



Leading Through Disruption

Why Digital Resilience
is the New CIO Imperative



What happens when the lights go out?

Your website goes down without warning. Not just a slow load time – it's completely dark. Next thing you know, the calls and messages start pouring in. Customers notice first. Transactions are failing. Executives are texting, and internally, the mad scramble begins.

Everyone's asking the same question: What happened? Is it a DDoS attack? Did someone push bad code? Is the issue with your network – or a cloud provider you don't even control?

Teams frantically jump into different tools, dashboards, and war rooms. You have Network Operations (NetOps),

Security Operations (SecOps), and IT Operations (ITOps) looking at their own data and trying to connect dots that don't always align. Minutes pass. Then hours. Which turns into costly downtime with no real picture of what happened. And when the postmortem finally happens, it all becomes clear: the real problem is a lack of visibility across the complex, interconnected digital landscape.

As a CIO, you're expected to prevent this – and lead through the uncertainty. And that starts with a foundation of digital resilience that lets you see everything, fix fast, and adapt to anything.

Digital resilience: the \$400B problem facing enterprises

Digital resilience is the ability to keep your business up and running securely no matter what stands in the way – cyberattacks, technology issues, software bugs, or third-party outages. Maintaining digital resilience ensures the quality of digital experiences and your organization's bottom line. And, recent research from Splunk and

Oxford Economics¹ puts an even finer point on the cost of downtime for a business: \$200M is the average cost per year, per company for the global 2000. This also translates to indirect costs: 94% of executives report delays in innovation after major outages.

The root cause? It's a data problem. Operational data is trapped in silos, due to fragmented infrastructure and disconnected systems that are the result of technologies evolving over time across teams. The result: delayed detection, slower response times, and unresolved issues that linger.

The critical components for digital resilience

To build real resilience, organizations need more than point solutions – they need a unified approach that brings together ITOps, NetOps, Engineering, and SecOps teams.



Assurance across every connection

Maintain seamless connectivity across cloud, internet, enterprise networks and devices to ensure the delivery of applications and services.



Deep observability for every experience

Prevent downtime and optimize experiences with end-to-end visibility and insights across services.



Integrated security operations

Build comprehensive threat prevention, detection, investigation, and response.

These three pillars – **assurance, observability, and security** – form the foundation for digital resilience. But what truly makes the difference is how these components work together.



How Cisco helps unlock digital resilience

Cisco provides visibility and insights across the entire digital footprint – so teams can detect issues faster, automate response, and deliver reliable, secure digital experiences at scale.



Assure every connected experience

Cisco ThousandEyes provides deep visibility across both owned and unowned networks – from ISPs to SaaS to cloud providers – so you can detect and resolve issues faster, before they impact the business.

Business impact

- Close visibility gaps across networks
- Identify root causes faster, even outside your perimeter
- Shift from reactive to proactive, automated operations



Observe everything – with context

See across your entire digital ecosystem with end-to-end observability. The Cisco Data Fabric is a unified architecture for managing and activating data across all your environments, with the Splunk Platform serving as its real-time analytics and intelligence engine – quickly surface insights and help organizations resolve issues before they impact the business. Splunk was named a leader in the 2024 Gartner Magic Quadrant for Observability Platforms – recognizing its ability to deliver actionable, real-time visibility at enterprise scale across on-prem, hybrid and cloud environments.

Business impact

- Extend visibility and correlate events across the stack for faster insights
- Speed detection, root cause analysis, and resolution of performance issues
- Build exceptional and consistently reliable customer experiences
- Gain tighter control over operational data, performance, and spend
- Boost efficiencies by giving SecOps, NetOps, ITOps, and engineering teams access to the same data when they need it



Operate securely at scale

Cisco brings together the market-leading SIEM with innovative XDR so organizations can detect and respond to threats faster. Splunk Enterprise Security – a 10-time Leader in the Gartner Magic Quadrant for SIEM – provides powerful analytics and visibility across the threat landscape. Cisco XDR integrates data across the entire security stack, streamlining detection and response workflows. And with capabilities like Splunk SOAR, Asset and Risk Intelligence, and the Splunk Attack Analyzer, teams can automate investigations, prioritize risks, and act with greater speed and confidence.

Business impact

- Detect and respond to threats faster with AI and automation
- Stop lateral movement before it spreads across the network
- Unify threat detection investigation and response (TDIR) to reduce tool sprawl

Stay securely up and running – no matter what

With Cisco, digital resilience becomes a measurable business advantage.

Prevent disruptions from becoming disasters

Cisco helps you proactively detect threats and potential issues with seamless connectivity across cloud, internet, and enterprise networks.

Speed incident response to minimize business impact

With Cisco, you can be agile when things go wrong, remediate automatically, and recover fast.

Adapt and take advantage of new business opportunities

By removing security and IT complexity, teams can focus on building great customer experiences and invest in new technology.



WWE uses ThousandEyes to detect anomalies early and reduce Mean Time to Resolution (MTTR).²



Progressive Insurance detects threats faster and quickly resolves service delays and downtime with Cisco.³



With Splunk, **Tesco** uses data to understand customer touchpoints, streamline supply chain operations, improve delivery tracking, and ensure zero downtime during holiday traffic surge.⁴



United Airlines cut issue resolution time by 50% by combining Cisco's assurance, observability, and security capabilities.⁵



Travelport saw a 95% reduction in false positives and a 75% faster MTTD, helping it exceed its reliability/uptime goals for the retail platform it provides.⁶



ManpowerGroup delivered insights 60× faster by centralizing global security operations in Splunk, empowering teams to shift from reactive tasks to creating new services and delivering better experiences for customers.⁷



The Cisco difference

Only Cisco gives you complete visibility across your digital ecosystem, by unifying assurance, observability, and security. With deep, domain-specific insights and real-time context, your teams can detect, prioritize, and resolve issues faster – ensuring resilient operations and uninterrupted digital experiences.



Complete visibility

Only Cisco offers end-to-end visibility across an organization's entire digital footprint, including unowned networks – extending from edge to cloud to SaaS. Wherever your data flows, Cisco helps you see and act faster.



Unified data

Cisco connects data across NetOps, SecOps, ITOps, and engineering in a common platform – while preserving domain-specific workflows. This approach unlocks collaboration and speeds time to value.



Integrated and open by design

Cisco delivers tightly integrated solutions that work seamlessly with your existing tools and data – accelerating time to value and driving meaningful outcomes across the business.



AI-driven insights at scale

With the breadth and depth of Cisco's telemetry, organizations gain more accurate, actionable AI insights to stay ahead of both performance issues and security threats.

The 4 stages of digital resilience maturity

Digital resilience isn't a destination – it's an ongoing journey. Cisco helps organizations move through four stages:

	Assurance	Observability	Security Operations
1 Foundational visibility See everything	Gain end-to-end visibility across infrastructure and third-party networks.	Unify telemetry across apps, IT, and operations teams.	Detect incidents earlier with a clear view of performance and threats.
2 Guided insights Prioritize what matters	Cut through noise with AI-driven insights that flag real issues fast.	Correlate data to surface meaningful alerts automatically.	Triage faster and avoid chasing false positives.
3 Proactive response Automate and respond faster	Use playbooks to handle recurring issues automatically.	Enrich alerts with context and accelerate resolution.	Automate response to focus on sophisticated threats.
4 Unified workflows Collaborate seamlessly	Align response processes across IT, network, and ops teams.	Collaborate with shared data to eliminate silos.	Evolve workflows and continuously adapt and improve.

Resources

1. Splunk: ["The Hidden Costs of Downtime 2024."](#)
2. Cisco: ["Assuring experiences, from the ring to global audience."](#)
3. Splunk: ["Progressive protects customers and revenue with Splunk."](#)
4. Splunk: ["Carnival navigates sea of data with Splunk."](#)
5. Splunk: ["United Airlines keeps customer care flying with Splunk AppDynamics."](#)
6. Splunk: ["Travelport lands exceptional customer experience with full-stack observability."](#)
7. Splunk: ["ManpowerGroup employs Splunk to deliver insights 60x faster and ramp up global security."](#)

Make digital resilience your advantage.

In a world of constant disruption, resilience isn't optional – it's imperative. The organizations that thrive are those that can see across their environments, act with speed, and adapt to the unknown.

Cisco empowers you to do exactly that – by delivering unmatched visibility, intelligence, and integrated response across the entire digital ecosystem.

[Learn how](#) you can keep your organization securely up and running in the face of any disruption.

