

The background features a vibrant, multi-colored abstract design. On the left, there are overlapping, wavy bands of color in shades of orange, red, and yellow. 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. The overall composition is dynamic and energetic.

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The bridge to possible

# Transform your business with reimagined applications

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Frank Lynn, Product Marketing Leader  
PSOGEN-1019

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# 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 9, 2023.



<https://ciscolive.ciscoevents.com/ciscolivebot/#PSOGEN-1019>

# Agenda

- Introduction
- Your applications will drive your success
- Maximize your applications' potential
- Reimagine and realize new user experiences
- Businesses are benefiting in countless ways
- Let applications drive your business forward

A woman with dark hair tied in a bun, wearing a grey blazer, is seated at a white desk, working on a laptop. She is looking down at the keyboard. The background is a bright, out-of-focus office space with large windows.

# Your applications will drive your success



A man and a woman are seated on a blue modular sofa in a modern office environment. The woman, on the left, is wearing a dark blue sleeveless top and a white lace skirt, and is pointing at a laptop on a white table. The man, on the right, is wearing a blue and white striped shirt and is gesturing with his hands while speaking. The background is a bright blue wall with a white pendant light hanging from the ceiling.

**The environments** on which the applications  
rely are becoming more complex and  
distributed.

# Applications completely transform business



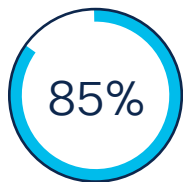
**Customer experiences**  
will differentiate you



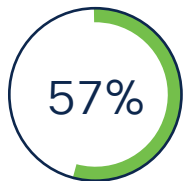
**Rethink how you**  
design your application



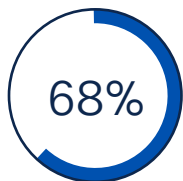
# The trends tell the story



85% say applications and digital services have become a critical part of how they go about their lives.



57% say brands have one shot to impress them and if their digital service does not perform, they won't use them again.



68% believe brands that offer a poor digital presence provide a negative experience.





# The trends tell the story



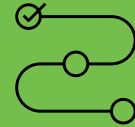
**There's growing  
reliance** on  
digital/cloud  
applications



**Security,**  
performance, and  
cost issues loom

010110  
110010  
001011

**IT** is feeling  
the pressure to  
prevent them



**More data** and  
analysis capability  
is needed

Cisco  
helps you get  
things done



A man with dark hair, wearing a dark purple sweater and large white over-ear headphones, is seated at a white table in a bright, modern cafe. He is holding a white coffee cup in his left hand and looking at a tablet computer in his right hand. The tablet screen displays a video call with a man who has a beard and is smiling. On the table, there is a small white saucer, a black smartphone, and a glass vase with purple flowers. The background shows large windows with a view of greenery outside, and other people are blurred in the background.

# Reimagine and realize new user experiences



# Carhartt – enabling exponential growth





# Cisco Full-Stack Observability transforms applications



**Applications**  
impact every  
aspect of  
your business



They can be  
**instrumental**  
in ensuring  
success



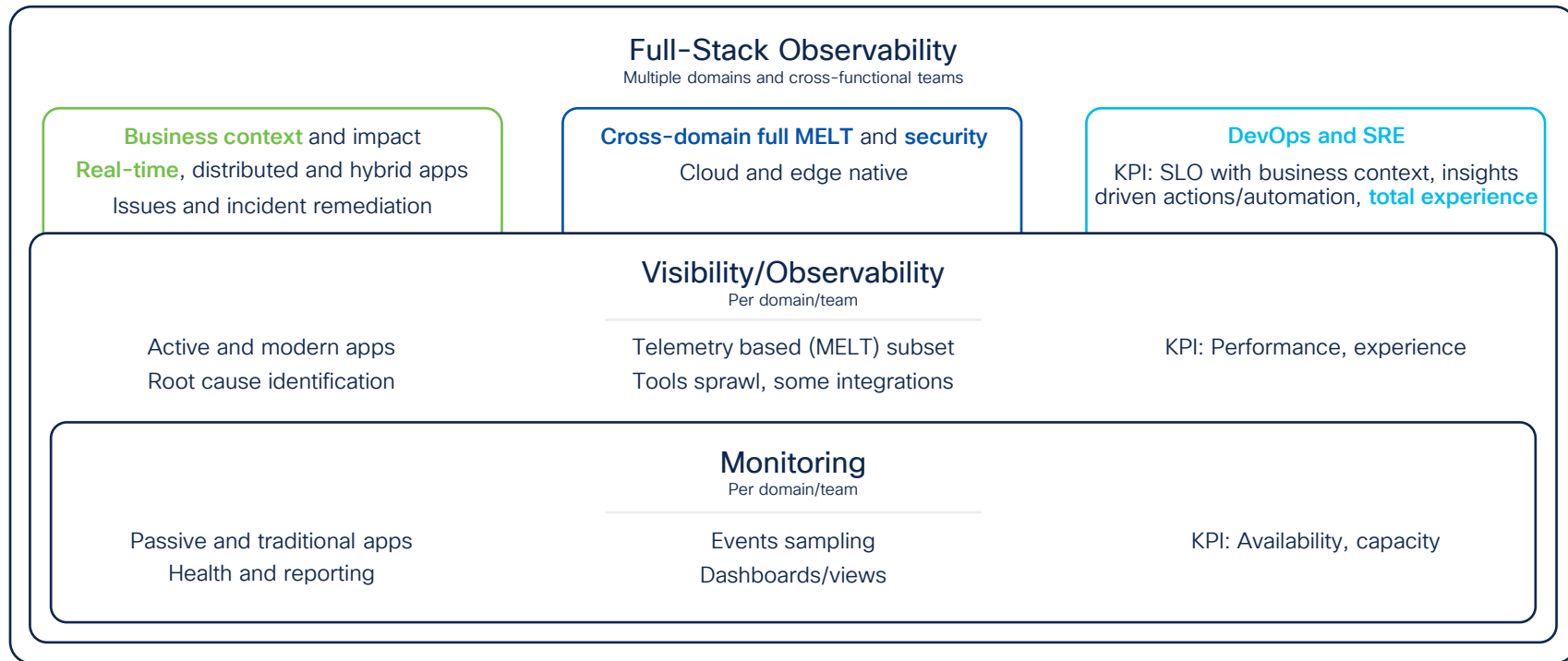
Now you can  
**reimagine**  
the way  
they work



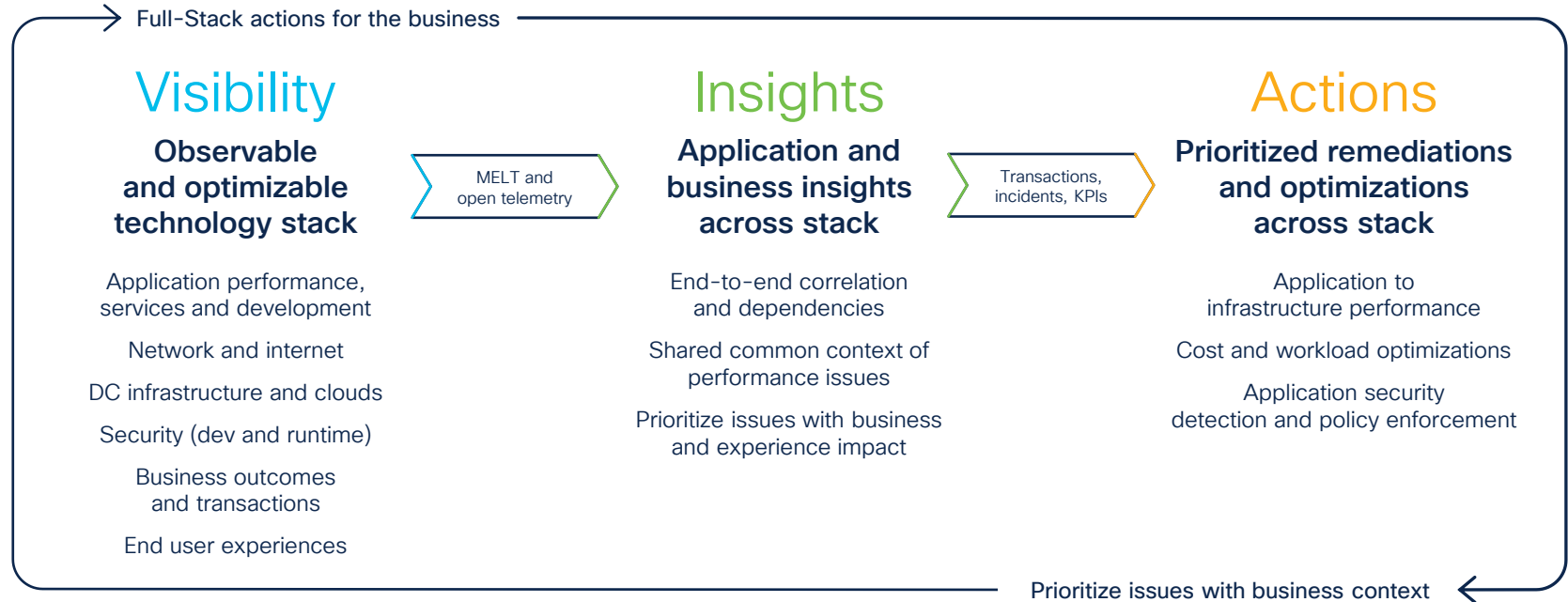
To improve  
**capabilities**,  
performance,  
experiences

# Builds on monitoring and visibility, and adds business context

## Cisco Full-Stack Observability



# Differentiated solution with business context



# Cloud Application Security

- Panoptica is a complete, end-to-end security platform for Cloud-Native application development environments
- Panoptica provides a policy-based approach to application security
- It provides visibility and remediation guidance for:
  - Containers
  - Kubernetes
  - Application Programming Interfaces (API)
  - Serverless functions
- Helps developers and security teams collaborate more effectively





# Don't miss these enlightening sessions



**Hybrid**  
work



**Transforming**  
your infrastructure



**Securing**  
your enterprise

# Fill out your session surveys!



Attendees who fill out a minimum of four session surveys and the overall event survey will get **Cisco Live-branded socks** (while supplies last)!



Attendees will also earn 100 points in the **Cisco Live Challenge** for every survey completed.



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

# Continue your education



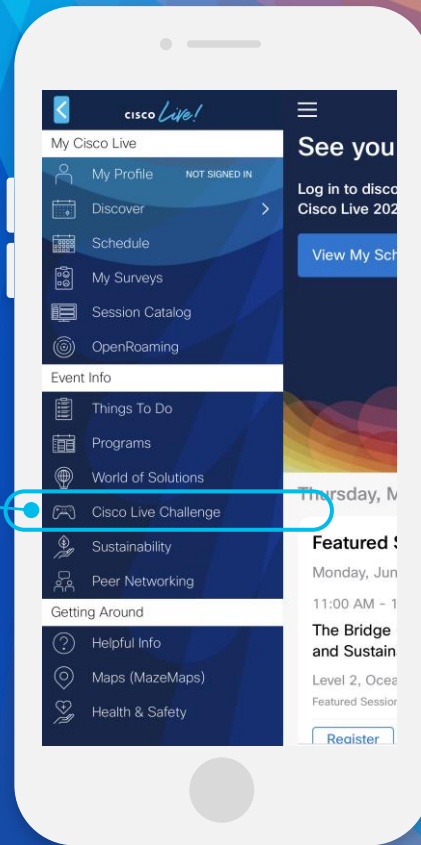
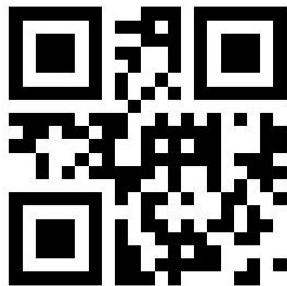
- Visit the Cisco Showcase for related demos
- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at [www.CiscoLive.com/on-demand](https://www.CiscoLive.com/on-demand)

# Cisco Live Challenge

Gamify your Cisco Live experience!  
Get points for attending this session!

## How:

- 1 Open the Cisco Events App.
- 2 Click on 'Cisco Live Challenge' in the side menu.
- 3 Click on View Your Badges at the top.
- 4 Click the + at the bottom of the screen and scan the QR code:





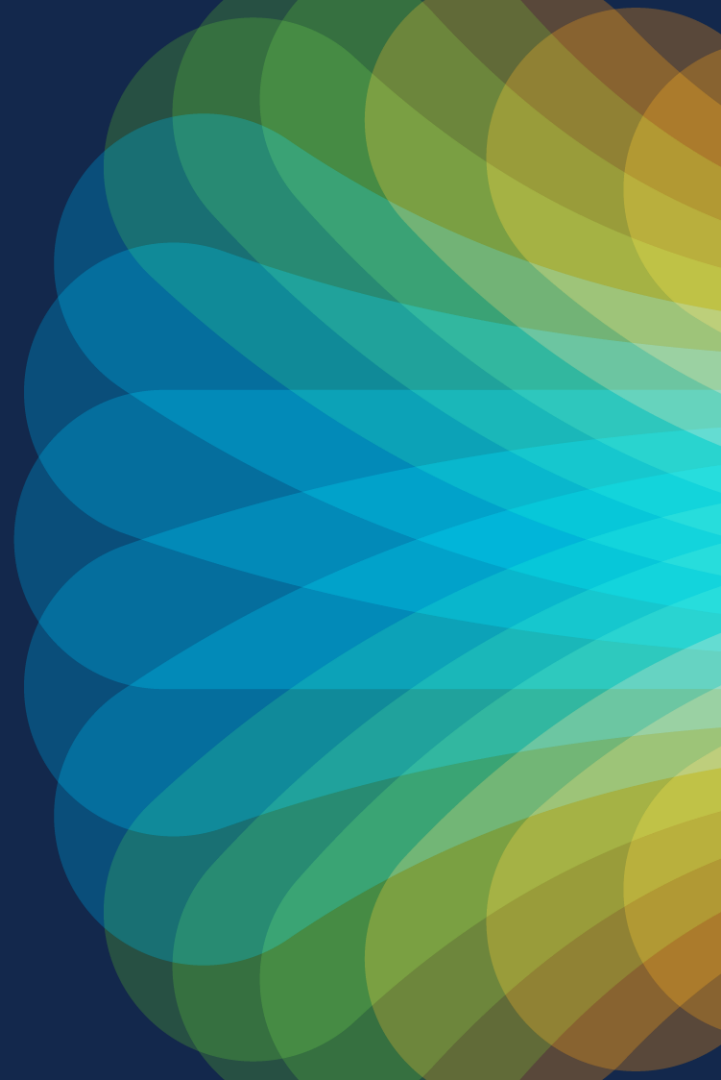


The bridge to possible

# Thank you



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The background is a vibrant, abstract graphic. It features a central bright white light source from which numerous colorful rays emanate, creating a sunburst or starburst effect. The rays transition through a spectrum of colors including yellow, orange, red, and various shades of blue and green. Overlaid on this are several large, semi-transparent, wavy shapes in similar color tones, giving the overall image a sense of motion and energy.

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