



The bridge to possible

# Cutting Costs and Eliminating Tool Sprawl with Cisco Full-Stack Observability

AppDynamics and Thousand Eyes

Joe Byrne – CTO Advisor  
@jbyrne37  
BRKAPP-1014

cisco *Live!*

#CiscoLive

# Cisco Webex App

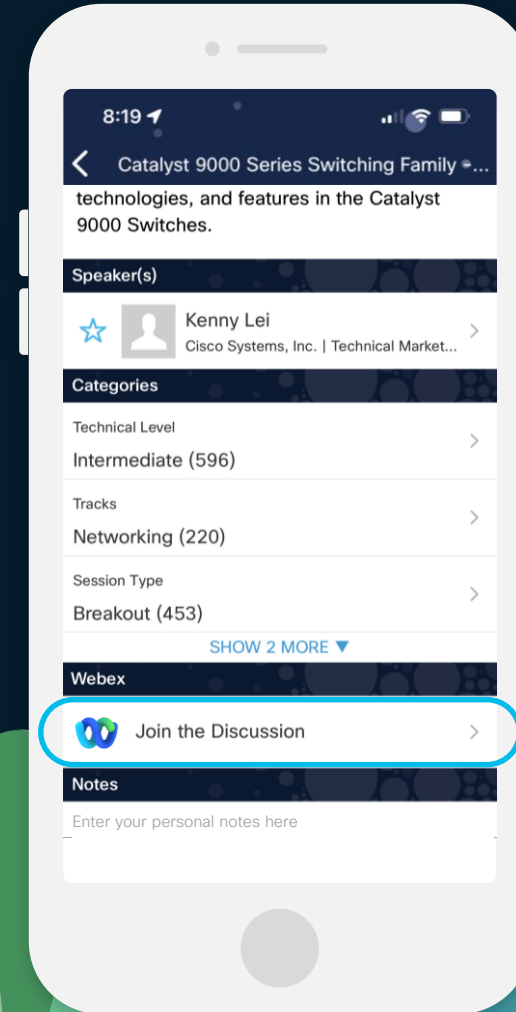
## Questions?

Use Cisco Webex App to chat with the speaker after the session

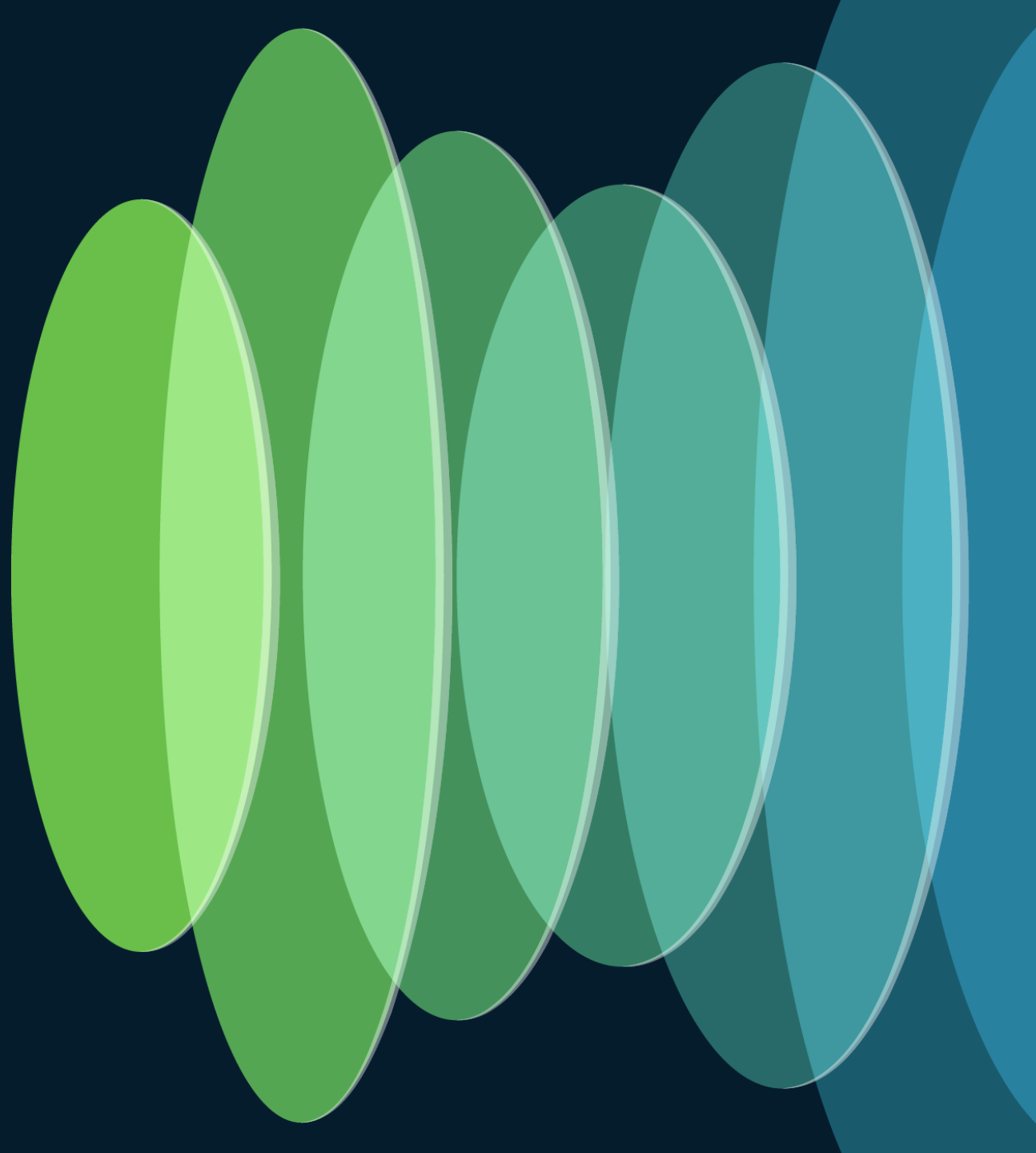
## How

- 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

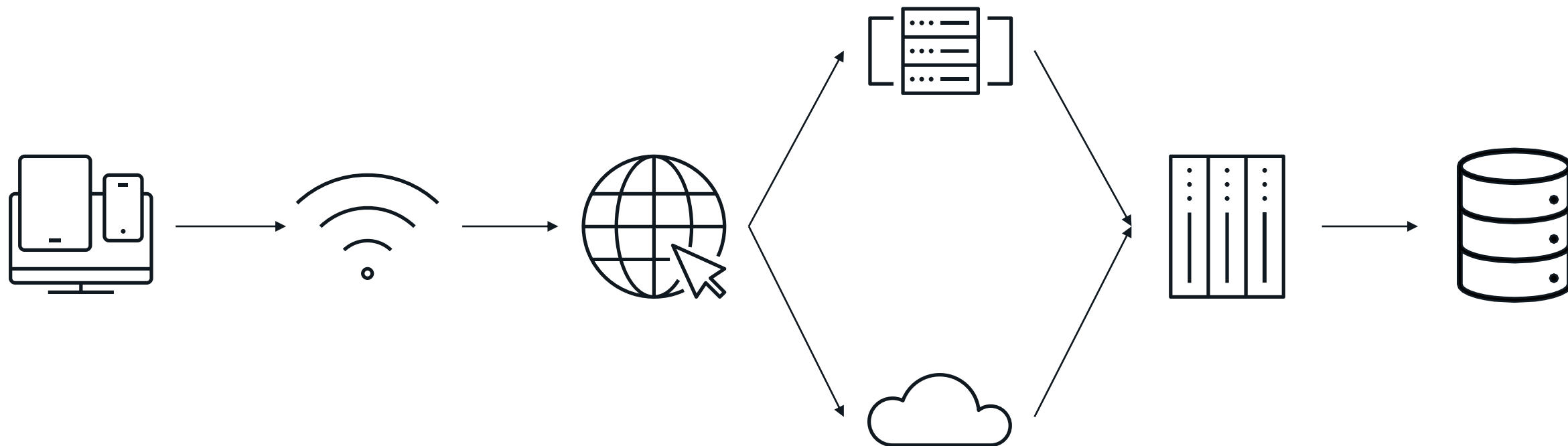
Webex spaces will be moderated by the speaker until June 7, 2024.



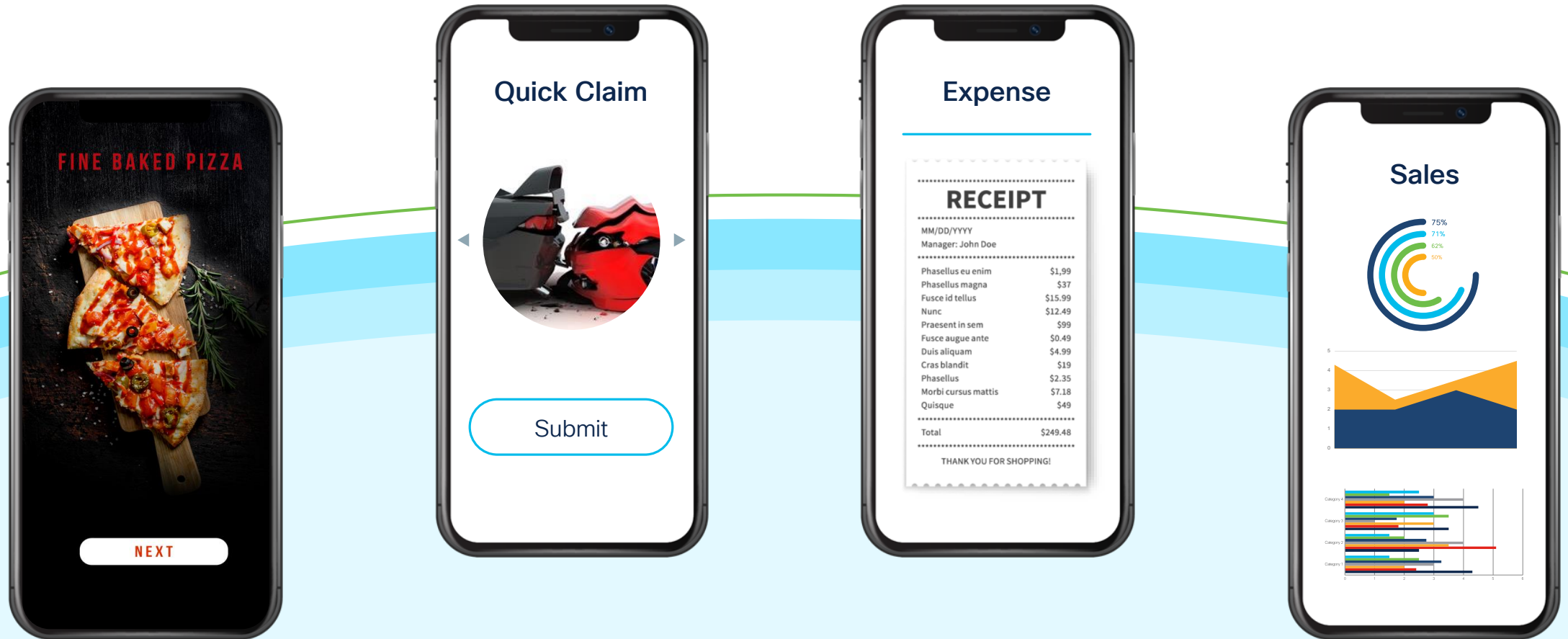
# What is Full Stack Observability?



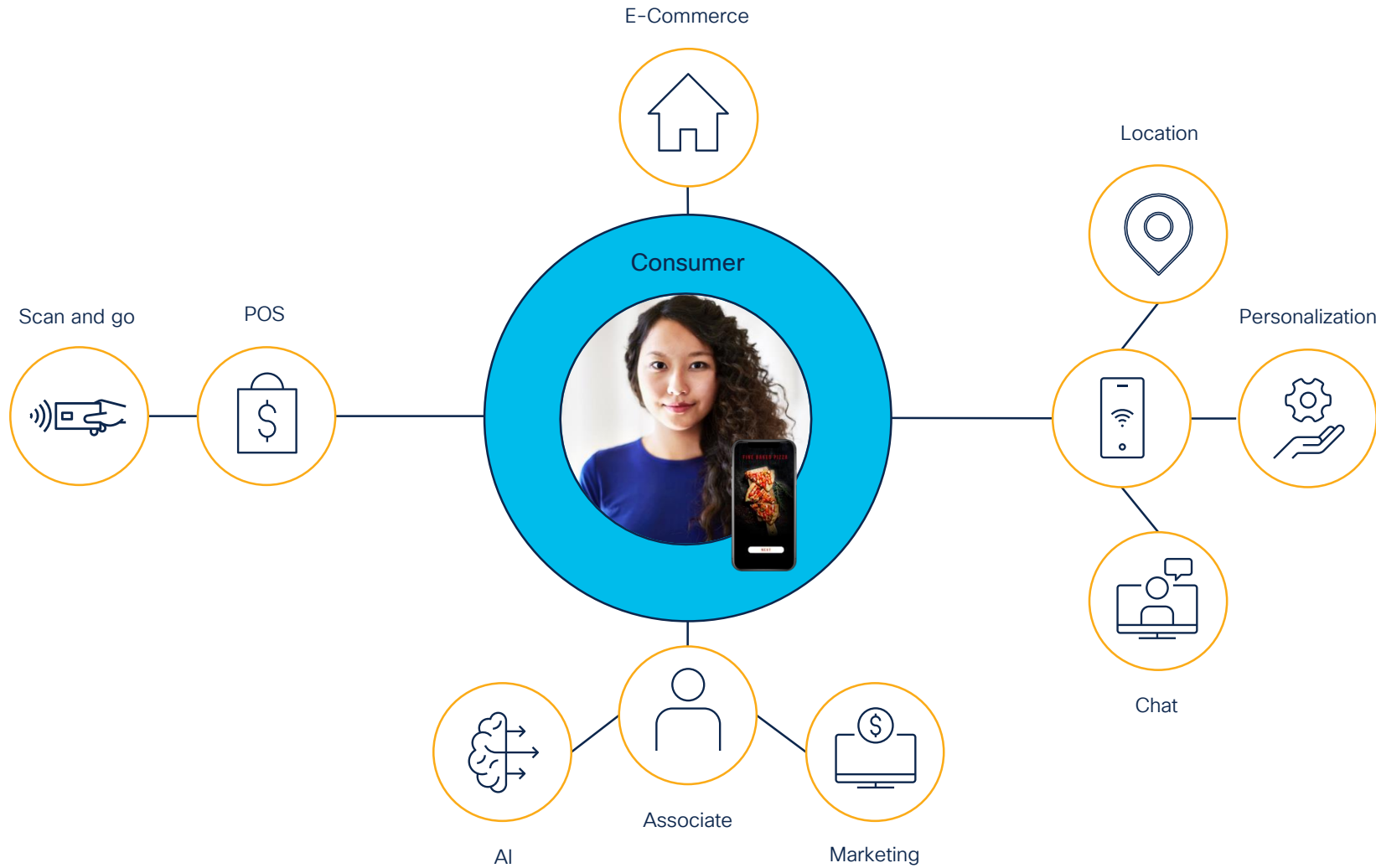
# Full-Stack Observability



# Applications are the front door

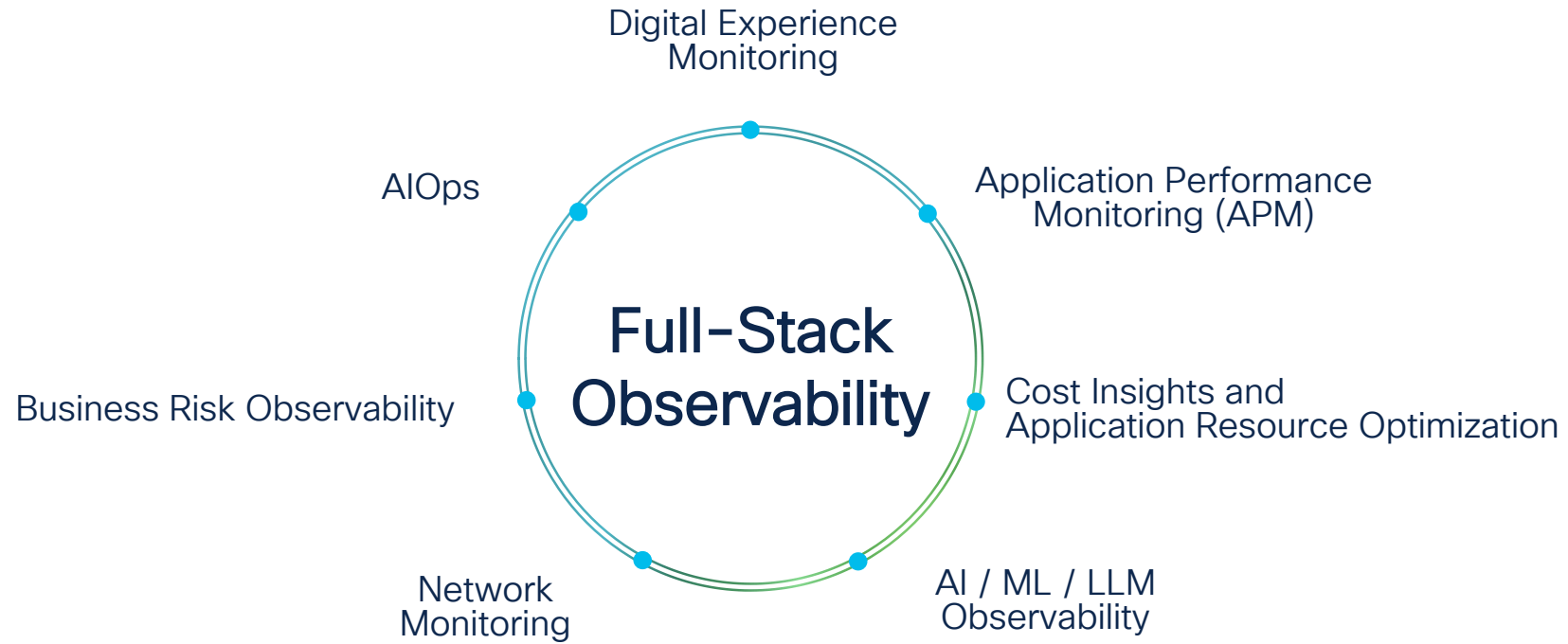


# ...to an evolving and expanding digital experience



# Cisco Full-Stack Observability

Solving real-world challenges to deliver results



Real-Time  
Insights

AI  
Powered

Enterprise  
Grade

Open Telemetry  
Native

Extensibility

Cross  
MELT

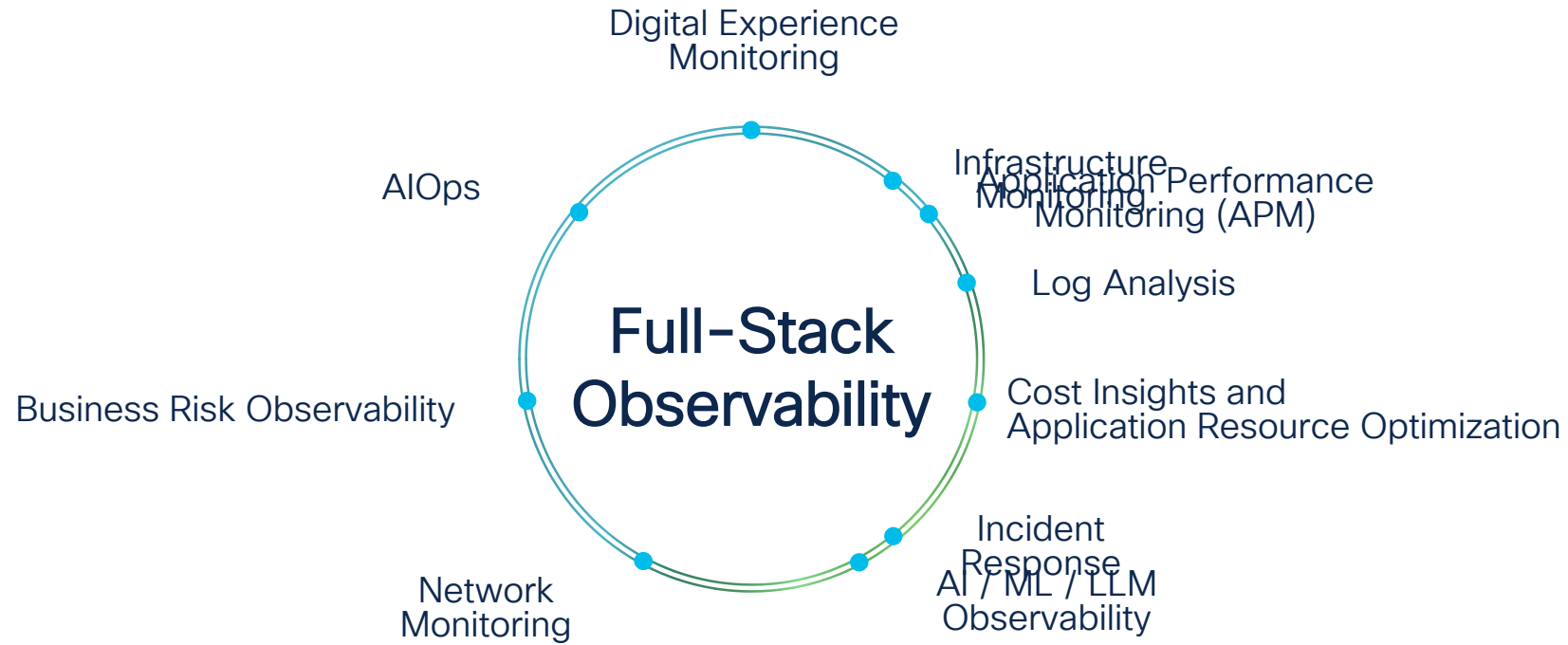
Business context

On-Prem | Hybrid Cloud | Multi-Cloud | Cloud-Native

**cisco** *Live!*

# Cisco + Splunk Full-Stack Observability

Now, with expanded use cases



Real-Time  
Insights

AI  
Powered

Enterprise  
Grade

Open Telemetry  
Native

Extensibility

Cross  
MELT

Business context

On-Prem | Hybrid Cloud | Multi-Cloud | Cloud-Native

**cisco** *Live!*



# Our full-stack observability portfolio

## Full-Stack Observability use cases

*GenAI Powered Unified Observability Experience*

**Splunk IT Service Intelligence**  
*Business Service Monitoring, Event Aggregation, AIOps*

AppDynamics SaaS | On-Premises

Splunk Observability Cloud

**Splunk Enterprise | Splunk Cloud**

# 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.*



# 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.

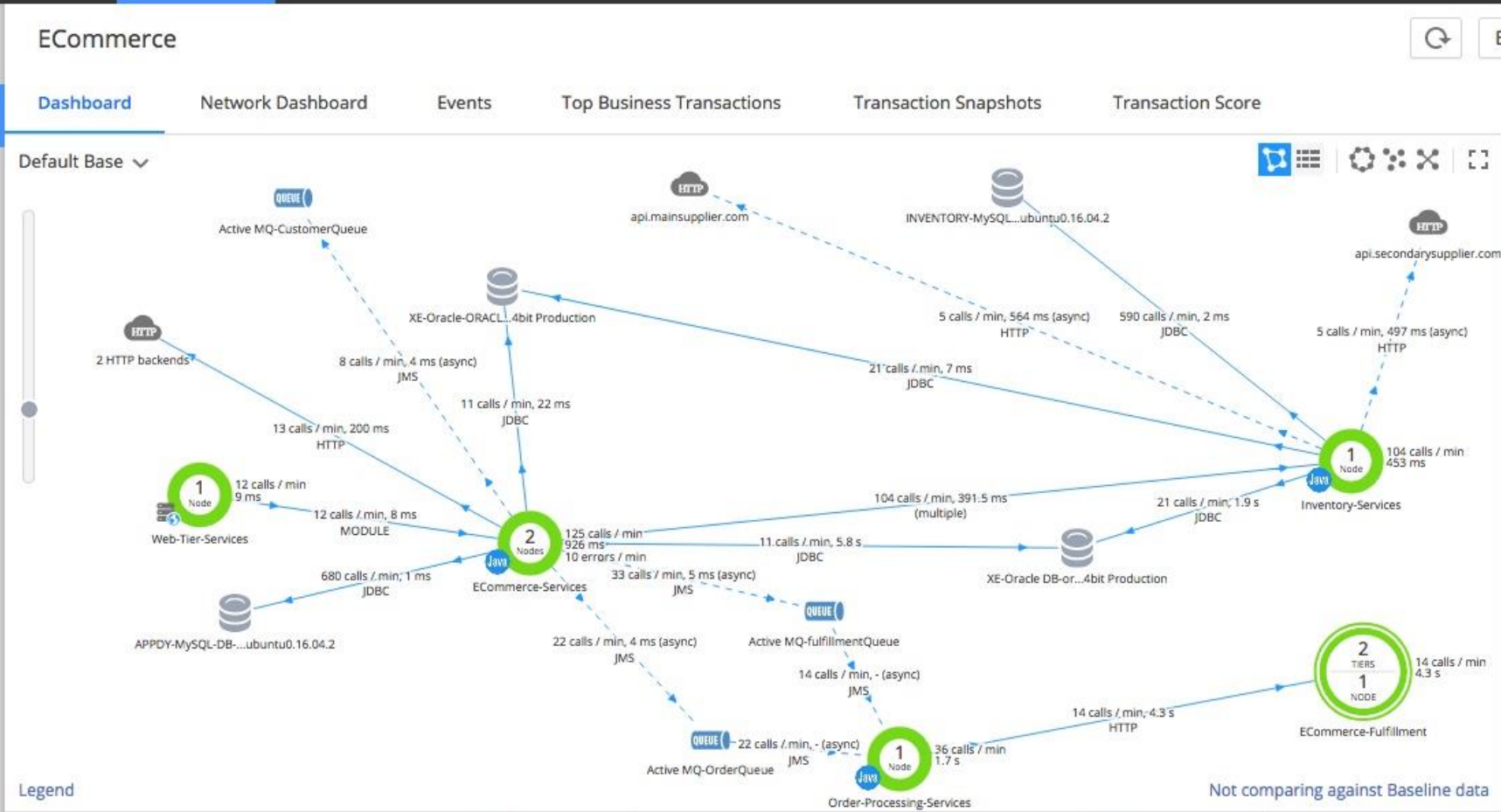
*Ensure app performance is driving business outcomes.*





- ECommerce
- Application Dashboard
- Business Transactions
- Service Endpoints
- Tiers & Nodes
- Servers
- Database Calls
- Remote Services
- Troubleshoot
- More

- Alert & Respond
- Metric Browser
- Configuration
- View in User Experience



**Events**

- Health Rule Violations Started: 3
- Business Transaction Health: 3

**Business Transaction Health**

1 critical, 1 warning, 30 normal

**Node Health**

0 critical, 0 warning, 6 normal

**Server Health**

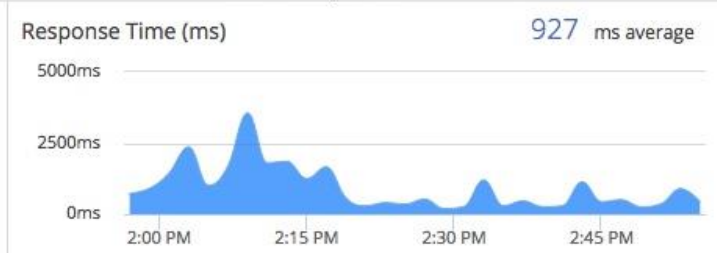
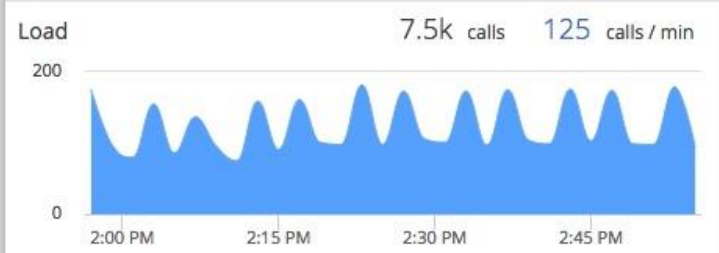
1 critical, 0 warning, 0 normal

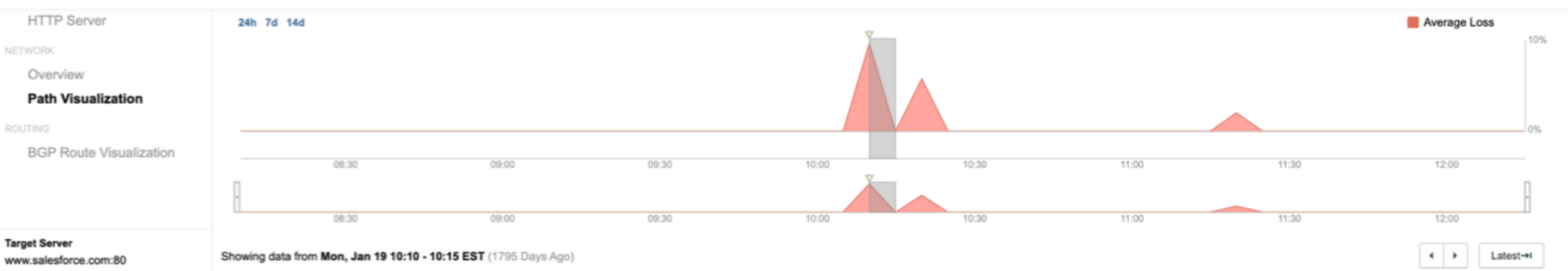
**Transaction Scorecard**

Category	Percentage	Count
Normal	89.9 %	6.7k
Slow	0.3 %	25
Very Slow	1.5 %	112
Stall	0.0 %	-
Errors	8.2 %	615

**Exceptions**

Exentions: 1.696 total, 28 / min





Path Visualization

7 hops 12 hops

Showing: 6 of 6 Agents ▾ Hide IP Address labels ▾

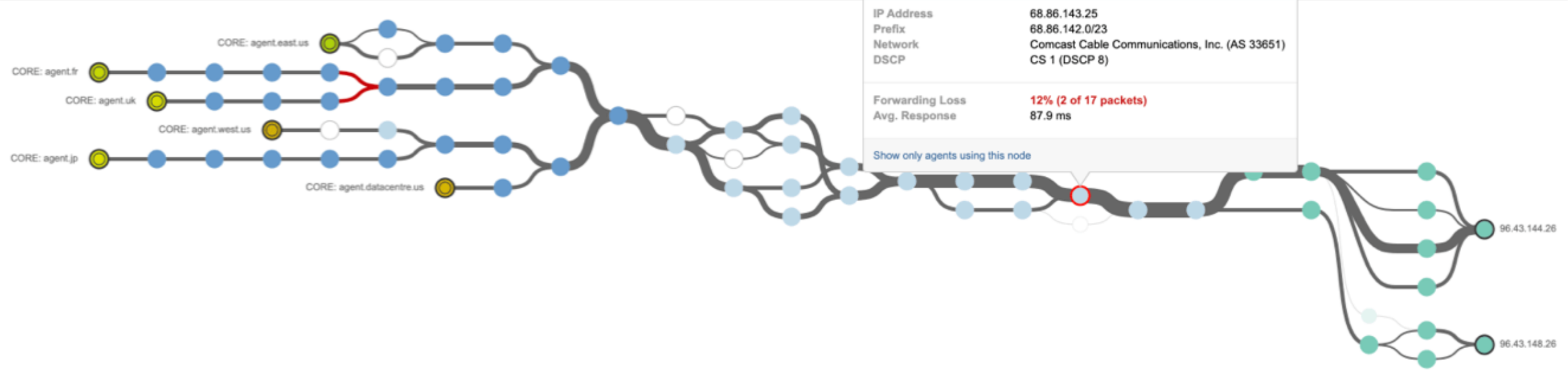
Grouping: Agents by Agent ▾ Interfaces by IP Address ▾ Destinations by IP Address ▾

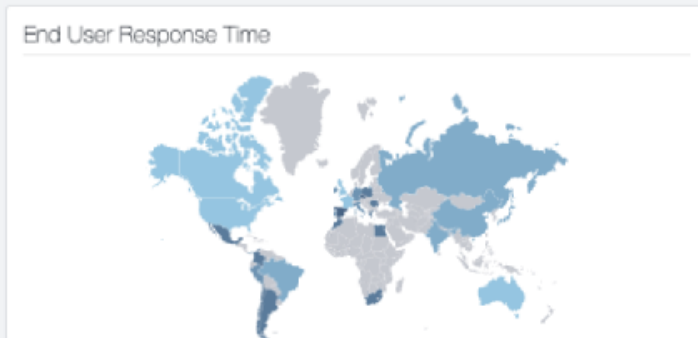
Highlighting: Forwarding Loss > 10 % ( 1 node ) ▾ Link Delay > 100 ms ( 2 links ) ▾

Selecting: Click a node or link Info (2) ▾

Highlight nodes that match all / any

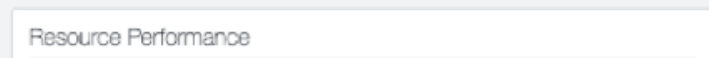
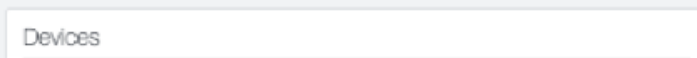
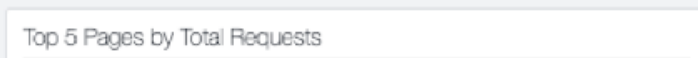
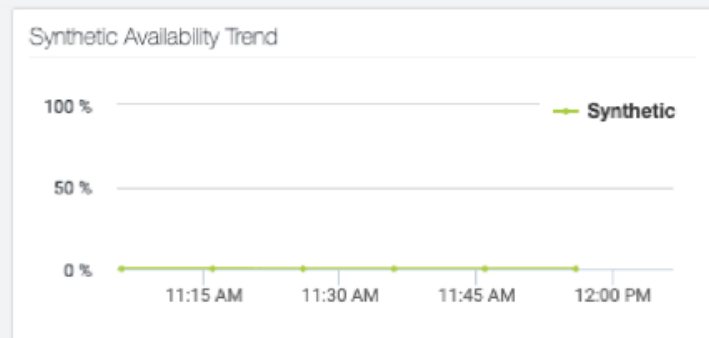
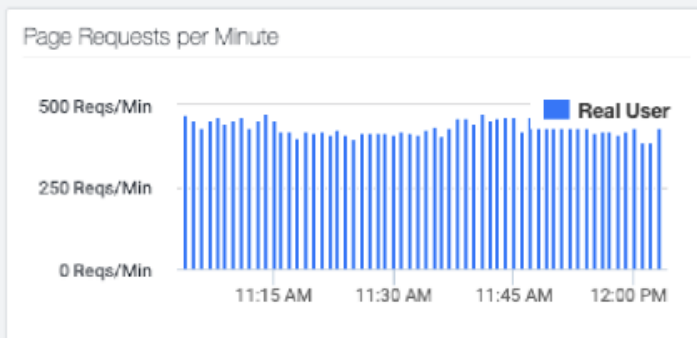
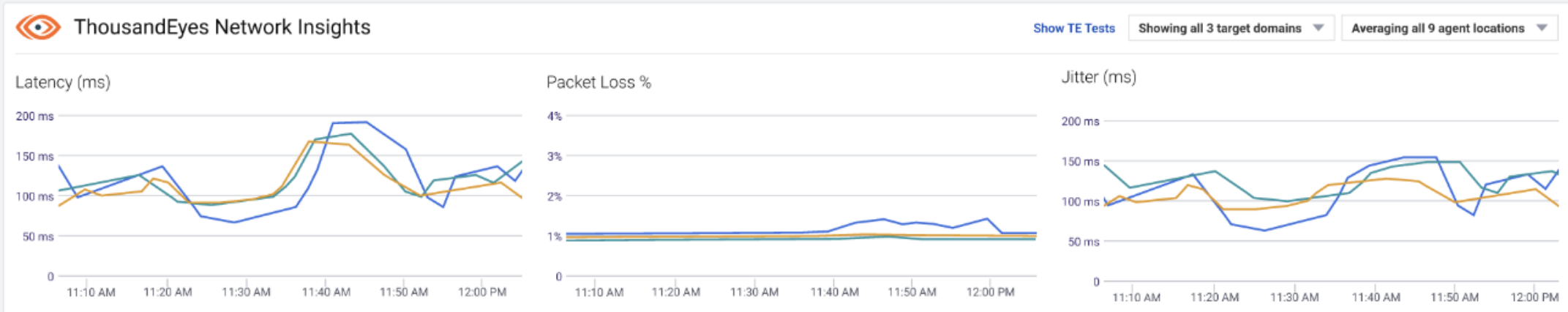
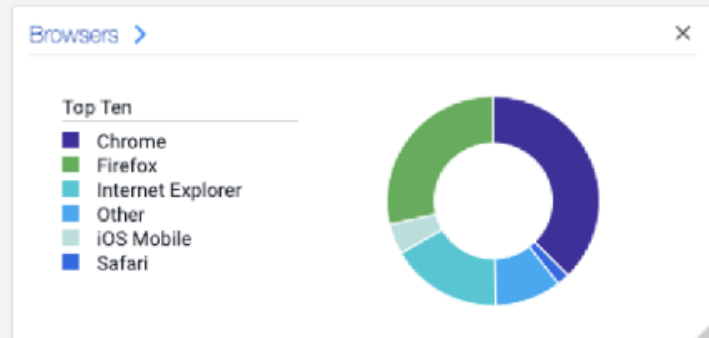
Search on Network Country IP address Prefix or Title





Top 5 Countries by Total Page Requests

United States	4,390 reqs
France	3,443 reqs
United Kingdom	2,742 reqs
Canada	1,808 reqs
Brazil	1,074 reqs



# The Total Economic Impact™ Of Cisco Full-Stack Observability (FSO)

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**Stephanie Slate**

Senior TEI Consultant

June 3, 2024

BOLD  
AT  
WORK

# Agenda

- Introduction
- What is TEI?
- Executive summary
- Customer journeys
- Study results
- Financial summary
- Question and answer

**Please note:**

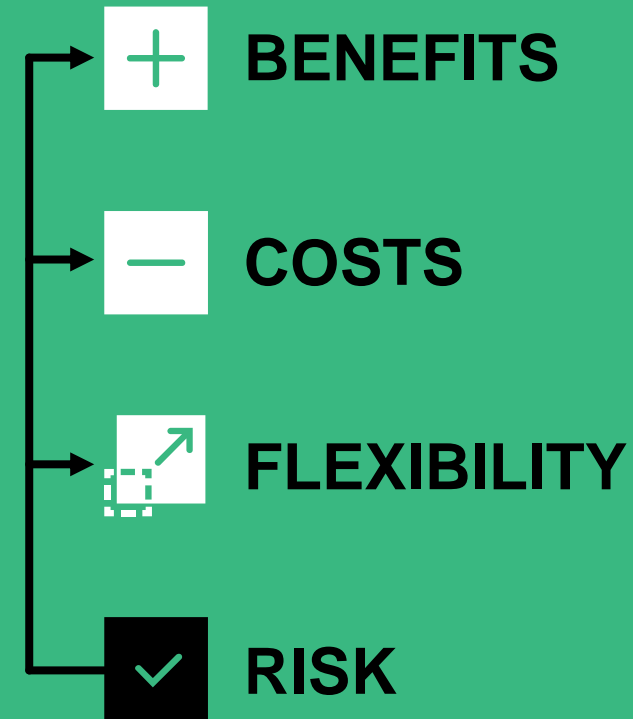
This slide presentation is an abridged, graphical, and complementary representation of a case study.

For a full explanation of methodology and details on model calculations, please refer to the full case study (The Total Economic Impact of Cisco Full-Stack Observability, May 2024).



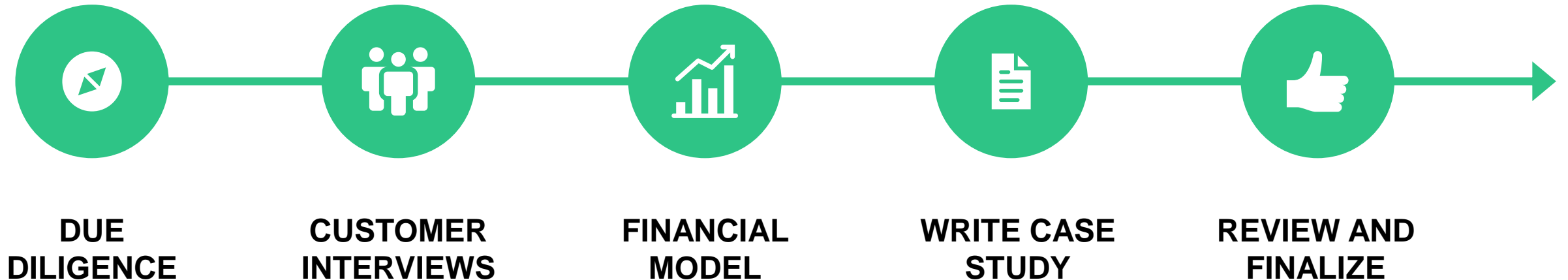
TEI is a proven,  
consistent, repeatable  
methodology to  
justify technology  
investments.

## TOTAL ECONOMIC IMPACT



# Project approach

Forrester took a multistep approach to evaluate the impact of Cisco FSO.



Source: A Total Economic Impact Of Cisco Full-Stack Observability, a commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2024.

# Disclosures

The audience should be aware of the following:

- This document is an abridged webinar version of a full case study (Total Economic Impact of Cisco Full-Stack Observability, May 2024).
- The study is commissioned by Cisco and delivered by the Forrester Consulting group.
- Forrester makes no assumptions as to the potential return on investment that other organizations will receive. Forrester strongly advises that readers should use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Cisco Full-Stack Observability.
- Cisco reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.
- The customer's names for the interviews was provided by Cisco.
- Forrester does not endorse Cisco.

Forrester has determined the following three-year impact:



ROI

**358%**



BENEFITS

**\$56.80M**



NPV

**\$44.40M**

Source: A Total Economic Impact Of Cisco Full-Stack Observability, a commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2024.

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As an observability platform for application performance management, it's been an asset for us. **It's proving its value every day, every week, every month more and more.** I think now and for the future of watching these applications, it's a very important piece of the puzzle to keep [our systems] healthy.

— *Program manager, government administration*

# Forrester interviewed 4 Cisco FSO customers



Retail



Government  
administration



Hospitality



Financial Services

ROLE

Manager, application  
performance

Program manager

Director of infrastructure  
and operations

VP, enterprise command  
center

REVENUE

\$1B

\$21B

\$14B

\$2.2B

EMPLOYEES

5,500

35,000

85,000

5,520

Source: A Total Economic Impact Of Cisco Full-Stack Observability, a commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2024.

# Prior to using Cisco FSO

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Siloed people, processes, and technology.



Too many issues and outages negatively impacted the business revenue.



Inefficient “war room” processes to identify and resolve issues and outages.

# Investment objectives

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The interviewed representations searched for a solution that:




Provide visibility into revenue losses.



Close the silos and consolidate tools.



Be able to fix things quickly with limited impact on brand reputation and customer satisfaction.



War rooms and consolidations were common. Team A wasn't communicating with Team B, which was one of the main reasons we needed a command center. Without it, these silos and separate conversations would persist.

— *VP, enterprise command center, financial services*



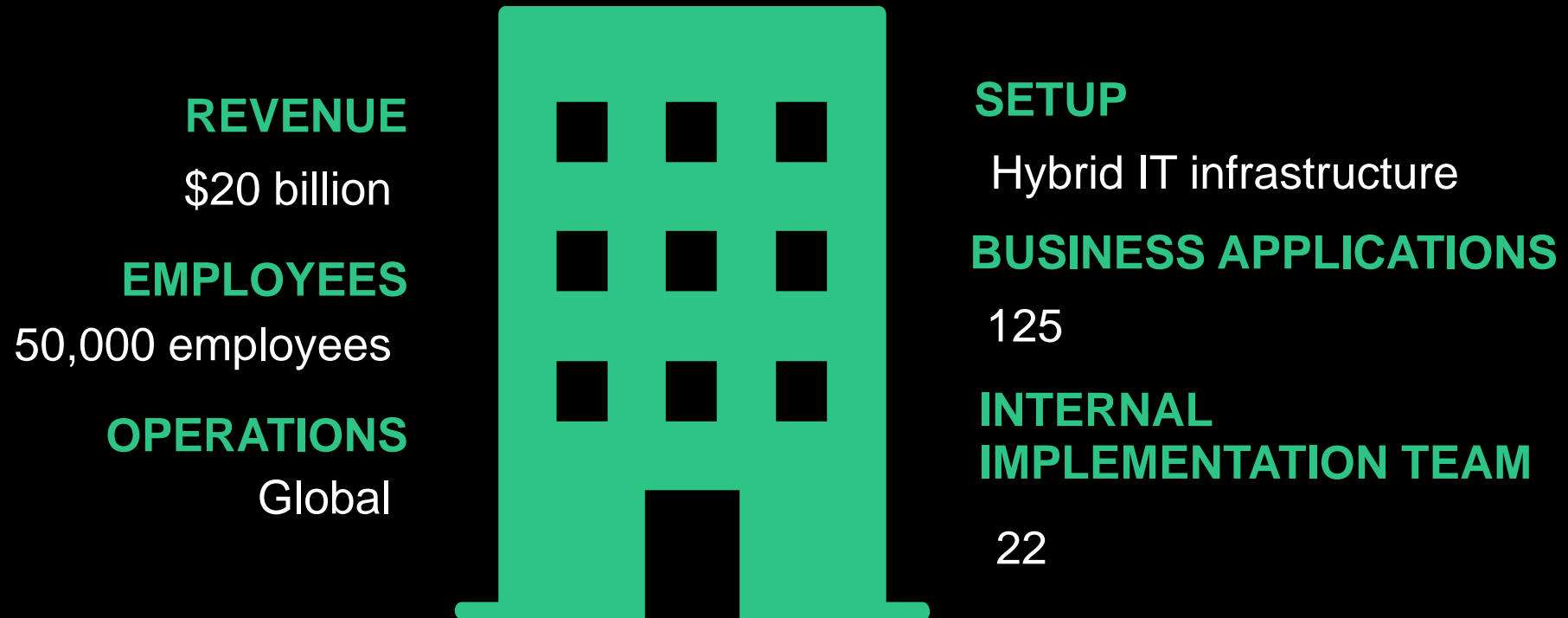
Source: A Total Economic Impact Of Cisco Full-Stack Observability, a commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2024.

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# Creating a business case for Cisco FSO

Forrester created a composite organization to convey the aggregate financial analysis.



Source: A Total Economic Impact Of Cisco Full-Stack Observability, a commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2024.

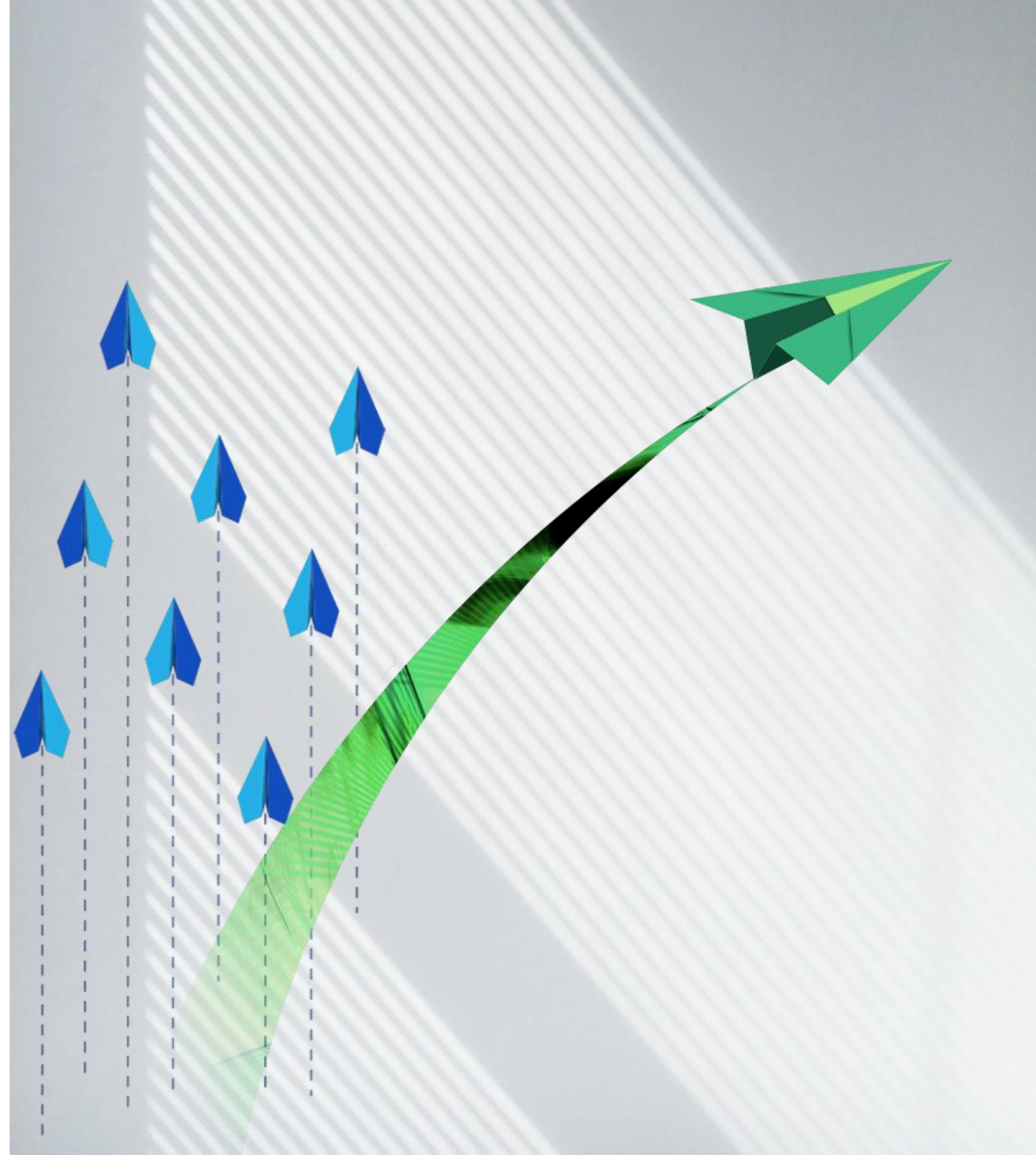
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# Deployment characteristics

- Proof of concept (POC) on AppDynamics, installing five critical applications.
- Rolls out applications (125 in total) in phases:
  - 25% by end Year 1
  - 50% by end Year 2
  - 100% by end of Year 3
- For ThousandEyes solution, full deployment in Year 1.

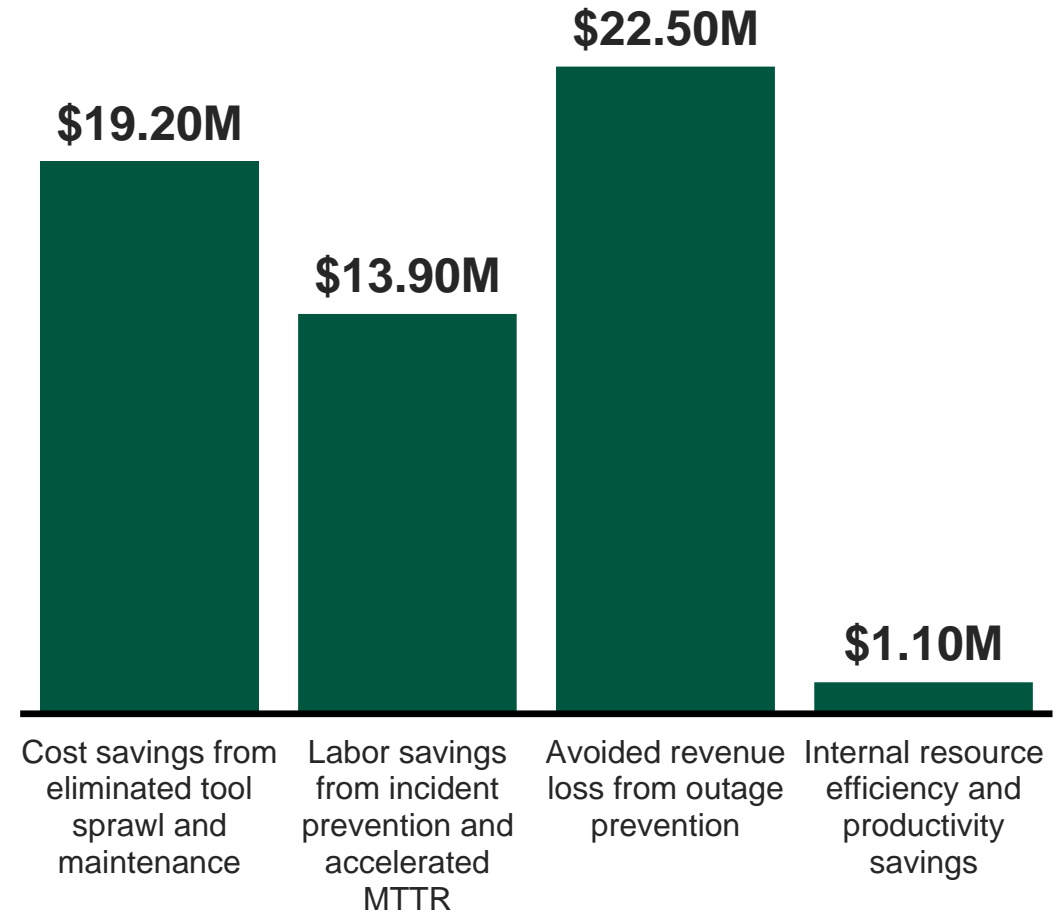
Source: A Total Economic Impact Of Cisco Full-Stack Observability, a commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2024.

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# Three-year, risk-adjusted benefits

Based on the composite organization



Source: A Total Economic Impact Of Cisco Full-Stack Observability, a commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2024.

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# Cost Savings From Eliminated Tool Sprawl And Maintenance



**65%** tool consolidation by Year 3



**\$20,000** annual infrastructure and maintenance cost per application



**\$19.2M** three-year risk-adjusted PV

Source: A Total Economic Impact Of Cisco Full-Stack Observability, a commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2024.

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This is certain: it helps eliminate some duplicative tool sets, [sets] that I use to do the same thing but [those tools] didn't do them as well. That is absolutely something that [Cisco FSO] is helping us with.

— Program manager, government administration

# Labor Savings From Incident Prevention And Accelerated MTTR



**50%** reduction in number of production issues and false positives per application



Reduction in the **number of hours** needed for triage and resolution by Year 3



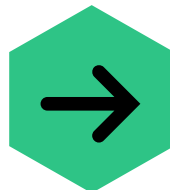
**75%** - staff  
**90%** - managers  
**100%** - executive leaders



Reduction in the **number of team members** needed for triage and resolution by Year 3



**80%** - staff  
**67%** - managers  
**100%** - executive leaders



**\$13.9M** three-year risk-adjusted PV

Source: A Total Economic Impact Of Cisco Full-Stack Observability, a commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2024.

# Avoided Revenue Loss From Outage Prevention



**50%** reduction in likelihood of an outage by Year 3



**60%** reduction in average length of an outage by Year 3



**\$22.5M** three-year risk-adjusted PV

Source: A Total Economic Impact Of Cisco Full-Stack Observability, a commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2024.

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We've had outages [that] last 4 days. Now, we are back up and running under half a day.

— Manager, application performance, retail

# Internal Resource Efficiency And Productivity Savings



**30%** increase in capacity of  
internal implementation resources  
after becoming Cisco certified



**\$1.1M** three-year risk-adjusted PV

Source: A Total Economic Impact Of Cisco Full-Stack Observability,  
a commissioned study conducted by Forrester Consulting on behalf  
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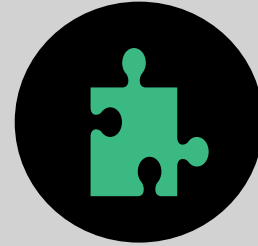
In order to reduce incidents  
and impact to the business  
when you have an outage, you  
need to be able to get the right  
information to the right people  
at the right time and that's  
exactly what Cisco FSO does.

— Manager, application performance, retail

# There are benefits to using Cisco FSO that customers couldn't quantify



Improved employee experience.



Valued customer partnership with Cisco.



Enhanced brand reputation.



Solidified departmental alignment and cross-team collaboration.



Transformed to a proactive and preventative state.



Accelerated cloud transition and expanded the business operations.

Source: A Total Economic Impact Of Cisco Full-Stack Observability, a commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2024.



# Flexibility

Where the customer expects to see more value from Cisco FSO in the future.

- More automation tools can be integrated with FSO to further free up internal resources.
- The synergy delivered by the acquisition of Splunk would allow Cisco to provide enhanced benefit to FSO users.

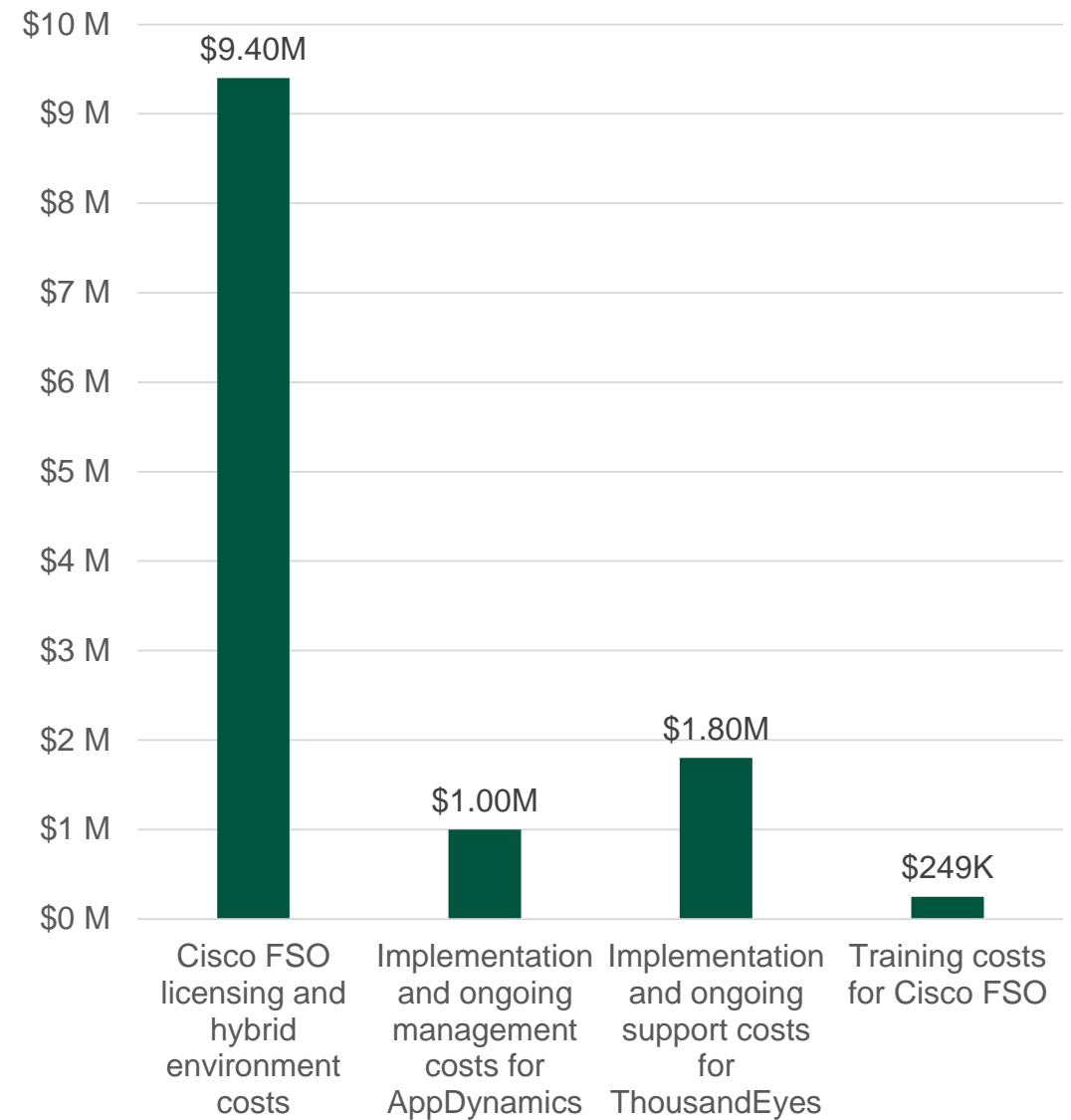
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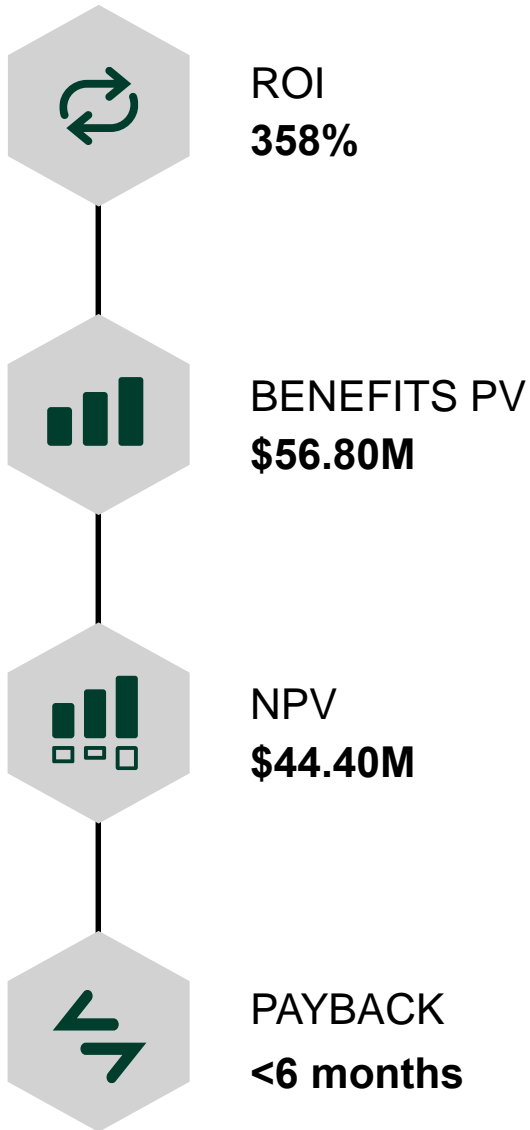
# Three-year, risk-adjusted costs

Based on the composite organization



Source: A Total Economic Impact Of Cisco Full-Stack Observability, a commissioned study conducted by Forrester Consulting on behalf of Cisco, May 2024.

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“We went from an extremely reactive state, such that the customer would tell us when our website was down, to where we’re definitely proactive and moving to that preventive and wanting to get to predictive state.”

—Director of infrastructure and operations, hospitality



# Questions?



# Thank You.

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**Stephanie Slate**  
Senior TEI Consultant



# Business case definitions 101



## **Present value (PV)**

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.



## **Net present value (NPV)**

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made, unless other projects have higher NPVs.



## **Return on investment (ROI)**

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.



## **Payback period**

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

# Complete Your Session Evaluations



Complete a minimum of 4 session surveys and the Overall Event Survey to be entered in a drawing to **win 1 of 5 full conference passes** to Cisco Live 2025.

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**Earn 100 points** per survey completed and compete on the Cisco Live Challenge leaderboard.

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Level up and earn **exclusive prizes!**

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The bridge to possible

# Thank you

CISCO *Live!*

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