



AppDynamics Application Performance Monitoring Solution Brief

Kapil Bakshi, Distinguished Architect Team (Dec 2020)



Solution Overview

Cisco AppDynamics can be thought of a Central Nervous Systems (CNS), which follows the lifecycle path of Visibility, Insight and action for application landscape of an enterprise, both on prem and cloud native. AppDynamics includes application experience Journey Map – a view that provides users with visibility into the path of an application, using data science algorithms in real time. The map shows user flows overlaid with performance and business metrics, which enables the identification of problems such as application performance, dependences and bottlenecks. AppD also incorporates application context when automating AIOps capabilities in infrastructure, network and security.

Relevant Use Cases

AppD's capabilities of Application Monitoring, Infrastructure Visibility, Application analytics and End user monitoring provide access to these use cases

- Enhanced Visibility for Cloud Migrations
- End User Productivity Recovery
- Incident Management & Help Desk Savings
- Tools Consolidation – Reduced O&M
- Pre-Production Performance Testing
- TTV Benefits from Accelerated App Delivery
- Brand / Reputation Protection
- Application Impact on Mission Outcomes

Top customer pain points

App complexity & Limited Visibility

...manage highly complex applications, including distributed, microservices and cloud native point of view. The applications are also have large interdependences of services on prem DC and public clouds. Hence visibility in application metric and mappings to business metrics is non-trivial and a key challenge.

Multiple silos & limited correlation

...manage increasingly siloed Enterprise landscape with app, infra, net and security operations, with limited cross correlation of data and events. Additionally, users are going global, and need broad visibility and global footprint of vantage points with diverse connectivity channels (mobile, broadband etc).

Tools lock-in and cost control

...manage respective vendor's tool for each domain. Hence, losing control. There's also risk that one domain or cloud provider-specific tool may not meet multi-cloud or hybrid cloud monitoring. Costs associated with switching to a new cloud vendor are significant, hence a need for a more portable application architecture and monitoring strategy.

My customer needs to

Solution Integrations

Cisco AppDynamics is integrated with other Cisco Monitoring and visibility tools. Here is a current enumeration of the Cisco and Partner tools:

- Cisco Thousand Eyes
- Cisco Network Insights
- Cisco Intersight Workload Optimizer
- Cisco Contact Center
- Cisco Security Cloud Operations products

Cisco AppDynamics plans to become the Central Nervous System with these above and many more in the future tools.

DA Perspective

AppD has been authorized at the moderate impact level by the FedRAMP Program Management Office (PMO) to sell to government agencies. This opens up AppD to all regulated markets and validates our commitment to APM and security certs.

Cisco AppD is not an isolation product. Cisco is integrating AppD with Intersight, IWO, Thousand Eyes, ACI, Contact center, Network Insights and more as roadmap develops. Hence providing true cross domain capability of visibility and monitoring.

Via Cisco AppD, Cisco expand to new customer base of Application DevOps, LoBs, Hybrid cloud architectures. This is key to our up leveling the stack and customer care abouts.



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Conversation Starters

- What is your Application landscape, esp microservices and distributed architecture?
- What is current and future Hybrid cloud adoptions strategy?
- How do you manage full stack visibility and monitoring?
- What APM tools set do you currently have?
- How do integrated infrastructure and application optimizations?
- How do map application performance to business metrics and SLA?
- How do you do full stack root cause analysis?
- Are you vested in on-prem and SaaS solutions?
- Do you have any compliance requirements?
- Do you have an AIOps strategy?

Industry Observations

AppDynamics is the largest APM provider in the market. Gartner's latest relevant report is Market Share Analysis: ITOM, Performance Analysis Software, Worldwide, 2019, published in June of 2020, has Cisco (AppDynamics) as the top vendor by revenue. For the 8th year in a row, AppDynamics has been recognized as a Leader in the APM industry and is the overall leader in the Execution dimension. Gartner supported the placement of AppDynamics by recognizing the areas of breadth of our solutions: scalability, Improved UX, Faster time to root cause, Product roadmap, analytics/BiQ

Top Competitors

New Relic

Weakness – Risky Business

New Relic spent two years targeting large enterprise, with limited success. In the first 9 months since the introduction of their "Platform for the Next Decade", New Relic One, New Relic's stock dropped well over 40%. New Relic is carrying significant and growing, long-term debt.

Cisco Advantage

AppD outperforms against NR in Analytics, as it has limited analytics capabilities and requires code changes. NR doesn't provide auto-instrumentation of custom code, which limits the customer's ability to have direct code-level visibility.

DynaTrace

Weakness – Risky Business

DynaTrace is technically deficient, in terms of scale, security and functions. Also, limited capability to map to business metric. DynaTrace has significant indebtedness and covenants which restricts ability to enhance their product.

Cisco Advantage

AppDynamics is the largest APM provider in the market. Unlike DT which baselines short time of data. AppD baselines all alerts for up to one year of data. AppD BiQ is a competitive differentiator, DT has no full equivalent. AppD securely monitors, at scale, end to end. Dynatrace falls short.

VMWare(VROps)

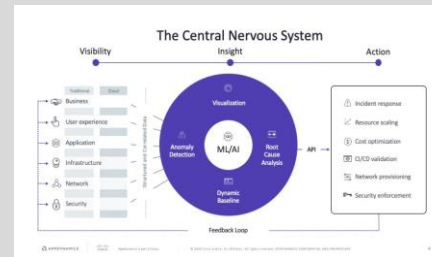
Weakness

Ops team Troubleshooting problems & have no way to automatically eliminate all the different infrastructure tiers. VROPs can only manage OS and service level views from an operational standpoint for monitored services.

Cisco Advantage

Proactive Alerts of AppDynamics (finding the yellow) with CWOM/IWO Integrated for manual or automated actions is key advantage. Also, With CWOM/IWO+AppD, eliminates expensive war rooms with quick isolation of the root cause, & Corrective Action (CWOM/IWO).

Notes and Diagrams



Cisco, AppDynamics provides our vision for AIOps: the Central Nervous System (CNS). The CNS is a platform that delivers deep, cross-domain visibility and insights.