

Experience Telemetry – Driving Insights and Actions

Marisol Palmero, Technical Leader, CPX Yenu Gobena, Cisco Fellow



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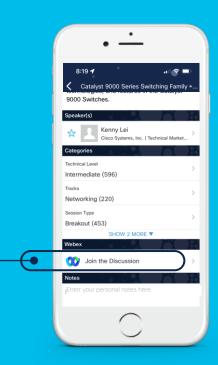
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Abstract

Technologies have long been deployed at scale to improve network reliability. However, they all rely on a technical approach: detecting a failure or thresholds which trigger actions to meet app SLAs.

Experience Telemetry defines a new paradigm - measuring and improving the overall user experience, fuelled by AI/ML, offering many options to accelerate time to value of technology investments.

Come to this session to join in on a fun, engaging, and thought-provoking review of how Experience Telemetry is changing what is possible with networks and apps, both today and tomorrow!

By Way of Introduction ...

I am Technical Lead with the Customer and Partner Experience Organization, and have been with Cisco for 24 years.

My area of expertise has been Network Management for many years, with actual focus on Service Delivery Network and Automation Technologies.

Currently leading projects across the company involving different business entities, with a common focus to standardize data ingestion in CX Cloud platform.

I have a special interest in **Telemetry** and during the last 18 months, with special focus on **Sustainability**.

Marisol Palmero
Technical Leader, CPX
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cisco life!

By Way of Introduction ...

I am currently a Cisco Fellow in the Customer and Partner Experience Organization. I will have been with Cisco for 23 years this summer. I lead an amazing team of global industry recognized Distinguished, Principals and Technical engineering leaders. Our areas of focus are around Large Customer Deployments, Customer Co-innovation, New Technology and Solution incubations.

I also serve as the executive sponsor for our ONEx Organization Senior Technical Talent which stands at 230+ strong.

I have a background in Enterprise and Service Provider networking, cloud and security Solutions. In addition to data and telemetry analytics with an affinity toward driving vertical based outcomes.

> Yenu Gobena VP, Cisco Fellow ygobena@cisco.com



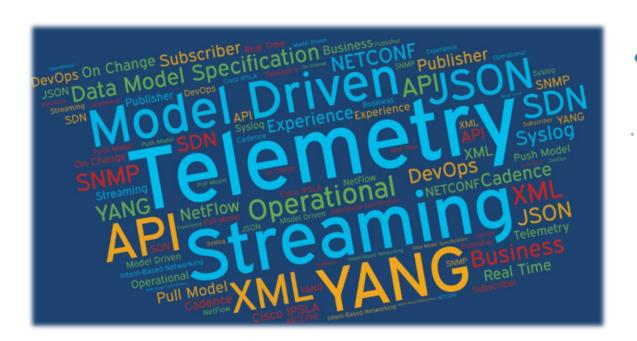


Agenda

- Out with the old, in with the new: Model-Driven Telemetry
- Operational vs. Experience Telemetry
- Real-world examples:
 Experience Telemetry use cases
- Key Takeaways

Out with the Old, In with the New: Model-Driven Telemetry







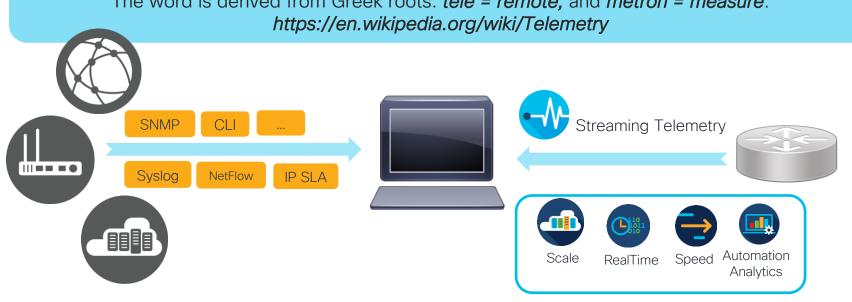
Demystifying the implementation of Model Driven Telemetry with YANG



Telemetry

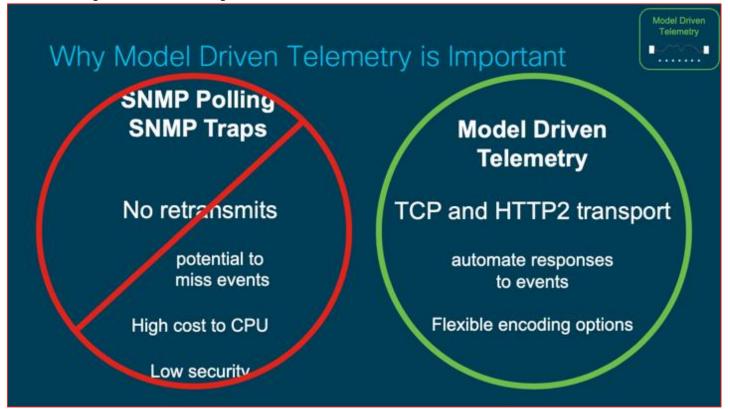
What is it?

Telemetry: An *automated* communications *process* by which *measurements* and other data are collected at remote or inaccessible points and transmitted to receiving equipment for monitoring. The word is derived from Greek roots: *tele = remote*, and *metron = measure*. https://en.wikipedia.org/wiki/Telemetry





Telemetry History





What is new about Telemetry?

Model Driven Telemetry (MDT)

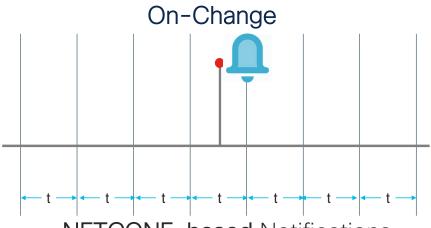
- Provides a mechanism to stream data from a model-driven telemetry-capable device to a destination:
 - Push vs Pull
 - Subscriber-based
 - Combines periodic subscriptions with Event-driven
 - Scalability
 - Diversification of manageability

MDT can ensure that those vast quantities of data are truly usable, when they are well structured



Model Driven Telemetry

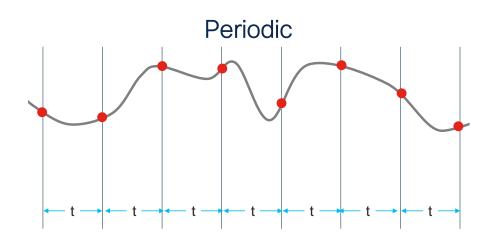
MDT Publication Types



NETCONF-based Notifications

Event Notifications (failed login, etc)

Feature Model "On-Change" Notifications



Feature Model "Periodic" Notifications



Telemetry Subscriptions

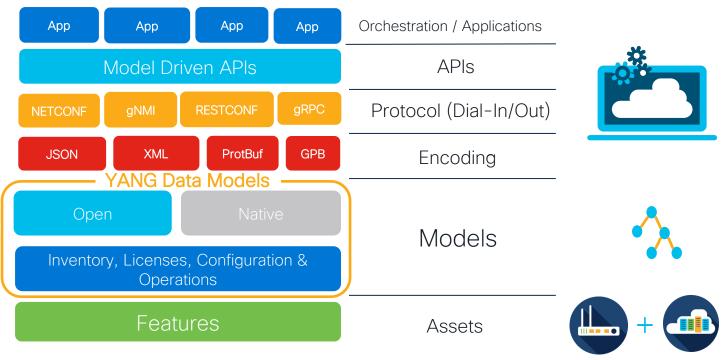
via CLI

```
telemetry ietf subscription 101
encoding encode-kvgpb
filter xpath /memory-ios-xe-oper:
memory-statistics/memory-statistic
stream yang-push
update-policy periodic 6000
source-vrf Mgmt-intf
receiver ip address 10.10.1.45 57555
protocol grpc-tcp
```

via YANG Data Model

```
"mdt-config-data": {
  "mdt-subscription":[ {
     "subscription-id": "102",
     "base": {
        "stream": "yang-push",
        "encoding": "encode-kvgpb",
        "period": "6000",
        "xpath": "/memory-ios-xe-oper:memory-
                 statistics/memory-statistic"
     "mdt-receivers": {
        "address": "10.10.1.45"
        "port": "57555" }
```

Data Model Driven Telemetry with YANG



YANG Data Models are the foundation of automation Structured, Well-Defined, Programmable Network API



Model Driven Telemetry Interfaces

	NETCONF	gRPC	gNMI
Supported	16.6+	16.10+	16.12+
Method	Dial-In, pull	Dial-Out, push	Dial-In, pull
Configuration	Per session	Configuration based	Per session
Telemetry Receiver	Client	Server	Client
Encoding	XML	JSON + Protobuf	JSON_IETF
Security	SSH + Keys	Plain Text	TLS Certificate
Data Models	YANG	YANG	YANG



Intent-based Network Infrastructure





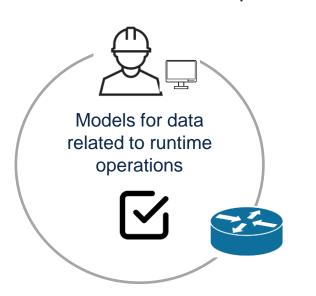


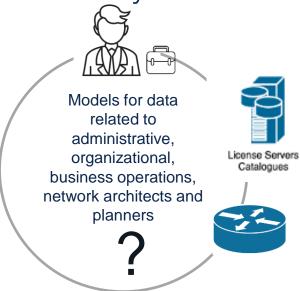


Operational vs. Experience Telemetry



Operational vs. Experience Telemetry





Objective: Enhance & improve the ability to quantify user experience through the use of asset(s), features(s) and/or licences(s).

References:

https://www.ietf.org/live/previous/live104/ietf104-hostser

https://www.claise.be/telemetry-model-driven-telemetry-operational-telemetry-business-telemetry-you-name-it-telemetry/



How to Classify Telemetry Data?

It depends on who you talk to...

Operational Telemetry

In IT, we often think of telemetry as the mechanism by which we learn about how our networks (or other devices) are *operating* – interface utilization, up/down status, etc.



How to Classify Telemetry Data?

It depends on who you talk to...

Operational Telemetry

In IT, we often think of telemetry as the mechanism by which we learn about how our networks (or other devices) are *operating* – interface utilization, up/down status, etc.

Experience Telemetry

However - telemetry can provide us with valuable data about <u>anything!</u>

Metrics relevant to our business can be just as helpful as metrics about our operations. Business developers and executives talk about business telemetry; at Cisco we refer to this as Experience Telemetry.



What does Experience Telemetry look like?

- Report the business value of a solution, device, or other asset
 - Asset Identification a unique product, feature, user, ...
 - Associated entities / dependencies
 - License one time purchase, subscription
 - State (de-)activated
 - Usage Usage information for the entity, utilization, performance, ...

Experience telemetry often uses Operational telemetry objects!



How to Classify Telemetry Data?

Operational Telemetry

Telemetry also apply to Experience Telemetry – such as the importance of standardizing and modeling your data.

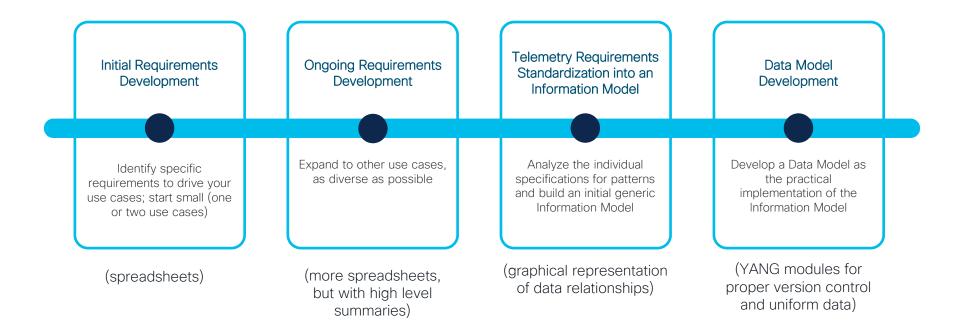
Experience Telemetry

```
"Assets Container":
                                                            "Licenses":
list asset {
                                                          list license {
 key "id";
                                                            kev "id":
   "Asset ID";
                                                              "License ID":
 leaf id {
                                                                                                                         leaf id
   type cx-telemetry-common:asset-id;
                                                              type cx-telemetry-common:license-id-t;
     "Unique identifier for the hardware or s
                                                                "Universal identifier for a license or bun
 leaf vendor-id {
                                                             leaf model {
   type string:
                                                              type cx-telemetry-common:license-model-t;
     "Vendor / Manufacturer name or identifie
                                                                "License Model or Type";
```

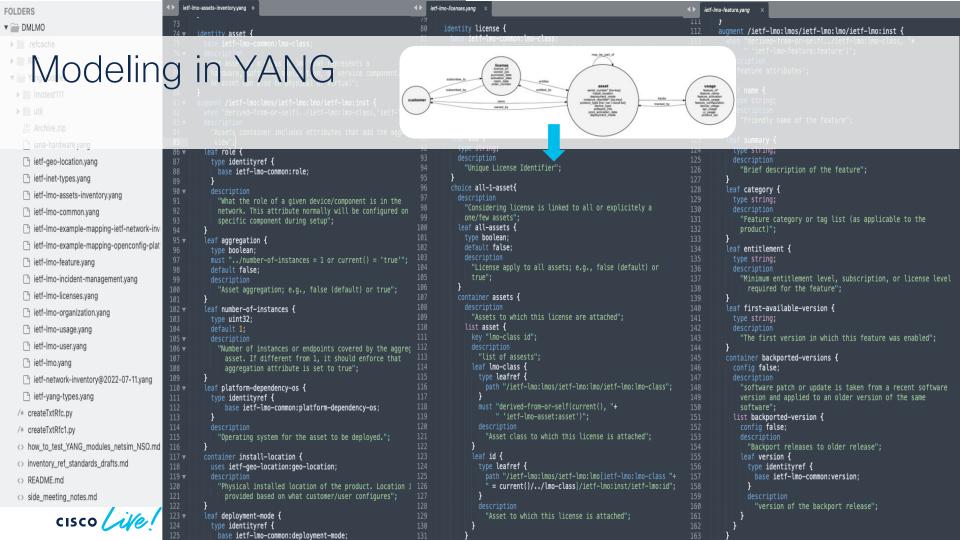
Best practices that apply to Operational



Our Modeling Journey





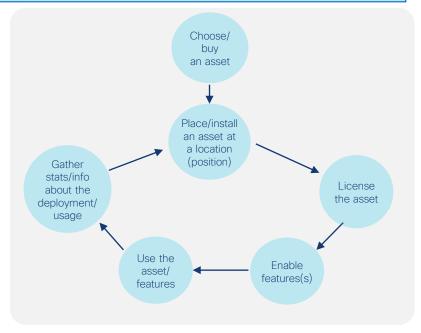


IETF approach Data Model for Lifecycle Management and Operations

Facilitate the asset lifecycle management from the initial asset selection and positioning, licensing, feature enablement and usage, and beyond renewal to improve the overall user experience

Lifecycle Management and Operations (LMO) data constitutes data needed to measure asset-centric lifecycle metrics including but not limited to:

- asset adoption and usability,
- licensing,
- supported and enabled features and capabilities.



Example Asset Lifecycle Management & Operations

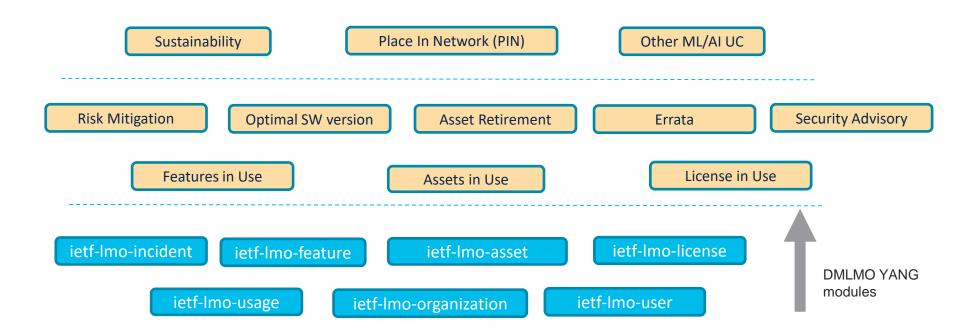


Changes in -09 Flexibility and Consistency to ietf-Imo-asset YANG module

Capability of integration and extention openconfig-platform ietf-network-inventory ietf-lmo-common import ietf-network-inventory ietf-lmo import openconfigextend jetf-networkextend openconfig in platform inventory in Imo-asset Imo-asset ietf-lmo-example-mapping-openconfig-platform ietf-lmo-example-mapping-openconfig-platform ietf-lmo-feature ietf-Imo-incident ietf-lmo-usage ietf-lmo-license Modules can be consistently imported & ietf-lmo-organization augmented ietf-lmo-user



Experience Telemetry Driving Insights and Actions



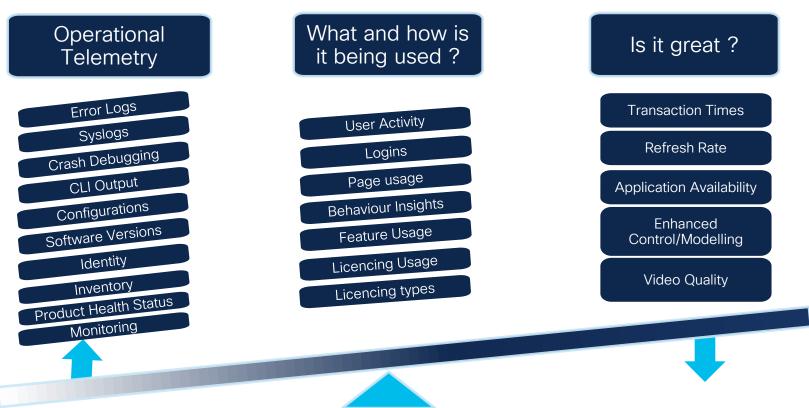


Real-world examples: Experience Telemetry Use Cases



Moving beyond a "product" or "state"

The Balance to Run your Business



BRKOPS-2136

Organizational boundaries - How are our organized, who owns the data?

Operational Telemetry (O)

Error Logs

Syslogs

Crash Debugging

CLI Output

Configurations

Software Versions

NOC SOC CloudOps Solution Experience

User Activity

Logins

Page usage

Behaviour Insights

Feature Usage

Customer success Teams
(most enterprises don't have this)
Procurement teams
Security teams

Service and Application Experience

Transaction Times

Refresh Rate

Application Availability

Enhanced Control/Modelling

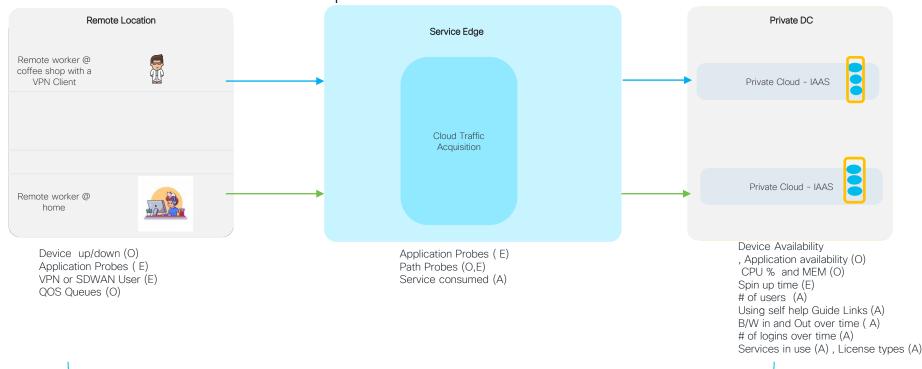
Application Ops teams
Collaborations Ops
Teams
Cloud Ops Teams

Who is looking End to End?



A Health Care Hybrid worker -

Desired Outcome: Wide adoption of a Private Cloud IAAS



End to End Experience - Different data sources



Experience Telemetry Use in CX Cloud



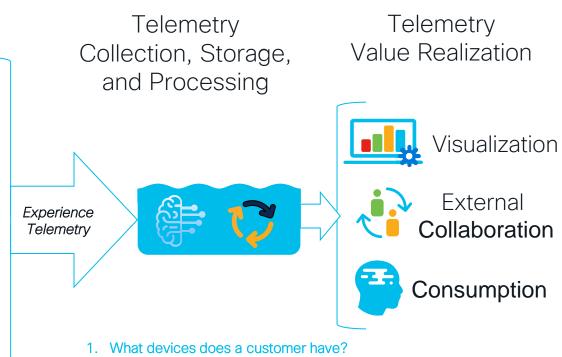
CX Cloud Telemetry Data Flow

Cisco Experience Telemetry Telemetry Telemetry Sources Value Realization Collection, Storage, and Processing Cisco DNA vManage Center CX Customer **Experience Cloud** CISCO SecureX Intersight YANG-CX Partner Cloud Modeled Data Data Sets App Nexus Dynamics Dashboard Consumption Webex Meraki ... More



Experience Telemetry - How is Cisco using it?

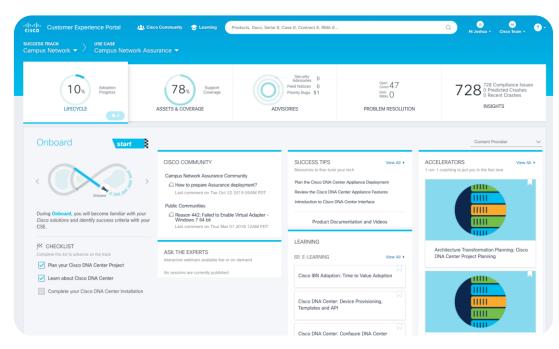






What features are activated? What features are used?

Making it Real: CX Cloud

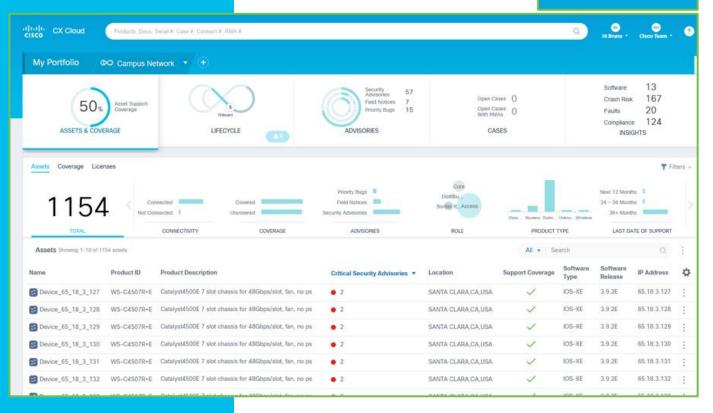


CX Cloud aggregates information across multiple solutions, product families, etc. to provide collaborative intelligence.

It heavily leverages both Operational and Experience telemetry.

cisco CX Cloud





Driving outcomes with Experience Telemetry

Using Feature, Licensing data to ensure adoption and value realization

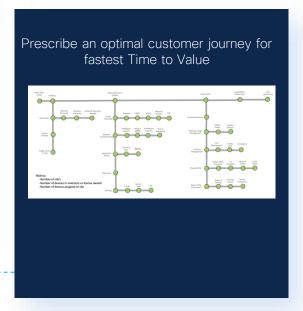
Solution Use Case

Universal Adoption Framework





Customer Journey Map



Experience Telemetry Use Case –

Dynamic Risk Assessment (DRA)



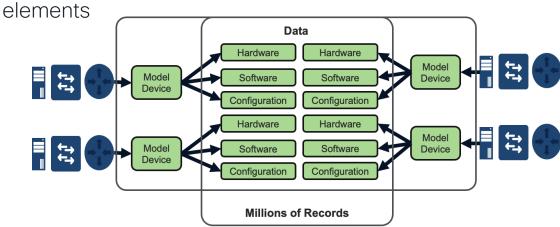
Dynamic Risk Assessment(DRA)

for Network Devices

DRA predicts possibility of crashes in network

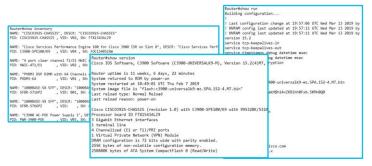
- Network consists of 1000's of devices which may crash
- Costly outages

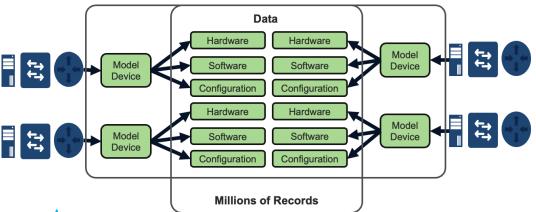
Help architects/planner in hardening the design around critical network



Dynamic Risk Assessment

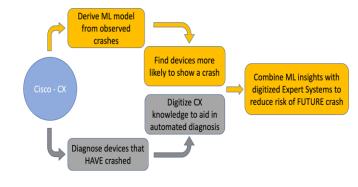
Heterogeneity in implementation





Heterogeneity in:

- network devices
- device information
- methods for collecting information

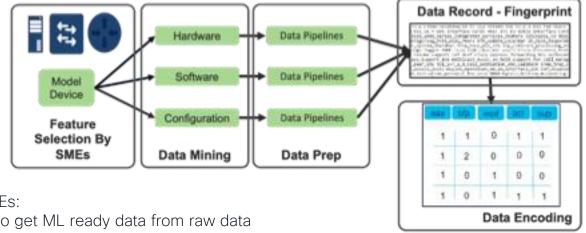


DRA & Experience Telemetry

From Raw Data to ML Ready

By identifying a standard dataset to use across all devices, Experience Telemetry eliminates all challenges related to:

- Feature Selection by SME,
- Data Mining, and
- Data Preparation



Benefit:

Time and Cost Savings for SMEs: 80% of the time is consumed to get ML ready data from raw data

Reference:

https://www.forbes.com/sites/qilpress/2016/03/23/data-preparation-most-time-consuming-least-enjoyable-data-science-task-survey-says/



Dynamic Risk Assessment & Experience Telemetry for Network Devices

Challenge¹

Heterogeneity in:

- network devices
- device information
- methods for collecting information

Networks consist of 1000's of devices which may crash

Outages are costly

Driving Insights and Actions

- Automation (removes expertise to deal with heterogeneity in the network infrastructure)
- Huge time savings in terms of converting raw data to ML ready data
- Easy integration of new data generation points and data consumption points because of the APIs
- Help architects/planner in hardening the design around critical network elements

Solution

The method *uses common data* sets for hardware, software, and feature usage telemetry to identify network elements that may be at risk of crash.

- Observed crashes collected from millions of devices in real networks provide data that is used to train machine learning (ML) models.
- The models are used for predicting the probability of a future device crash.
- Are new purchase/configuration risky for operations
- Is the purchase/configuration being done in an optimal/compliant way

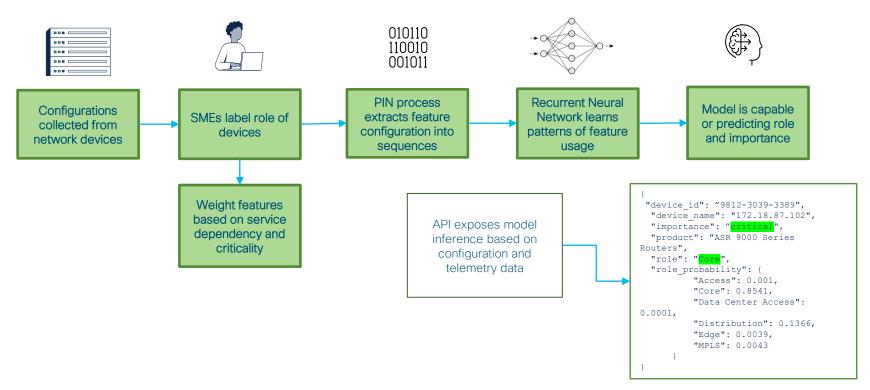


Experience Telemetry Use Case – Place In Network (PIN)

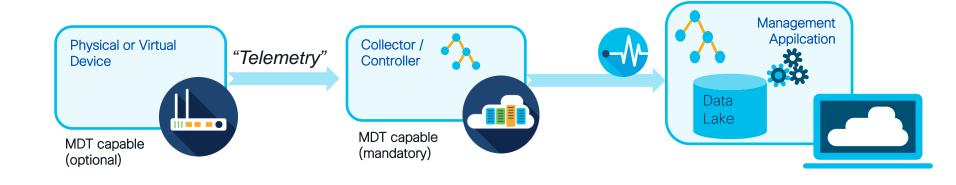


Place In Network (PIN)

Classification for Network Devices



Telemetry Controller Based for Distributed Intelligence



By modeling data with YANG, MDT can ensure that those vast quantities of data are truly usable

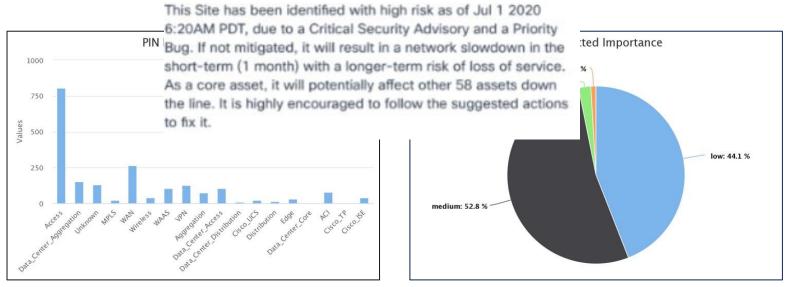


Place In Network (PIN)

Classification for Network Devices



Maching learning capability that predicts the functional role (e.g., "Access" device, "WAN router", "Data Center Aggregation", "Route Reflector", etc.) and business criticality of network devices based upon Risk





Information Model used by DRA & PIN

```
module: ietf-lmo-assets
  augment /ietf-lmo:lmos/ietf-lmo:lmo/ietf-lmo:inst:
   +--rw role?
                                   identityref
   +--rw aggregation?
                                   boolean
   +--rw number-of-instances?
                                   uint32
                                                   module: ietf-lmo-feature
   +--rw platform-dependency-os?
                                   identityref
   +--rw install-location
                                                     augment /ietf-lmo:lmos/ietf-lmo:lmo/ietf-lmo:inst:
      +--rw geo-location
                                                       +--rw features
          +--rw reference-frame
                                                          +--rw feature* [lmo-class id]
                                       string {alt
            +--rw alternate-system?
                                                             +--rw lmo-class
                                                                                 -> /ietf-lmo:lmos/lmo/lmo-class
            +--rw astronomical-body?
                                       string
                                                             +--rw id
                                                                                 -> /ietf-lmo:lmos/lmos/ietf-lmo:lmo-class = current()/../lmo-class]/inst/id
            +--rw geodetic-system
                                                     augment /ietf-lmo:lmos/ietf-lmo:lmo/ietf-lmo:inst:
               +--rw geodetic-datum?
                                        string
                                                       +--rw name?
                                                                                          string
               +--rw coord-accuracy?
                                        decimal64
                                                       +--rw summary?
                                                                                         string
               +--rw height-accuracy?
                                        decimal64
                                                       +--rw category?
                                                                                         string
          +--rw (location)?
                                                       +--rw entitlement?
                                                                                         string
            +--: (ellipsoid)
                                                       +--rw first-available-version?
                                                                                         string
               +--rw latitude?
                                  decimal64
               +--rw longitude?
                                  decimal64
                                                       +--ro backported-versions
               +--rw height?
                                  decimal64
                                                          +--ro backported-version* []
            +--:(cartesian)
                                                             +--ro version? identityref
               +--rw x?
                                  decimal64
                                                       +--rw scope?
                                                                                         identityref
               +--rw v?
                                  decimal64
                                                       +--rw config-options* [id]
               +--rw z?
                                  decimal64
                                                          +--rw id
                                                                                   string
          +--rw velocity
                                                          +--rw name?
                                                                                   string
            +--rw v-north?
                             decimal64
                                                          +--rw summary?
                                                                                   string
            +--rw v-east?
                             decimal64
                                                          +--rw characteristic* [id]
            +--rw v-up?
                             decimal64
                                                             +--rw id
                                                                             string
                                  yang:date-and-ti
          +--rw timestamp?
                                                             +--rw name?
                                                                             string
         +--rw valid-until?
                                  yang:date-and-ti
                                                             +--rw value?
                                                                             string
    +--rw deployment-mode?
                                   identityref
                                                        +--rw asset
    +--rw activation-date?
                                   vang:date-and-t
                                                          +--rw lmo-class?
                                                                              -> /ietf-lmo:lmos/lmo/lmo-class
    +--rw software-version?
                                   string
                                                                              -> /ietf-lmo:lmos/lmo[ietf-lmo:lmo-class = current()/../lmo-class]/inst/id
                                                          +--rw id?
    +--ro hotfixes
                                                       +--rw subfeatures
      +--ro hostfix* []
                                                          +--rw subfeature* [lmo-class id]
                          identityref
          +--ro version?
                                                             +--rw lmo-class
                                                                                 -> /ietf-lmo:lmos/lmo/lmo-class
          +--ro order?
                          uint8
                                                                                 -> /ietf-lmo:lmos/lmo[ietf-lmo:lmo-class = current()/../lmo-class]/inst/id
   +--rw software-type?
                                   string
                                                             +--rw id
   +--rw sign-of-life-timestamp?
                                  yang:date-and-time
    +--rw tags?
                                   string
```

Place In Network (PIN)

Classification for Network Devices

Challenge

- Customers have limited capacity for implementing optimizations
- Consultants manually prioritize recommendations based on risk and impact analysis
- · Intellectual capital and profiling does not take topology context into account
- Hardware and feature presence alone does not always define business function
- How a feature is configured describes how devices interact with others

Solution

PIN is a machine learning capability that predicts the **functional role** (e.g., "Access" device, "WAN router", "Data Center Aggregation", "Route Reflector", etc.) and **business criticality** of network devices based upon the configured state and utilization of features.

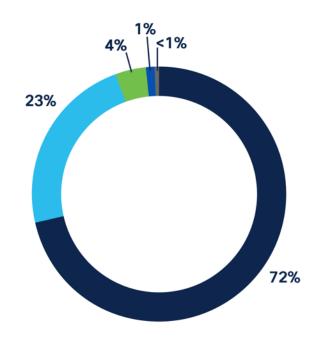
Driving Insights and Actions

- Similar to DRA..., and
- Faster time to understand the devices in a customer's network
- Recommendations can be prioritized based on impact to the business
- Learns common best practices and configurations for industries and verticals

Experience Telemetry Use Case – Sustainability



Cisco FY22 Scope 1, 2 and 3 emissions



- Scope 3: Use of sold products
- Scope 3: Purchased goods and services
- Scope 3: Upstream transportation and distribution
- Scope 1 and 2: Cisco operations
- Scope 3: All other categories

Note: Numbers may not add up to 100 percent due to rounding.

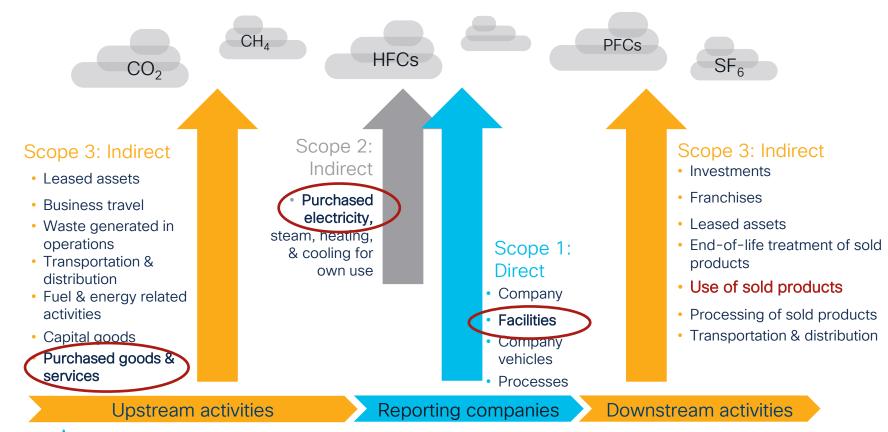
Avoided emissions are emission reductions that occur outside of a product's life cycle or value chain, but as a result of the use of that product. Other terms used to describe avoided emissions include climate positive, net-positive accounting, and Scope 4. (1)

Visit Cisco's ESG Reporting Hub for a detailed breakdown of our Scope 1-3 emissions.

(1) Do We Need a Standard to Calculate "Avoided Emissions"?

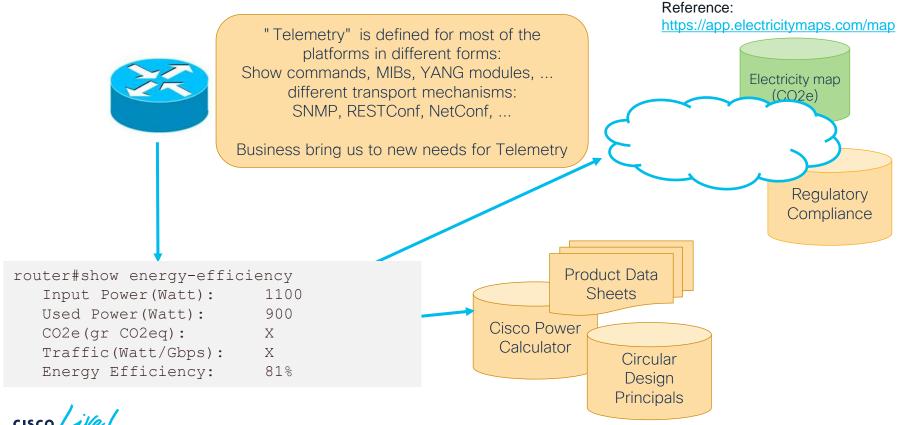


What Is Scope 1, 2 & 3 for Me?



Telemetry Specifications





Sustainability Telemetry Specification "Real-time" Data

Challenge

- "Telemetry" is defined for most of the platforms/systems in:
- different forms: show commands, MIBs, YANG modules, ...
- different transport mechanisms: SNMP, RESTConf, NetConf, ...
- · different data storage systems: datasheets, internal and external databases.
- · different certifications and regulatory compliances

Solution

Implementing any **Sustainability Solution** at scale with a broad range of Cisco and non-Cisco equipment requires consistently available covering Power Consumption/Energy Efficiency Telemetry.

Telemetry specification benefitsinternal Business Entities, including Corporate Social Responsibility, also customers and partners and even other vendors facilitating consistency and integration.

Driving Insights and Actions

- Cisco CPX Telemetry
 Specification covering Power
 Consumption and Energy
 Efficiency
- Work towards hardware and software platforms, providing CO₂e equivalent
- Enable API access for different data storage systems
- Work to be extended to Circular Design Principals & Sustainability



Key Takeaways



Key Takeaways



Telemetry is not just for operations – it can provide insights to many other challenging problems



Standardization is important – building an Information Model helps you visualize your data sets, and building a Data Model from that Information Model makes it "real" – regardless of the telemetry type



YANG can be a great option for modeling your data – it provides structure and rigor to standardize your data, but is also readable and easily translated to other languages and for other uses



Think outside the box! How do you use operational or business telemetry in your day-to-day job, and how might it be improved through standardization?



References



Experience Telemetry by CX Whitepaper

IEEE publications:

<u>Leveraging Experience Telemetry: Architecture and Data Models</u> Leveraging Experience Telemetry: Use Cases

IETF draft:

Data Model for Lifecycle Mangement and Operations(DMLMO) v09



Network Progammability with YANG

Just getting started with YANG? Whether for network programmability or other needs like business telemetry, this book is a great place to start.



Getting Started with Data Modeling



IETF RFC 7950: The YANG 1.1 Data Modeling Language



Cisco CX Cloud

Learn more about the use case we highlighted here – the Cisco CX Cloud portal driven by collaborative intelligence (and lots of telemetry!)



Networking

Managed Service Operations



START

Feb 6 | 08:30

TECARC-2407

Architecture, Deployments, and Troubleshooting Deep Dive for Catalyst 8000 Series Edge Platforms

Feb 6 | 08:45

TECOPS-2003

Embracing SRE Practices in Infrastructure

Feb 7 | 08:30

BRKOPS-2136

Experience Telemetry
- Driving Insights and Actions

Feb 7 | 08:30

BRKOPS-2317

Creating a Network Digital Twin to Leverage Automated Testing with CI/CD Pipelines

Feb 7 | 10:00

BRKOPS-2746

Empower SLA Management for Hybrid Work with ThousandEyes and AppDynamics

Feb 8 | 08:30

BRKENT-2653

All You Need to Know about Forwarding on the Catalyst 8500 and 8500L Platforms

Feb 8 | 10:30

BRKXAR-2003

Extending Enterprise Network into Public Cloud with Cisco Catalyst 8000V Edge Software

Feb 8 | 12:00

BRKENT-2652

Simplify User Experience through Software defined Interconnect and Public cloud

Feb 8 | 14:30

BRKENT-2609

Solving Global WAN Challenges with Multi-Region Fabric

Feb 8 | 14:45

BRKOPS-2040

CiscoLive: Brought To You By Cisco NSO and Cisco Modeling Labs



Feb 8 | 15:00

BRKOPS-2259

Cisco Full Stack Observability
- Solving Problems End-to-End

Feb 9 | 08:30

BRKOPS-2005

Network Wide Visibility in a Unified Dashboard will Change the Way IT Operation Works

Feb 9 | 08:30

LTROPS-1964

Test Automation for everyone using CXTA

Feb 9 | 08:30

LTROPS-2417

Automate your Network Migration

Feb 9 | 08:30

LTROPS-2711

Unified End 2 End Test Automation with CX Test Manager (CXTM)

Feb 9 | 10:15

IBOOPS-1223

An Interactive Conversation on Improving Stability and Network Availability with SW Strategy Framework Feb 9 | 10:30

BRKOPS-2176

Leveraging Advanced Automation Capabilities in the Fault Management System

Feb 9 | 12:30

BRKENT-2296

Designing On-prem SD-WAN Controllers

Feb 9 | 14:30

BRKOPS-2032

3 Cisco DNA Center and ITSM Workflows: CMDB, Incident Management and SWIM

Feb 9 | 15:45

BRKENT-2126

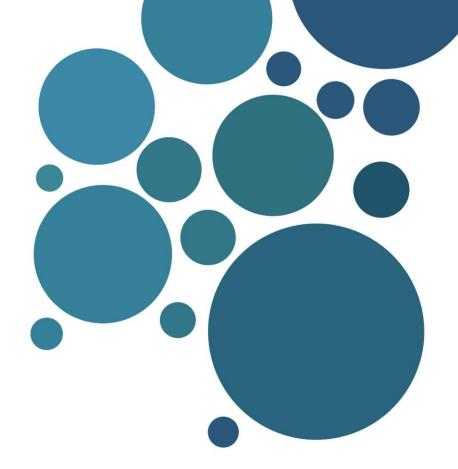
Three Steps to Gain Actionable Visibility in the Cisco SD-WAN Using ThousandEyes

Feb 10 | 11:00

FINISH

BRKOPS-2766

How to Supercharge your Next-Gen Network with AlOps and Managed Services





Complete your Session Survey

- Please complete your session survey after each session. Your feedback is important.
- Complete a minimum of 4 session surveys and the Overall Conference survey (open from Thursday) to receive your Cisco Live t-shirt.



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Visit the On-Demand Library for more sessions at <u>ciscolive.com/on-demand</u>.





Thank you



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Further information



NETCONF Interface

"NETCONF is a protocol defined by the IETF to install, manipulate, and delete the configuration of network devices"

V 1.0

RFC 4741

Base NFTCONF Protocol

RFC 4742 **NFTCONE**

over SSH

V 1.1

RFC 6241

Base NETCONF Protocol

RFC 6242

NETCONF over SSH

Extensions

RFC 5277

Notifications

RFC 5717

Partial Locking

RFC 6243

With defaults

RFC 6020

YANG

Transactional

- Either all configuration is applied or nothing
- Avoids inconsistent state
- Both at Single Device and Network-wide level



Error Management

OK or error code



Capability Exchange

2006

2010

2011



Models Download from a Device

NETCONF Transport - NETCONF over SSH

Client connects to NETCONF SSH sub-system



Server responds with Hello that includes

NETCONF supported capabilities

Client responds with supported capabilities

Client issues NETCONF request (rpc/operation/content)

112 1 CONT Tequest (Tpc/operation/content)

Server issues response / performs operation



Server SSH port 830



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