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 December 22, 2023.

https://ciscolive.ciscoevents.com/ciscolivebot/#BRKAPP-2696
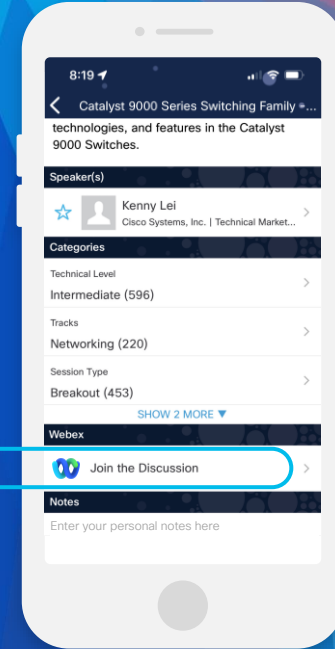
Agenda

- The Why for Observability

- Cisco Observability overview

- Use Cases and Demos

- The Art of the Possible with Cisco IT

    "Drinking our own champagne"

- Panel discussion with Ops leaders Adam & Dan

Why Observability?

Our "Why"

- Digital experience is the new boardroom KPI

- Observability is critical to customer success

- Transforming, simplifying, and unifying operations today

~½ of Cisco's acquisitions over the last 3 years were FSO

APPDYNAMICS
Leader of Business and Application Monitoring; $3.7Bn

ThousandEyes
Network and global path visibility

KENNA Security
Security risk scoring and business prioritization

replex
Cloud native cost analytics.

| Jan 2017 | October 2017 | May 2020 | Dec 2020 | May 2021 | Aug 2021 | Oct 2021 |

PERSPICA
ML & AI for data analysis, APM enhancements

dashbase
Event and metric analytics

epsagon
Modern microservices observability

opsani
Performance and cost tuning for cloud native

smartlook
Session playback and user trends

SamKnows
last mile network and mobile monitoring

splunk>
Intent to aquire announced

| Jan 2022 | Mar 2023 | April 2023 | Jun 2023 | Jun 2023 | Aug 2023 | Sep 2023 |

Lightspin
Cloud native – end to end security and visibility

ACCEDIAN
5g and Service Provider monitoring, observe by microsecond at scale

Code BGP
global BGP monitoring, internet health

Our "Why" is our customers

Converge, Bridge, and Unify all the "Ops"	Solve customers' biggest challenges	The same solution that observes also secures	Connect technical performance with business performance

Wireless access point > Switch > Router and UCS server cluster > Internet (4g/5g) > Cloud and applications >

Kubernetes
Virtual machine
Virtual machine
Kubernetes
On-premises data center
Cloud public, hybrid, private
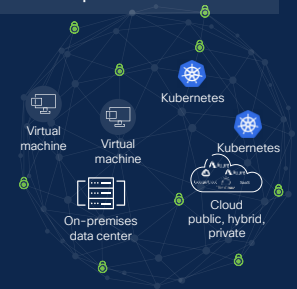
Today's complex technology ecosystem requires observability to achieve flawless digital experiences.

Growing complexity and tool sprawl build siloes between teams and don't provide a complete view

80%

Struggle to deliver a flawless digital experience

56%

Use more than ten application observability tools[1]

60%

Say most observability tools serve narrow requirements

74%

Struggle with data collection and correlation[1]

1. Stephen Elliot and Mark Leary. "An Executive Blueprint for an Observability Platform: Driving Operational Excellence and Business Outcomes through Analytics and Automation." *IDC* (2023).

Key Use Cases

Observe

Hybrid application monitoring

Modern application monitoring

Customer digital experience monitoring

Application dependency monitoring

Secure

Hybrid application security with business risk observability

Cloud application security with business risk observability

Optimize

Application resource optimization

Hybrid cost optimization
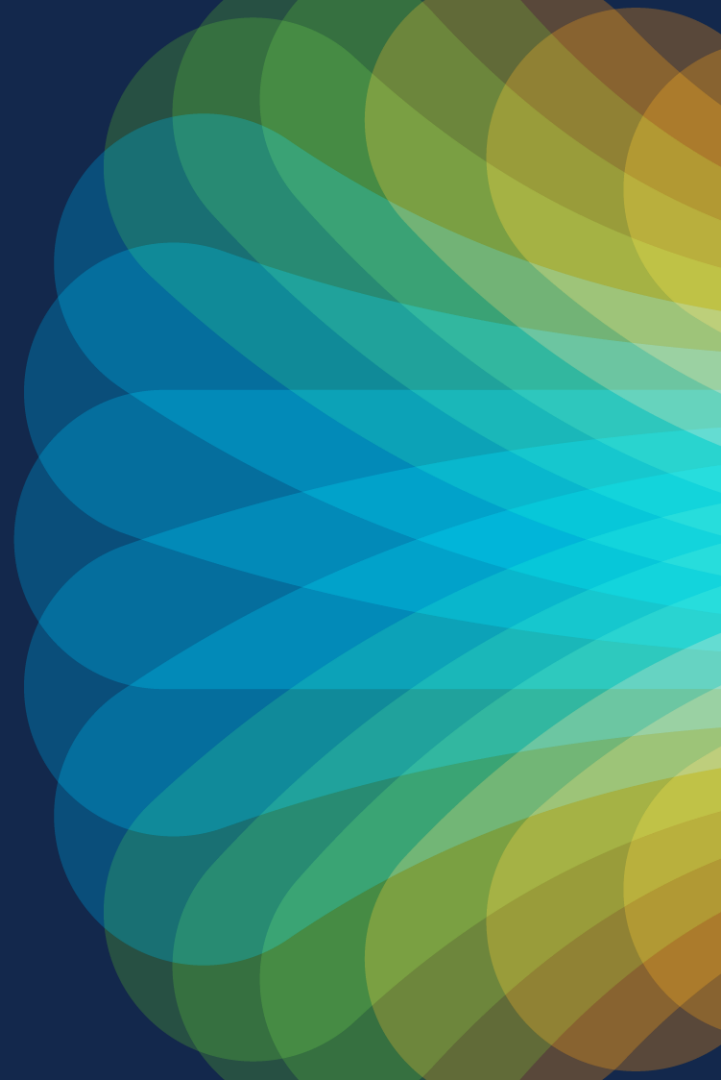
Extend: FSO Use Cases Unlocked by Partners

Capacity planning and forecasting

FinTech

vSphere observability and data modernization

Use Case:

Hybrid Application Monitoring

Hybrid application monitoring overview

For on-premises, SAP, and cloud

Monitor the performance of traditional and hybrid applications, and then correlate performance
with user experience and business context to proactively remediate issues and improve business results.
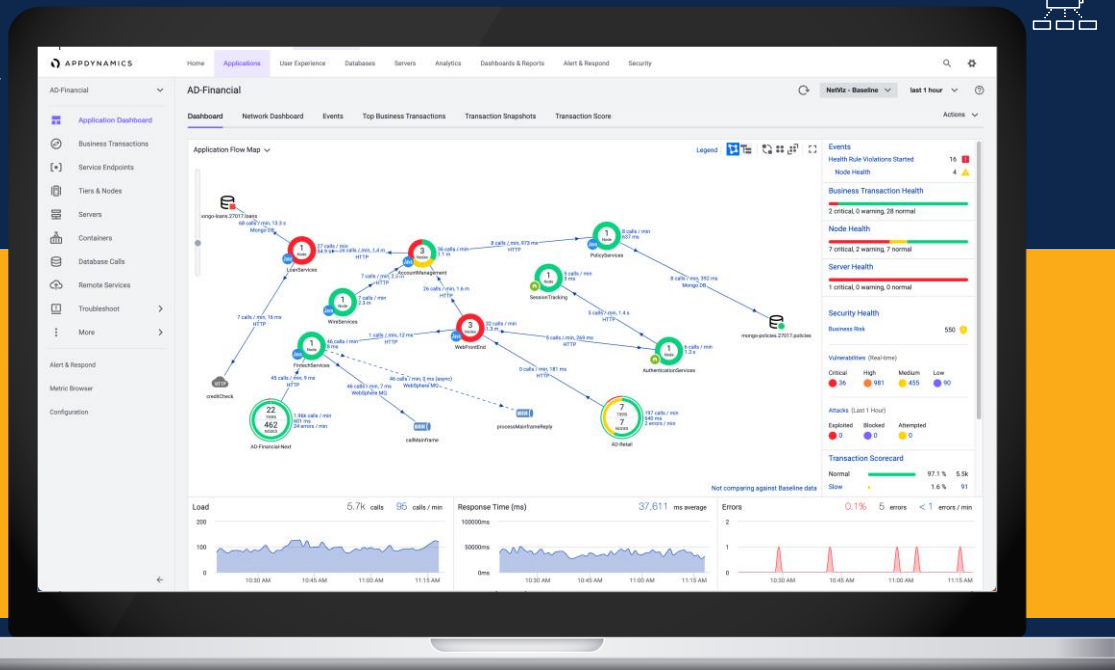
Relevant Cisco products and licenses

Cisco AppDynamics

Cisco SAP
Monitoring license
license needed only if monitoring SAP workloads

Hybrid application monitoring case study

Chevron is a global oil and gas corporation has a massive estate with a digital ecosystem supporting everything from oil and natural gas extraction to getting product loaded onto oil tankers ships and trucks.

Read the full story on our site.

Challenge

- Lacked business context for 30 SAP systems
- Experiencing costs associated to downtime

Solution

- Deployed Cisco AppDynamics, SAP monitoring license, and ThousandEyes
- Monitored 25 of their 30 Tier One SAP systems

Result

- Gained deeper visibility in their stack and turned off siloed tools
- Reduced complexity to better connect their environment components with their people

> SAP is the #1 enterprise application in the world market and the third most used customer service application worldwide.

[61 Important SAP Stats and Facts [and Trends] in 2023 (thrivemyway.com)](#)

Use Case:

Customer Digital Experience Monitoring

FSO Use Cases:
Customer Digital Experience Monitoring

FSO Use Cases

Customer Digital Experience Monitoring (CDEM)
ThousandEyes Data Showing natively in AppDynamics

AppD CSaaS

ThousandEyes

Application Dependency Monitoring
AppDynamics Data showing natively in ThousandEyes

FSO data sources for impactful business insights

AppD SAP Monitoring	AppD Hybrid Application	AppD SecureApp	ThousandEyes	Cisco Cloud Observability	Partner-built module

What does your customer care about?

Supply chain	Customer experience	Security & vulnerabilities	Reach & connectivity	Scalability	Alliances
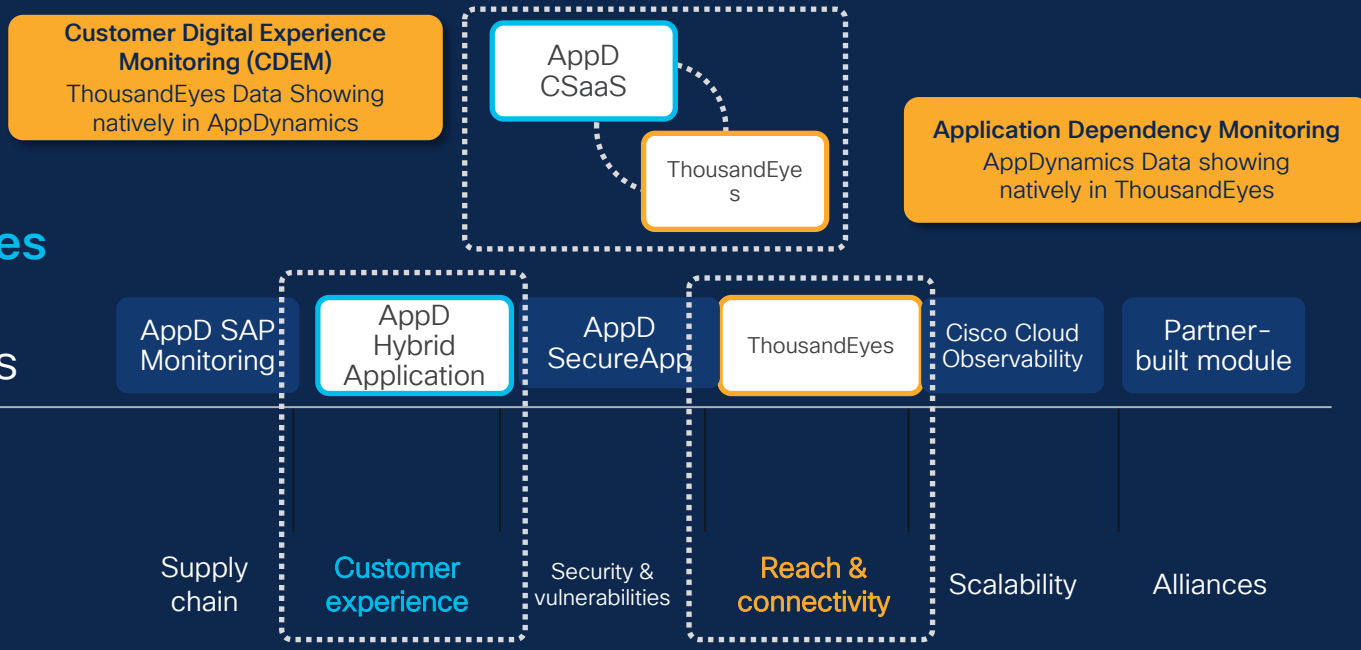
Customer digital experience monitoring overview

Understand how application, hybrid cloud, and internet performance affect user experience
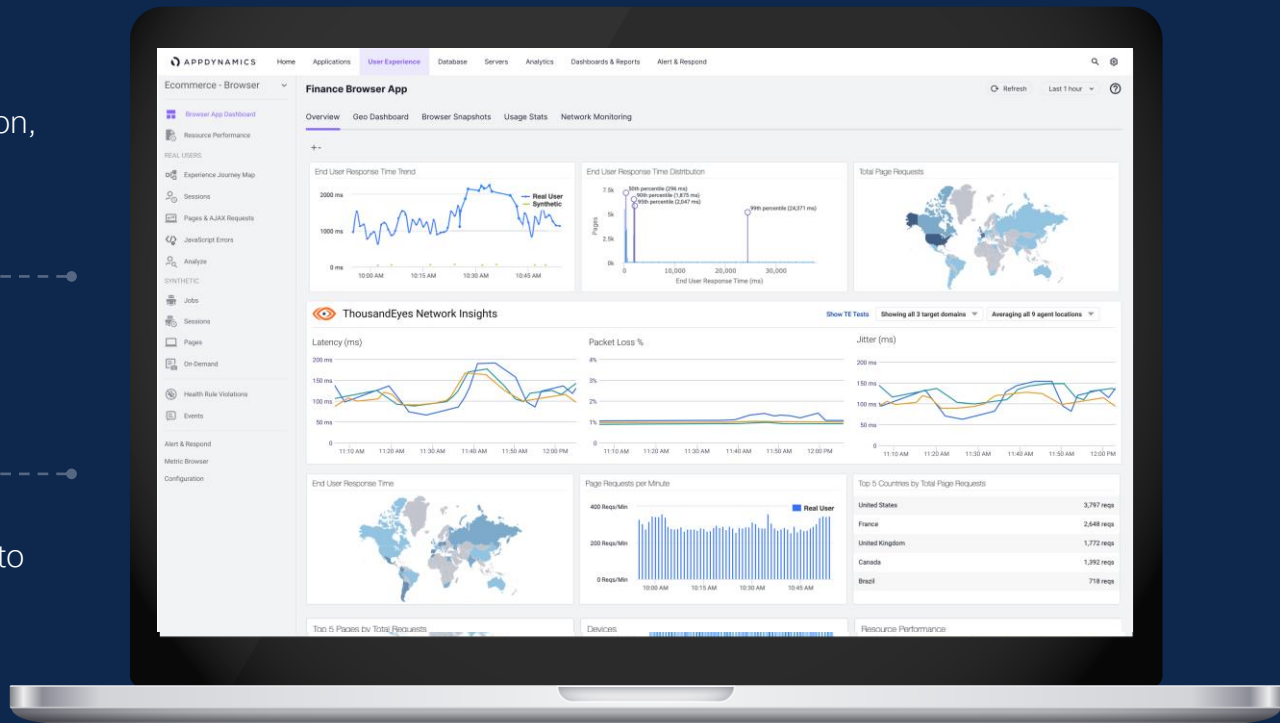
Triage workflows across AppOps and NetOps

Get end-to-end insight into application experience

Customer digital experience monitoring case study

Challenge

- Lack of network visibility
- Network downtime issues
- Reactive management of IT issues

Solution

- Deployed Cisco AppDynamics and ThousandEyes for end-to-end service visibility of critical touchpoints and failure points

Result

- Achieved full visibility of business-critical applications
- Proactively respond to issues and decrease downtime and incidents
- Reduced MTTR by 50%

Royal Caribbean offers adventurous cruise experiences to over 270+ destinations across 60+ countries that shoots to ensure a top-notch digital experience as their customers choose their dream vacation.

Read the full story on our site.

User Experience

Refresh   Last 1 hour

Browser Apps   Mobile Apps   Connected Devices   API Monitoring

Detail   + Add App   View Options   Connect to ThousandEyes

Name	Requests	Requests per Minute	Errors	Error Rate	Response Time (ms)	Synthetic Availability	Synthetic Response Time (ms)	Monitoring Enabled
Finance Browser App	25,754	429	2	0.2	931	-	62	Enabled
Finance Browser - Dev	37	1	0	-	931	-	120	Enabled
Movie Tickets Online - Browser	254	24	0	-	931	93.7%	8271	Disabled
Retail - Browser	2,754	120	0	-	931	100%	1502	Enabled
Ecommerce Browser - Dev	102	429	2	0.2	931	82.7%	62	Enabled
Agent Portal - Browser	25,754	120	0	-	931	-	62	Enabled
Retail - Browser Dev	55	23	2	0.2	931	-	62	Enabled
Ecommerce - Browser	25,754	23	2	0.2	931	-	62	Enabled

Use Case:

Business Risk
Observability

CISCO *Live!*

FSO Use Case: **Business Risk Observability**

Cloud and On Prem Application security

Business Risk Observability (BRO)
Application vulnerability mapping and prioritization tied to business impact

*Kenna Security

*Panoptica

*Talos

*Cloud Data sources available with no additional Licensing or integration needed

FSO Use Cases

FSO **data sources** for impactful business insights

AppD SAP Monitoring	AppD Hybrid Application	AppD Secure Application	ThousandEyes	Cisco Cloud Observability	Partner-built module

What does your customer care about?

Supply chain	Customer experience	Security & vulnerabilities	Reach & connectivity	Scalability	Alliances
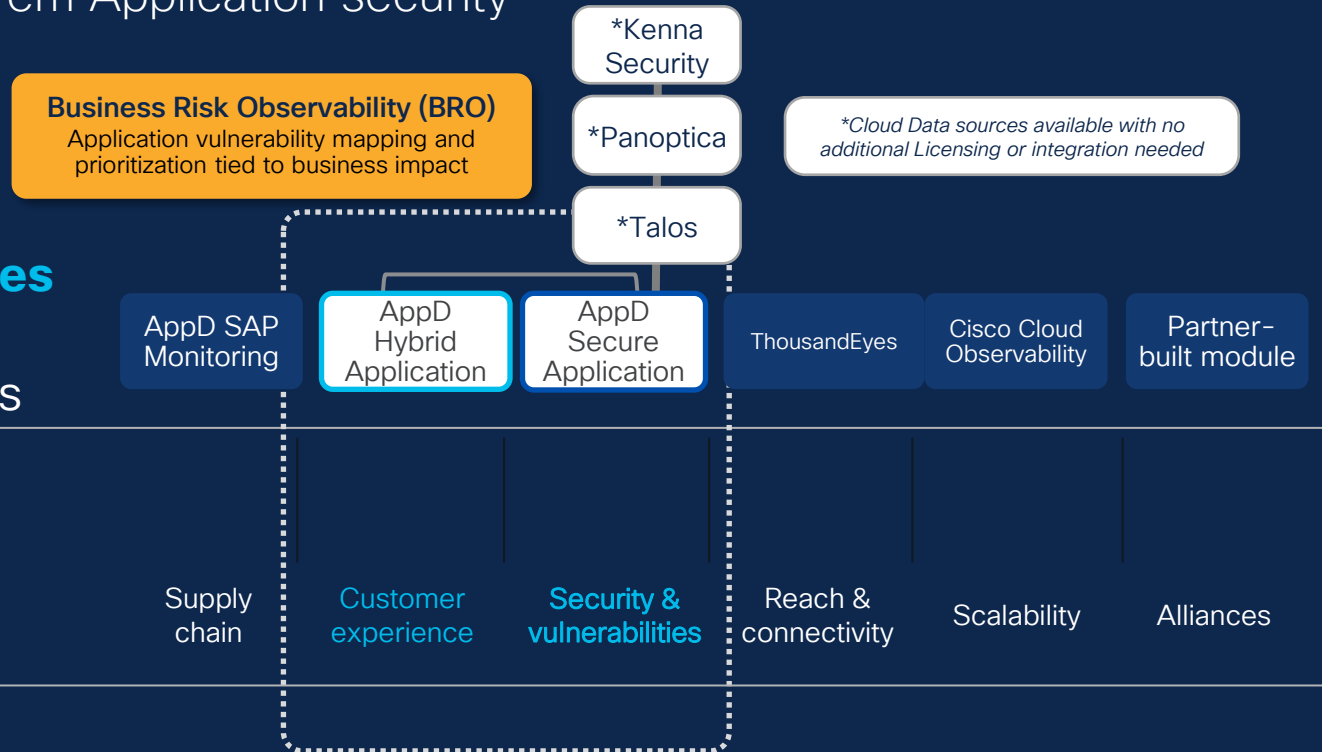
Demo – it's integrated in Cisco IT!

Business Risk Observability

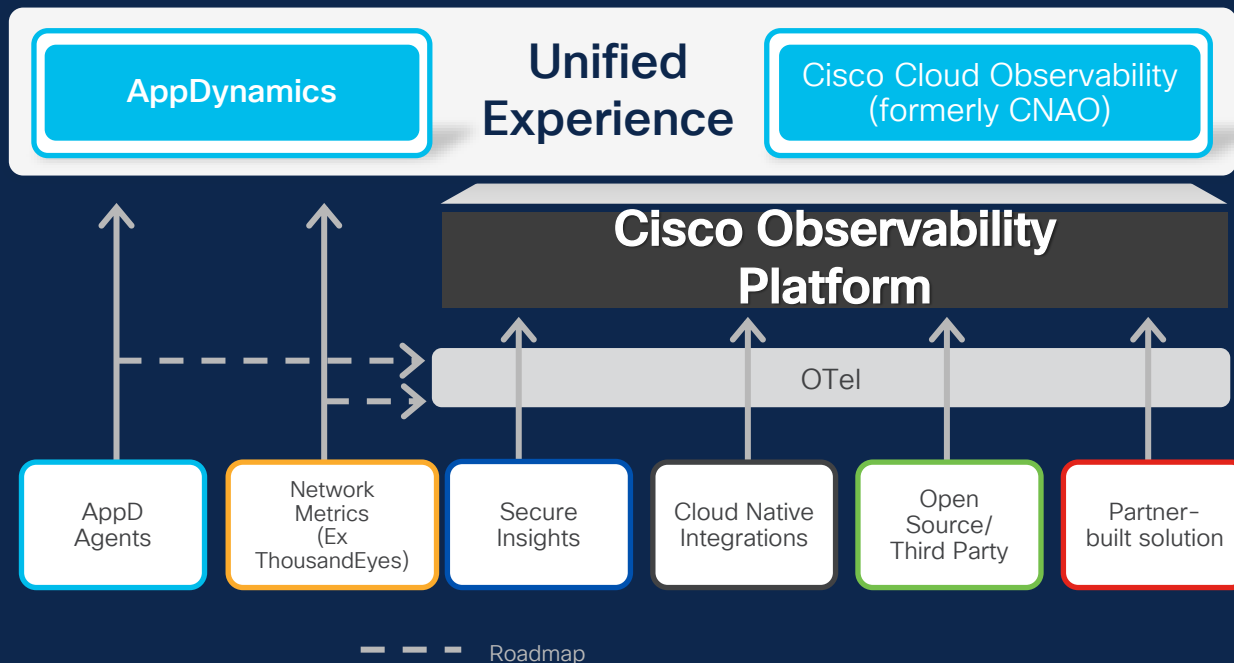# Art of the *Now* Possible
Cisco Observability Platform

Cisco IT story:
"Drinking our own champagne"

Cisco **Observability** Platform

Unified Experience for FSO

Unified experience for end-to-end visibility
Enabling a new **observability ecosystem**
Via OTel

FSO **data sources** for impactful business insights

| AppDynamics | **Unified Experience** | Cisco Cloud Observability (formerly CNAO) |

Cisco Observability Platform

OTel

| AppD Agents | Network Metrics (Ex ThousandEyes) | Secure Insights | Cloud Native Integrations | Open Source/ Third Party | Partner-built solution |

- - - Roadmap
——— Available today

BRKAPP-2696

Cisco IT Observability Landscape

2M events /day

40+ Integrations

800+ Policies

500+ KPI's

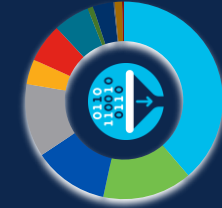Availability Monitoring for 292,500+ Endpoints

1500+ IT Users

100 Services

21,000+ App Endpoints

2900 + prod Applications

- Infra–alerts
- Sciencelogic
- Sciencelogic-cms
- AppDynamics
- OEM
- ThousandEyes

4,881 Routers

7,366 LAN Switches

11,000+ UCS servers

56,553 Virtual Machines
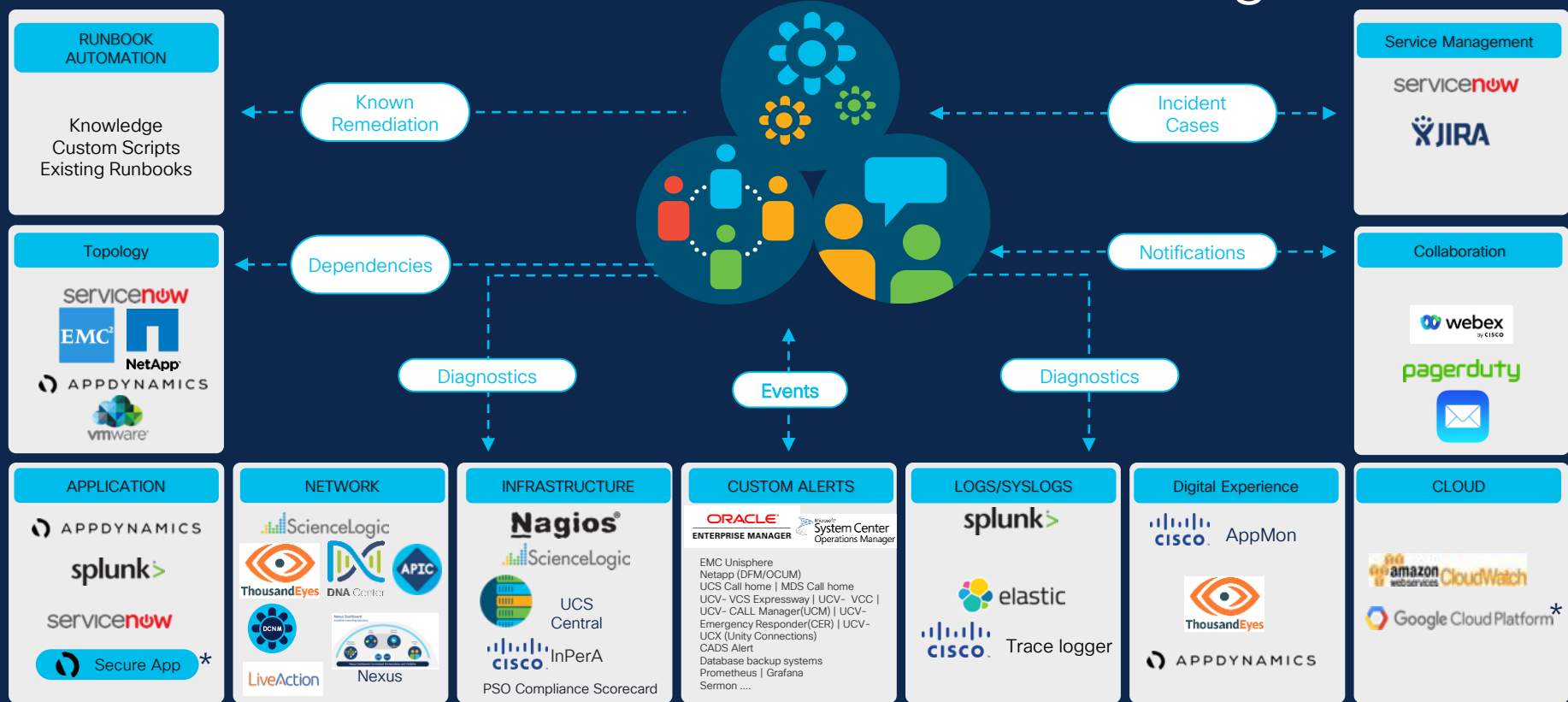
300,000+ Nodes

24,000+ Access points
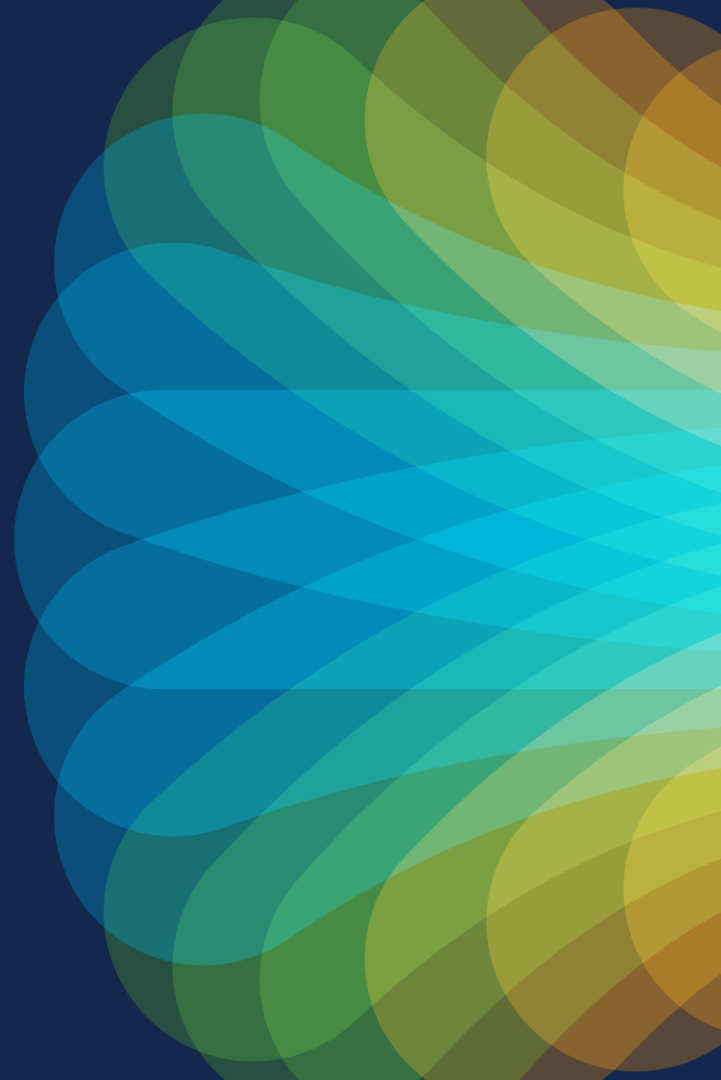
70,000+ Containers

3000+ Databases

Out-of-box Brownfield Interdomain Integrations

RUNBOOK AUTOMATION

Knowledge
Custom Scripts
Existing Runbooks

Known Remediation

Service Management

servicenow

JIRA

Incident Cases

Topology

servicenow
EMC²
NetApp
APPDYNAMICS
vmware

Dependencies

Notifications

Collaboration

webex by Cisco

pagerduty

Diagnostics

Events

Diagnostics

APPLICATION

APPDYNAMICS
splunk>
servicenow
Secure App *

NETWORK

ScienceLogic
ThousandEyes
DNA Center
APIC
DCNM
LiveAction
Nexus

INFRASTRUCTURE

Nagios®
ScienceLogic
UCS Central
CISCO InPerA
PSO Compliance Scorecard

CUSTOM ALERTS

ORACLE ENTERPRISE MANAGER
Microsoft System Center Operations Manager

EMC Unisphere
Netapp (DFM/OCUM)
UCS Call home | MDS Call home
UCV- VCS Expressway | UCV- VCC |
UCV- CALL Manager(UCM) | UCV-
Emergency Responder(CER) | UCV-
UCX (Unity Connections)
CADS Alert
Database backup systems
Prometheus | Grafana
Sermon ....

LOGS/SYSLOGS

splunk>
elastic
CISCO Trace logger

Digital Experience

CISCO AppMon
ThousandEyes
APPDYNAMICS

CLOUD

amazon web services CloudWatch
Google Cloud Platform *

Demo

"Drinking our own champagne with Cisco IT"

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Panel Discussion

Adam Reynolds
DevOps Manager at CoreLogic
20+ years of operations, development, and leadership experience

Dan Loku
Monitoring Leader at NAB
13+ years of operations, technical support, DevOps, and leadership experience

cisco Live!

CoreLogic makes homebuyers' dreams come true with Cisco AppDynamics

"Our business has evolved significantly in the past 10 years. We've had multiple CTOs, developed hundreds of applications, and now we're migrating our IT environment to the cloud. The one constant through all of that has been our relationship with AppDynamics."

Adam Reynolds, DevOps Manager, CoreLogic

Challenges

Achieve 99.9% uptime and uncompromising resiliency for its leading property data platform.

Simultaneously migrate hundreds of IT applications to the cloud.

Solutions

Cisco AppDynamics delivered visibility into application performance across the IT value chain, from DevOps to the database, aligning and empowering teams to resolve performance issues in minutes.

Results

Enhanced performance for more than 200 enterprise applications.

Built a DevOps testing platform to underpin cloud migration.

Traced CX bottlenecks back to database issues in just minutes.

CoreLogic

As the leading provider of property data and analytics, our clients turn to us to help them capitalize on growth opportunities, improve business performance, and manage risk.

Headquartered in **Sydney, AUS**

5,000+ Employees

9 Locations globally

Founded in

1914

40+ years of deep property experience

Leadership principles:

Envision the future

Inspire and energize

Deliver excellence

Our Values

- ✓ Be yourself
- ✓ Lift people up
- ✓ Make an impact
- ✓ Clients first
- ✓ Innovate always
- ✓ Set the pace

Our purpose is to help people build better lives by providing rich property insights that inform the best property decisions.
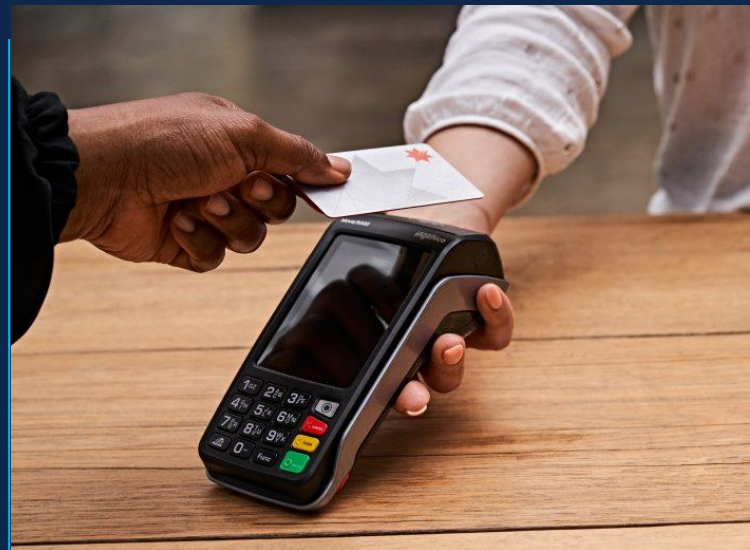
Call to Action

- Talk with your Cisco account team about your observability goals

- Learn more here

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a technical expert!

Visit Meet the Expert in The HUB
to meet, greet, whiteboard & gain
insights about your unique questions
with the best of the best.

Meet the Expert Opening Hours:

Tuesday	3:00pm – 7:00pm
Wednesday	11:15am – 7:00pm
Thursday	9:30am – 4:00pm
Friday	10:30am – 1:30pm

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- Book your one-on-one Meet the Expert 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