The bridge to possible

What is Full Stack Observability and How It Can Help You

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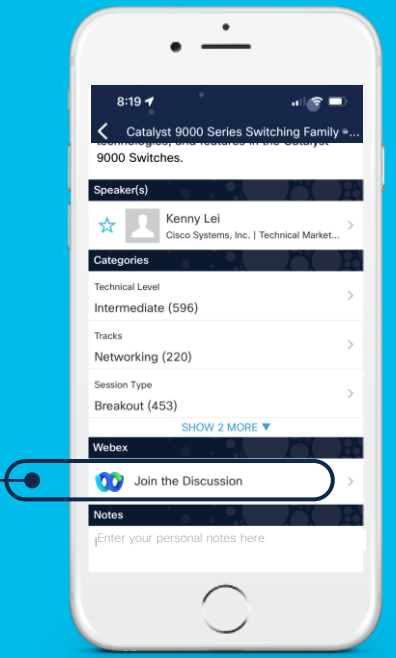

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Agenda

- Introduction
- What is Cisco Full Stack Observability?
- What are the use cases of Cisco FSO?
- Customer Interview – EasyJet
- Technology – Looking forward
- Conclusion

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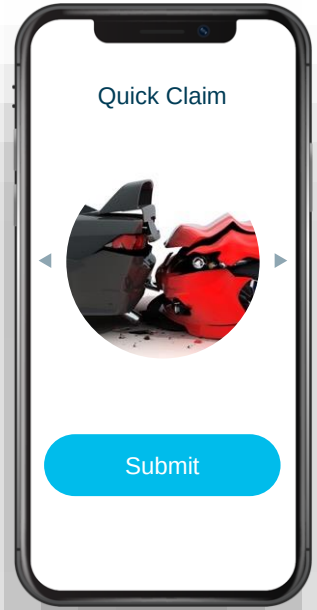
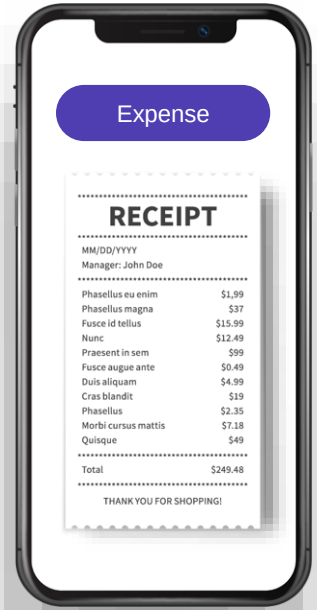
Introduction

In the next 3 years, 500 million new apps will be written,
almost all of them for the digital world

More than ever,
digital experiences are our way of life
80%
of customer interactions are now
digital in nature.

Applications are the front door





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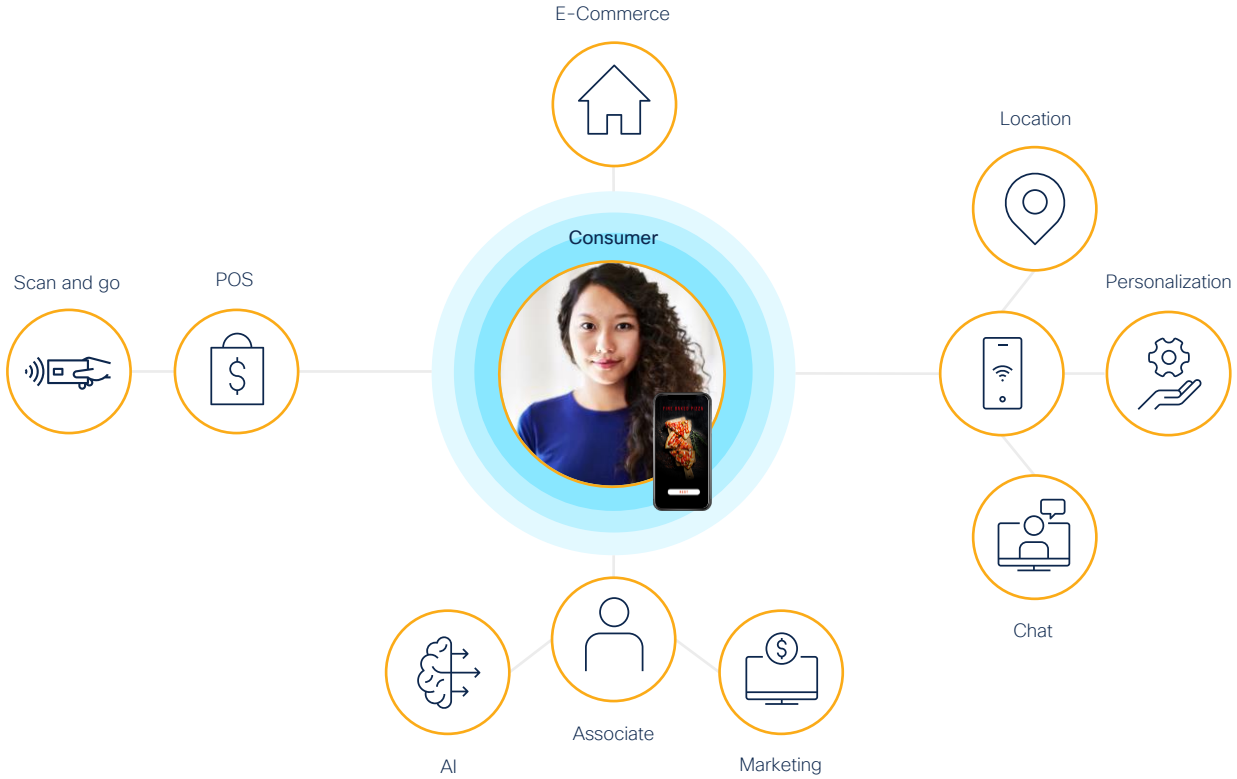
...to an evolving and expanding digital experience



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But the app landscape is complex

75% Wrestle overwhelming ‘data noise’, without the resources and support they need

85% Struggle to quickly cut through noise to identify root causes of performance issues

96% Face negative consequences of not having genuine visibility and insight into the performance of the whole technology stack

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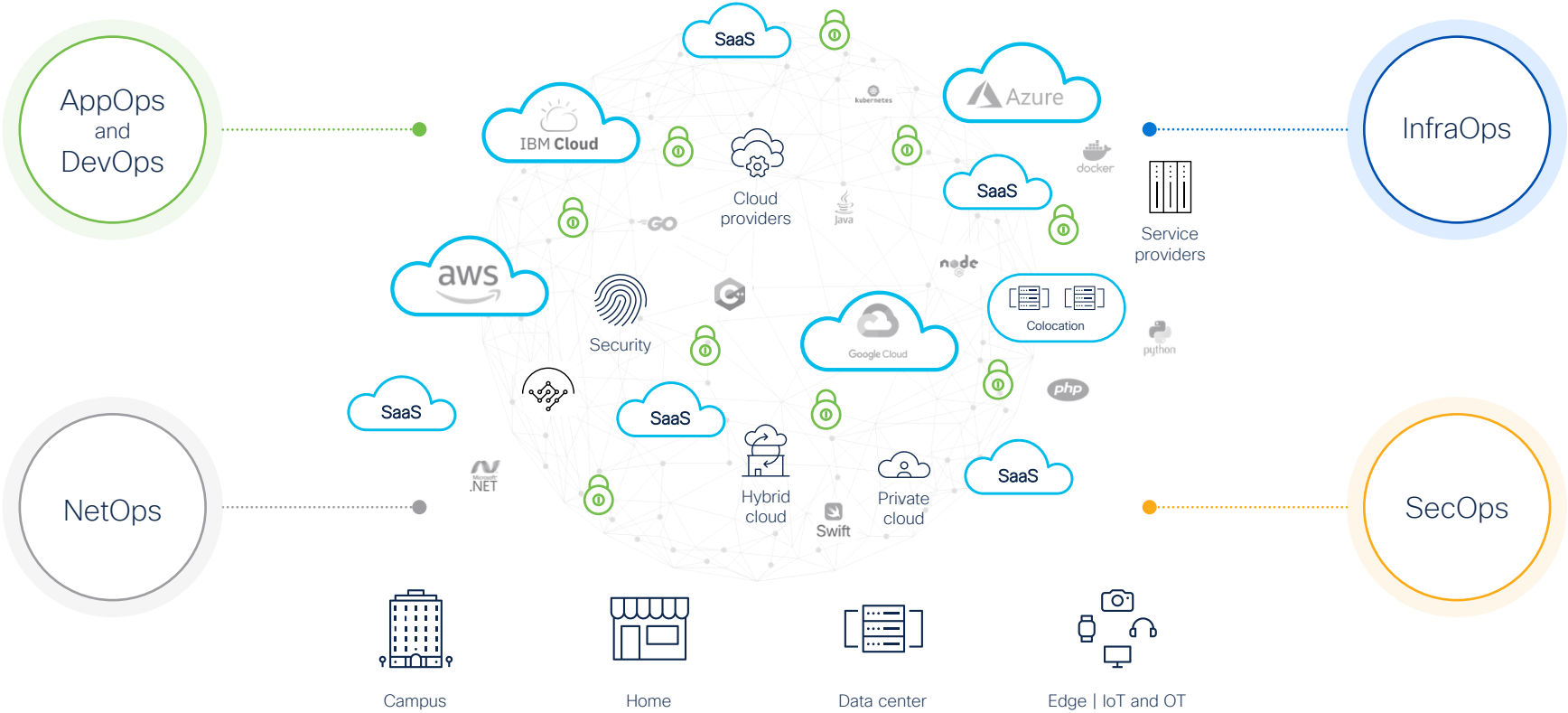
Islands of operations are inefficient and ineffective



There is no **business context**

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You need to see more to solve more.

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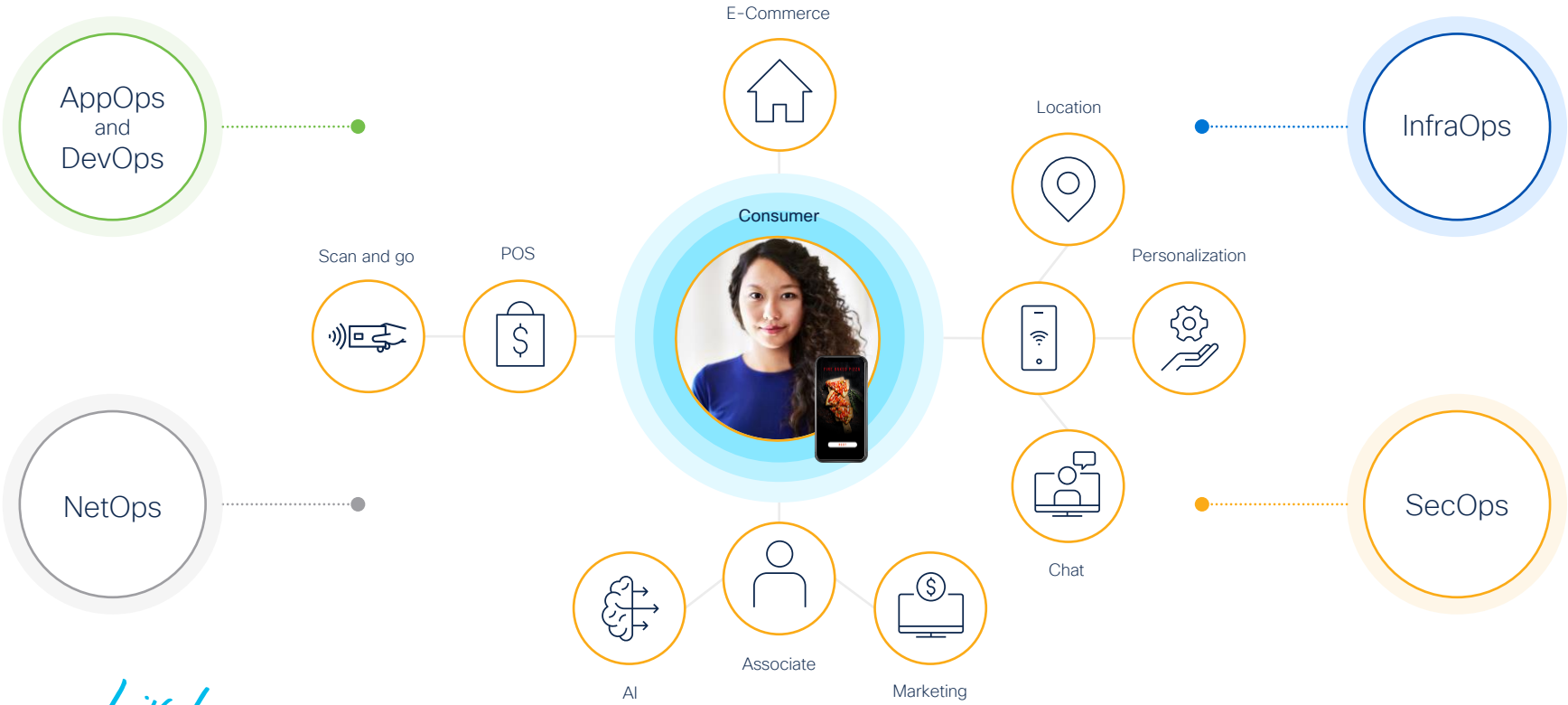
Your teams need to see the full stack of available data

Business context across the digital experience



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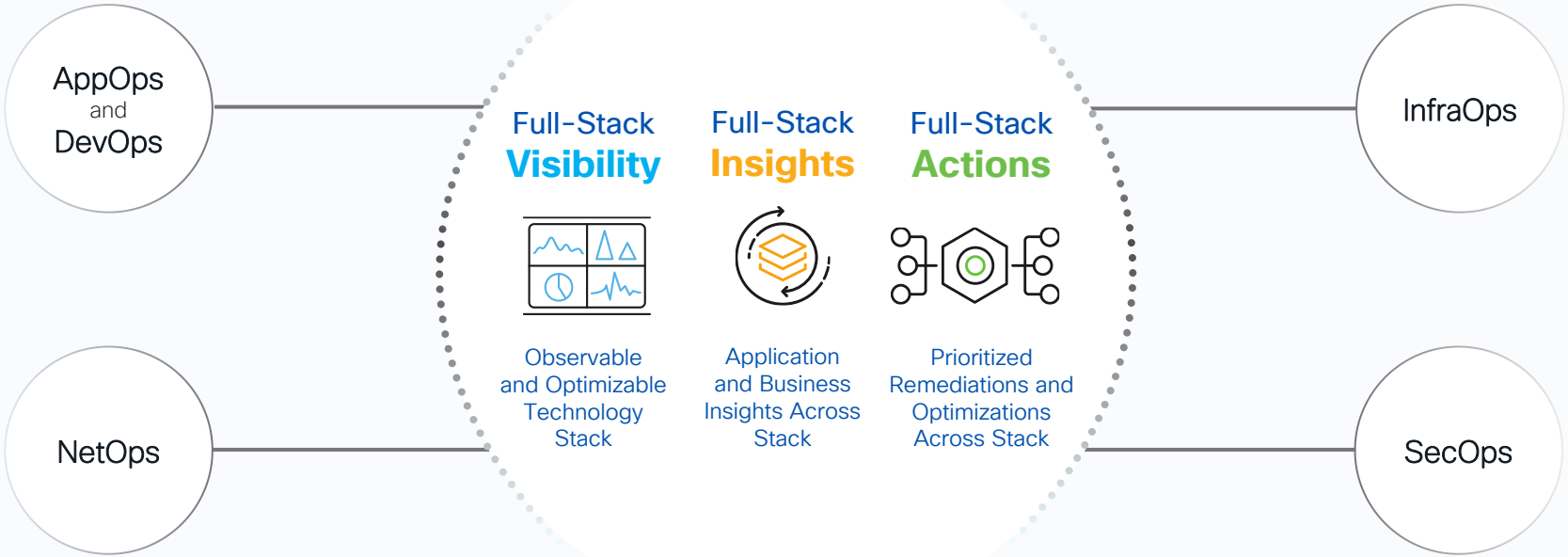
Cisco Full-Stack Observability



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Cisco Full-Stack Observability

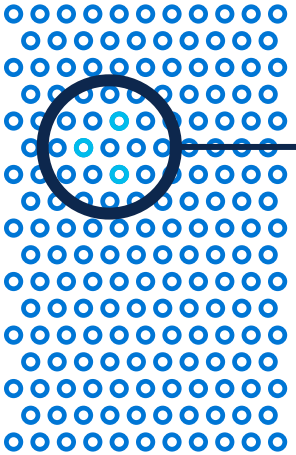
with Business Context

Prioritize issues with Business Context

Full-Stack Visibility
Tech Stack M.E.L.T & OTL

Full-Stack Insights
Application
Business & Experiences

Full-Stack Actions
Remediations & Optimizations



- Log in
- Review options
- Select Toppings
- Add to cart
- Pay with Credit Card

- Revenue
- Conversion
- 3rd Party SaaS service
- User journey

- App API Call Remediations
- Payment Service Routing Optimization
- Cloud Instance Scale Down

Full-Stack actions for the business

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Full Stack Observability Use Cases

PERFORMANCE | OPTIMIZATION | SECURITY

Hybrid Application Monitoring

Correlate performance and application experience to business results and proactively remediate issues.

- Gain deep app insight to continually improve performance and user experience.
- Understand the correlation between app performance, user experience, and business impact.
- Connect teams across domains and correlate risk with outcomes.

Make better decisions from the code-level to the C-Suite and beyond.

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PERFORMANCE | OPTIMIZATION | SECURITY

Modern Application Monitoring

Monitor performance of cloud native applications that leverage distributed cloud hosted technologies.

- Identify and resolve infrastructure-related performance issues across cloud hosted environments.
- Empower dev teams with future-ready capabilities that accelerate innovation.
- Efficiently optimize distributed cloud hosted resources and minimize costs.

Cut through the complexity and future-proof your investments.

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Application Dependency Monitoring

Understand external network dependencies negatively impacting user experience through increased visibility.

- Eliminate blind spots with real-time visibility from the end user to the application.
- Identify dependencies from the internet to the public cloud to enterprise networks.
- Correlate insights across application transactions—all the way down through the network path and internet routing.
- Deeper integration between AppDynamics and ThousandEyes to support assessment and urgency of issues.

Ensure app performance is driving business outcomes.

PERFORMANCE | OPTIMIZATION | SECURITY

Digital Experience Monitoring

End-to-end visualization of user, application, hybrid cloud, and internet performance.

- Visualize in one place the user, application, hybrid cloud, and internet performance.
- Manual correlation of business performance with application and internet performance.
- Deeper integration between AppDynamics and ThousandEyes for end-to-end experience and faster remediation

See and take action across the entire digital experience with relevant context.

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Hybrid Cost Optimization

Lower costs by paying only what you need in public clouds and safely increasing utilization of on-premises assets.

- Avoid public cloud over-provisioning and the associated cost overruns.
- Ensure application performance without incurring unpredictable public cloud costs.
- Avoid the underutilization of on-premises infrastructure.

Ensure application performance and operational efficiency.

App Resource Optimization

Tie infrastructure resourcing decision to the user experience

- Dynamically optimize resources and maximize positive business impact.
- Get visibility into how infrastructure resources are impacting user experience.
- Always deliver the best experience, no matter the load/stress put on the system.

Focus on your digital innovation initiatives and not infrastructure resources.

Application Security

Simplify the lifecycle of vulnerability fixes and security incidents by creating shared context across application and security teams.

- Identify vulnerabilities and threats within applications in production.
- Protect applications against threats and attacks in real-time
- Correlate security and business impact to prioritize remediations and compliance.
- Business Risk Observability - integrating Kenna Risk Meter Score Distribution, Panoptica for API Security, plus Talos to integrate threat feed intelligence, all directly into Full-Stack Observability.

Catch exploits in moments, not months.

Customer Interview with EasyJet

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INTRODUCING easyJet

*2019 data

+96MILLION passengers annually*

14,500 employees and growing

152 Airports

36 Countries

986 Routes

327 Aircraft

Award winning

NET-ZERO by 2050

THE MOST AMBITIOUS AIRLINE ROADMAP TO-DATE

easyJet

We want to be Europe's most loved airline – winning for our customers, shareholders and our people, by making low cost travel easy.

INNOVATING WITH DATA

Using the millions of data-points we collect to make smart decisions and shape the future of travel, as the world's leading data driven airline.

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New Feature!!

Application Security

KENNA Security

TALOS

CONSUMER: AppOps + SecOps

OBJECTIVE: Protect organizations and users from attacks, outbreaks and vulnerabilities with unified business performance and security observability

Available now

- Protect against vulnerabilities in runtime
- Identify vulnerabilities and threats and tie to business context (via business transactions) to prioritize remediation
- Business Risk Observability

Breaking news

- Elevate engagements w/ Business Risk, extend to new opportunities (regulatory, compliance)
- Integrate Business Risk scoring into dashboards & offers

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Business Risk Observability

Application Security

Runtime Business Transactions (AppDynamics) + API security (Panoptica) + Vulnerabilities Scoring (Kenna Security) + Threat Response (Talos)

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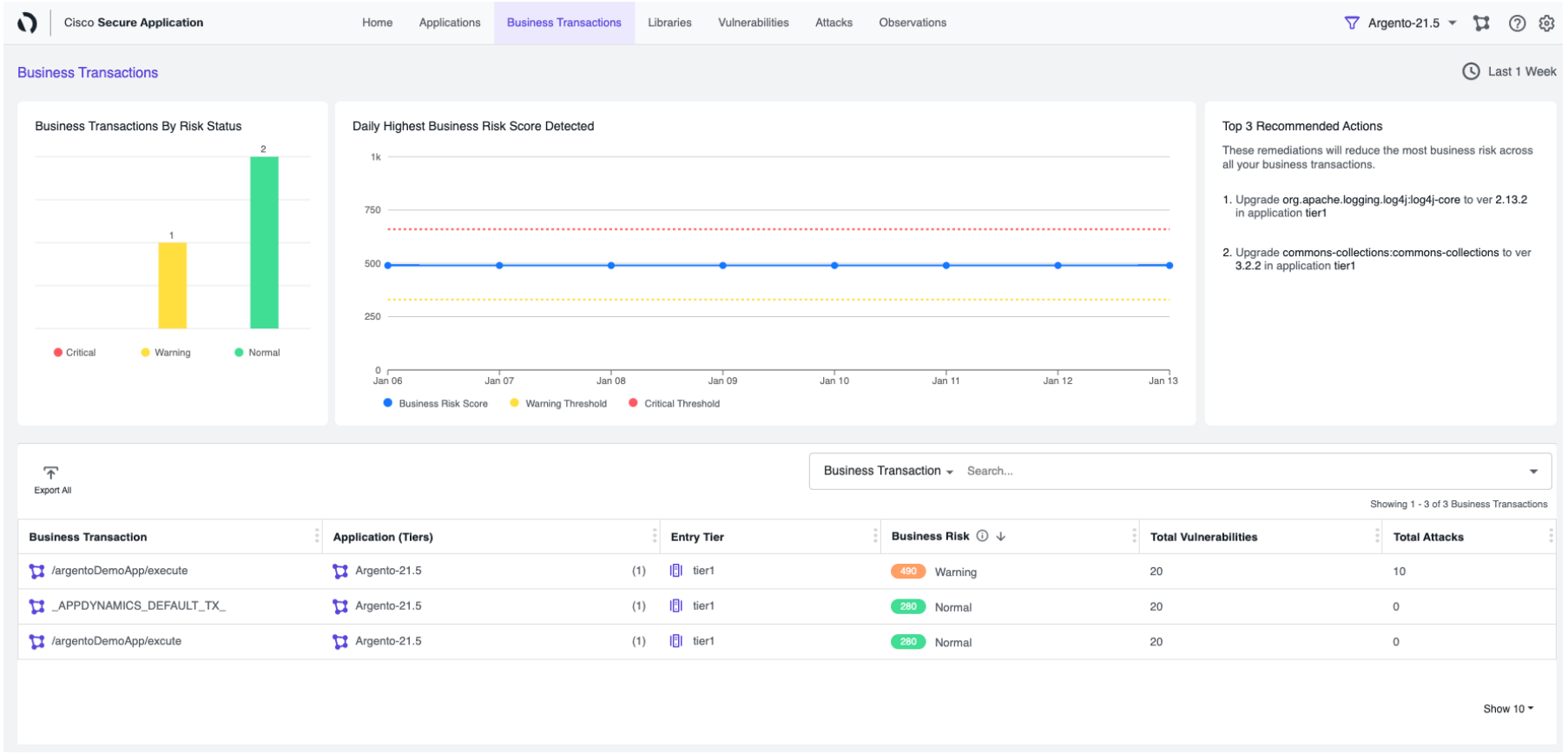

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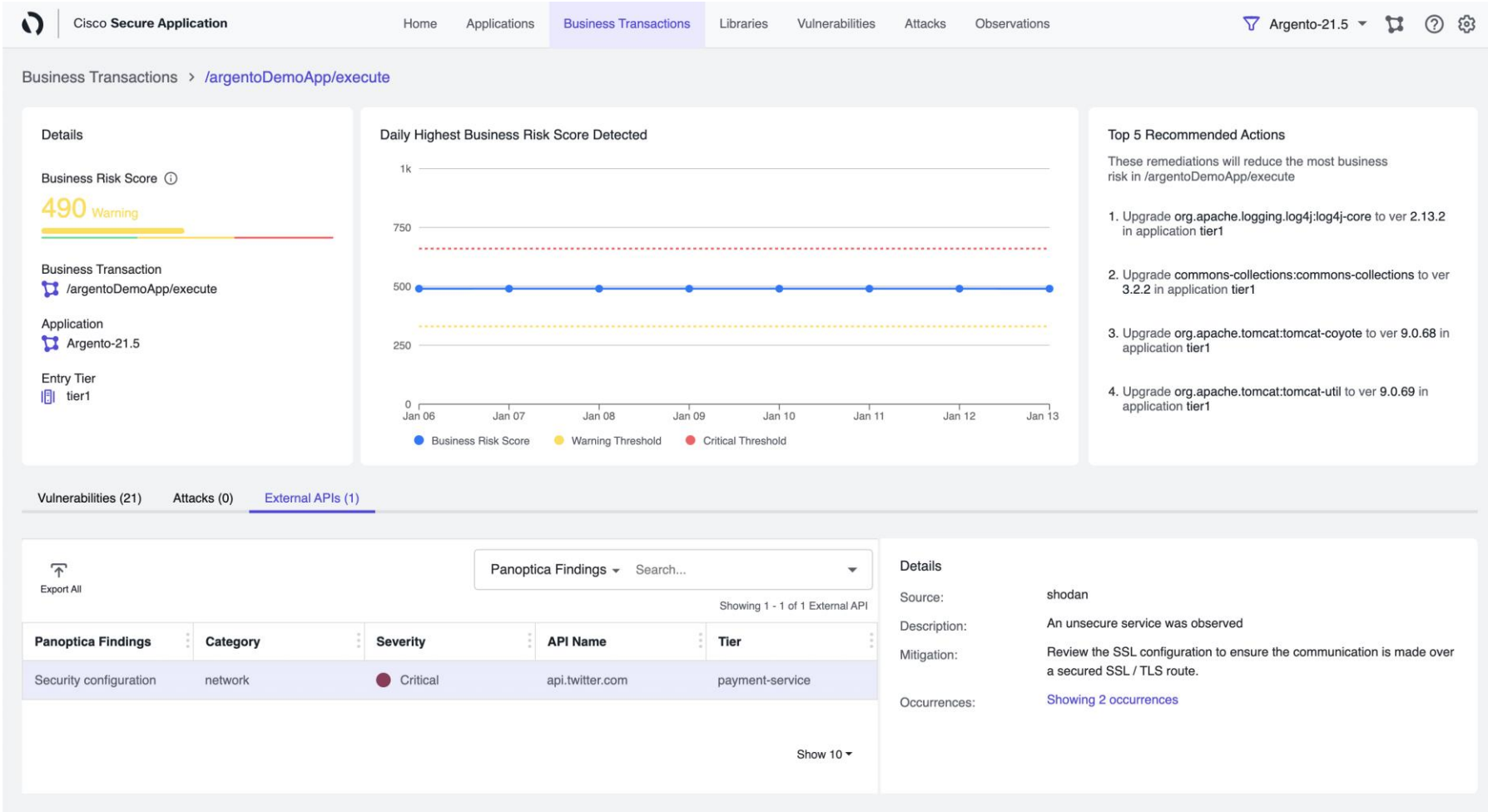

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