Elevate Digital Experiences
With Cisco Full-Stack Observability

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Cisco Webex App

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1. Find this session in the Cisco Live Mobile App
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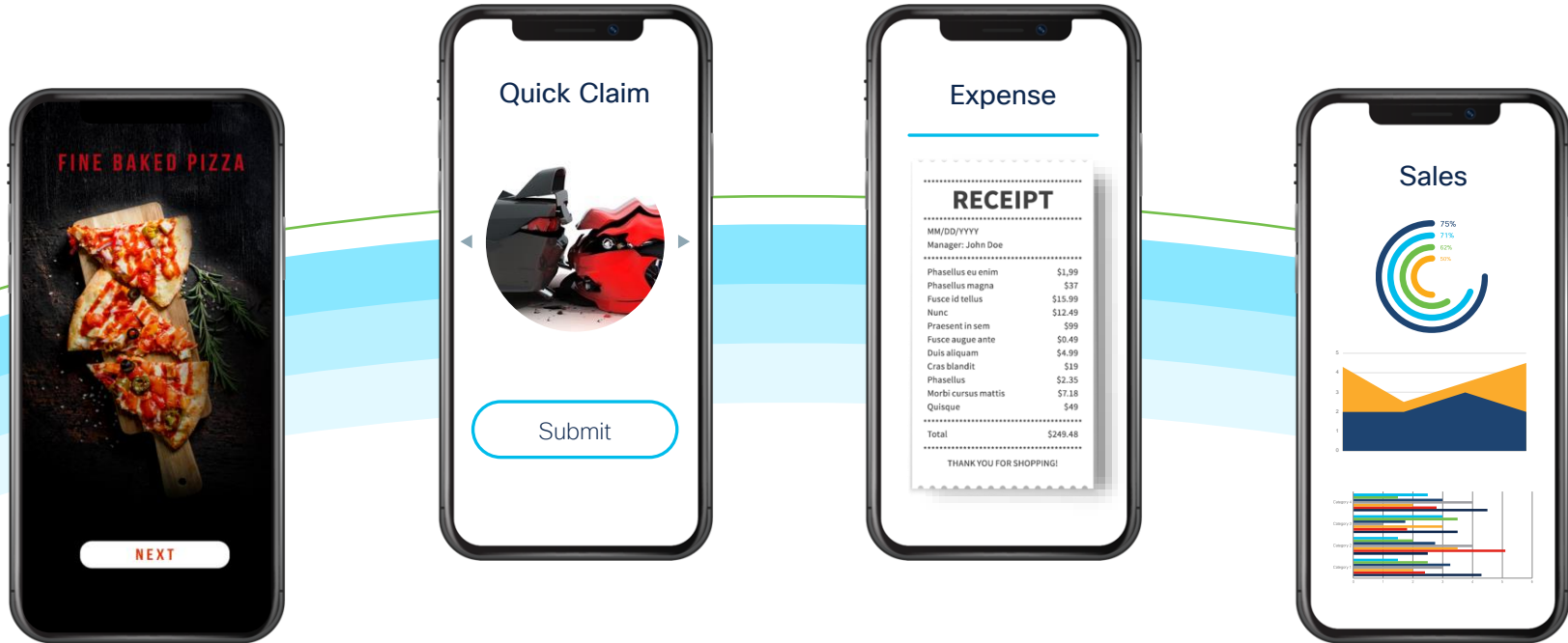4. Enter messages/questions in the Webex space

Webex spaces will be moderated
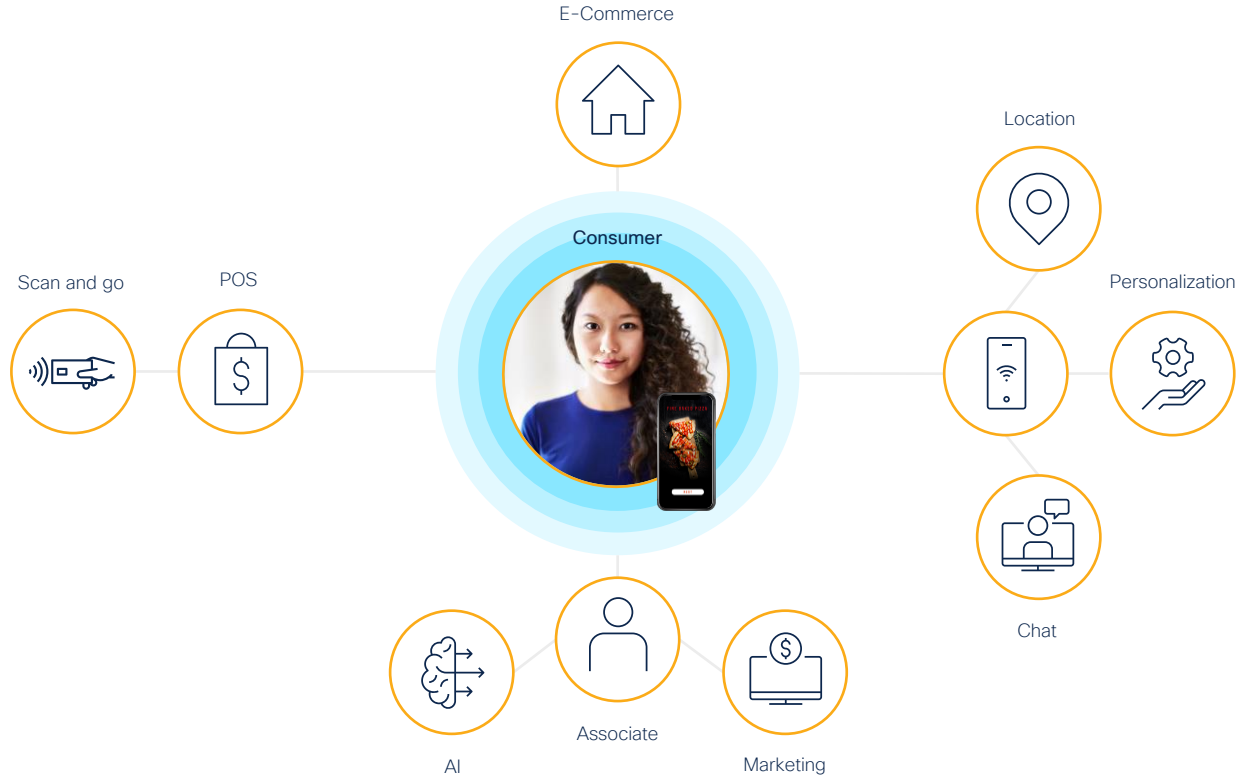## until February 24, 2023.

CISCO Live!

Agenda

- Why Full-Stack Observability

- What is Cisco Full-Stack Observability

- How Cisco can help

- Extend your observability

Applications are the front door

...to an evolving and expanding digital experience

E-Commerce

Location

Consumer

Personalization

Scan and go

POS

Chat

AI

Associate

Marketing

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
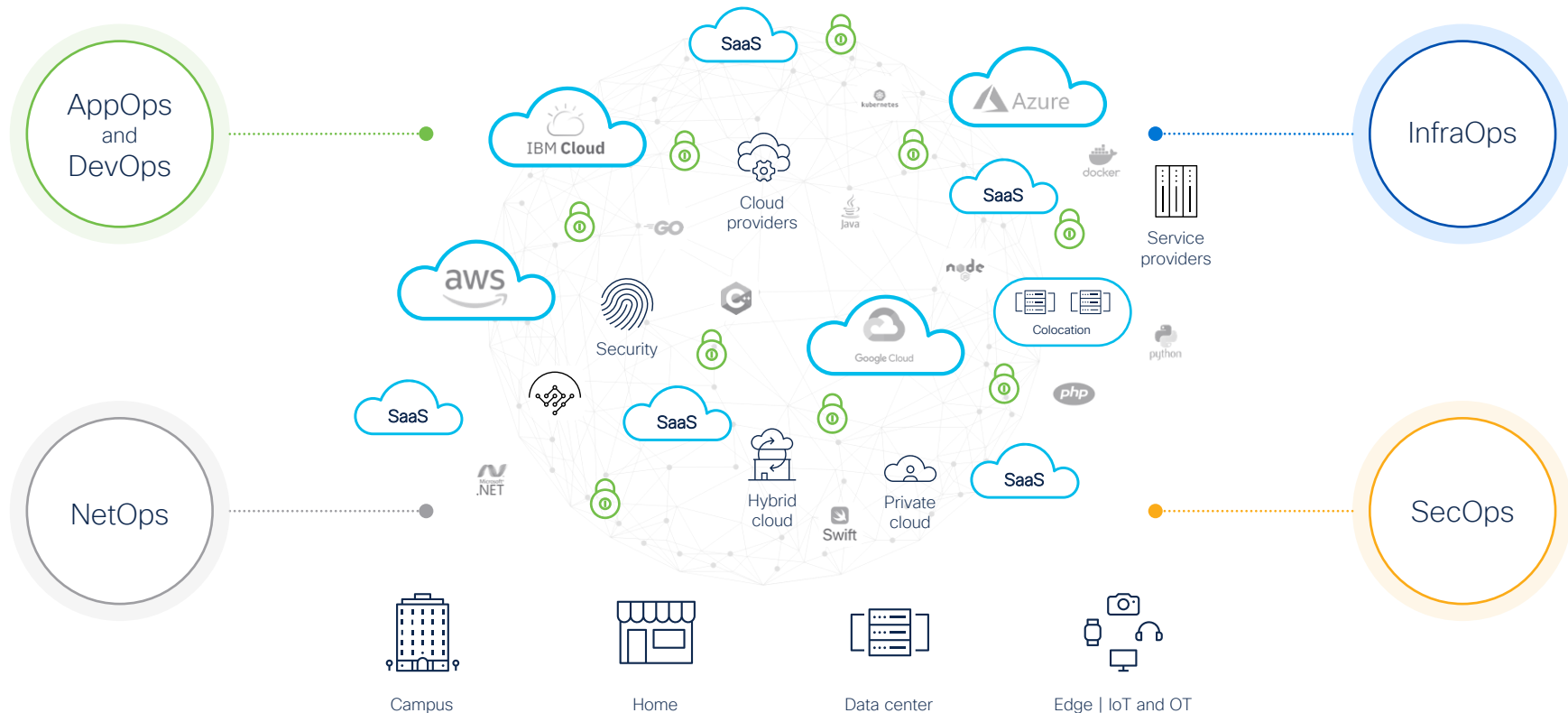
Islands of operations are inefficient and ineffective

AppOps and DevOps

InfraOps

NetOps

SecOps

SaaS

Azure

IBM Cloud

Cloud providers

SaaS

Service providers

docker

java

aws

Security

node

Colocation

python

Google Cloud

php

SaaS

SaaS

.NET

Hybrid cloud

Private cloud

SaaS

Swift

Campus

Home

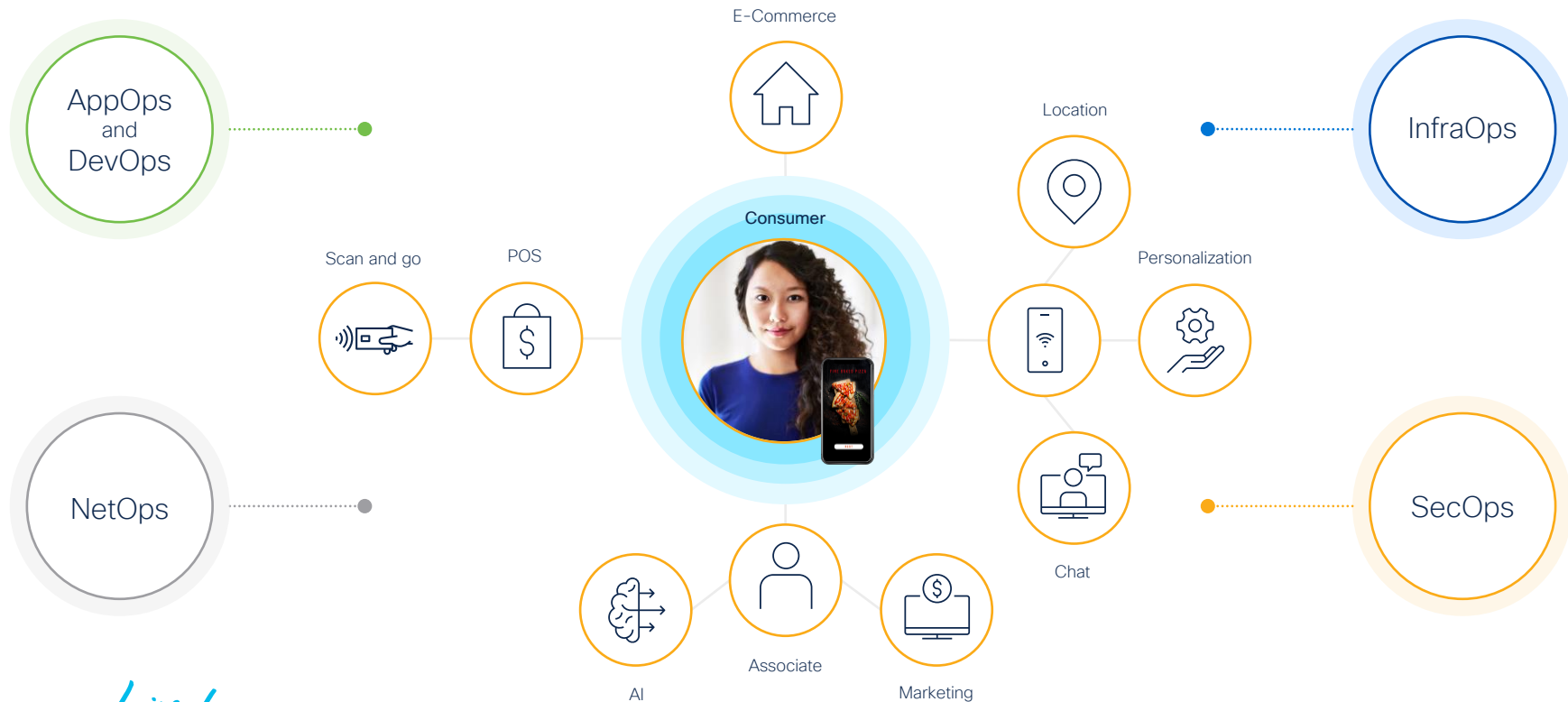Data center

Edge | IoT and OT

There is no business context

You need to see more to solve more.

Your teams need to see the full stack of available data

Business context across the digital experience

AppOps and DevOps

InfraOps

NetOps

SecOps

E-Commerce

Location

Consumer

Personalization

Scan and go

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Full-Stack Observability

Builds on monitoring and visibility, and adds business context

Full-Stack Observability
Multiple domains and cross-functional teams

Business context and Impact **Real-time**, distributed and hybrid apps Issues and Incident remediation	**Cross-domain full MELT** and **security** Cloud and Edge native	**DevOps and SRE** KPI: SLO with business context, insights driven actions/automation,

Visibility/Observability
Per domain/team

Active and modern apps Root Cause Identification	Telemetry based (MEL) subset Tools sprawl, some integrations	KPI: performance, experience

Monitoring
Per domain/team

Passive and traditional apps Health and reporting	Events sampling Dashboards/views	KPI: Availability, capacity

How can
Cisco help?

Cisco Full-Stack Observability

Full-Stack Visibility

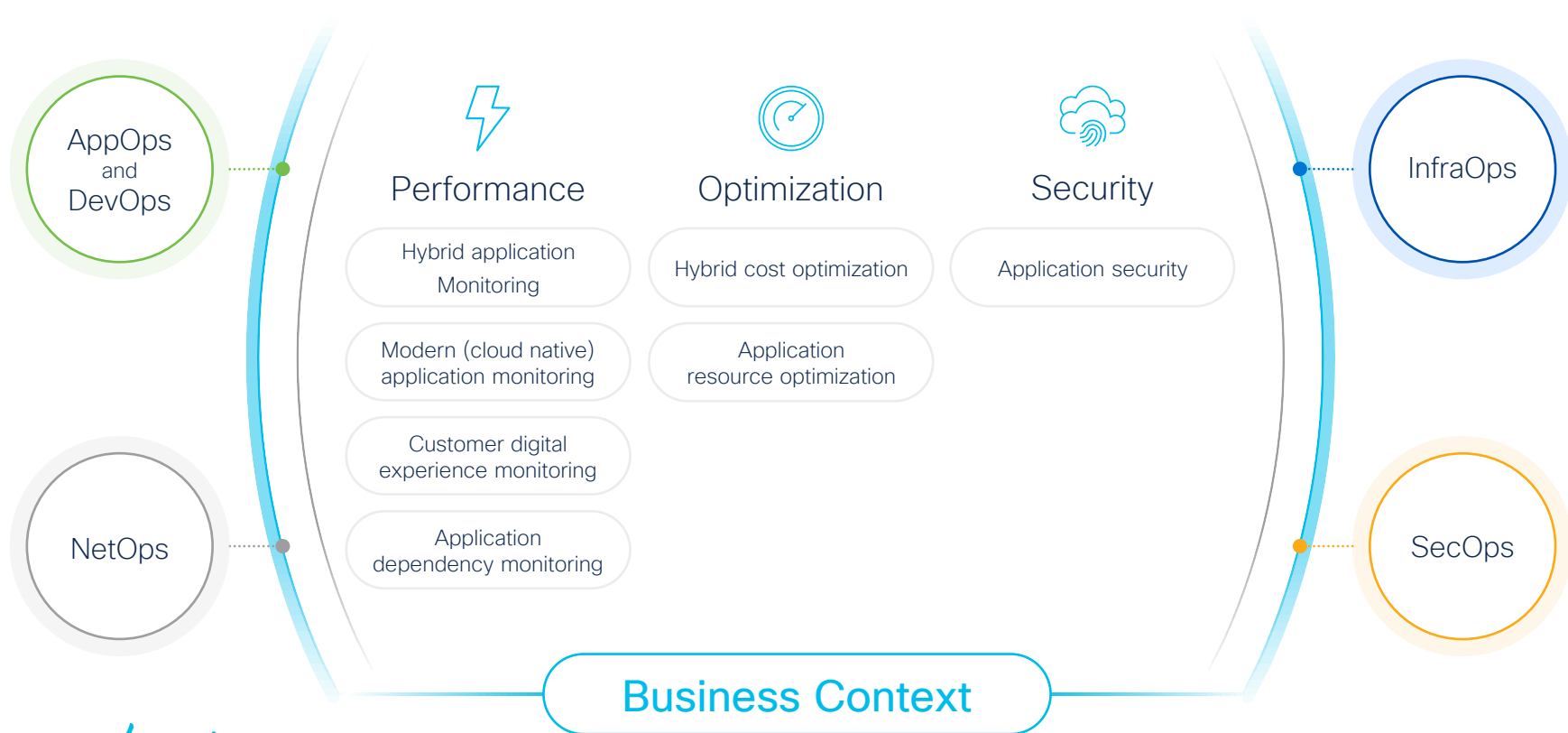Gather, unify and contextualize data across multiple domains

Full-Stack Insights

Application and business insights across multiple domains and teams

Full-Stack Actions

Prioritized remediations and optimizations across domains

Cisco Full-Stack Observability Use Cases

AppOps and DevOps

InfraOps

NetOps

SecOps

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

Business Context

Hybrid application monitoring
Traditional and hybrid applications (AppOps)

Ensure business context deep into the technology stack

Deliver performance and experiences your business and customer's demand

Monitor traditional to hybrid apps including mission critical apps (SAP)

AppDynamics
with SAP monitoring

Modern (cloud native) application monitoring
Cloud-native applications (DevOps, CloudOps, SRE, monitoring admin)
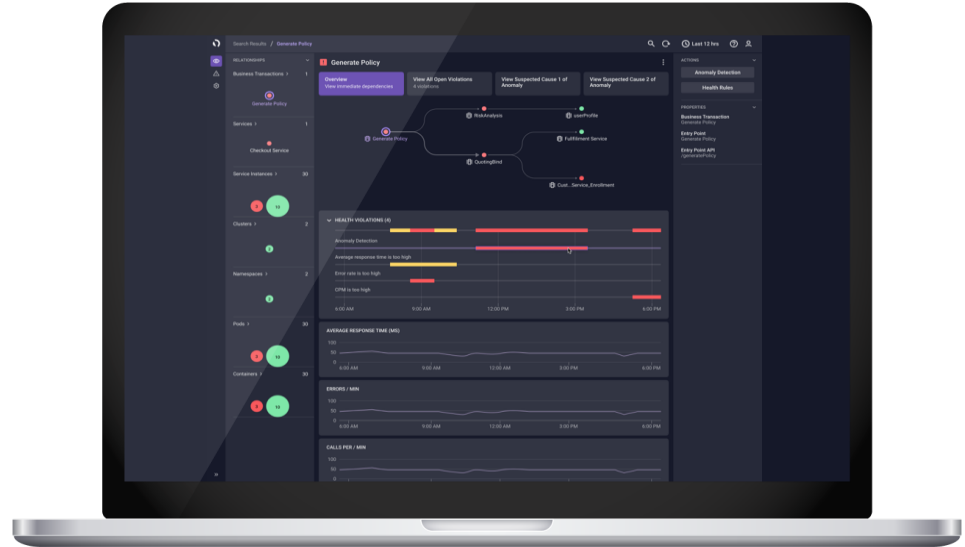
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Purpose built from the ground up

Observe modern applications and cloud-hosted workloads
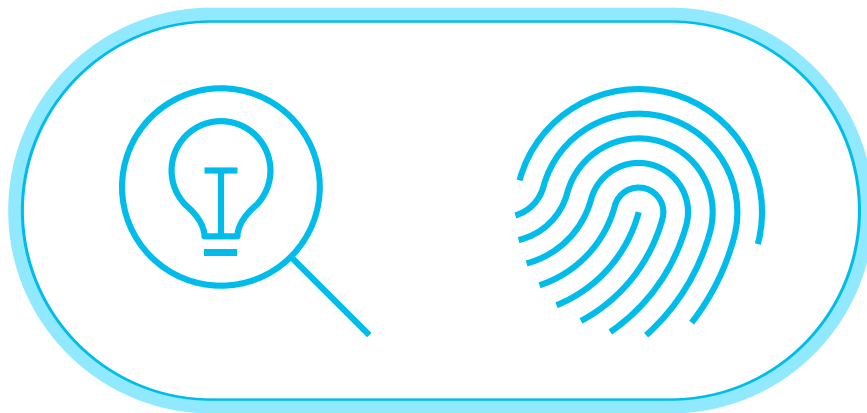
Through full-stack observability

AppDynamics Cloud

Application security
Observability and security Insights

Coming together
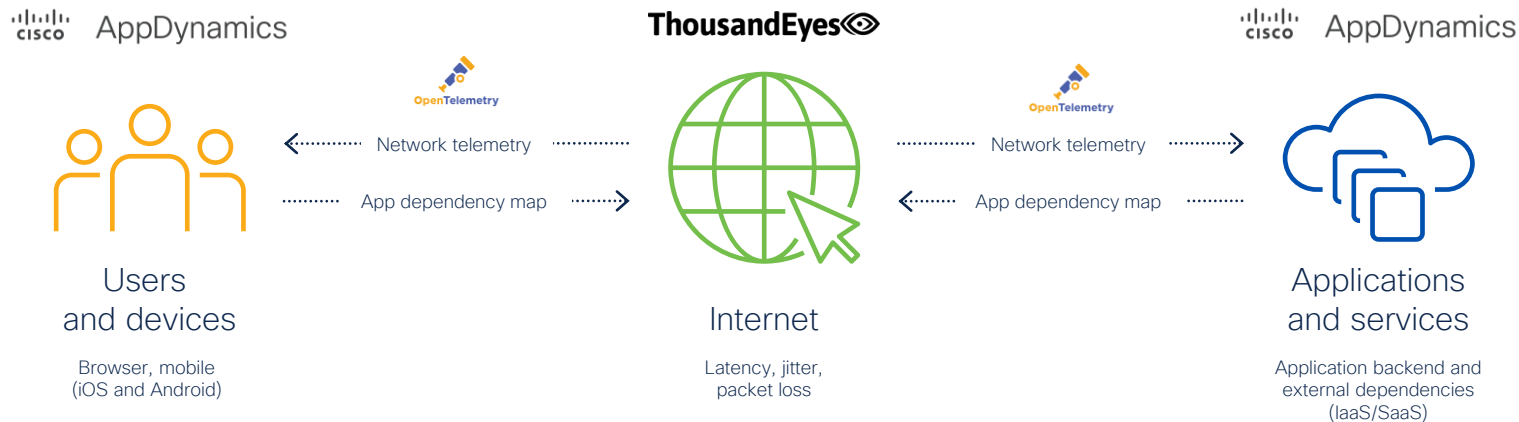
Business transactions
(AppDynamics)

Vulnerability scoring
(Kenna Security)

API security
(Panoptica)

Threat research
(Talos)

Observability and network intelligence coming together
Data-driven bi-directional integration

CISCO AppDynamics

Users and devices

Browser, mobile
(iOS and Android)

OpenTelemetry

Network telemetry

App dependency map

ThousandEyes

Internet

Latency, jitter,
packet loss

OpenTelemetry

Network telemetry

App dependency map

CISCO AppDynamics

Applications and services

Application backend and
external dependencies
(IaaS/SaaS)

Cisco Full-Stack Observability Offers

FSO Advantage

+ CX Solution attach

+ CX Solution support

+ MiNT/Partner QuickStart*

+ CX QuickStart

Digital exp. monitoring

App dependency monitoring

Hybrid app monitoring

Modern app monitoring

Application security

FSO Essentials

+ CX Solution attach

+ CX Solution support

+ MiNT/Partner QuickStart*

+ CX QuickStart

Hybrid app monitoring

Modern app monitoring

Application security

FSO Essentials package provides full-stack visibility, insights and actions, tied to business context, across application performance and application security.

FSO Advantage package adds network intelligence to application performance and security.

Launched January 30th

Launching end of April

We provide a 5% stacked discount on these packages and if you take optional CX services from us we provide another 3% discount.

Total package discount with services attached to them is 8%

Extend your observability
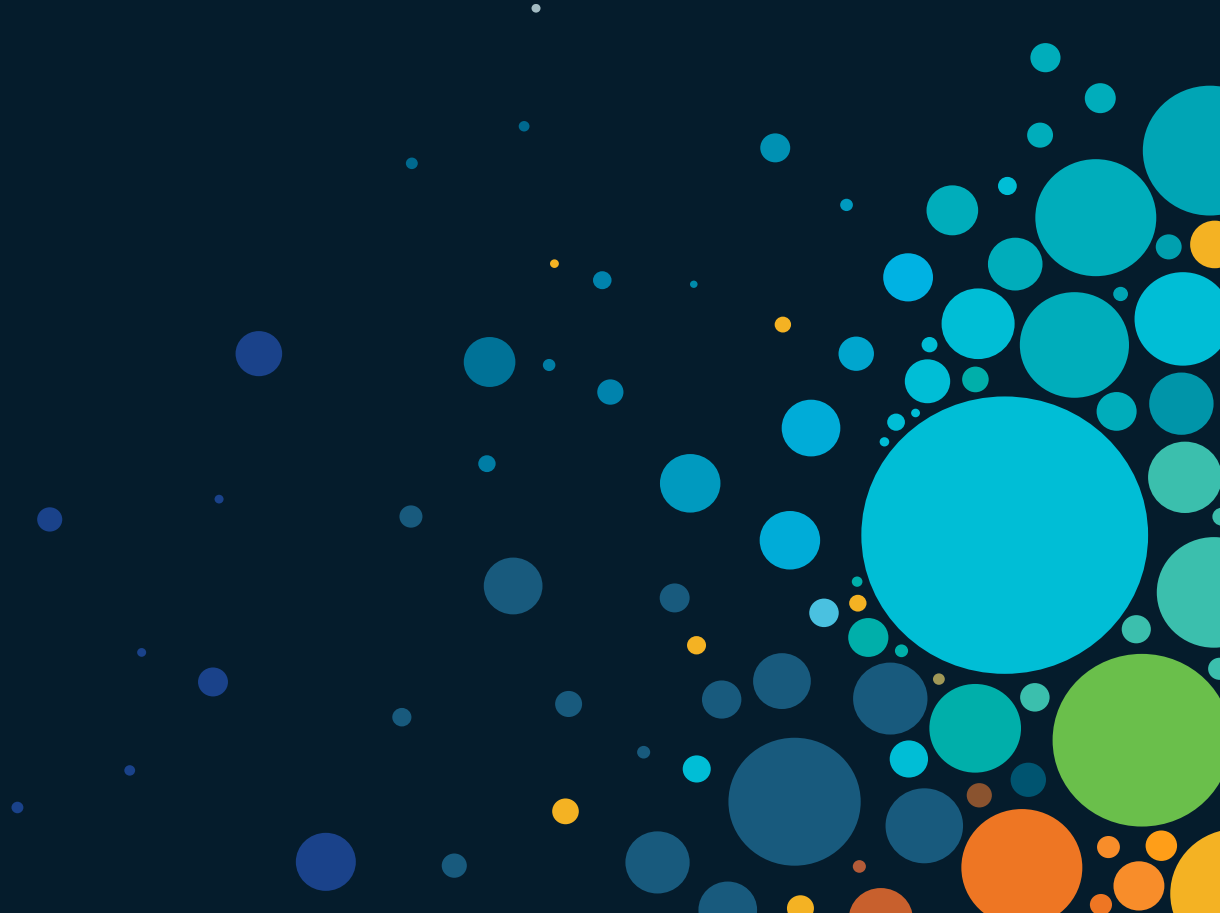
Simplified experiences and extensibility

The Cisco FSO Platform
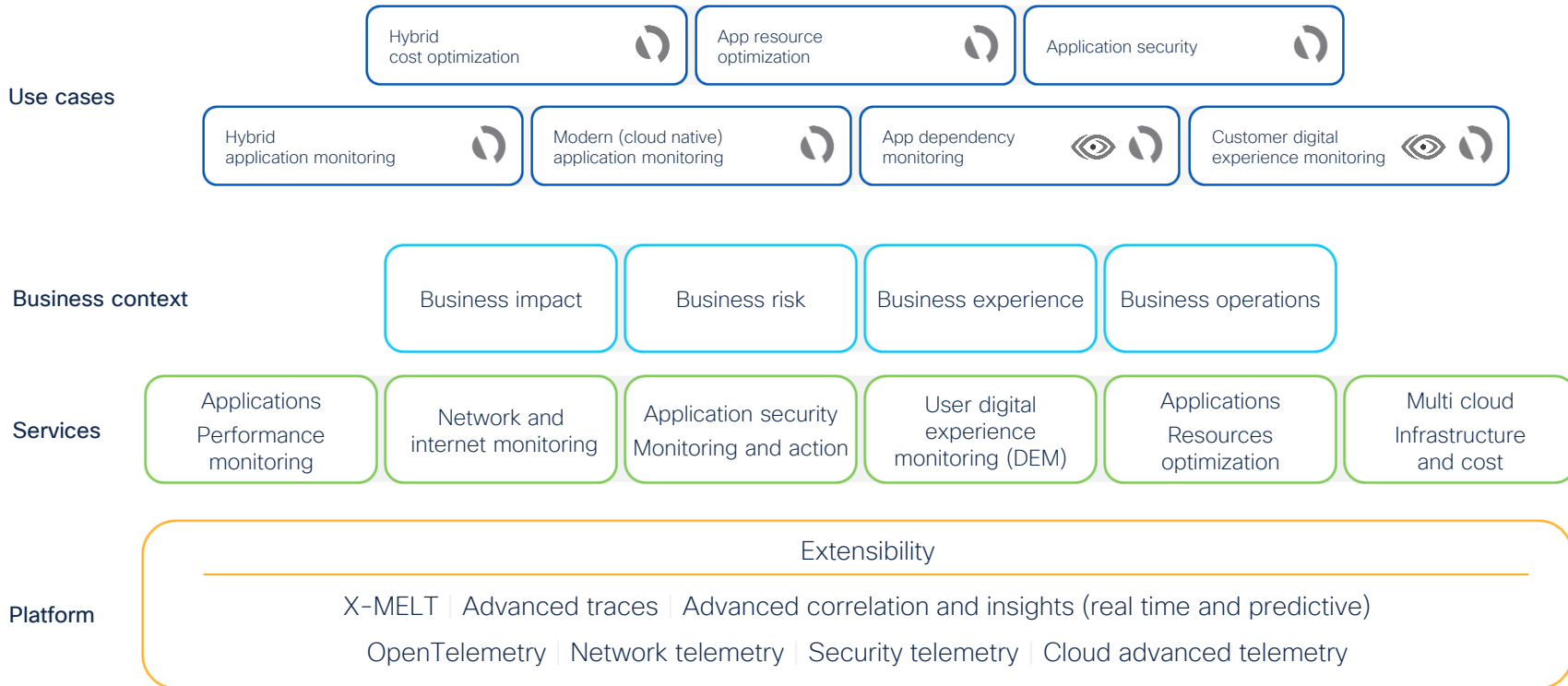
Scale
and performance

Unified
experience

Extensible

Extensibility

X-MELT | Advanced traces | Advanced correlation and insights (real time and predictive)

OpenTelemetry | Network telemetry | Security telemetry | Cloud advanced telemetry

Cisco Full-Stack Observability architecture foundation

Use cases

Hybrid cost optimization	App resource optimization	Application security

Hybrid application monitoring	Modern (cloud native) application monitoring	App dependency monitoring	Customer digital experience monitoring

Business context

Business impact	Business risk	Business experience	Business operations

Services

Applications Performance monitoring	Network and internet monitoring	Application security Monitoring and action	User digital experience monitoring (DEM)	Applications Resources optimization	Multi cloud Infrastructure and cost

Platform

Extensibility

X-MELT │ Advanced traces │ Advanced correlation and insights (real time and predictive)

OpenTelemetry │ Network telemetry │ Security telemetry │ Cloud advanced telemetry

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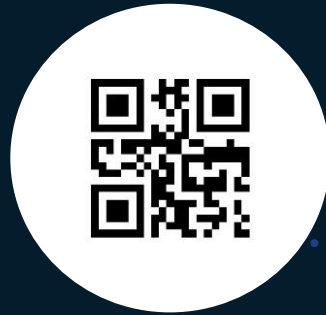
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