Deliver exceptional digital experiences while driving revenue streams and accelerating digital transformation.

Improve customer satisfaction
Reduce mean time to isolate (MTTI) and repair (MTTR) to improve application uptime and performance.

Lower costs
Map dependencies between applications and infrastructure to optimize resources and prevent over-provisioning.

Accelerate innovation
Establish a common vocabulary between development and operations teams when it comes to application performance.

Increase resilience
Proactively contextualize data and identify interactions, interdependencies, and patterns to increase application and infrastructure uptime.

Next steps

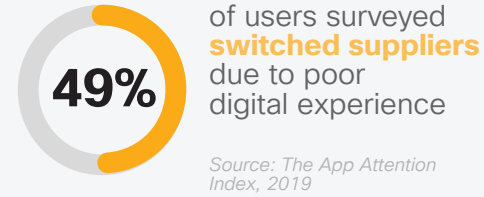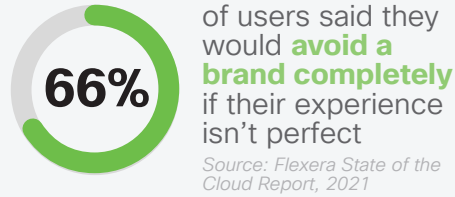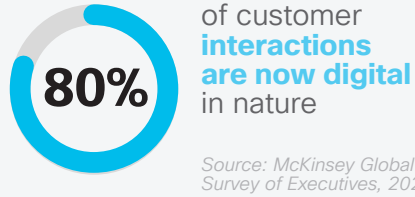Identify your key stakeholders and schedule a discovery workshop to:

· Understand your most critical digital experiences

· Map your requirements to full-stack observability

· Define your digital experience journey

If applications are the business, experiences are the currency.
Can you afford to deliver a bad experience?

Full-Stack Observability

CISCO

CISCO

⚠ More than ever, your users expect experiences that can be delivered digitally, **will** be delivered digitally, and with quality.

And they won't tolerate anything less.

80% of customer **interactions are now digital** in nature
Source: McKinsey Global Survey of Executives, 2020

66% of users said they would **avoid a brand completely** if their experience isn't perfect
Source: Flexera State of the Cloud Report, 2021

49% of users surveyed **switched suppliers** due to poor digital experience
Source: The App Attention Index, 2019

⚠ Digital experiences are powered by a technology landscape that is becoming increasingly complex, interconnected, and interdependent.

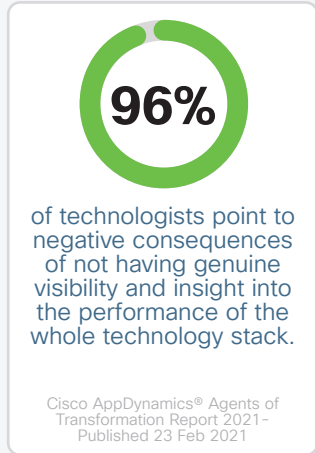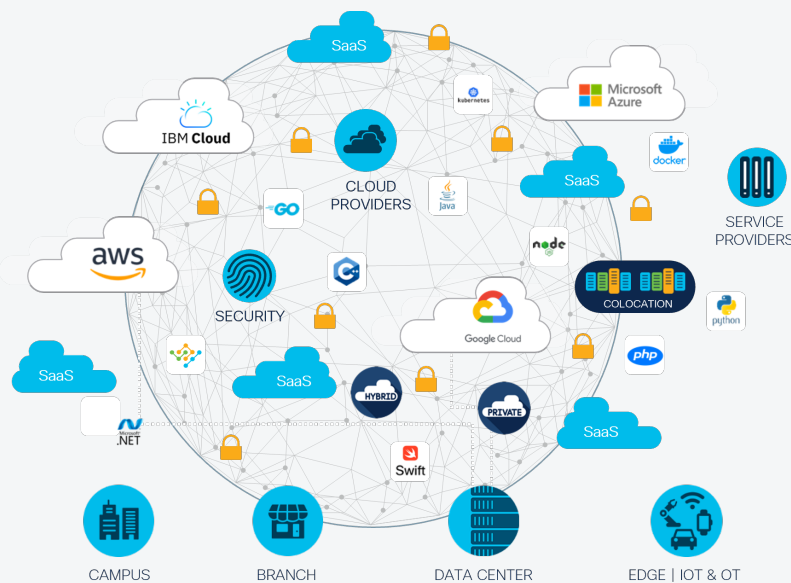An application is just the front door to an evolving and expanding digital experience.

Scan and go • E-commerce • Location • Personalization • Chat • Marketing • Associate • Process automation • POS
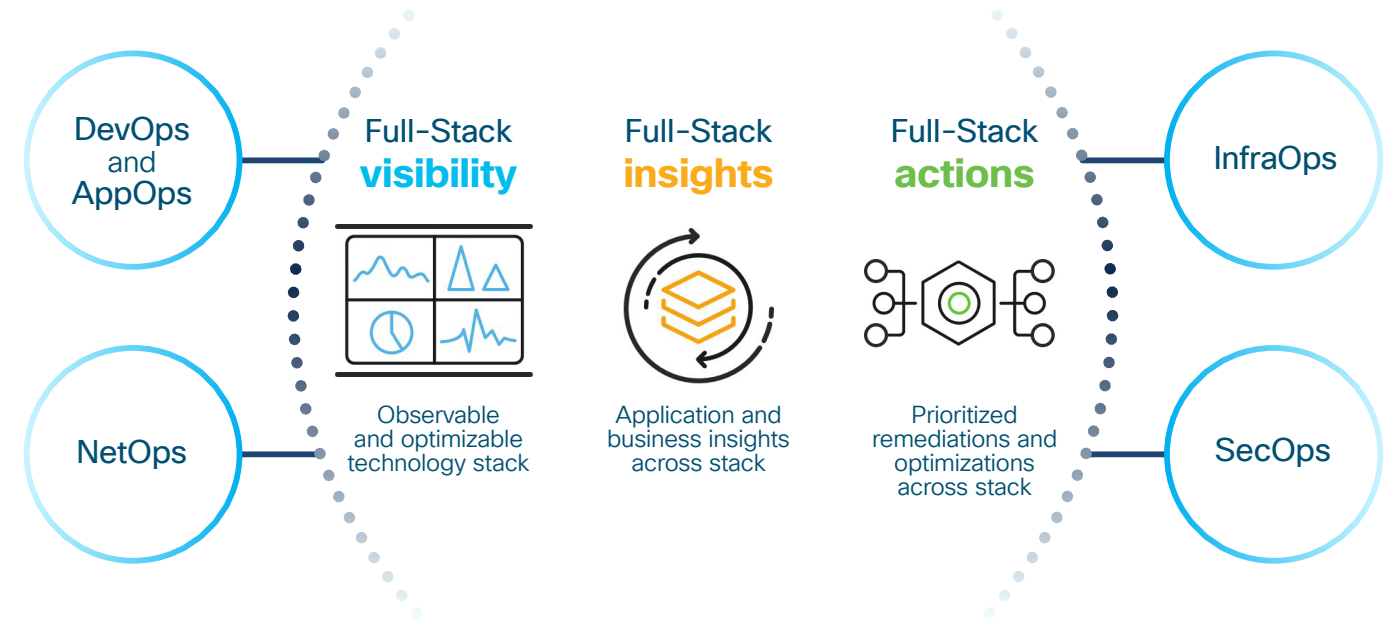
Increased complexity. Increased challenges.

- ❌ More data with too little contextualization
- ❌ More distributed applications
- ❌ More system interactions and interdependencies
- ❌ More security vulnerabilities
- ❌ More cloud and SaaS providers
- ❌ More use of the internet for business connectivity

⚠ When it comes to the underlying application landscape, isolated islands of operation are inefficient and ineffective.

SaaS • Microsoft Azure • IBM Cloud • CLOUD PROVIDERS • docker • SERVICE PROVIDERS • GO • Java • node • SaaS • python • aws • SECURITY • COLOCATION • php • Google Cloud • SaaS • HYBRID • PRIVATE • SaaS • .NET • Swift

CAMPUS • BRANCH • DATA CENTER • EDGE | IOT & OT

96% of technologists point to negative consequences of not having genuine visibility and insight into the performance of the whole technology stack.

Cisco AppDynamics® Agents of Transformation Report 2021 – Published 23 Feb 2021

💡 Your teams need Full-Stack Observability to correlate application performance to the entire stack, connecting performance to business metrics.

Move beyond domain monitoring into full-stack visibility, insights, and actions.

DevOps and AppOps • NetOps

Full-Stack visibility
Observable and optimizable technology stack

Full-Stack insights
Application and business insights across stack

Full-Stack actions
Prioritized remediations and optimizations across stack

InfraOps • SecOps

💡 Full-Stack Observability by Cisco transforms siloed data into actionable insights that provide shared context to your IT teams.

Cisco's foundation for Full-Stack Observability delivers exceptional digital experiences, optimizes for cost and performance, and maximizes digital business revenue.

DevOps and AppOps • NetOps

APPDYNAMICS
Intersight CISCO INTERSIGHT
ThousandEyes ◉

InfraOps • SecOps

- Add business context to align and prioritize what matters most to your bottom line.
- Correlate application performance to the network and internet that connects users and services.
- Proactively ensure performance for the application experience while minimizing cloud costs.
- Protect business-critical applications from the inside out at runtime, no matter where they run, maintaining speed, uptime, and risk management.