

The Cisco Live! logo, featuring the word "CISCO" in a dark blue, sans-serif font, followed by "Live!" in a dark blue, script font.

CISCO *Live!*

The text "Let's go" in a large, dark blue, sans-serif font, positioned to the left of a bright, multi-colored sunburst graphic that radiates from the right side of the image.

Let's go

#CiscoLiveAPJC



The bridge to possible

Proactive Digital Experience Monitoring

Ben Haddox – Global FSO Architect

BRKAPP-2480

CISCO *Live!*

#CiscoLiveAPJC

Cisco Webex App

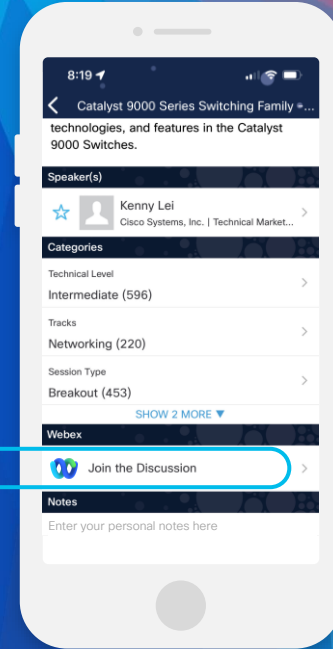
Questions?

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 December 22, 2023.



<https://ciscolive.ciscoevents.com/ciscolivebot/#BRKAPP-2480>

Agenda

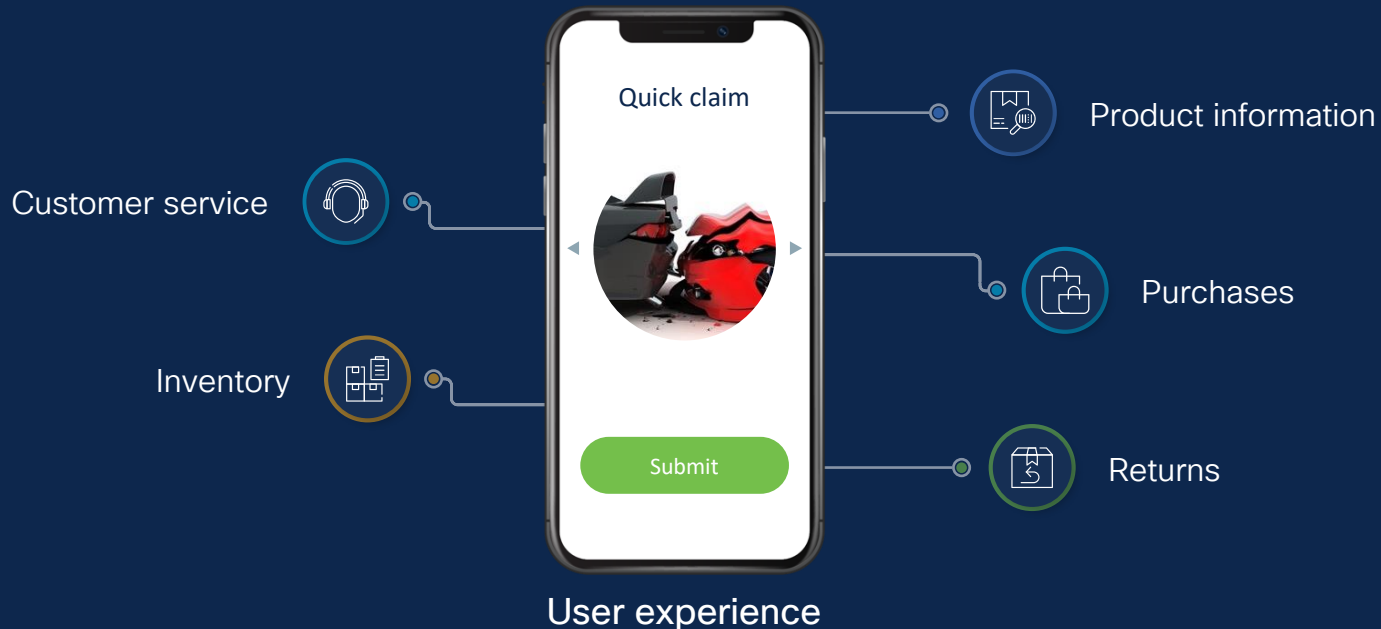
- 1 Market Context
- 2 Cisco FSO Strategy
- 3 Digital Experience
- 4 Customer Story

Market Context

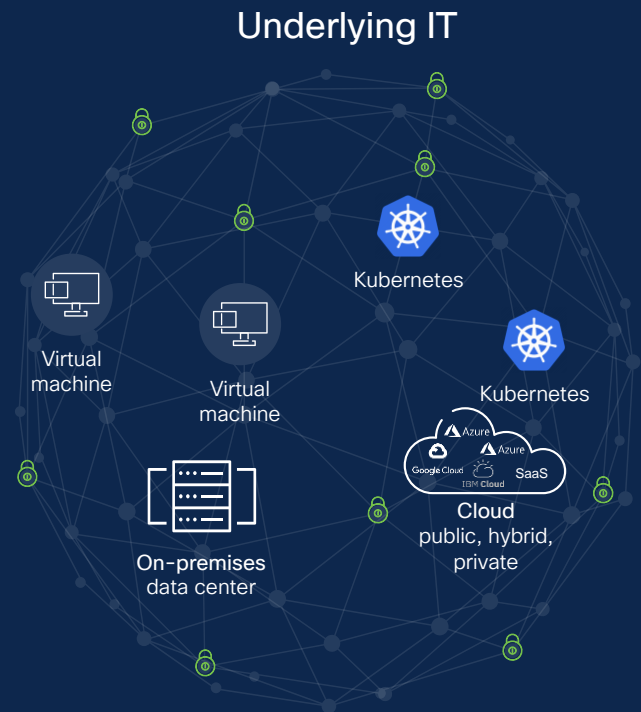


Digital transformation has revolutionized the customer experience

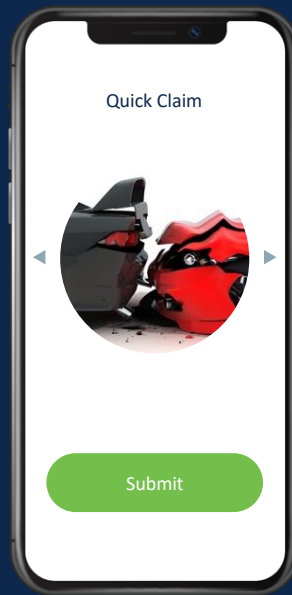
Applications are today's storefronts, and businesses are looking to provide a more user-friendly experience








Providing seamless digital customer experiences increases complexity for IT teams



User experience



Challenges

-  Managing operational complexity
-  Prioritizing and diagnosing problems quickly
-  Growing number of tools and increasing TCO
-  Ongoing friction between teams
-  Always reacting to technology issues that impact the business

Growing complexity and tool sprawl build siloes between teams and don't provide a complete view



Use more than ten application observability/monitoring tools¹



Say most observability tools serve narrow requirements and fail to enable a complete view¹



Struggle with data collection and correlation¹

1. Stephen Elliot and Mark Leary. "[An Executive Blueprint for an Observability Platform: Driving Operational Excellence and Business Outcomes through Analytics and Automation.](#)" IDC (2023).

Tool and team siloes can have significant long-term effects on a business



Wasted resources

- Tool and team sprawl
- Siloed data and data overload
- Increased maintenance efforts



Security risks

- Larger attack surface
- Environment obscurity
- Slow issue identification and resolution

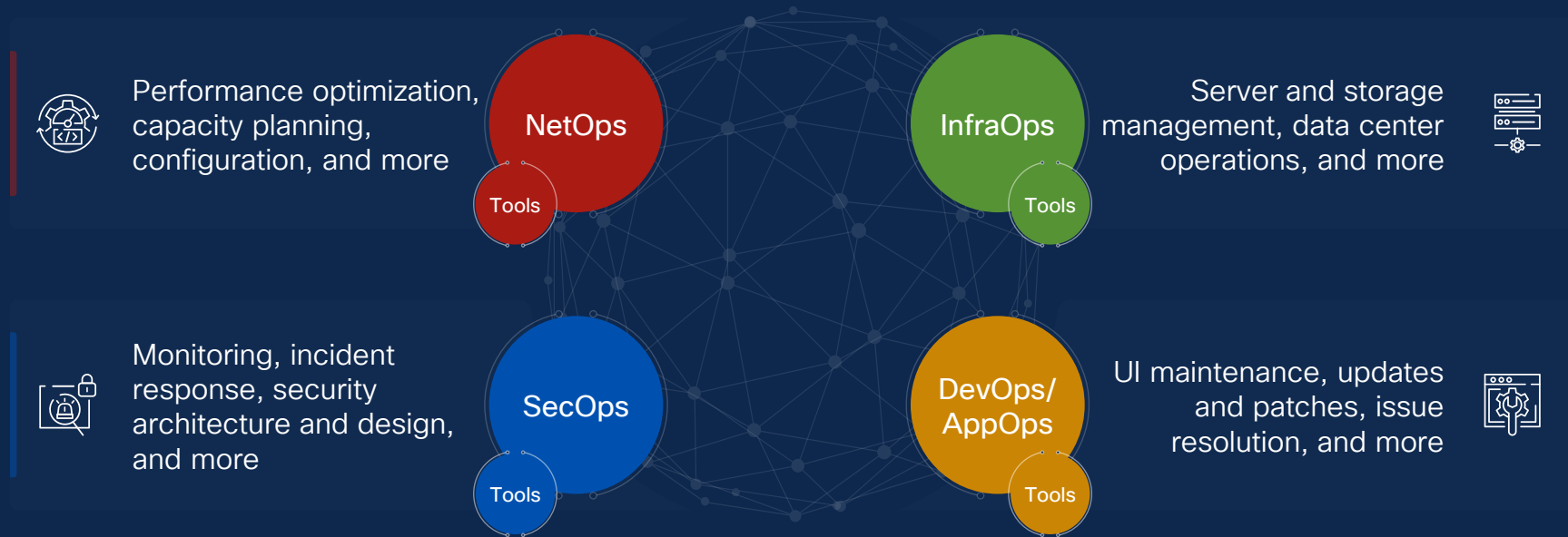


Overcomplexity

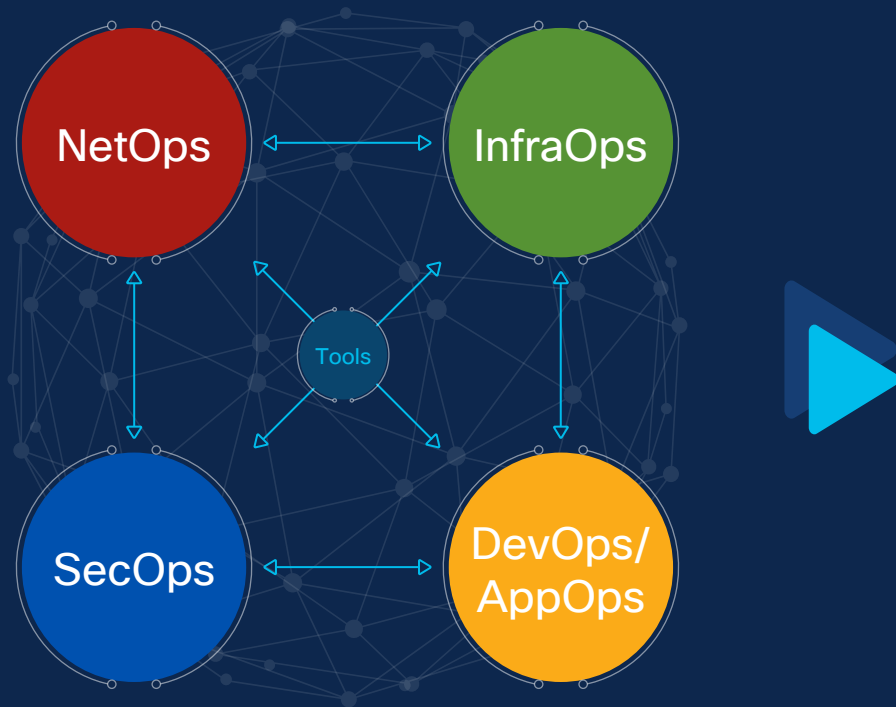
- Network and infrastructure complexity
- Challenges with variable application architectures
- Failure cascades

The siloed nature of IT teams and increasing amount of the tools they use creates challenges

Teams are responsible for domains impacting applications with real business impact, but they often operate in vacuums with little overlap



Creating connections between teams and the tools they use can revolutionize business outcomes



Benefits

- Enable connected teams to see beyond their primary environments
- Better understand your environments and the relationships between them to reduce time to issue resolution
- Efficiently mobilize monetary and human resources to more quickly improve the customer experience
- Unify tools to a single source of truth to connect teams and ease remediation across applications

Cisco FSO Strategy

Tiger





Social
Solo



Tactics
Ambush Hunter



Success Rate
5% - 10%



Falcon



Social
Solo



Tactics
Speed & Pursuit



Success Rate
40%



African Wild Dogs





Social
Pack Dependent



Tactics
Coordination &
Group Dynamics



Success Rate
60%-90%



Dragonflies



Social
Solo



Tactics
Intercept



Success Rate
95%



FSO Journey



Dragonfly

Pack Dogs

Falcon

Tiger

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FSO Journey

Hybrid Application Monitoring
Modern Application Monitoring

Individual Driven:

One to Two people in the organization that understand your environment end-to-end

Point
Solution



Falcon

Efficient Teams:

Better equipped to focus troubleshooting within siloes

Tiger



FSO Journey

Digital Experience Monitoring
Third Party Dependency Monitoring
Business Risk Observability

Efficient Teams:
Better equipped to
focus troubleshooting
within siloes

Pairwise
Integration



Coordinated Teams:
Enable Teams to
Coordinate across
Individual siloes

Pack Dogs

Falcon

FSO Journey

Cost Insights
Application Resource Optimizer
Business Risk Observability

Unity:

All teams acting in unison
to support Business
Outcomes

Dragonfly

FSO
Platform



Pack Dogs

Coordinated Teams:

Enable Teams to
Coordinate across
Individual siloes

FSO Journey



Dragonfly

Pack Dogs

Falcon

Tiger

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FSO Journey

Digital Experience Monitoring
Third Party Dependency Monitoring
Business Risk Observability

Efficient Teams:
Better equipped to
focus troubleshooting
within siloes

Pairwise
Integration



Coordinated Teams:
Enable Teams to
Coordinate across
Individual siloes

Pack Dogs

Falcon

Digital Experience – The User



Digital Experience Monitoring



Network & Application – See both environments in a unified view



Customer Experience – Follow a customer's experience from physical locations to mobile



Time to Innocence – Red, yellow, green view of Network, Infrastructure, & Apps



Correlation – Correlate data across both Network and Application in time, event, and incident

Value Chain

Digital
Experience
Monitoring

App
Dynamics

API via
OTEL

Thousand
Eyes

Application
Dependency
Monitoring





How Cisco FSO's customer digital experience monitoring works



Key Cisco differentiators

Scripted HTTP, API, and private synthetics with unrivaled geographic Points of Presence

Unified view of user, application, hybrid cloud, and network/infrastructure performance

Real user monitoring for both mobile and browser applications



Data sources

Application observability data

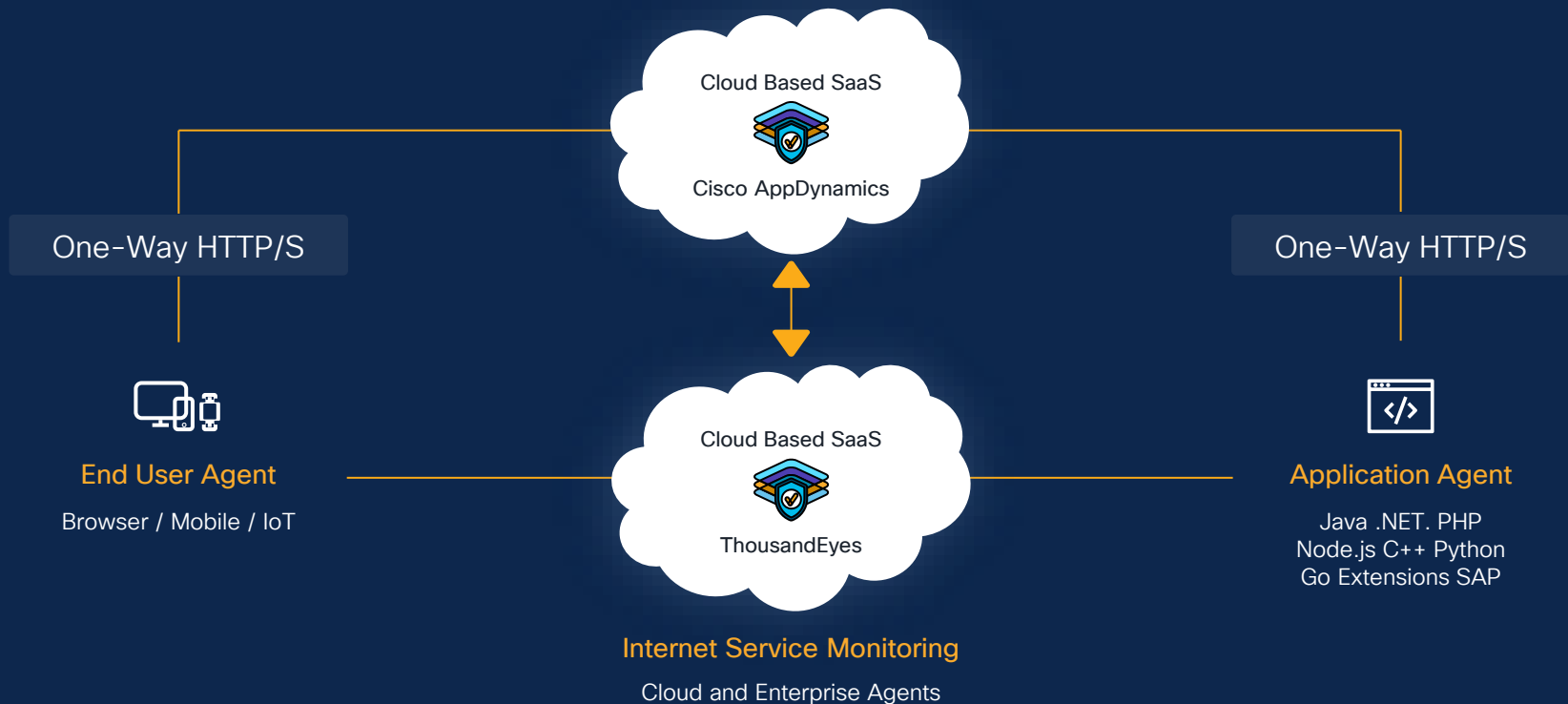
Network intelligence data



Core benefits

- Correlate business results with application, network, and internet performance
- Understand how application, hybrid cloud, and internet performance affect user experience
- Triage workflows across AppOps and NetOps
- Get end-to-end insight into user application experience, its underlying dependencies, and business impact

Customer digital experience monitoring architecture



Customer digital experience monitoring case study



Royal Caribbean offers adventurous cruise experiences to over 270+ destinations across 60+ countries that shoots to ensure a top-notch digital experience as their customers choose their dream vacation.

Read the [full story](#) on our site.



Challenge

- Lack of network visibility
- Network downtime issues
- Reactive management of IT issues



Solution

- Deployed Cisco AppDynamics and ThousandEyes for end-to-end service visibility of critical touchpoints and failure points



Result

- Achieved full visibility of business-critical applications
- Proactively respond to issues and decrease downtime and incidents
- Reduced MTTR by 50%

Digital Experience - The Third Party

Third Party Dependency Monitoring

Network & Application – See both environments in a unified view

3rd Party Performance – Understand 3rd party service impacts on the User Experience

Time to Innocence – Red, yellow, green view of Network, Infrastructure, & Apps

Correlation – Correlate data across both Network and Application in time, event, and incident

Value Chains

Digital
Experience
Monitoring

App
Dynamics

API via
OTEL

Thousand
Eyes

Application
Dependency
Monitoring



How Cisco FSO's application dependency monitoring works



Key Cisco differentiators

Gain visibility across enterprise, internet, and end-user devices to prioritize fixes based on business impact

Improve efficiency with greater visibility over network, internet, and other domains



Data sources

Application observability data

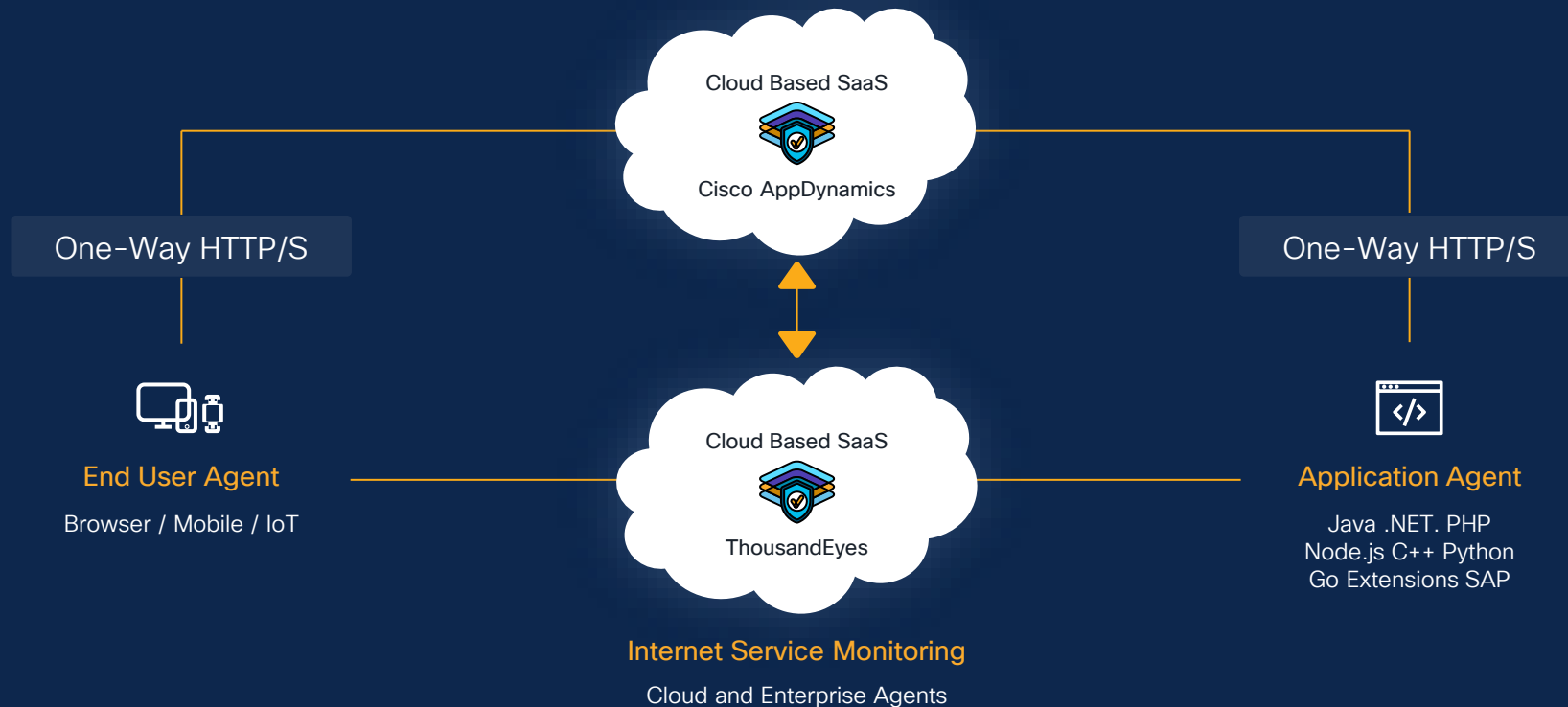
Network intelligence data



Core benefits

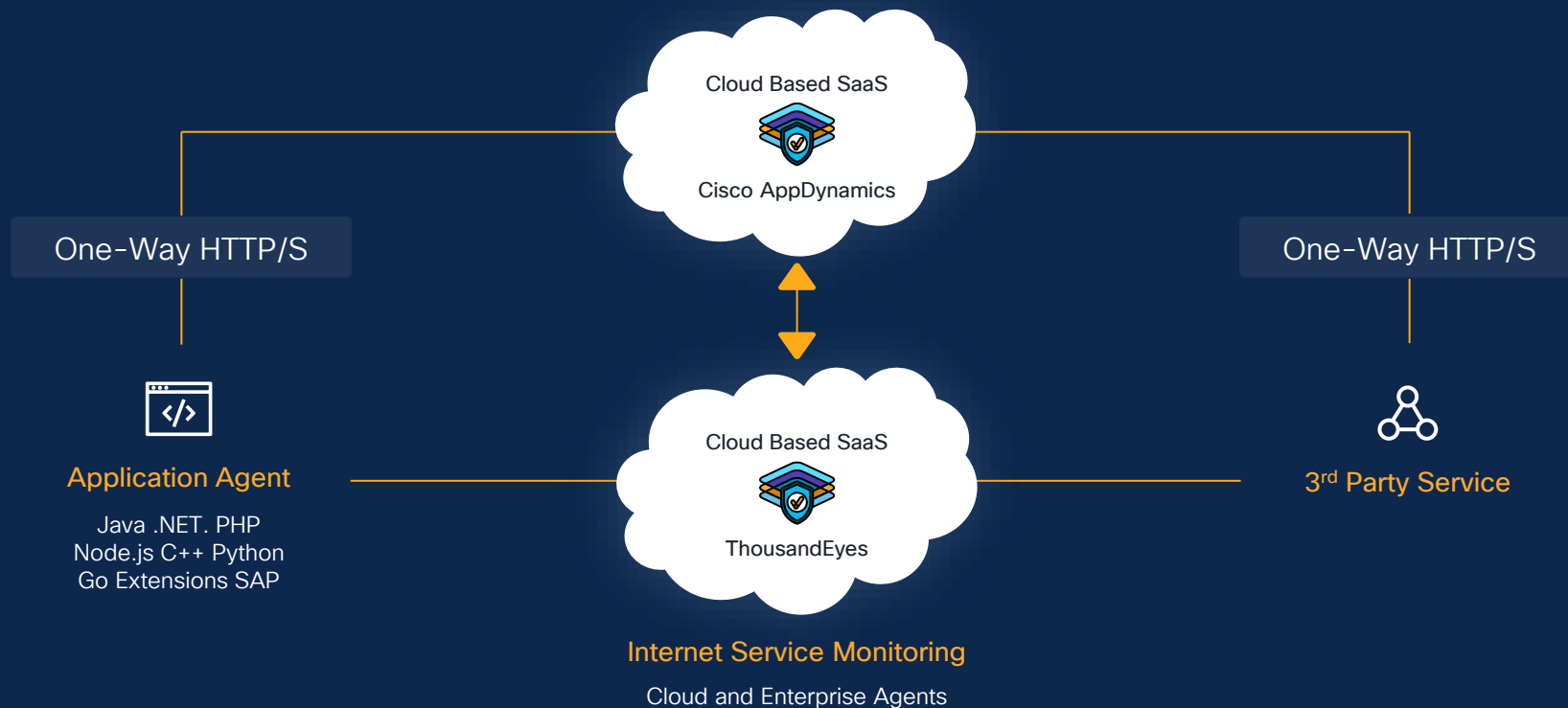
- Gain end-to-end visibility across your enterprise, internet, and end-user devices
- Streamline workflows by receiving actionable recommendations with pre-configured test templates
- Understand the performance of managed and unmanaged (third-party) application services and APIs

Customer digital experience monitoring architecture





Third Party Dependency monitoring architecture





Application dependency monitoring case study



First Abu Dhabi Bank (FAB) is the largest bank in the United Arab Emirates and is one of the country's most customer-focused institutions always looking to improve its services across a large portfolio of financial solutions, products, and services.

Read the [full story](#) on our site.



Challenge

- Lacked consistent performance data to track core performance indicators
- Siloed teams and operations creating further complexity



Solution

- Deployed Cisco AppDynamics and ThousandEyes to manage and monitor 180 applications
- Quickly noticed improvements for application performance and IT operations



Result

- Reduced P1 incidents to achieve 99.92% availability for key business applications
- Reduced MTTR for Cisco AppDynamics monitored workloads and business transactions

Demo

Customer Story

Coles



The background is an abstract composition of overlapping triangles in various shades of blue, ranging from deep navy to light sky blue, and a gradient of yellow and orange on the right side. The word "Video" is written in a clean, white, sans-serif font on the left side.

Video



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Tuesday	3:00pm – 7:00pm
Wednesday	11:15am – 7:00pm
Thursday	9:30am – 4:00pm
Friday	10:30am – 1:30pm

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We would love to know your feedback on this session!

- Complete a minimum of four session surveys and the overall event surveys to claim a Cisco Live T-Shirt



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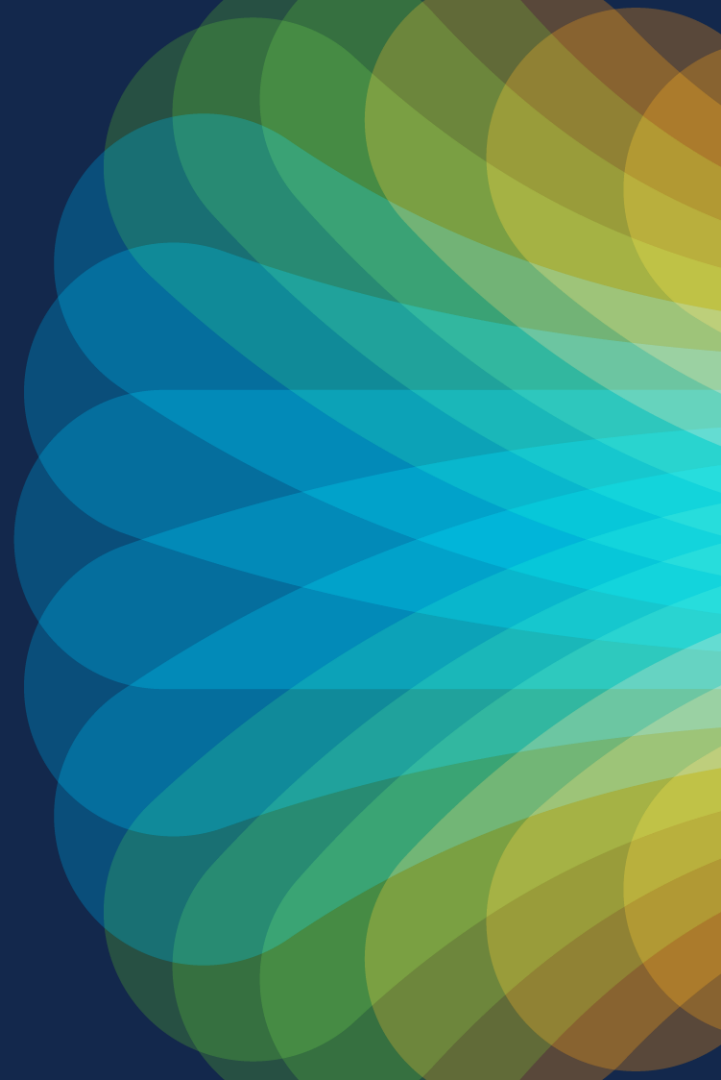


The bridge to possible

Thank you



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The background features a vibrant, multi-colored abstract design. On the left, there are horizontal, wavy bands of color in shades of red, orange, yellow, and green. On the right, a bright white light source emits a series of colorful rays in shades of blue, green, and yellow, creating a sunburst effect.

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Let's go

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