

Assure Digital Resilience Across Every Network

Cisco Assurance with ThousandEyes

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**Trapped
in the
Labyrinth**





ThousandEyes Platform for Assurance

What IT Teams are Up Against Today

Today, digital experience depends on infrastructure you don't control. Cloud providers. ISPs. SaaS platforms. APIs. When something fails, your users don't blame a third party. They blame you.

Most tools were built for the world inside your firewall. ThousandEyes wasn't. It's built for the world your business actually runs on—cloud-first, internet-delivered, dependency-heavy, and constantly shifting.

What does assurance solve?

- Most disruptions start outside the enterprise.
- Internal tools can't correlate or validate across external domains.
- IT is accountable for performance in environments it doesn't control.

Why it matters

- 70% of outages involve 3rd-party networks (IHS Markit).
- Hybrid and SaaS environments strain limited IT resources.
- Users expect seamless performance—regardless of who owns the infrastructure.

Cisco ThousandEyes Platform

See Beyond. Act with Precision. Assure every experience.

EXPERIENCE ASSURANCE



Digital Experience

End User | Mobile | IIoT | VoIP



Proactive Monitoring

Web | Network | BGP | DNS



Global Visibility

Cloud | On-Prem | Cisco | 3rd Party



Domain Insights

Traffic | WAN | Internet | Cloud

AI-Powered Platform

Automation | Integrations | APIs

Path
Visualization

Cross-Layer
Correlation

Anomaly Detection
& Alerting

Event
Summarization

Predictive
Recommendations

Natural Language
Query

What ThousandEyes Delivers

The ThousandEyes Platform brings together end-to-end visibility, AI-powered insights, and closed-loop validation. It turns networks you don't own into infrastructure you can see, understand, and assure.

See Every Domain

From endpoint to cloud, every hop, protocol, provider, and policy—side by side, in one view.

Act with Precision

AI that explains—not alerts. Root cause, summarized impact, guided response. Designed for speed, not noise.

Assure Every Experience

Every fix validated. Every change tested. Every provider benchmarked. Performance is no longer a guess.

“ThousandEyes helps you see beyond your environment, act with precision, and assure the performance of any connected experience—across owned and unowned networks.”

Reframing the Problem

What's Changing and Why

Then → Now

Previous Focus

Monitoring outages

CDX, EDX, WDX

Visibility as the product

Network-centric lens

Tactical users (NetOps)

Evolved Position

Preventing performance degradation before it escalates

Still relevant, but supporting contexts—Assurance is the headline

Insight and control are the outcomes

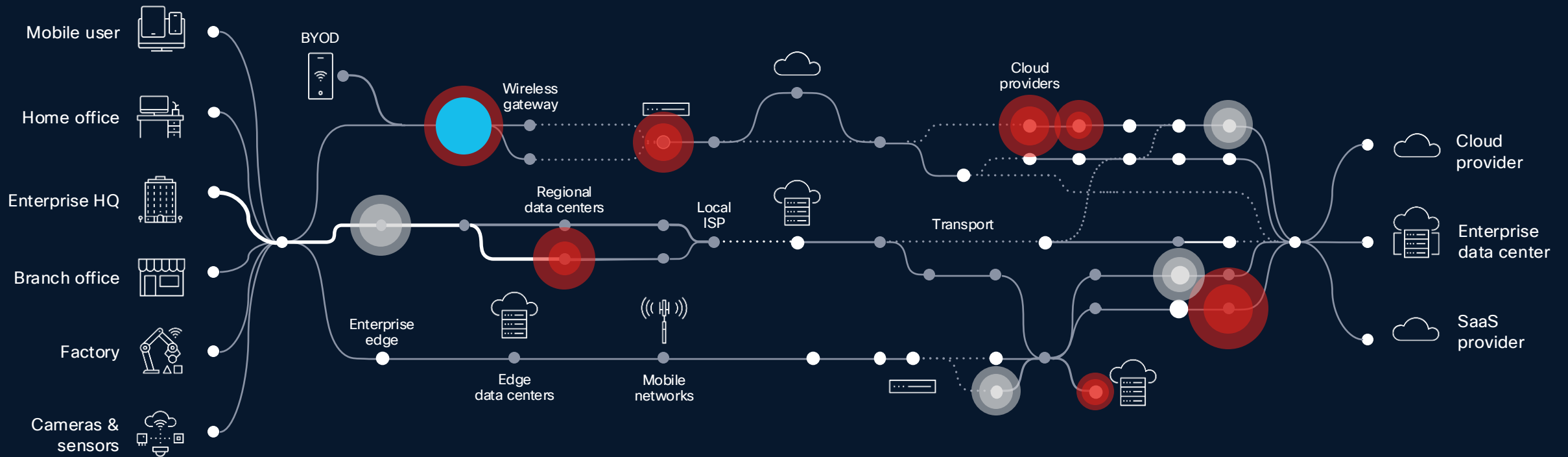
Service-centric lens, spanning ISPs, cloud, SaaS, and APIs

Expanded to executive buyers and strategic IT leaders

The New Reality

- CDX/EDX/WDX can frame use cases, but Assurance is now the anchor
- ThousandEyes supports monitoring, but more importantly accelerates decisions and closes the loop
- Outage storytelling is giving way to value realization at every stage: deployment, detection, response, and validation
- For executives and IT decision makers: Assurance can become a default objective—like security.

Digital experiences now depend on owned and unowned networks



Silos of people, tools and data increase complexity | AI-powered workflows introduce new demands

Why ThousandEyes Matters More than Ever



3rd Party Blind Spots are the New Normal

81% of major public outages in 2022 involved third-party providers.

The *majority* of disruptions—often outside your direct control.



Misconfigs are Driving Network Failures

45% of network-related outages were due to change or config errors.

Even small changes can ripple across systems.



The Cost of Downtime Keeps Climbing

2 in 3 outages now cost over \$100K; 25% exceed \$1M

Outages are lasting longer, costing more, and damaging trust.

Based on Uptime Institute's 2023 Outage Analysis

AI is increasing the pressures on performance assurance



Drowning in Data and Alerts

170,000+ alerts every hour, with expected 3x growth in AI



Speed is the Breaking Point

<50 millisecond latency needed for AI-agents



The Talent Gap Is Widening

64% of organizations will face IT skills shortage by 2026

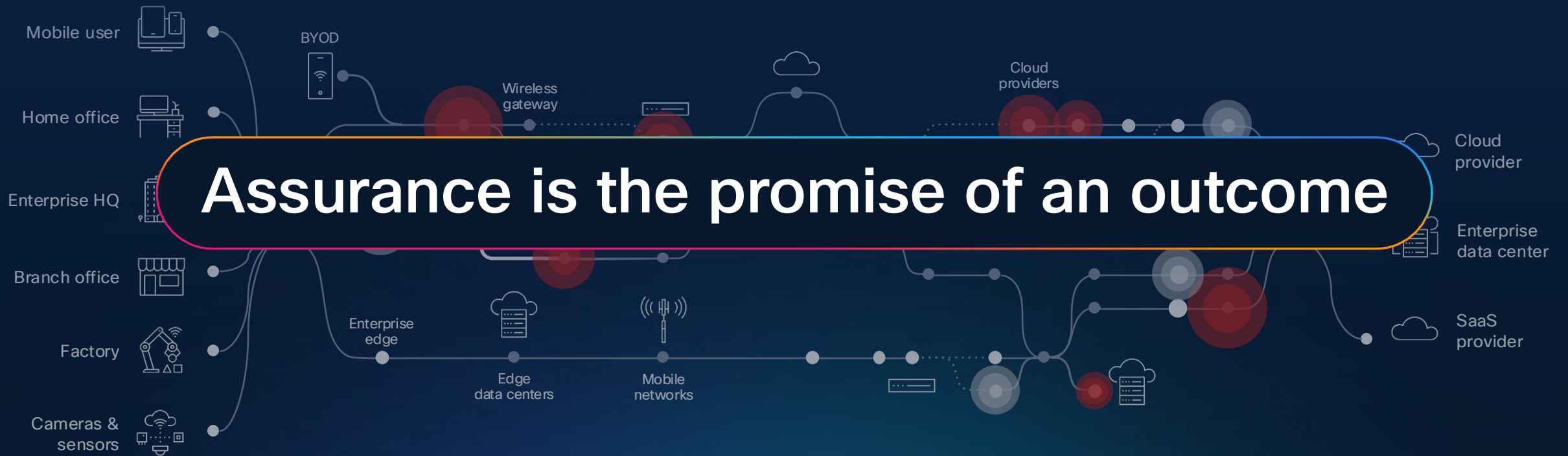
Impacting brand, revenue and customer experience

The background is a dark blue field filled with abstract digital elements. It includes various line graphs with colored data points (pink, orange, blue), network diagrams with nodes and connecting lines, and other geometric shapes like squares and circles. The overall aesthetic is futuristic and data-driven.

**Traditional operations
can't keep up**

Evolution of Assurance at ThousandEyes

Assurance is the promise of an outcome



How is Assurance different from monitoring?

Monitoring watches for symptoms; Assurance ensures the entire digital experience works as expected by detecting risks before users feel the impact

Monitoring

Tells you *something* is broken

Gives you alerts, but you need to figure it out

Usually limited to single domains (infra, app)

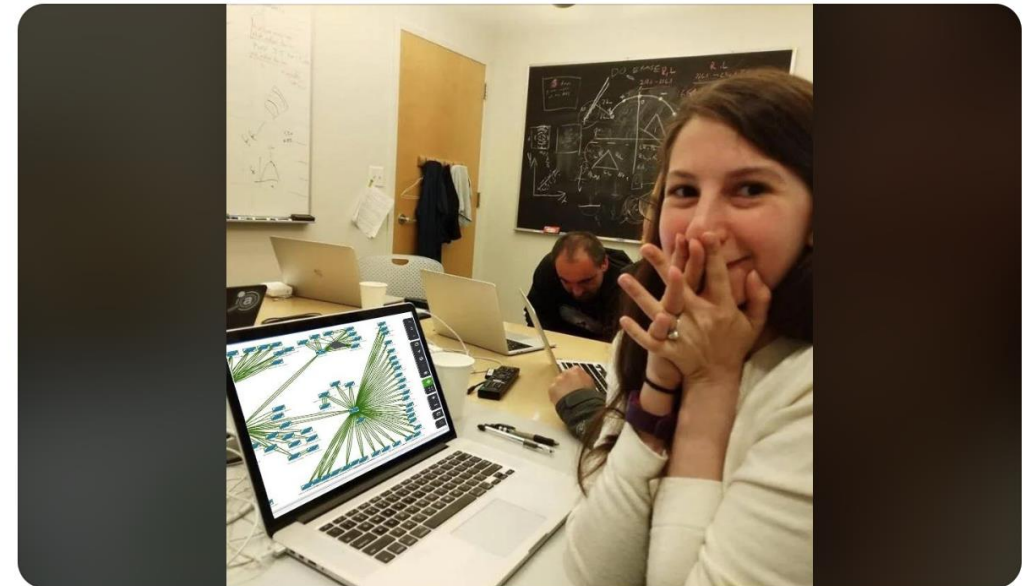
Assurance

Analyzes performance to prevent breakage

Actionable intelligence and recommendations

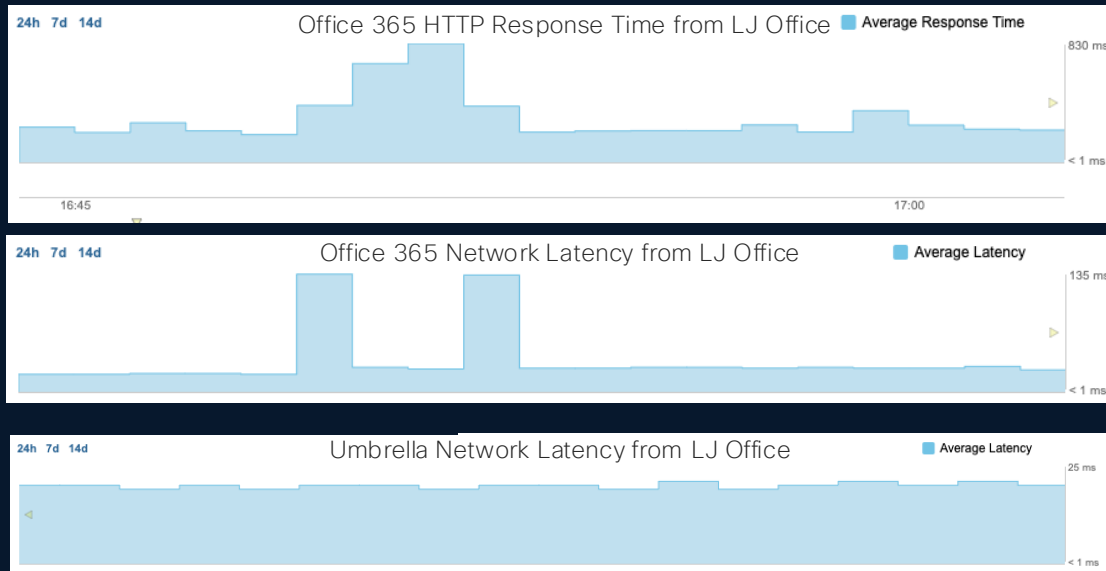
Context on *how* services interact

when you open the monitoring and there isn't a single outage



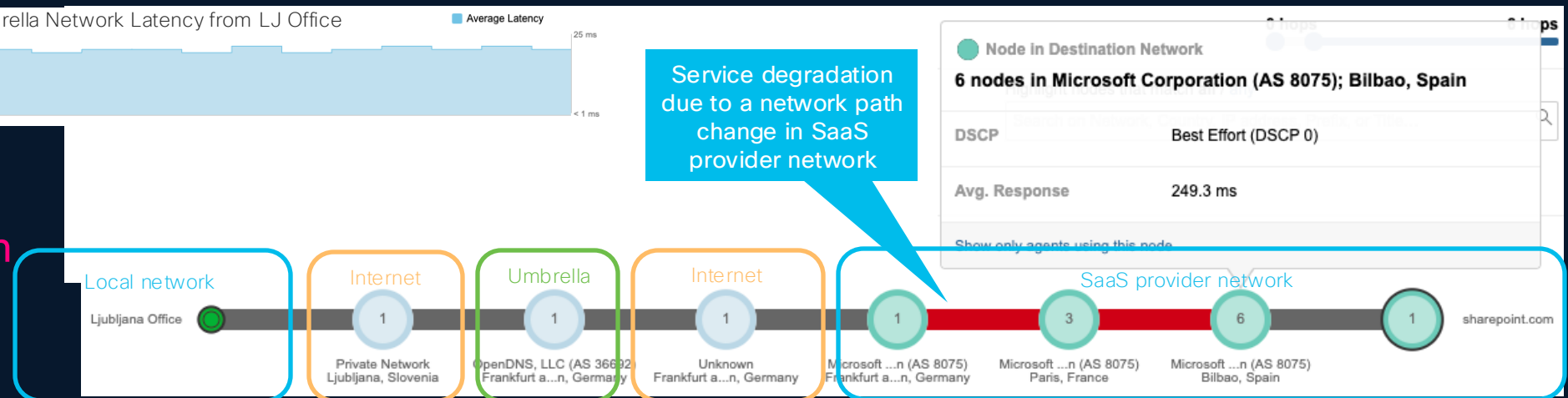
Assurance Is *Actionable*

When service degradation occurs, quickly identify where the problem is.



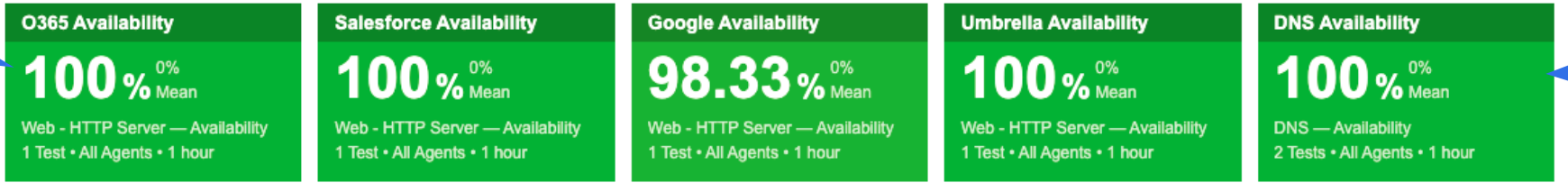
- 1 Increase in the *service response time*
- 2 Due to an increase in *network latency*

- 3 Caused by a *network path change*



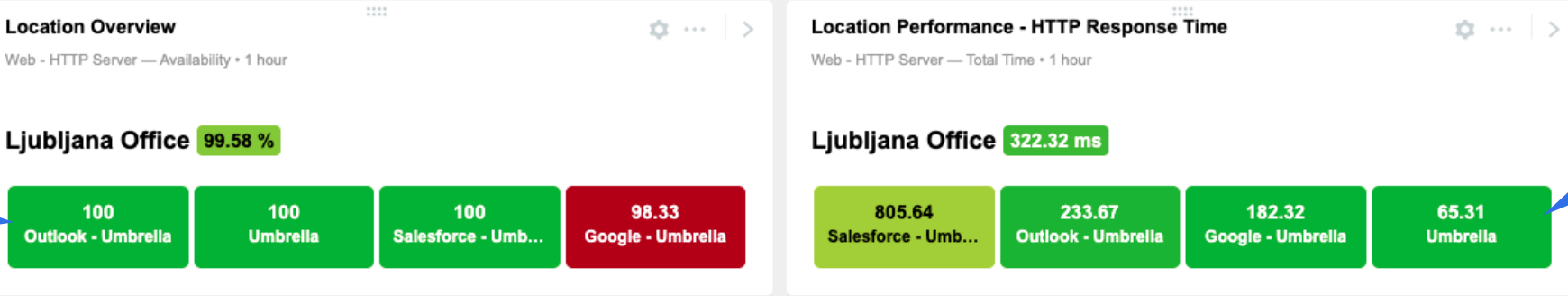
Assurance Is *Contextual*

Application
availability



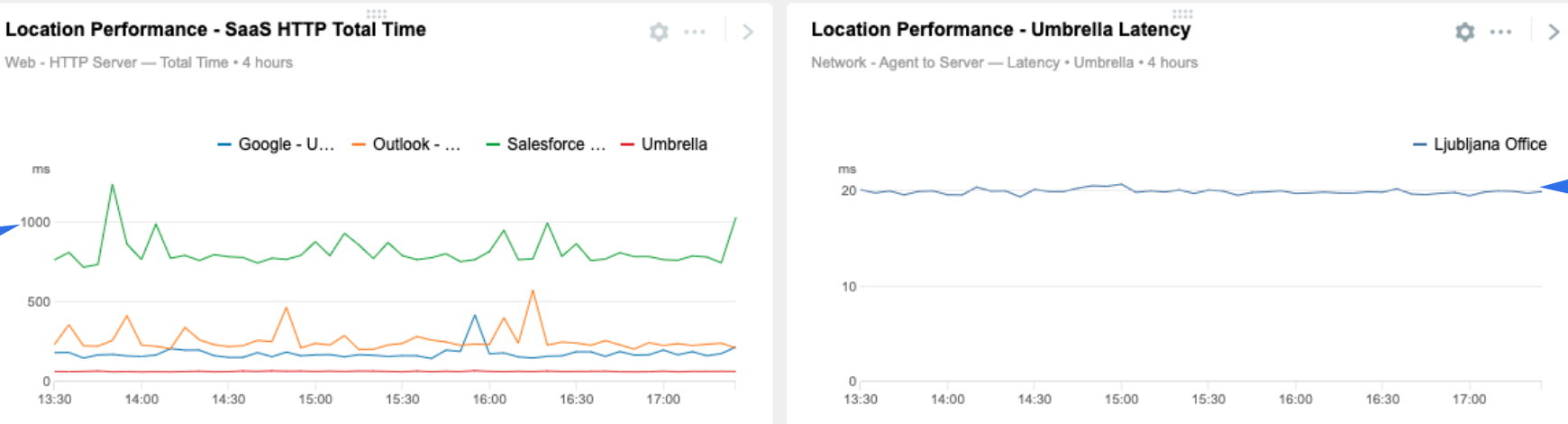
Service
availability

Per-office
availability



Per-office
performance

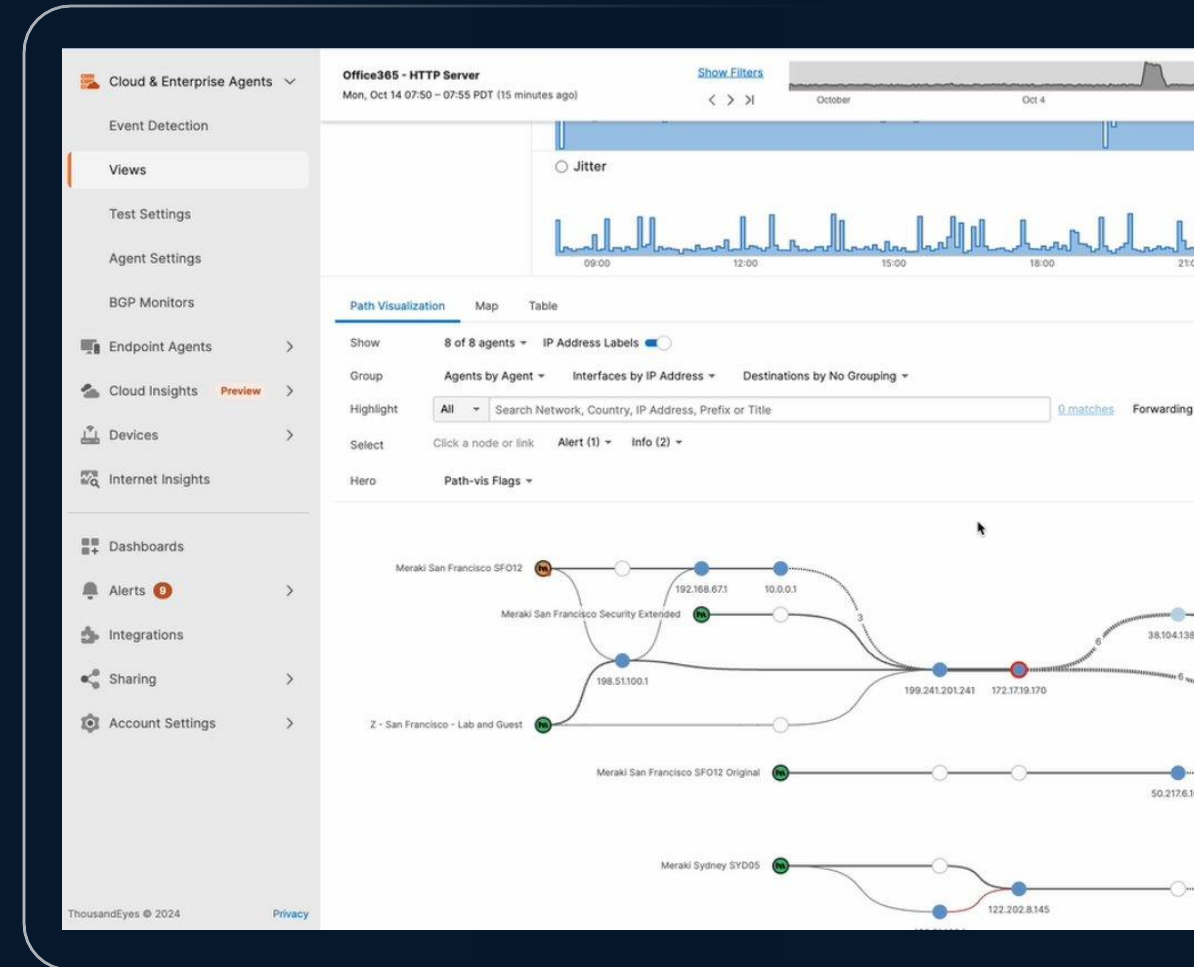
Application
performance



Umbrella
performance

How ThousandEyes assures every digital experience

- Deep visibility across both owned and unowned networks
- AI-powered insights surface experience-impacting issues instantly
- Closed-loop workflows trigger automated remediation
- AI Assistant accelerates root cause analysis end-to-end



From reactive troubleshooting to proactive operations



Baseline and Detect

Monitor end-to-end digital experience from critical vantage points



Localize and Diagnose

Visualize, localize, and diagnose across every network segment



Mitigate and Remediate

Closed-loop actions across digital domains and teams



Predict and Optimize

Forecast disruptions, optimize path, and plan connectivity and migrations



Assurance

Reactive monitoring

How We Deliver Assurance

Across and within network domains



Baseline and Detect

Internet Insights

Enterprise Insights

Endpoint Insights

Cloud Insights Azure

Mobile Insights Android

Industrial IoT Insights



Localize and Diagnose

Path Visualization

Configuration Correlation

Site-wide Views

Intelligent PCAP

Enterprise Traffic

Org-wide Views

Client-side Views



Mitigate and Remediate

Remediation Workflows

3rd Party Shared Insights

Cross Domain Assurance



Predict and Optimize

Predictive Path Recommendation

Wireless Channel Optimization

Security Policy Validation

Capacity Planning & Benchmarking

AI-Powered Assurance

Only Cisco: built-in assurance, ready everywhere

LAN/WAN



Cisco Networking
Embedded Agents

SSE/SASE



Cisco Secure Access
Experience Insights

Collaboration



Webex
Collaboration

Observability



Splunk
Observability

ThousandEyes = Assurance

Assurance. Full stop.

ThousandEyes is now positioned squarely in the Assurance category—not digital experience assurance, not network assurance, but something more encompassing.

We assure services, networks, and experiences—across owned and unowned environments.

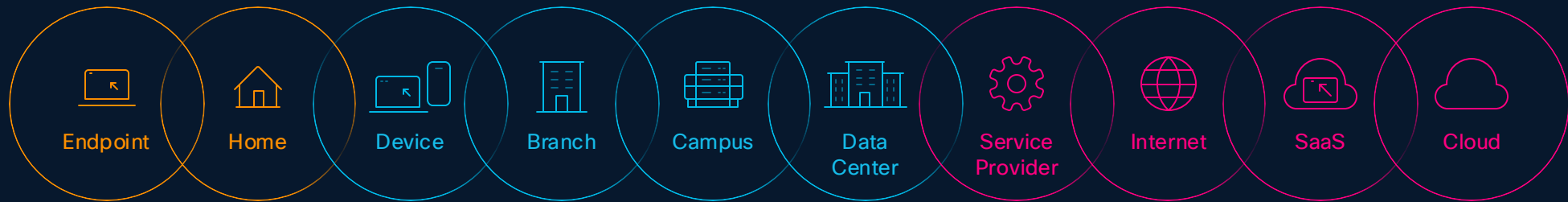
Key Points

- Not just monitoring → Visibility is the foundation, but our value lies in actionable insight and control
- Not just experience or network → Assurance applies to APIs, apps, WANs, clouds, endpoints, and users
- Built-in intelligence → AI and automation are embedded across the platform, enabling faster, smarter, proactive operations
- Tightly integrated with Cisco → Embedded at the platform level and essential to cross-domain solutions

Assurance Pillars

Cisco ThousandEyes

Visibility across every layer, every domain, every dependency



End-to-end visibility

AI-driven intelligence

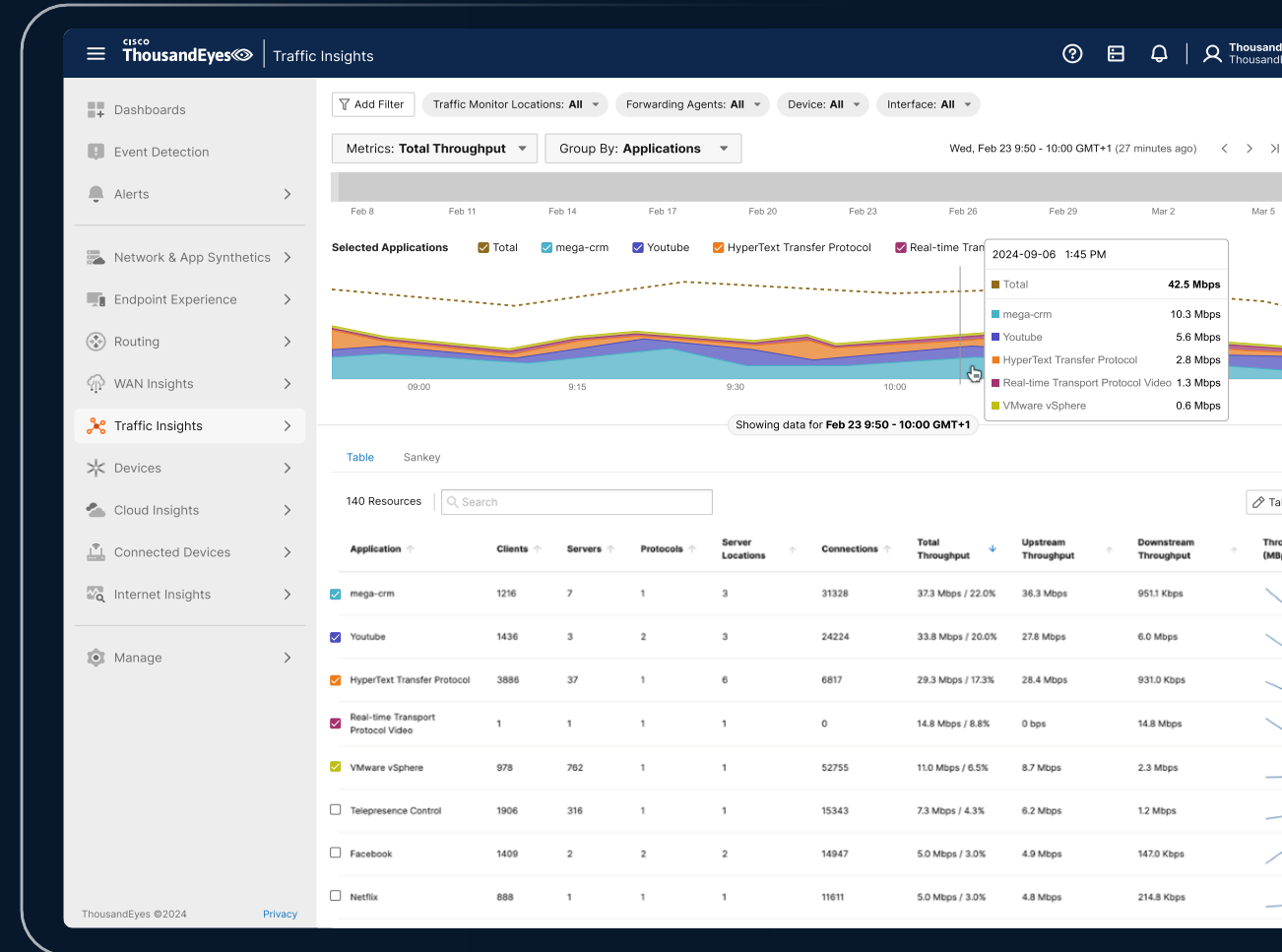
Closed-loop operations

End to End Visibility: Assure every app, every user, everywhere

Unmatched end-to-end visibility into every network segment, owned and unowned

Unique cross-layer telemetry, for performance, health, service delivery

Global collective insight for outage detection and attribution



AI-powered insights: Understand what matters with

Automatically surface insights including
bi-directional visibility with Splunk ITSI

Correlate data patterns and anomalies
to prioritize attention

Understand impact and next steps with
GenAI tailored to your environment

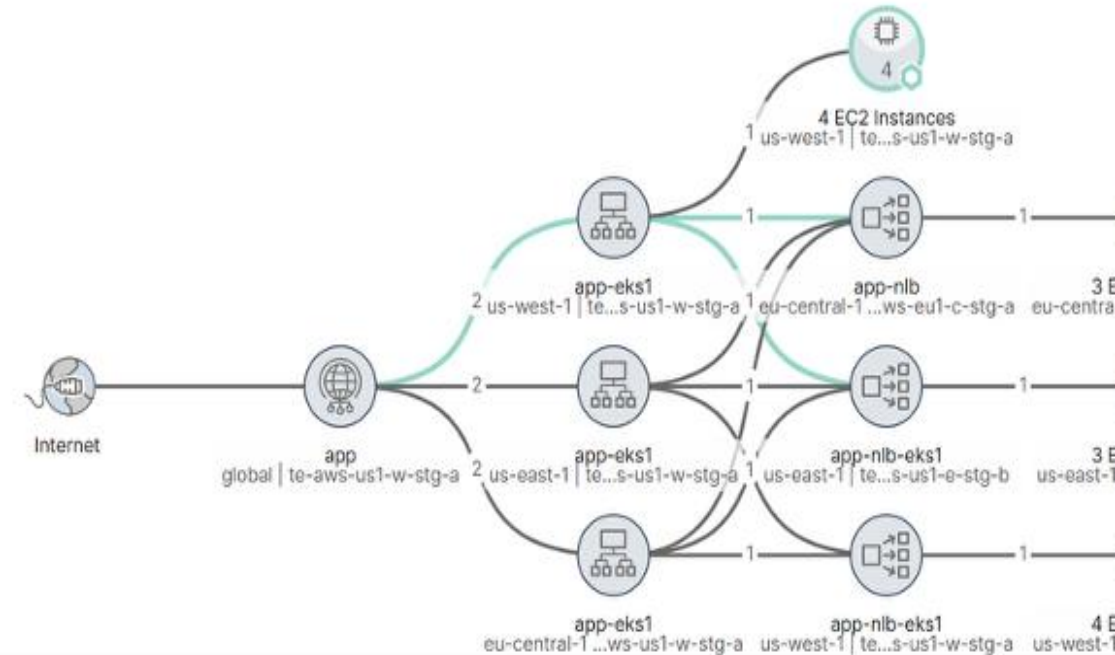
WaniTeamUIAvailabilityTestAlert (stg-sfo2)

Wed, Feb 26 18:35 – 18:40 UTC (4 hours ago)

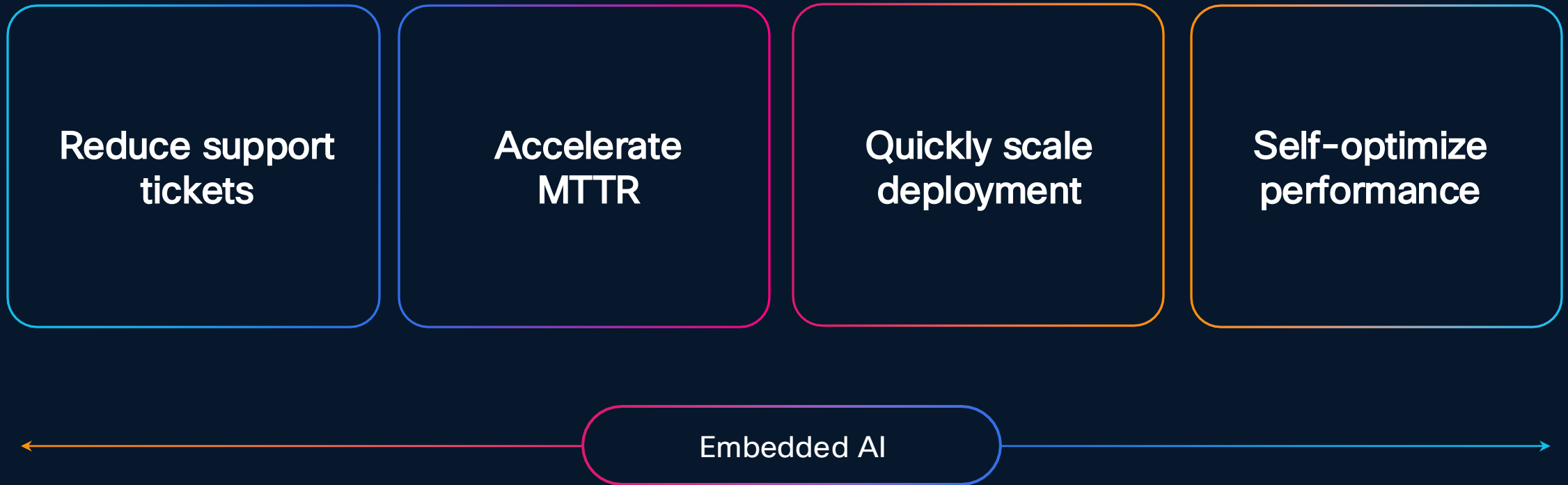
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Service Configuration



AI is the catalyst for assurance at enterprise scale



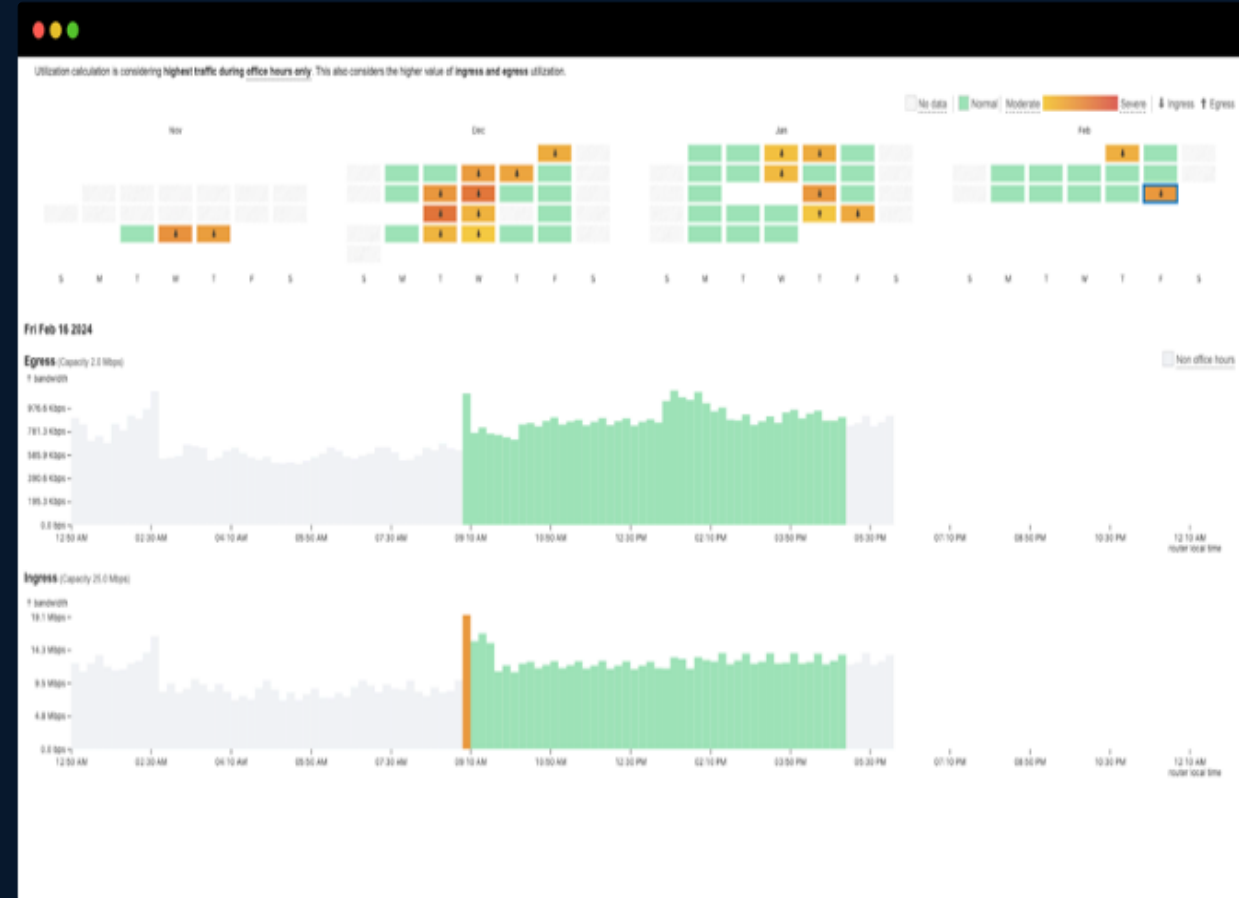
Speed, scale, and precision are only possible with AI

Closed-Loop Operations: Resolve issues faster with guided, AI-driven workflows

Route alert tickets to your workflows
and teams automatically and share
view with Snapshots

Anticipate and validate traffic and
performance, including SD-WAN

Unify network performance with
Splunk observability data and OTel



How to Frame Closed-Loop Operations



Pitch

“We’re not just about detection—we validate fixes and build resilience.”



Keywords

resolution validation, provider
benchmarking, experience
simulation



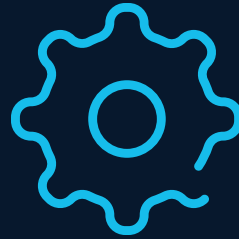
When to Use It

Reinforce when talking about MTTR reduction, proactive performance management, or SLA accountability.

Rethinking network operations for what's next



Agentic
Operations



Unified
Management



Multilayered
Assurance

Thank you

