓
				190.7 GB		190.7 GB	
				13.1 %	→	11.4 %	↓
				1.9 TB		1.9 TB	

DESTINATION HOST – IMPACT FROM ALL ACTIONS

**hyperflex-node12.FineBakedPizza.com**

CPU		CPU Provisioned		Memory		Memory Provisioned	
15.2 %	→	27.1 %	↑	0.7 %	→	0.9 %	↑
62.3 GHz		62.3 GHz		18.7 THz		18.7 THz	
				56.6 %	→	71.1 %	↑
				190.7 GB		190.7 GB	
				7.1 %	→	8.8 %	↑
				1.9 TB		1.9 TB	

State

READY

CISCO Live!

#CiscoLive

DLBINT-45

© 2021 Cisco and/or its affiliates. All rights reserved. Cisco Public



\$1,255,440

Total \$ Added  
To cart

\$11,621,923

Total  
Revenue (USD)

\$0.0

Revenue  
At Risk (USD)



cisco *Live!*

APPDYNAMICS

Home

Application

User Experience

Databases

Servers

Analytics

Dashboards & Reports

Alert & Respond

Fine Baked Pizza

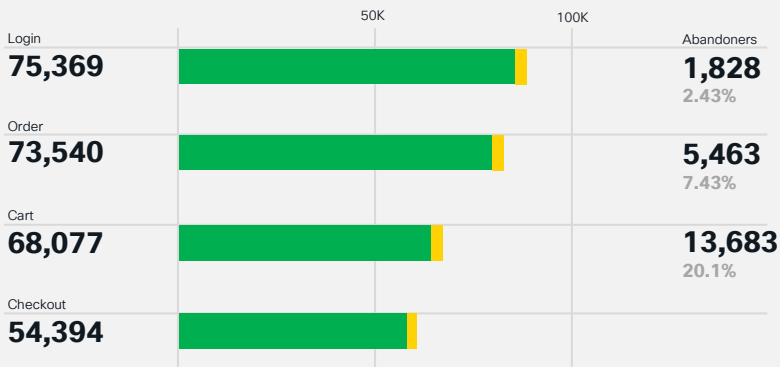
Before - 2/22/21 1:16:05 PM



last 3 hours



### User Journey Status



Overall Conversion Rate

72.17%

Health ■ Normal ■ Slow ■ Error

### Infrastructure Status



CPU

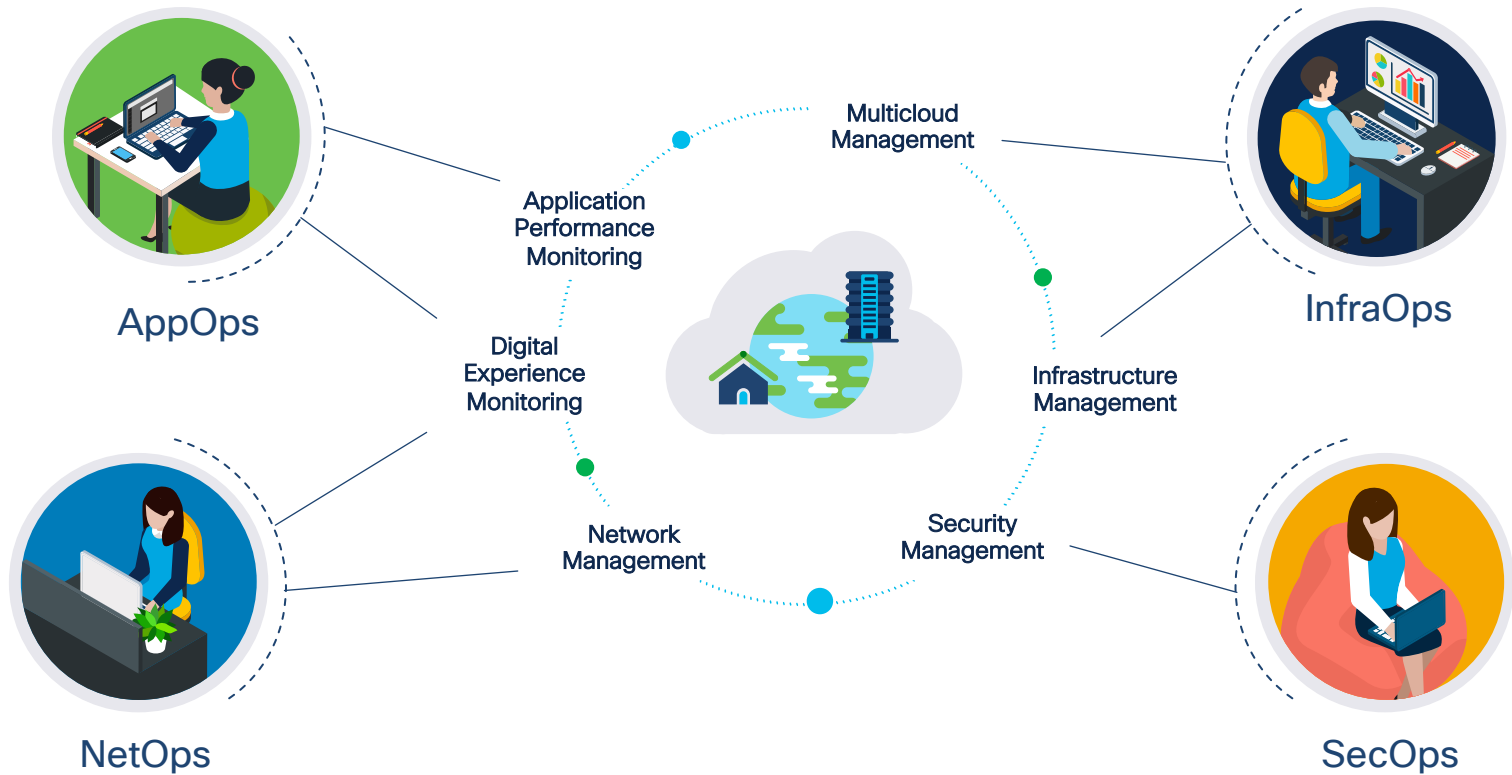


Memory



Disk IO

# Closed Loop Operating Model

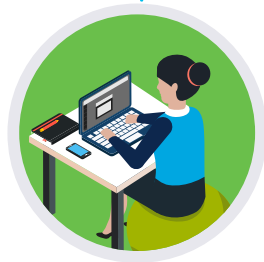


# Full Stack Observability

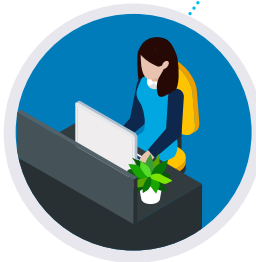
APPDYNAMICS

ThousandEyes

Intersight  
Workload Optimizer



AppOps



NetOps



SecOps



InfraOps



# Additional Sessions

Topics Channel	DLBINT-45	Day / Time
<b>Optimizing Application Experiences: the How</b> Featuring AppDynamics, Intersight Workload Optimizer, Intersight Terraform Services, Nexus Dashboard, Nexus Insights, Cisco Secure Applications, SD-WAN, ThousandEyes <a href="#">Session Type: Technical Breakout - Reimagine Applications Channel</a>	BRKAPP-2221	<b>Americas (PT):</b> 3/30 10:30 a.m. – 11:15 a.m. <b>APJC (SGT):</b> 3/31 10:30 a.m. – 11:15 a.m. <b>EMEAR (CEST):</b> 3/31 11:30 a.m. – 12:15 p.m.
<b>Correlate and Secure Your Apps across Networks and Clouds</b> Featuring AppDynamics with ThousandEyes, Cisco Secure Applications <a href="#">Session Type: Technical Breakout - Reimagine Applications Channel</a>	BRKAPP-2222	<b>Americas (PT):</b> 3/30 11:15 a.m. – 12:00 p.m. <b>APJC (SGT):</b> 3/31 10:30 a.m. – 11:15 a.m. <b>EMEAR (CEST):</b> 3/31 12:15 p.m. – 1:00 p.m.
<b>How Agents of Transformation Will Now Drive the Future of The Digital Business</b> Featuring Executives from AutoNation & AppDynamics <a href="#">Session Type: Leadership Channel</a>	DLBLDR-12	<b>Americas (PT):</b> 3/30 11:30 a.m. – 12:00 p.m. <b>APJC (SGT):</b> 3/31 11:30 a.m. – 12:00 p.m. <b>EMEAR (CEST):</b> 3/31 12:30 a.m. – 1:00 p.m.
<b>Service Assurance for the New Enterprise Reality</b> Featuring ThousandEyes. Performance assurance for internal and SaaS applications and ensuring performance for a remote workforce. <a href="#">Session Type: Technical Breakout - Reimagine Applications Channel</a>	BRKAPP-2223	<b>Americas (PT):</b> 3/30: 1:00 p.m. – 1:45 p.m. <b>APJC (SGT):</b> 3/31 1:00 p.m. – 1:45 p.m. <b>EMEAR (CEST):</b> 3/31 2:00 p.m. – 2:45 p.m.



# TURN IT UP

CISCO *Live!*

#CiscoLive