CISCO *Live!*

ALL IN

#CiscoLive

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 17, 2022.

https://ciscolive.ciscoevents.com/ciscolivebot/#PSOCX-1104
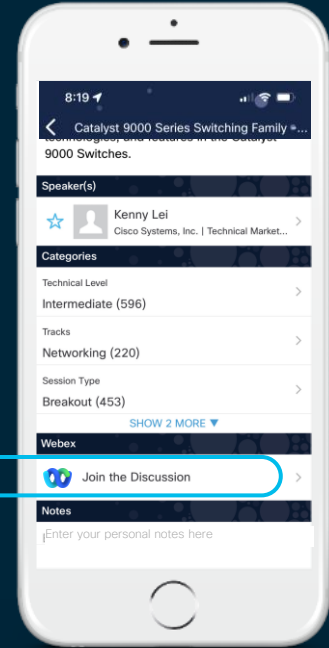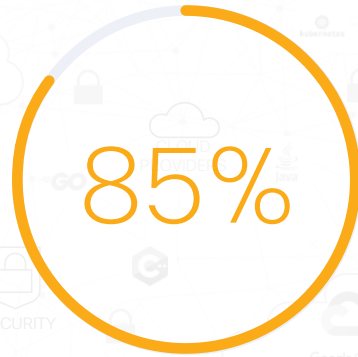
Agenda

- What is Full-Stack Observability?

- Improving Customer Experience

- Accelerate and optimize with expert advisors

- What next?

Beyond human scale complexity

Pressure to solve for a seamless customer experience

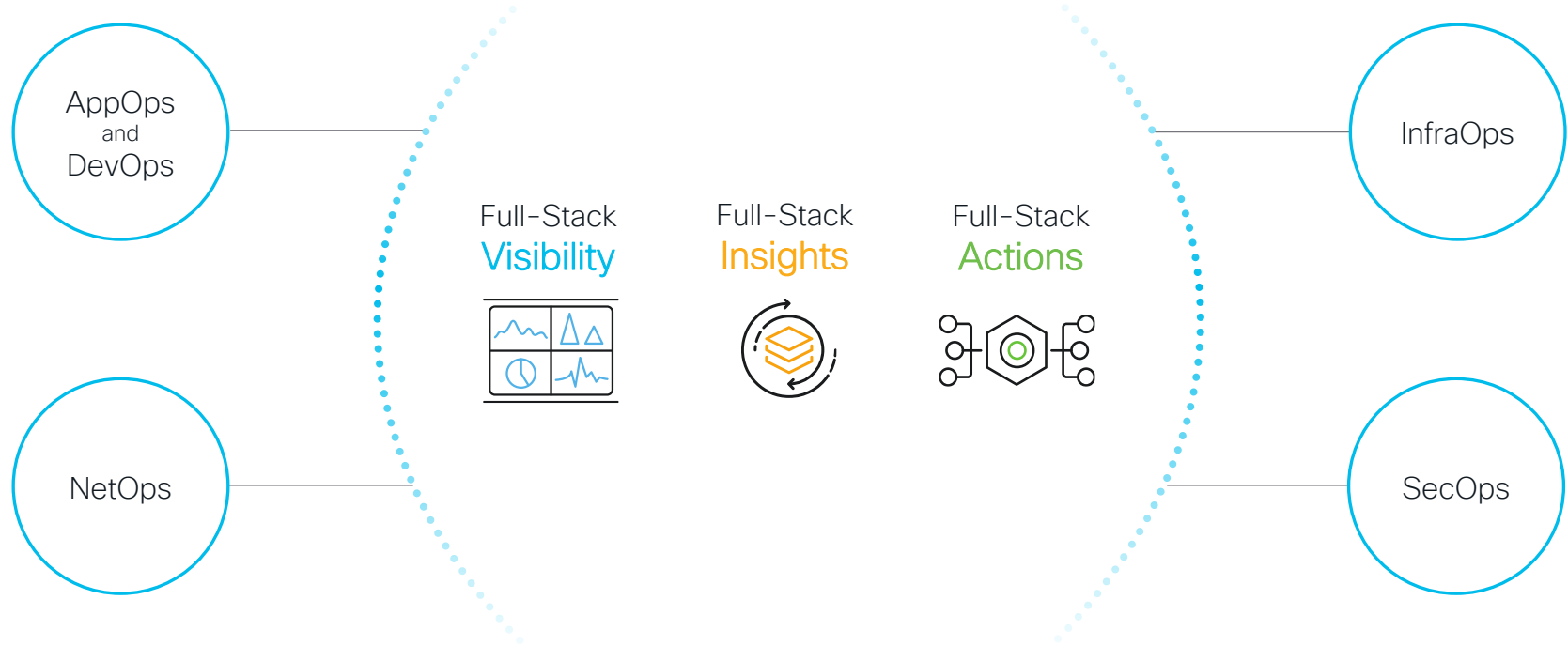
75%
Wrestle overwhelming 'data noise'

85%
Struggle to identify root causes of issues

96%
Face negative consequences from lack of visibility

Cisco Full-Stack Observability Journey
Shared context across the digital experience

AppOps and DevOps

NetOps

InfraOps

SecOps

Full-Stack
Visibility

Full-Stack
Insights

Full-Stack
Actions

Growing skills gap slow ability to innovate the application experience

70%

see acceleration of retirements by 2025.[1]

50%

of DevOps teams will be evaluated primarily on business metrics by 2024.[1]

31%

believe lack of skills to deliver observability will be a big challenge to moving towards FSO[2]

PSOCX-1104

International bank
Lack of visibility hindering exceptional customer experience

Challenges

- Customer loyalty risk

- Reactive issue detection

- IT finger pointing

- IT skills gap

- Cloud migration complexity

Customer digital experience monitoring service engagement

Customer Experience Survey Application

- Identify most critical Customer Digital Experience KPIs

- Implement solution

- Map application transactions to target KPIs

- Develop customized dashboards

- Fine tune solution effectiveness

- Ongoing optimization recommendations
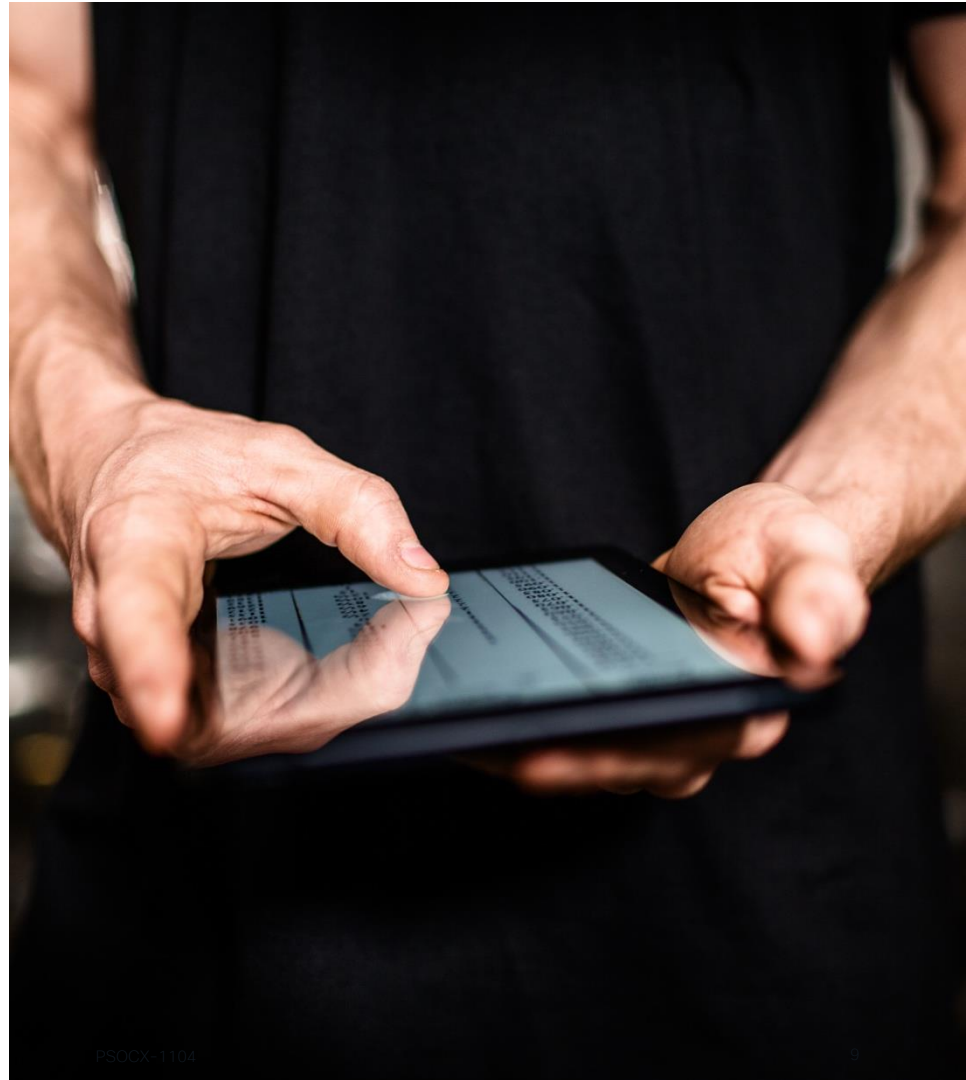
Improved customer and employee experience
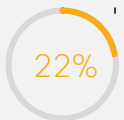International bank full-stack observability services in action

Visibility and insights

- **51%** Surveys opened but no response
- **35%** Requests with load time >5 seconds
- **22%** Survey response contained unvalidated data

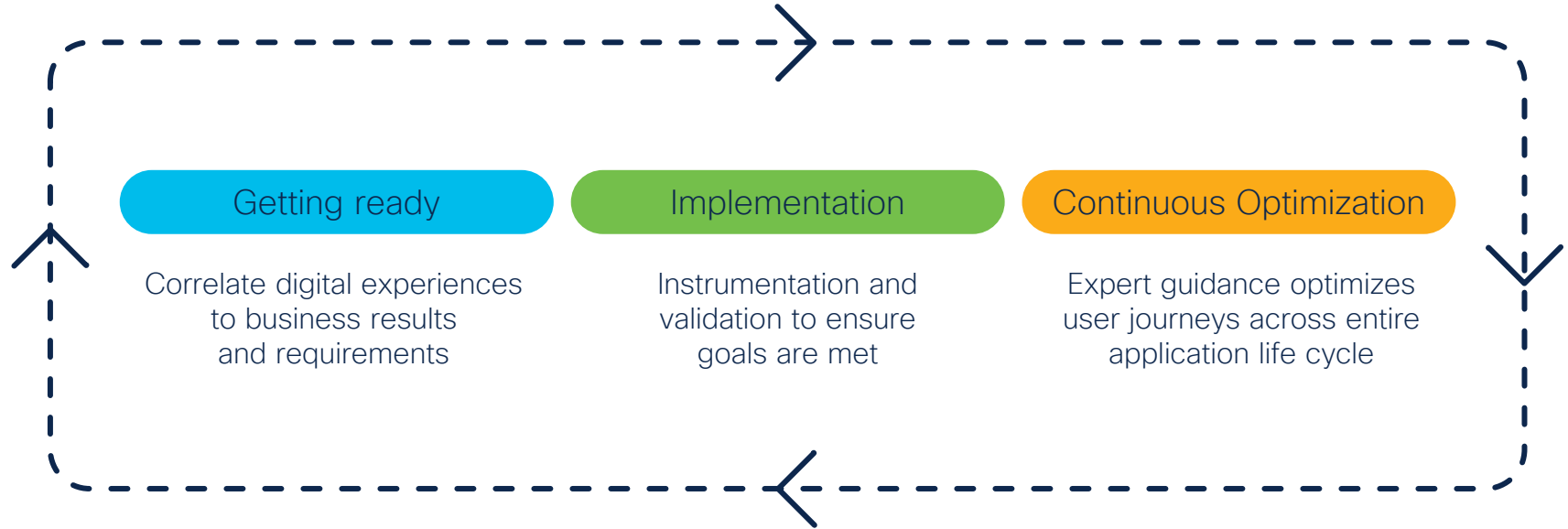## Prioritized remediations

- Code quality enhanced

- Network response accelerated

- Server settings optimized

Outcomes

- Customer churn reduction

- Employee bonus improvement

- IT operation cost improvement and better business alignment

Business Critical Services engagement example
Customer Digital Experience Monitoring

Getting ready

Correlate digital experiences to business results and requirements

Implementation

Instrumentation and validation to ensure goals are met

Continuous Optimization

Expert guidance optimizes user journeys across entire application life cycle

Continuous value

Example potential 12-month CDEM Service engagement

Q1   Q2   Q3   Q4

Solution Implementation →
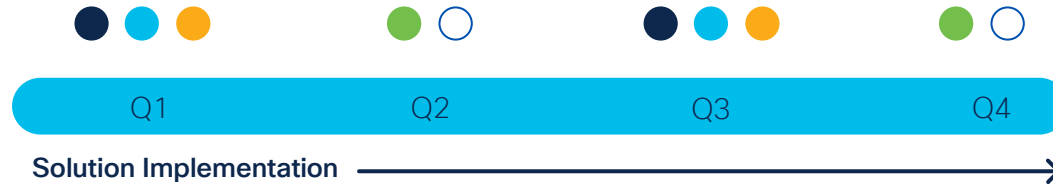
Legend

- ⚫ Business discovery workshop
- 🔵 Planning, architecture, and readiness assessment
- 🟠 Platform reconditioning
- 🟢 Reviews, reporting, recommendations, and solution tuning
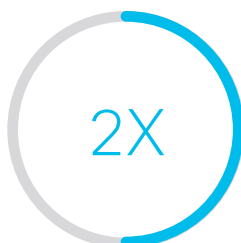- ⚪ Knowledge transfer

A trusted expert to help you drive outcomes –and succeed
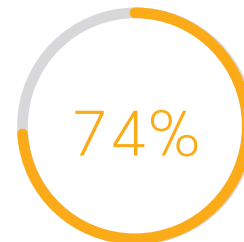## You don't need to do it alone

28%

Optimize
Improved application performance drives high-quality user experiences[1]

2X

Innovate
More staff time spend on innovation[2]

74%

Stay agile
Lower productivity losses and less unplanned downtime[2]

Team with Cisco for solid results that affect your top and bottom lines

Depth and breadth of solution expertise
More than FSO

Analytics-powered
solution expertise

- SASE
- Zero Trust
- Breach Resiliency
- SP Routed Optical Networking

- SP Mobile Packet Core
- SP Network Automation
- Campus Network Segmentation
- Managed Insights

And more!

Embrace your possible,
with Cisco CX

Next Steps

- Identify five challenges full-stack observability could help resolve.

- Discuss your priorities with an expert at the Software and Services Expert Bar or reach out to your Cisco representative.

- Identify the right team to co-create a solution uniquely designed for you.

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FSO and Related Solution Sessions at Cisco Live

| SI&A Discovery Day Monday 6/13	Breakouts & PSO		IT Leadership Monday 6/13
AppD Update: Vipul Shah	**Monday 6/13**	**Wednesday 6/15**	Going Beyond Digital Transformation Requires Full-Stack Observability
Keynote Tuesday 6/14 Liz Centoni	Optimizing Performance and Cost in Cloud Environments: Cisco FSO w/ AppDynamics and Intersight Workload Optimizer	Protect Your Apps, Users, and Business from Slowdowns and Exploits w/ Cisco Secure Application for AppDynamics	
Innovation Talk Tuesday 6/14	Deliver Flawless Digital Experiences in an Internet and Hybrid Cloud World: AppDynamics and ThousandEyes	Full-Stack Observability (FSO) for Applications in Hybrid and Distributed Environments	**IT Leadership Wednesday 6/15**
	Full-Stack Observability: The How!	Full-Stack Observability (FSO) for App Security in the Cloud	Explore Whiskeys Around The World On Your Journey to Full-Stack Observability
Accelerating Secure Innovation: Full-Stack Observability for Modern Apps	**Tuesday 6/14**	**Thursday 6/16**	
	Complete Observability For Your Cloud Apps	SAP ERP and Beyond Observability	
	Monitor & Troubleshoot Public Cloud Apps		
	Automated Full-Stack Observability in Action		

Continue the Conversation

1 Attend our other CX PSO Sessions

2 Visit the Cisco Customer Experience booth in the WoS (*Booth # 2274*) for Lightning Talks and Demos

3 Visit CX at Cisco Live website www.cisco.com/go/cxciscolive
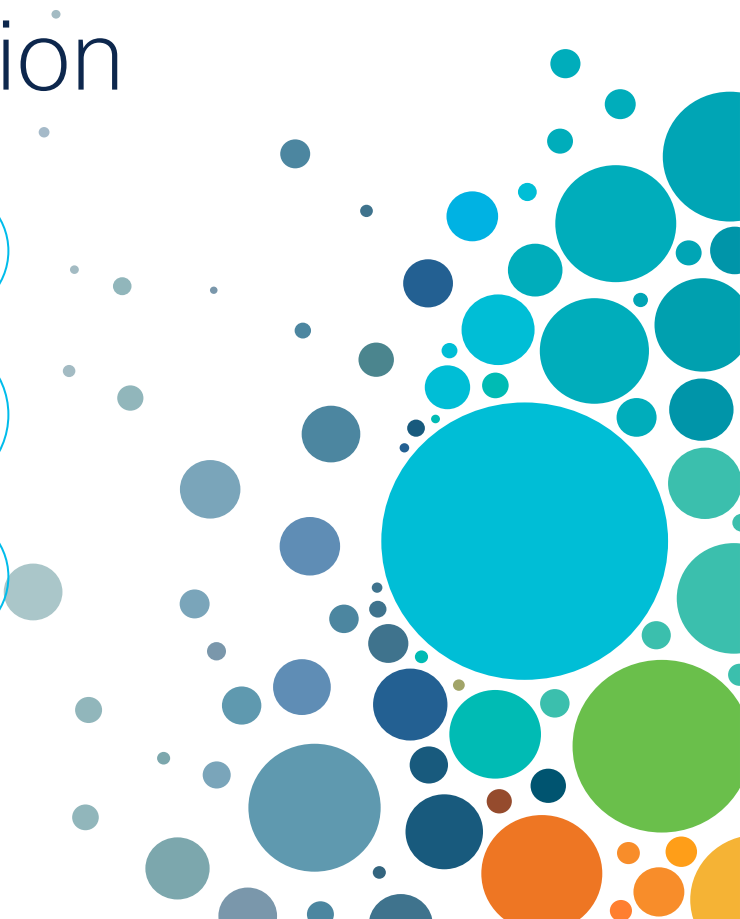
CISCO Live!

RIDE TO
POSSIBLE

Engage with Customer Experience at Cisco Live

Each time you scan a CX QR code, you may enter the sweepstakes to win, and you'll also be contributing to Cisco's donations to two bicycle charities.

Pedal your way to insights, knowledge, and fun.

How to enter to win a bike

1. **Join** the Cisco Live wifi network
2. **Scan** this QR code to get started
3. **Explore** Cisco Live for more QR codes. Hint: check out the map in the game for locations.
4. **Enter** to win a Cannondale Moterra Neo Carbon 2 e-mountain bike!

Deadline to enter is Wednesday, June 15 at 5:00pm PT

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Technical Session Surveys

- Attendees who fill out a minimum of four session surveys and the overall event survey will get Cisco Live branded socks!

- Attendees will also earn 100 points in the Cisco Live Game for every survey completed.

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

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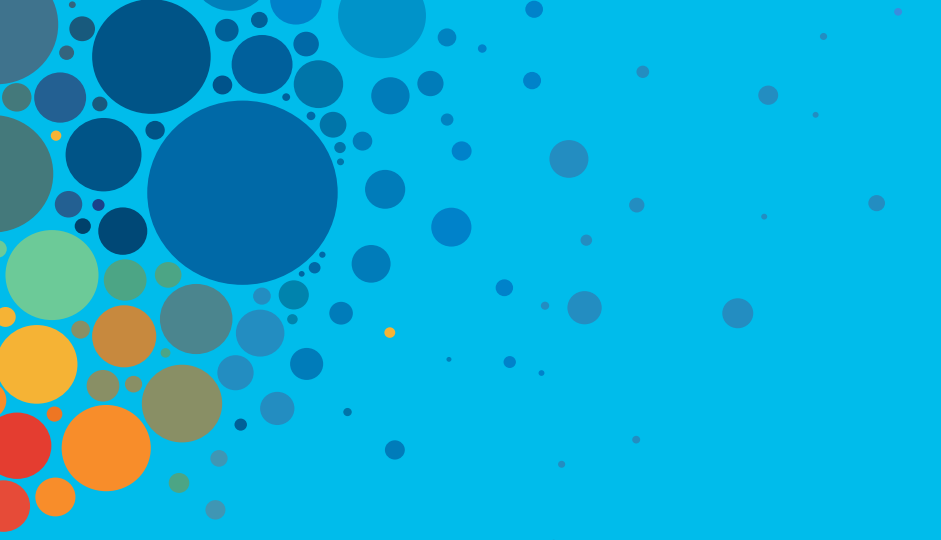
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- Visit the On-Demand Library for more sessions at www.CiscoLive.com/on-demand

Thank you

Cisco Full-Stack Observability Services

Expertise throughout the lifecycle

Optimize
Optimize user experience

Innovate
Speed time to market

Stay agile
Prevent and quickly resolve application experience issues

Activate and operationalize a full-stack observability solution