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The bridge to possible

Adopt Cisco Full-Stack Observability to Accelerate Cloud Migration

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BRKAPP-2632

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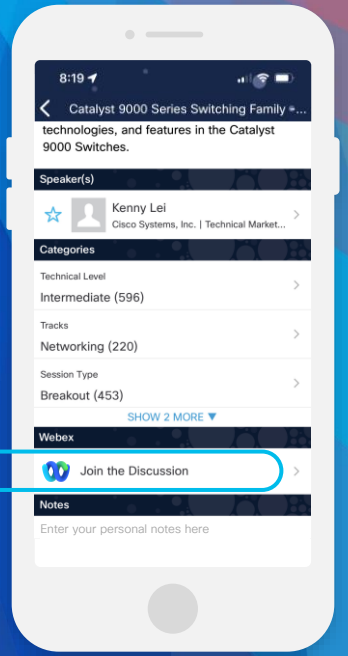

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Agenda

- 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 experience
- FSO & Cloud Marketplace use cases, demos
- Call to action

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Your big rock concerns

- Changing the way workflows are built, managed, run
- Security (enterprise to cloud)
- Data governance, integrity, visibility

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Our Customers:
Your cloud priorities are changing

Migrating more workloads to cloud

Optimizing cloud usage and costs

Advancing a cloud-first strategy

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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

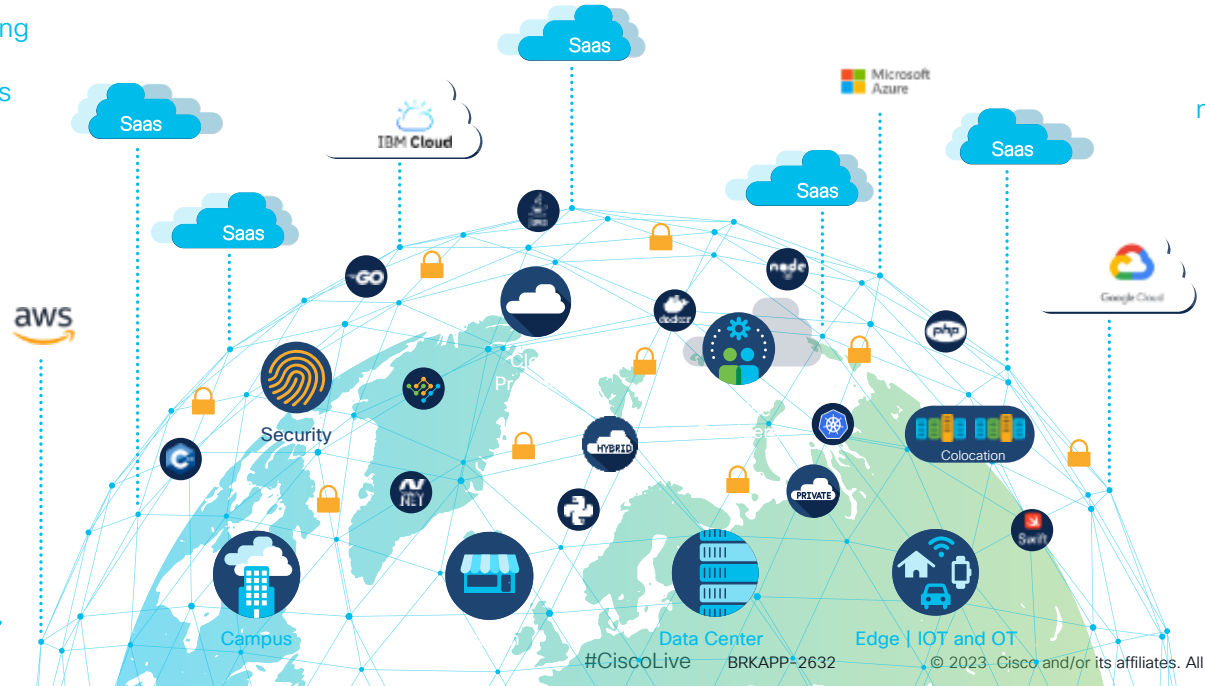
Configure and
segment
networks and devices

Enforce policies
for governance

Integrate and automate
infra with CI/CD tools

Map app
dependencies

Connect to
legacy systems



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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?

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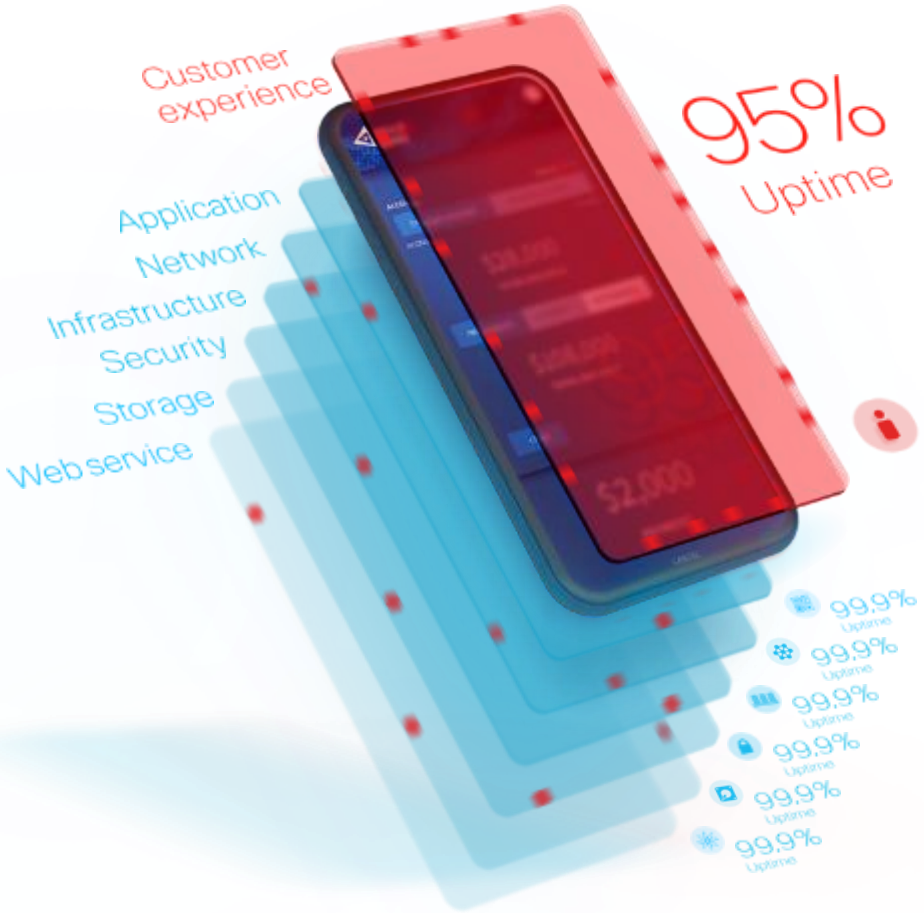
But with 66% of users saying they would avoid a brand completely if their experience isn't perfect, there's little room for error.

Source: AppDynamics App Attention Index 2019

Application experiences are

cumulative



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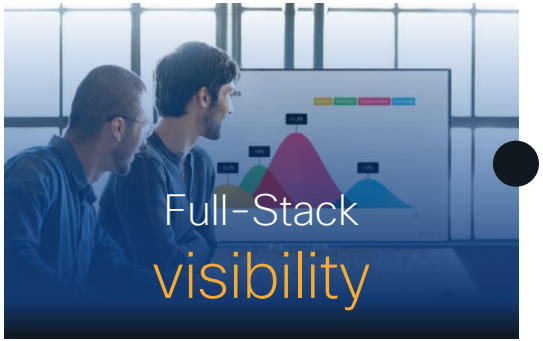
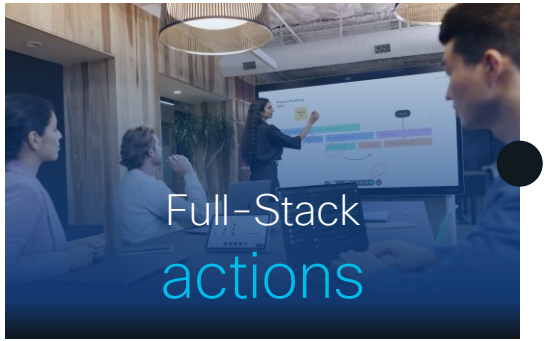
Full-Stack Observability from Cisco



Observable and optimizable technology stack

Application and business insights across stack



Prioritized remediations and optimizations across stack

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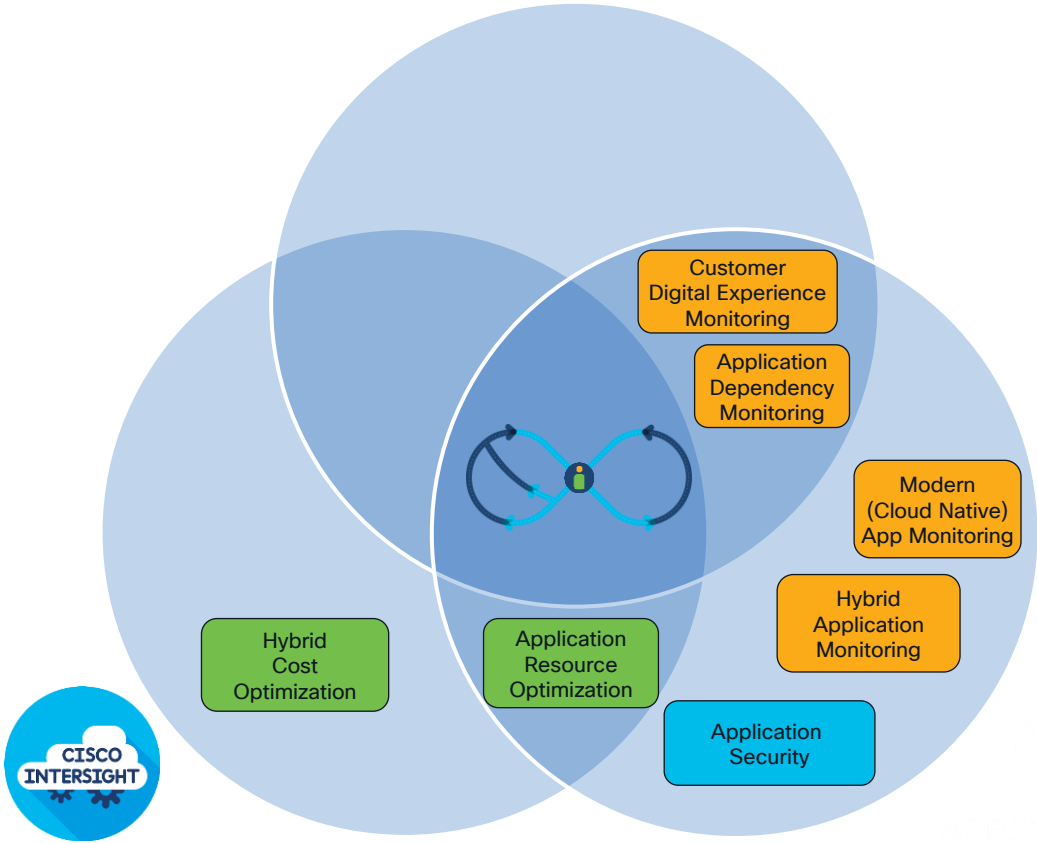
Full-Stack Observability Bundles

Performance

Optimization

Security



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The Cloud Migration Lifecycle

- Planning
- Mid - Migration
- Validation

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FSO Use-Cases – Applicable to Migration

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

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Planning – Dependency Mapping

Current State – Architecture

Application Dependency Monitoring

Mid Migration

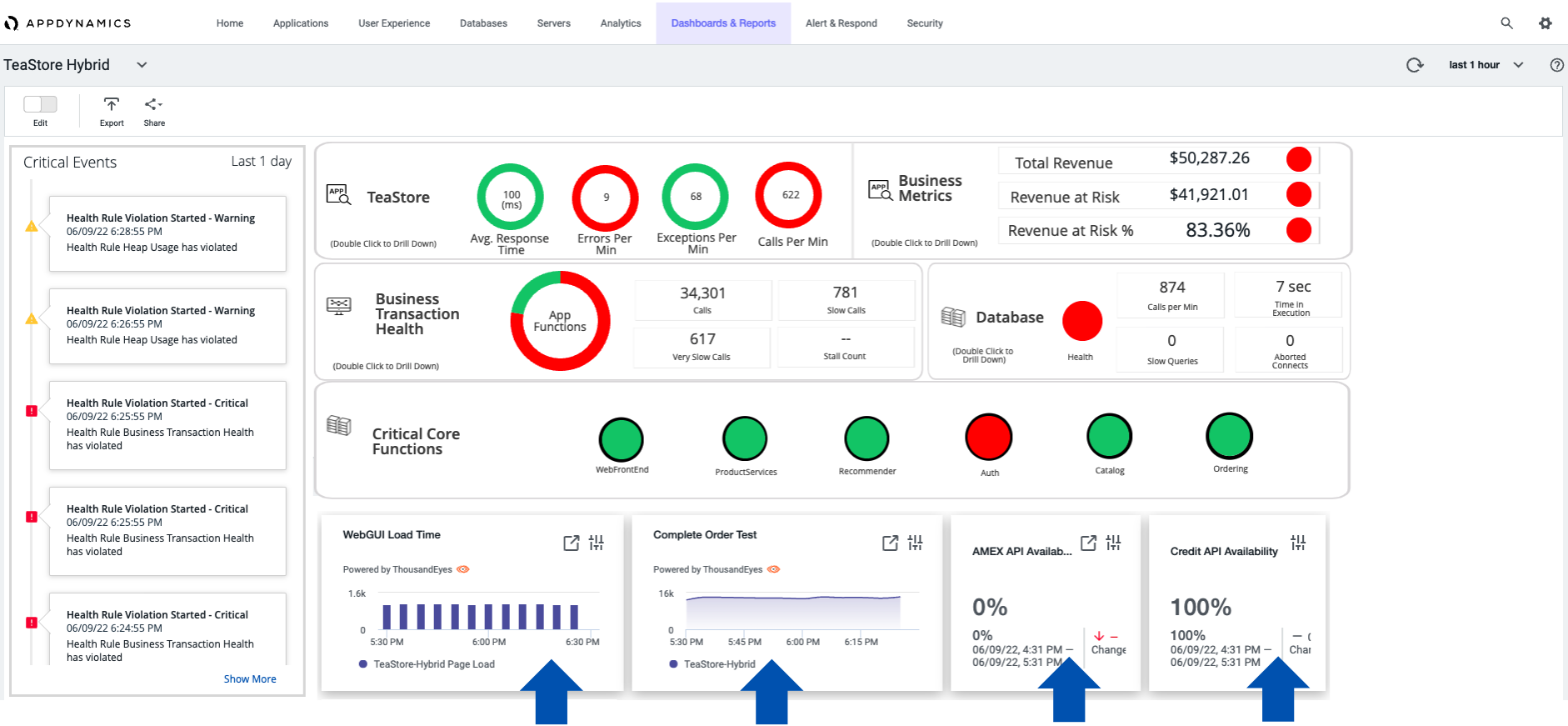
Migrated Workloads

Hybrid Monitoring

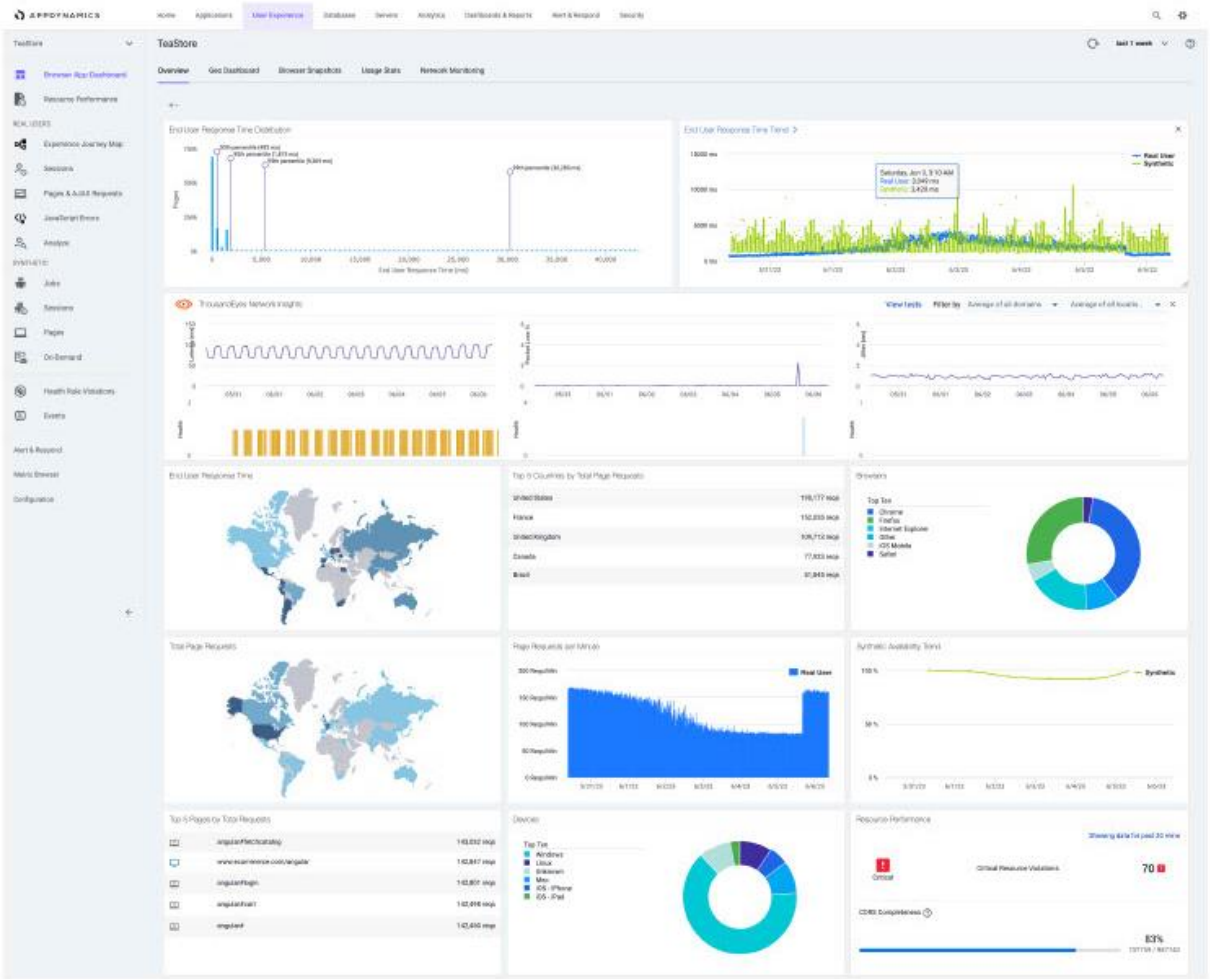
Validation

Validation – 360 degree

Customer Digital Experience Monitoring



Customer Experience



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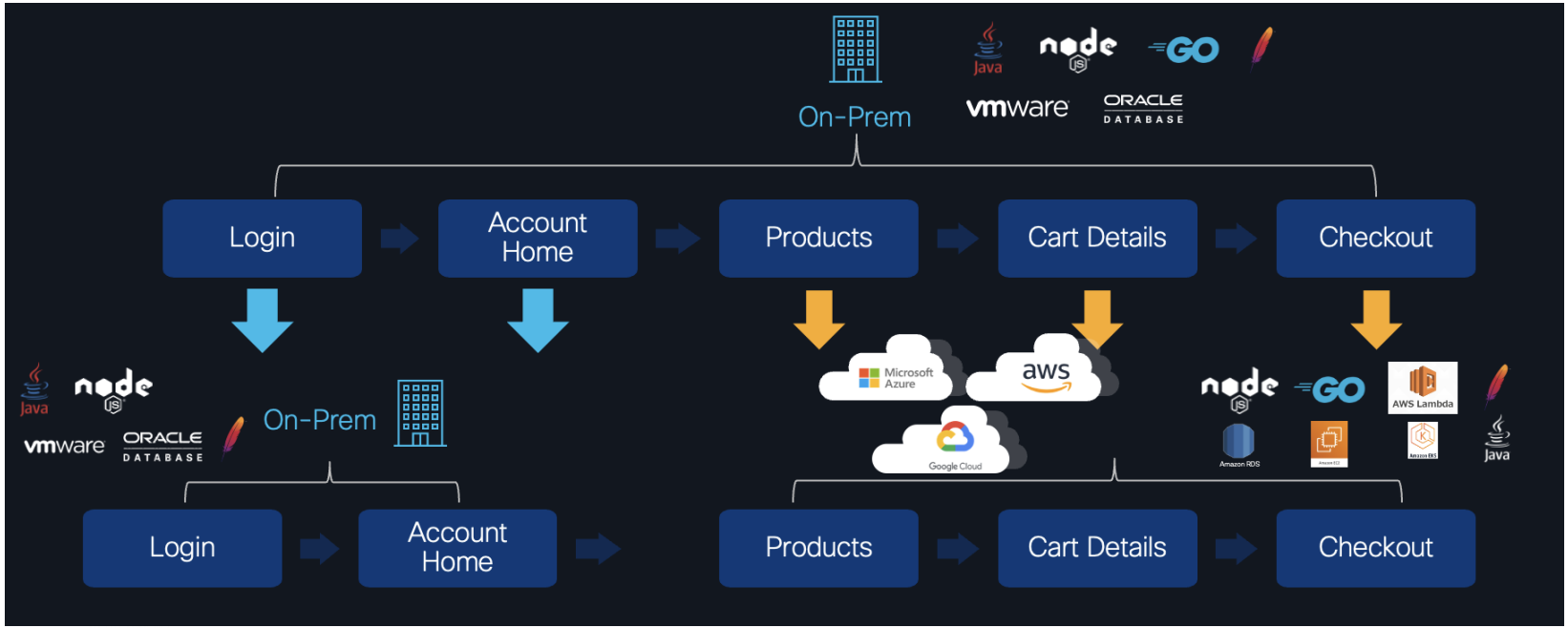
Demo

Tea Store Cloud Migration



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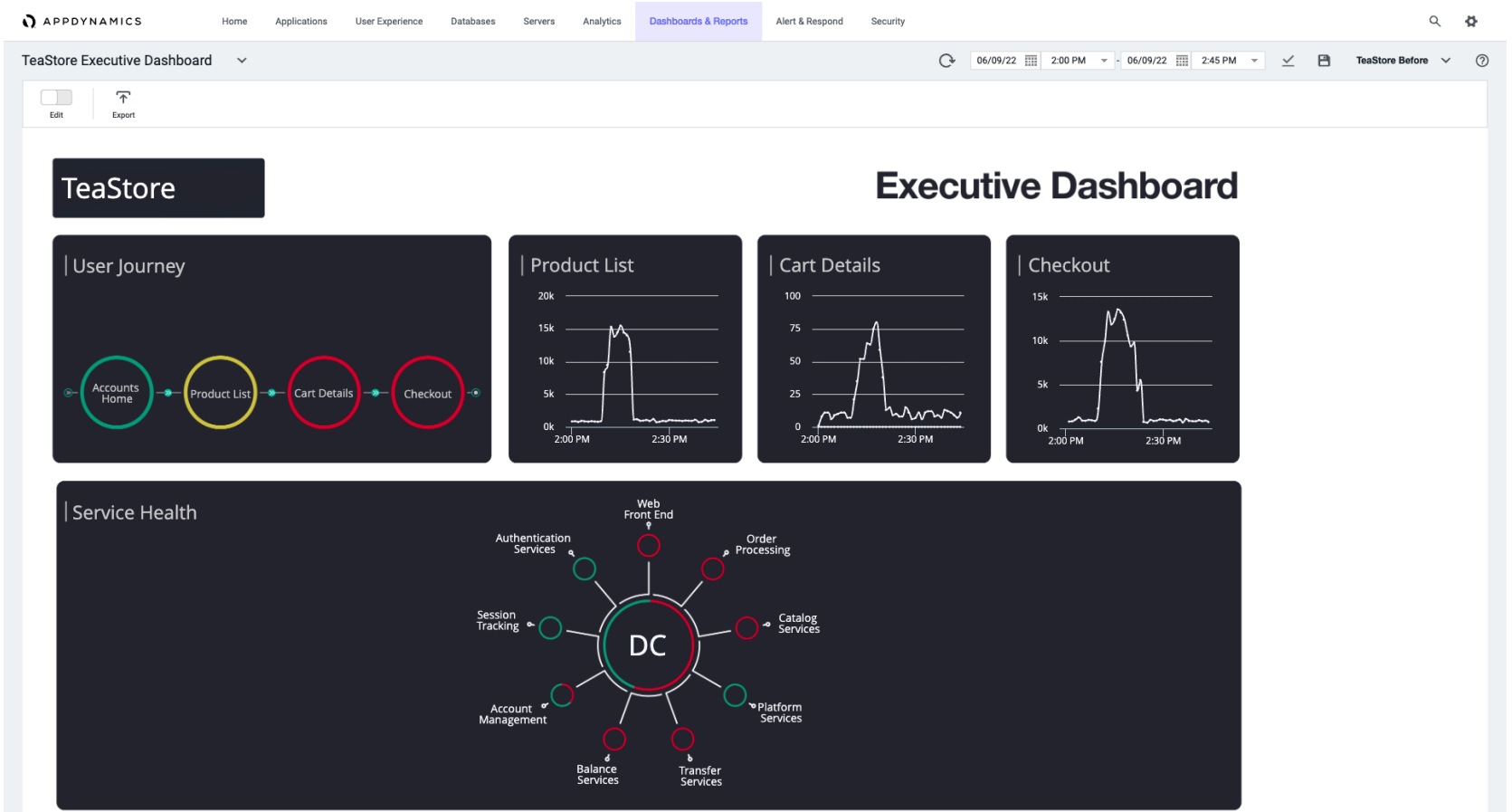
Showtime

Current State - Business

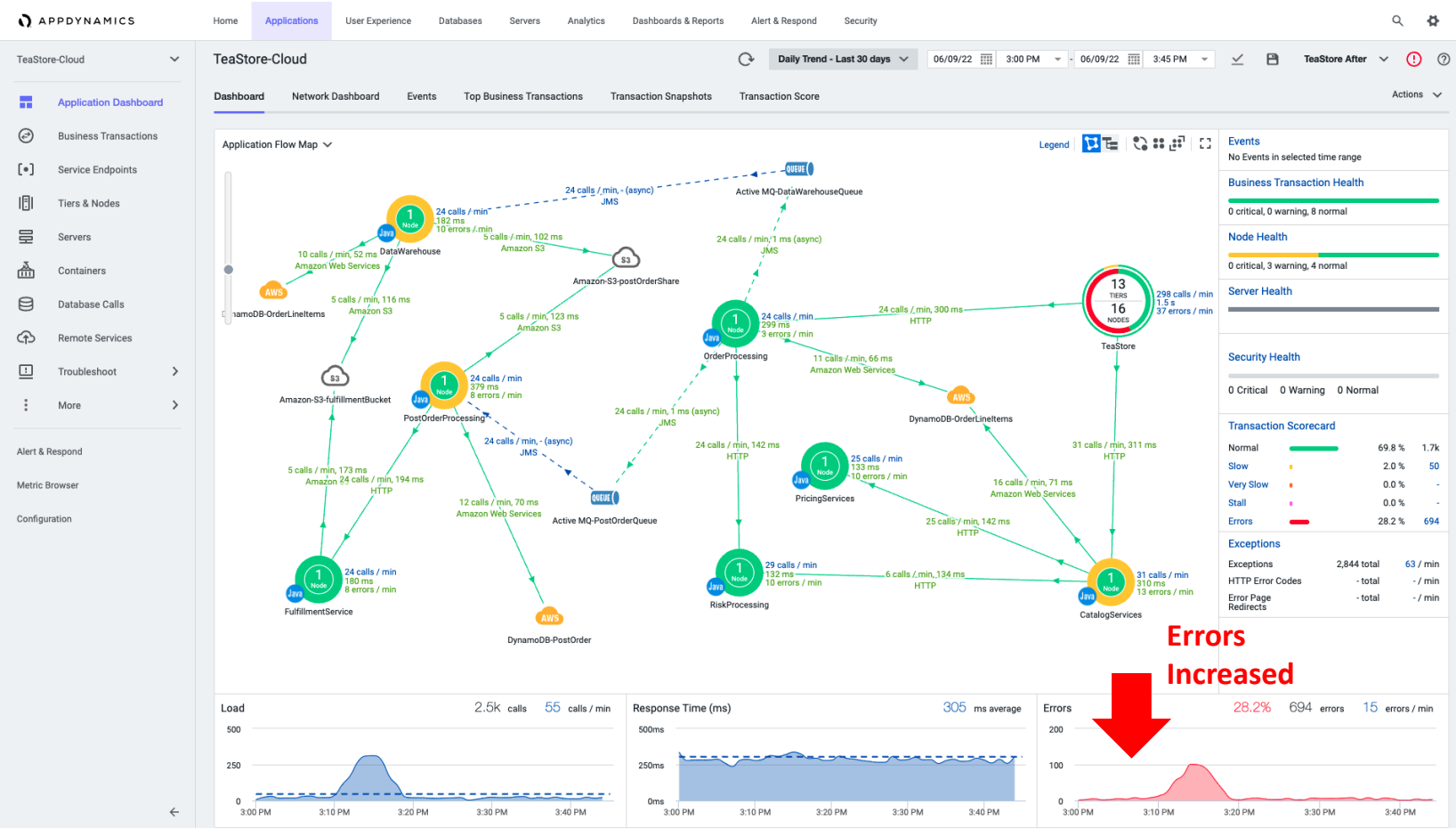


Current State – Architecture

Application Dependency Monitoring

Migrated Workloads

Cloud Native Monitoring



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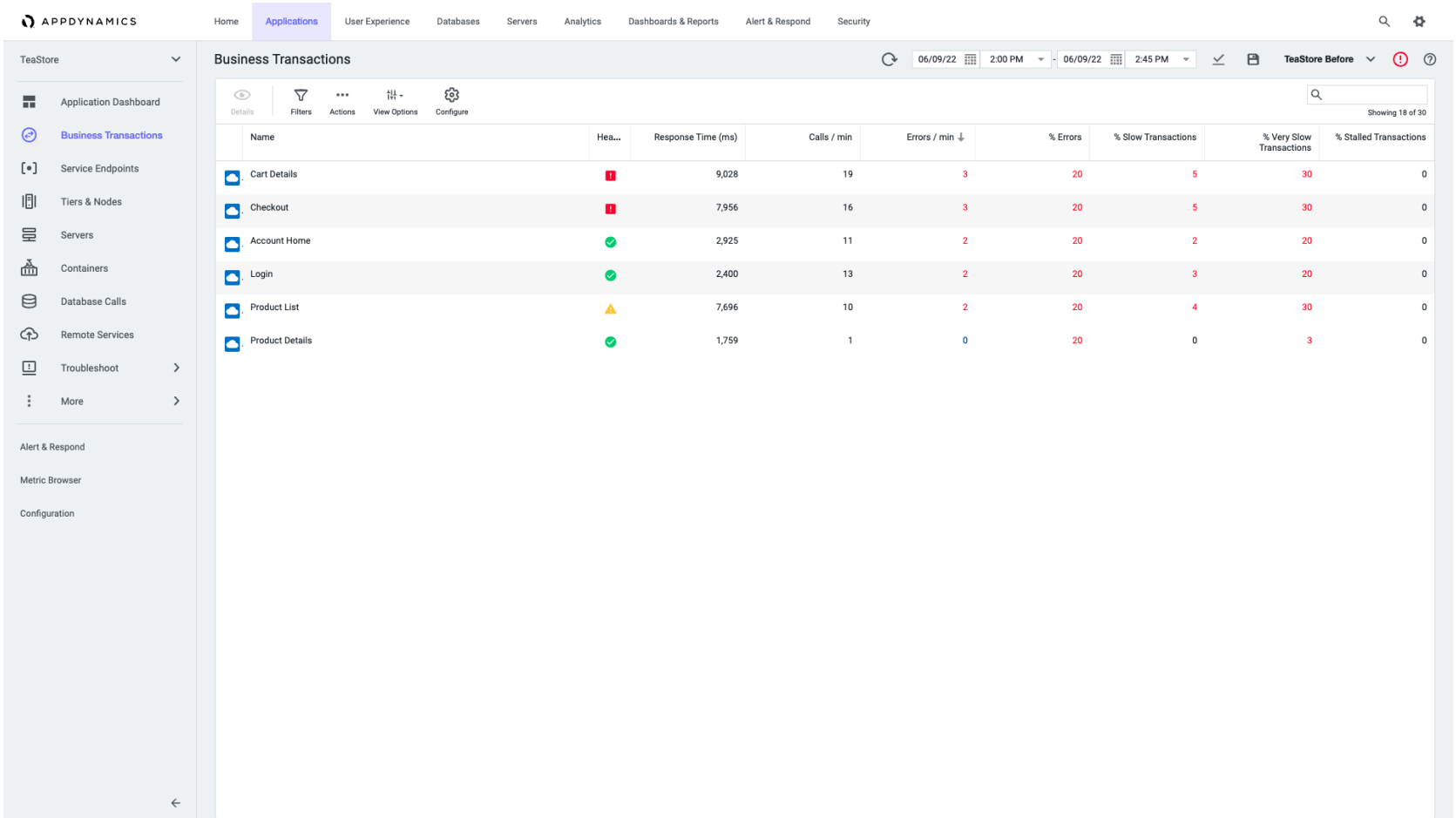

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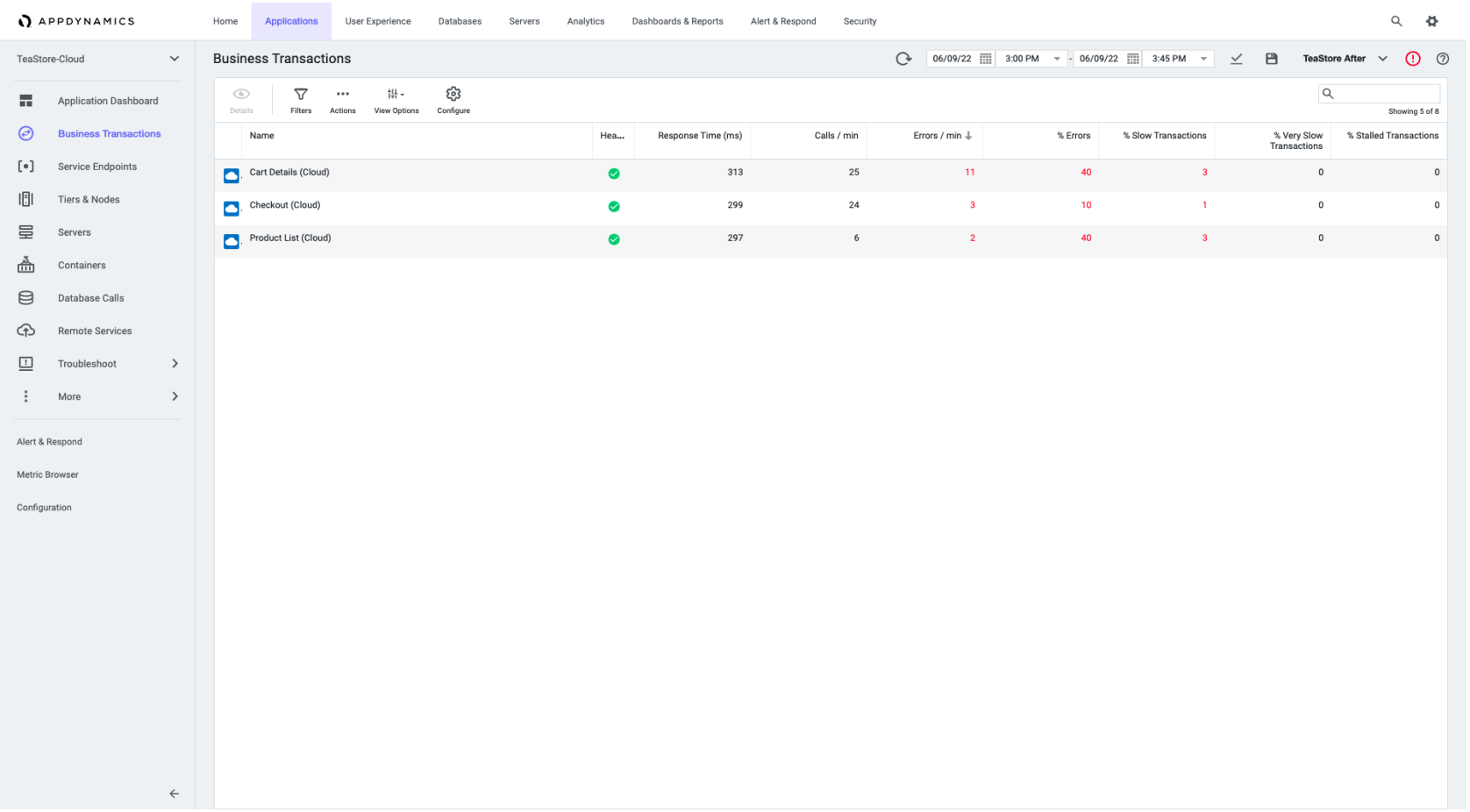

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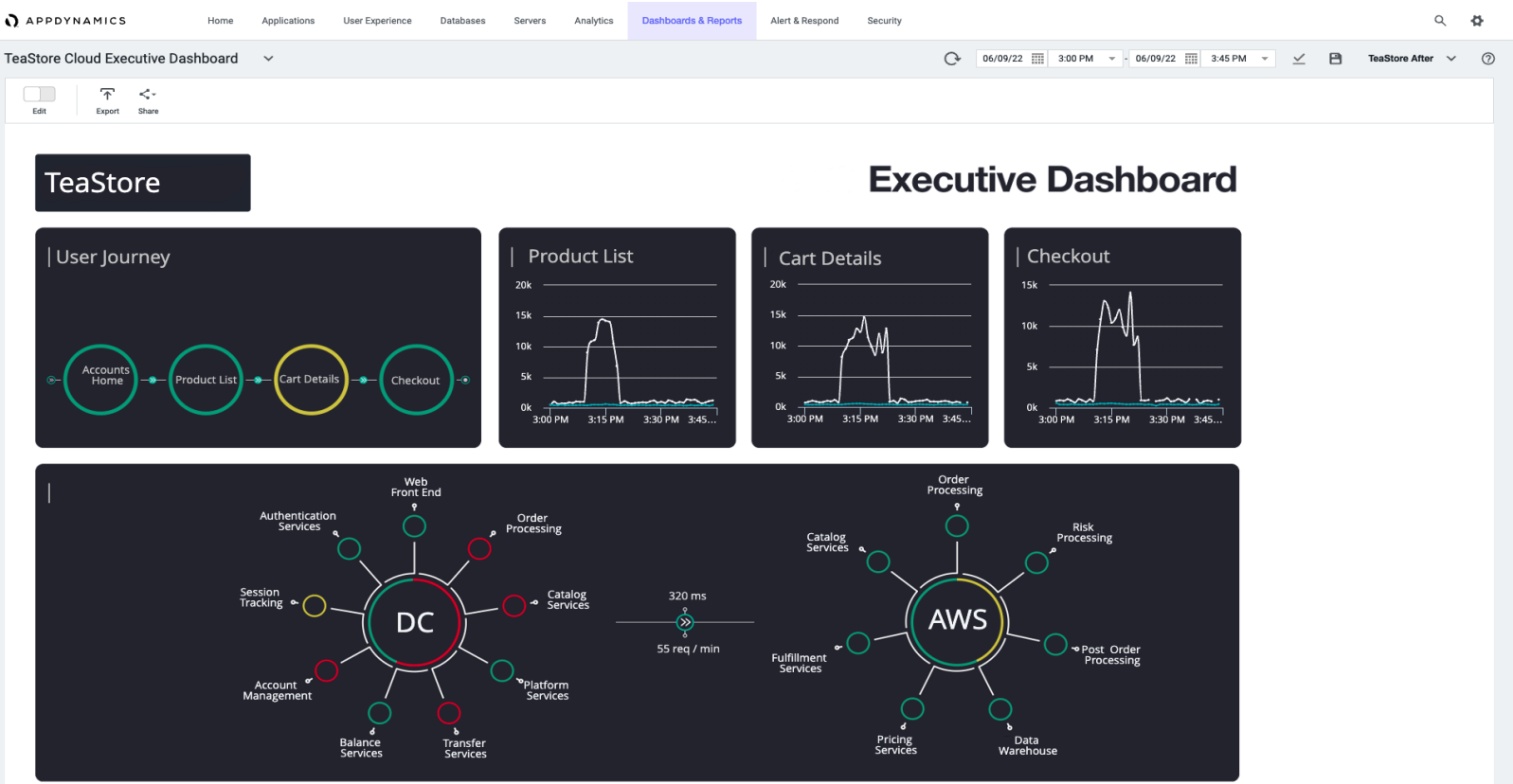

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Customer Case Study

Customer Case Studies

- Wyndham AWS migration:
- Nasdaq Monitoring to one Pain of glass Observability
- Alaska Airlines, Digital Guest Experience, Holistic Visibility, on Azure

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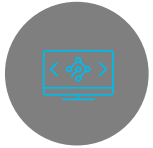
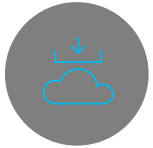
Calls to Action

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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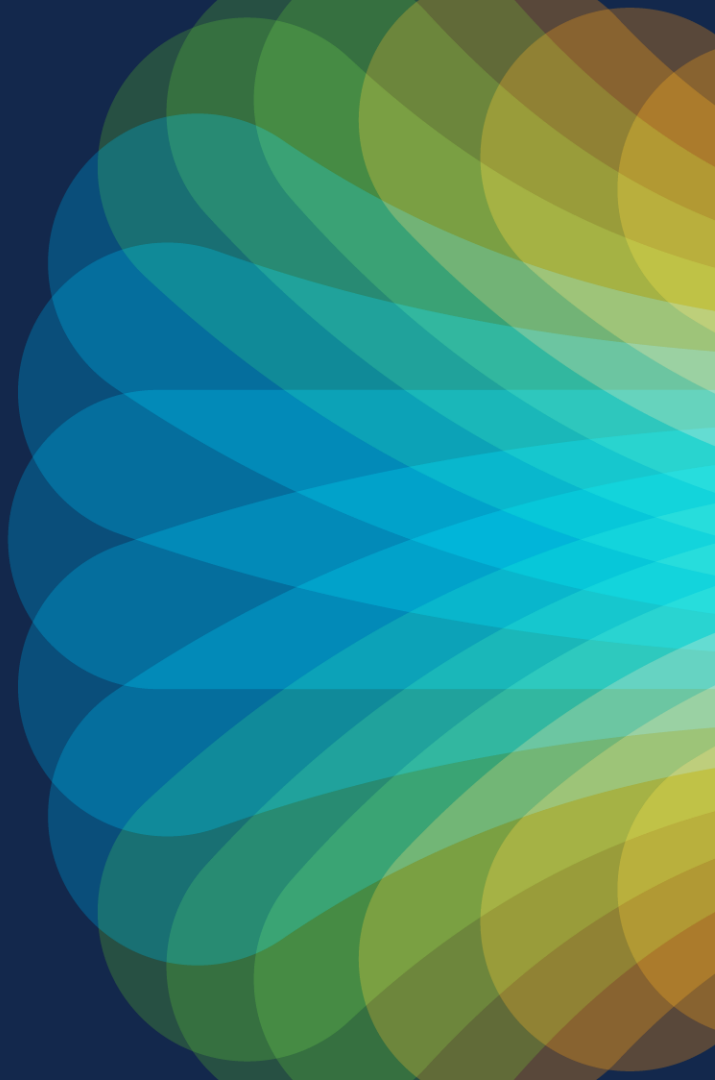
The bridge to possible

Thank you



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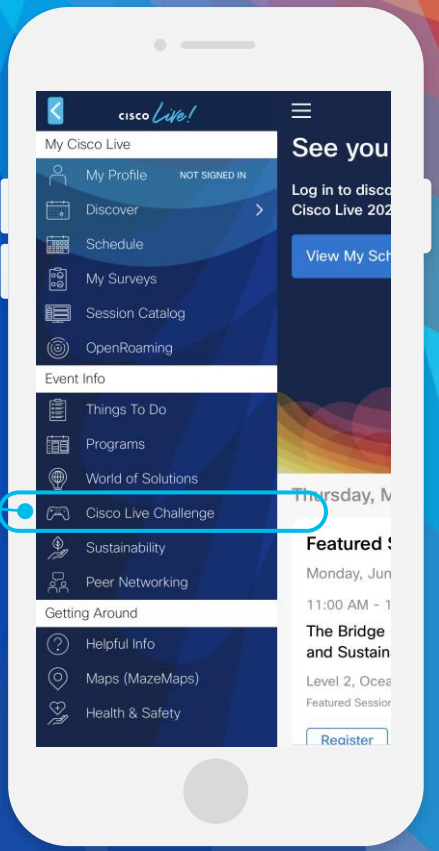

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