

Build a Leading Observability Practice

A new approach to digital resilience: Get ahead of issues and minimize business impact



Your Presenters Today



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Digital resilience

The ability to keep your organization securely up and running in the face of any disruption

Digital resilience is a \$400B problem

Total direct cost of downtime:

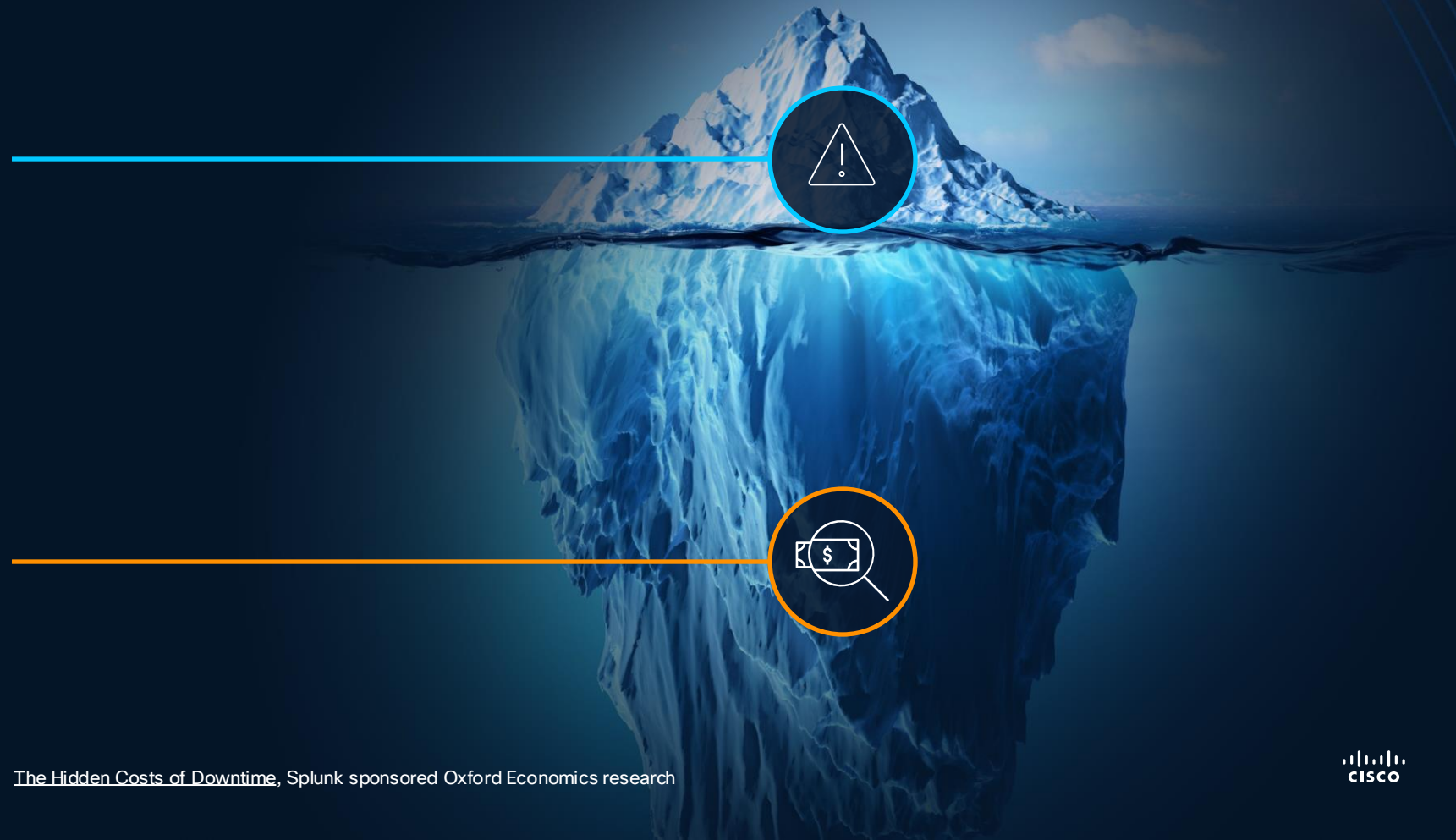
\$200M

Per year per company

Hidden cost of downtime:

94%

Report slowed innovation



The ability to detect, investigate, and respond is a data problem



Network team



IT team



Security team



Engineering team

Applications are built in a complex environment



The image features a dark blue background with a complex network of white dots and lines, resembling a digital or neural network. In the center, the letters "AI" are prominently displayed in a large, glowing blue font. The letters have a pixelated, digital texture. The overall aesthetic is high-tech and futuristic.

AI



Which problems impact my bottom line?

Cisco powers how people and technology work together across the physical and digital worlds

AI-ready data centers

Transform data centers to power AI workloads anywhere

Future-proofed workplaces

Modernize everywhere people and technology work and serve customers

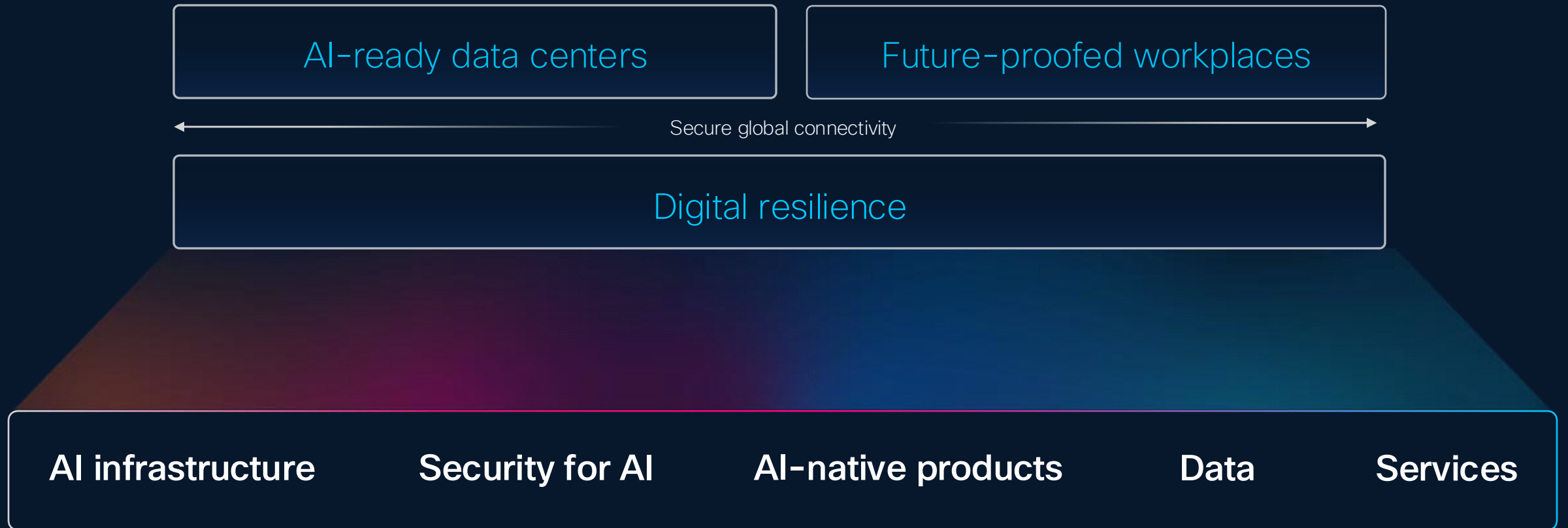
Secure global connectivity

Digital resilience

Keep the organization securely up and running in the face of any disruption

Accelerated by Cisco AI

Cisco AI: Accelerating outcomes



Keep the organization securely up and running in the face of any disruption

Digital resilience



Assurance

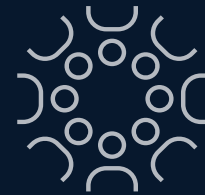
Enable seamless end-to-end connectivity to assure the delivery of applications and services

Observability

Prevent downtime and optimize experiences with complete visibility and insights across services

Security operations

Gain comprehensive threat prevention, detection, investigation, and response



Only Cisco gives you complete visibility

Assurance

+

Observability

+

Security

Splunk's approach to observability

Ensure the **resilience** of digital systems and reduce the **human toil** of operating them by letting **software** do more of the **heavy lifting** to **identify problems, find root causes**, and **take corrective action**.



See the **business impact** of every performance problem

Observability improves digital resilience

Leaders find and fix problems faster, ensure reliability, and build better digital experiences

38%

More time spent on innovation

2.6X

Higher annual return on observability solutions

76%

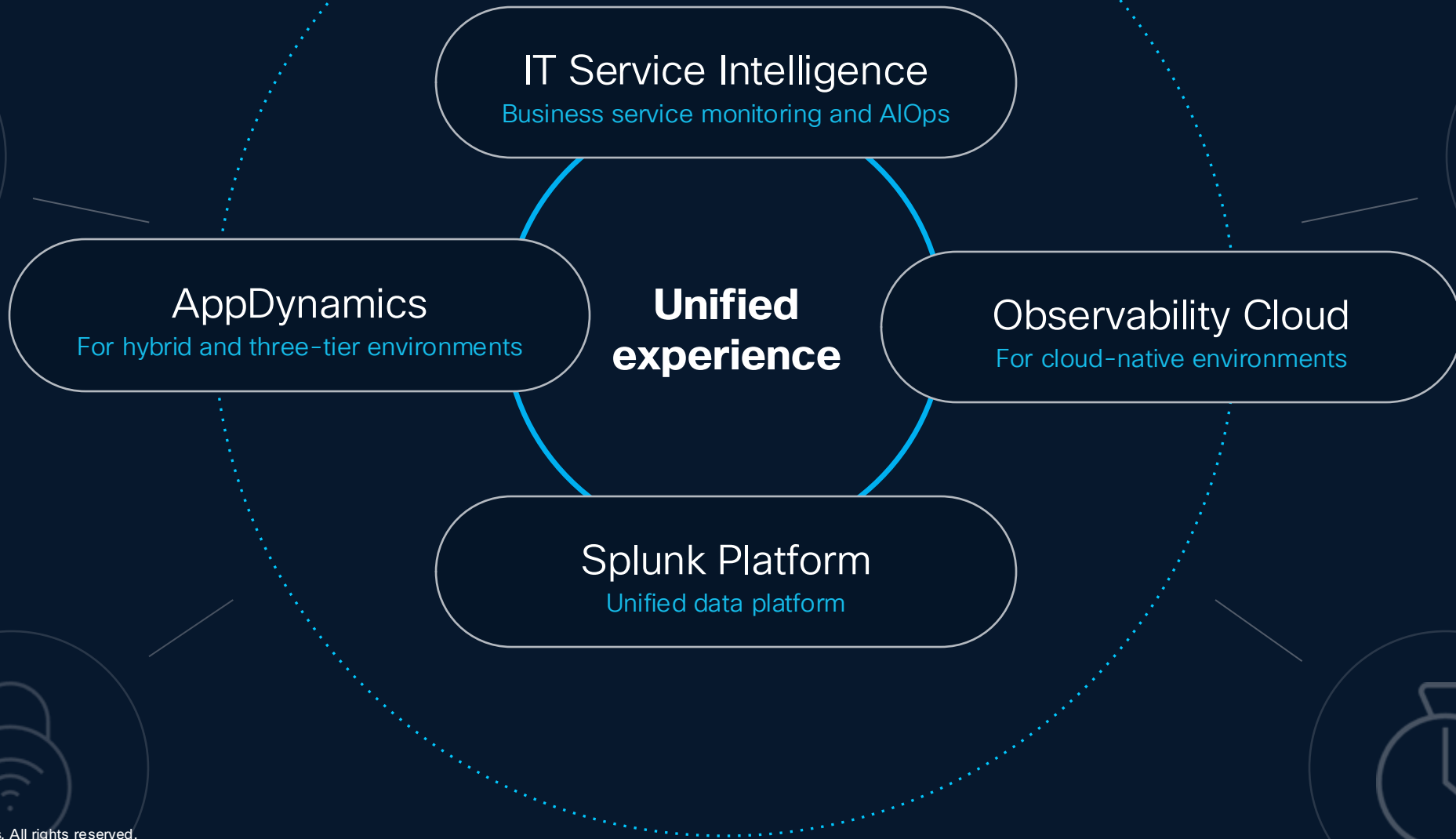
Higher change rate success for production code

2.8X

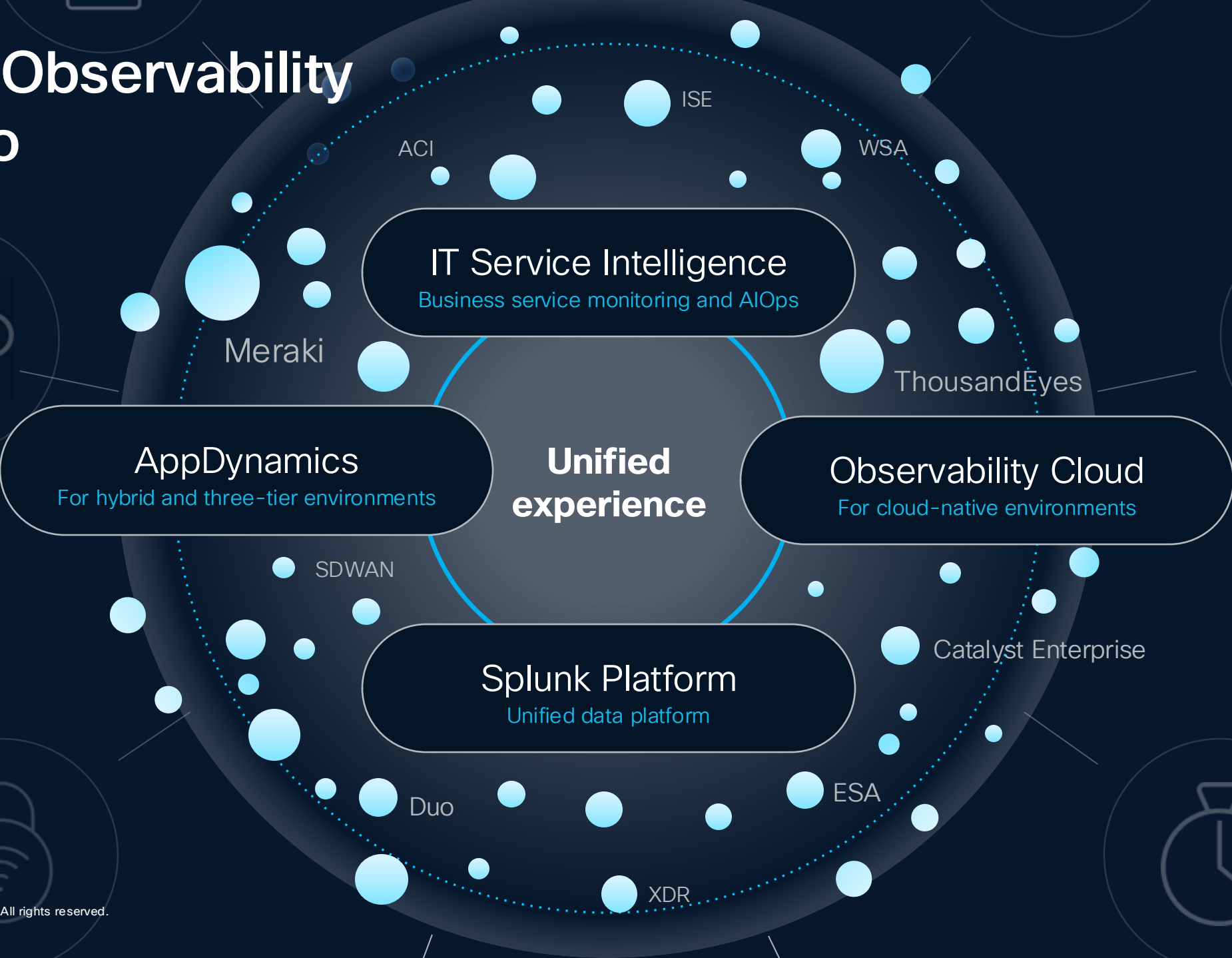
Faster detection of application problems



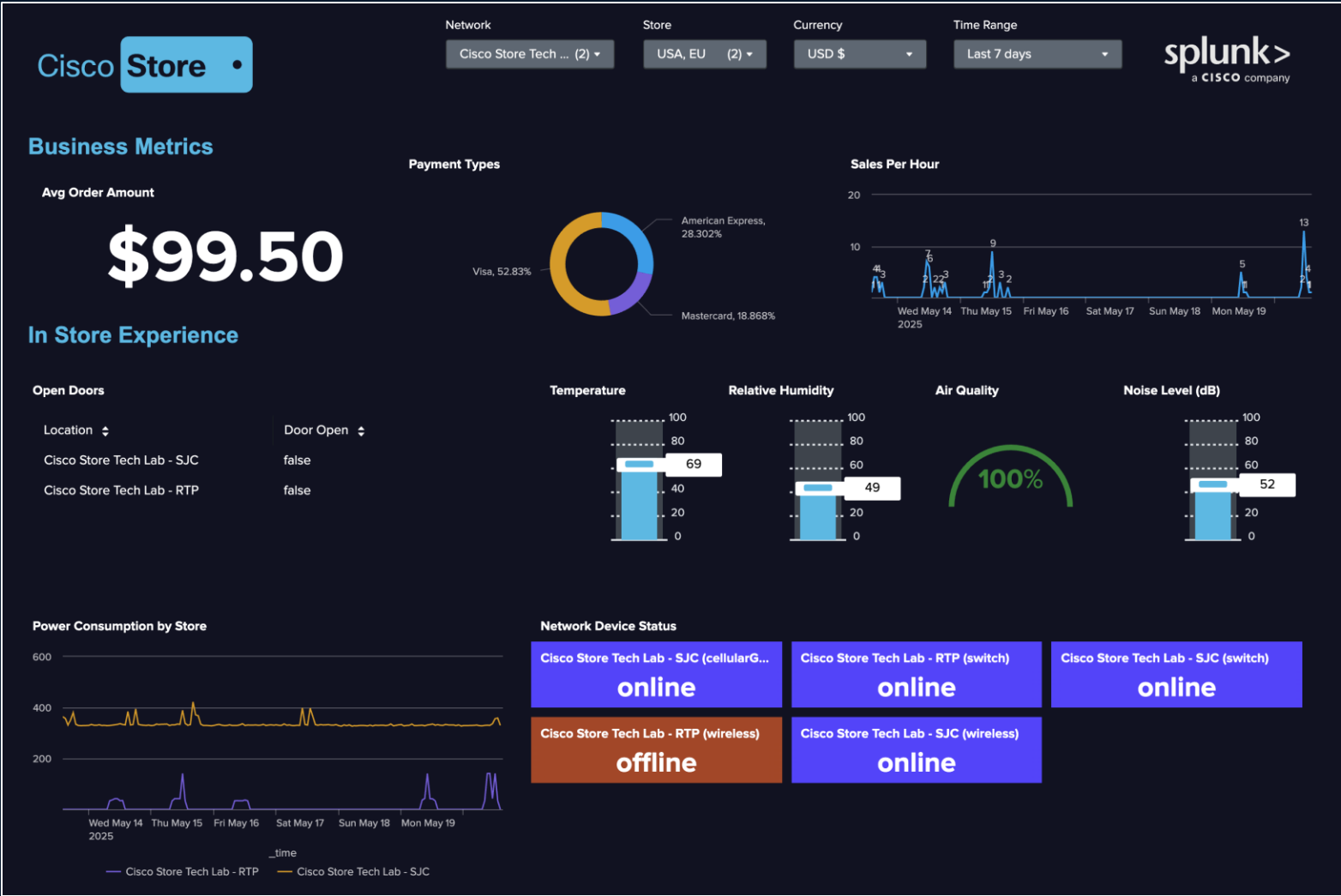
Splunk Observability



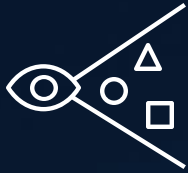
Splunk Observability at Cisco



See the business impact of every performance problem



Build a leading observability practice with Splunk



Complete business visibility across any environment and any stack



Earlier detection and investigation of business-impacting issues



Better control of your data and costs

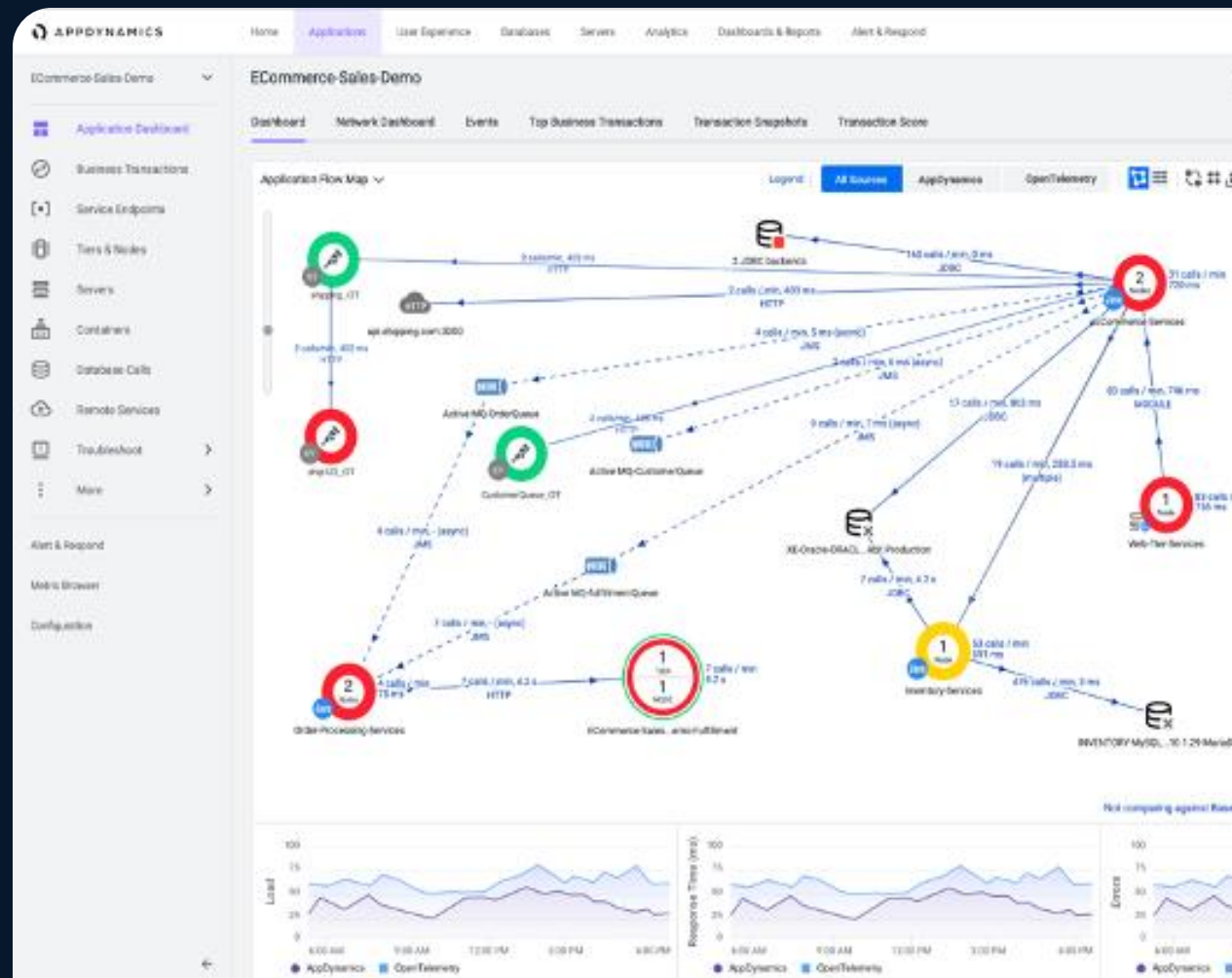
Applications are built in a complex environment



Complete business visibility

Across *any* environment and *any* stack

- Easily monitor critical business processes like sales, orders, abandonment & customer behavior
- See every user transaction, with no blind spots
- Visibility across COTS & homegrown apps & infrastructure, spanning monoliths to microservices



Complete business visibility

- Comprehensive understanding of its critical apps and services
- 75% reduction in MTTD
- 95% less false positives



TRAVELPORT



Complete business visibility

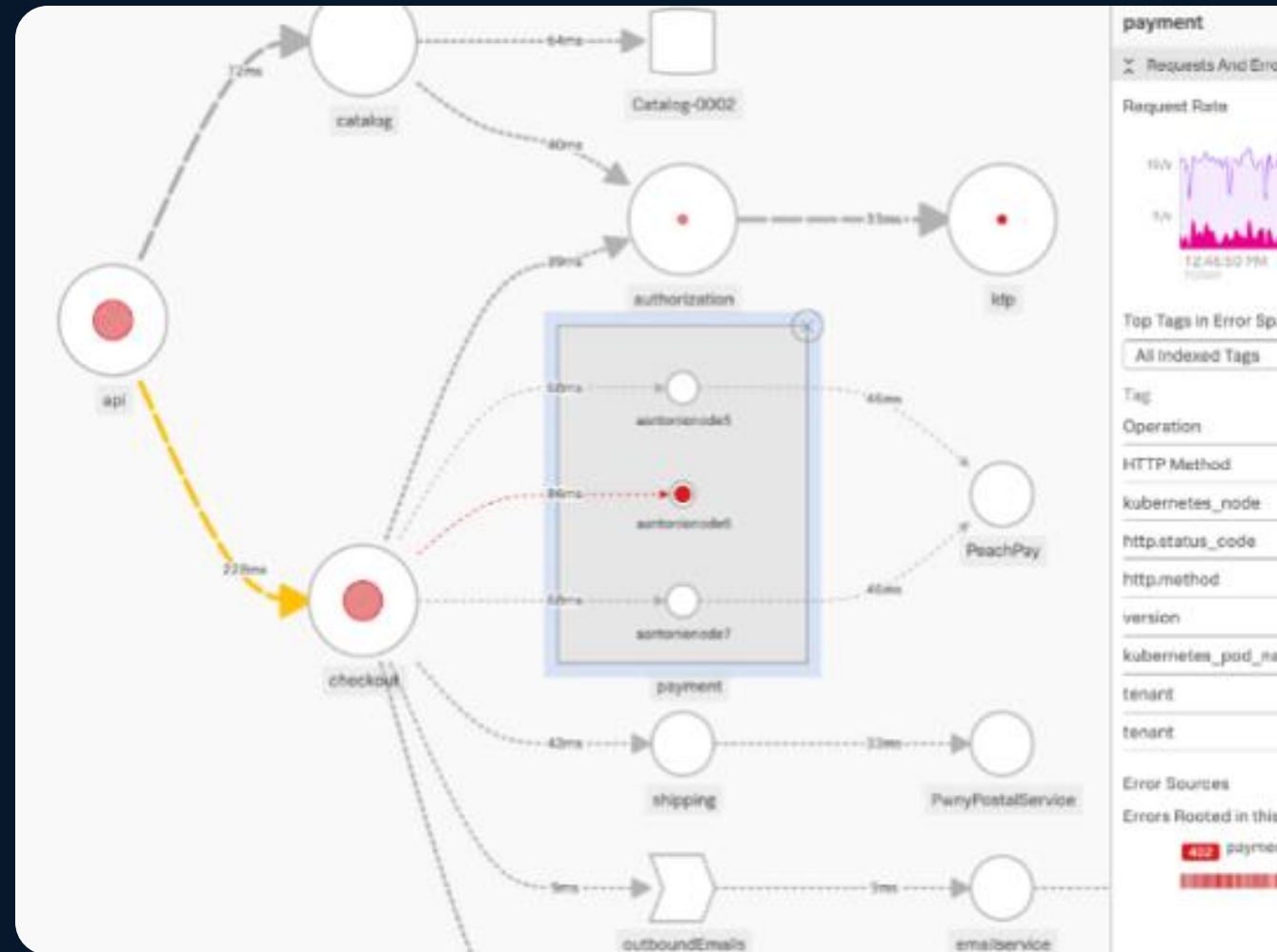
- Comprehensive understanding of its critical apps and services
- 75% reduction in MTTD
- 95% less false positives



Earlier detection & faster investigation

Of business impacting issues

- Search & analyze unstructured & structured data at petabyte-scale
- Dynamically updated visualizations, out-of-the-box
- Real-time detection and guided root cause analysis
- Event correlation for alert noise reduction
- Instrument, tag and analyze high-cardinality metrics



Earlier detection

- 50% faster triage
- Reduced transaction latency by 30%
- Prevented downtime, saving dollars and team resources



REPAY[®]
Realtime Electronic Payments

Earlier detection

- 50% faster triage
- Reduced transaction latency by 30%
- Prevented downtime, saving dollars and team resources

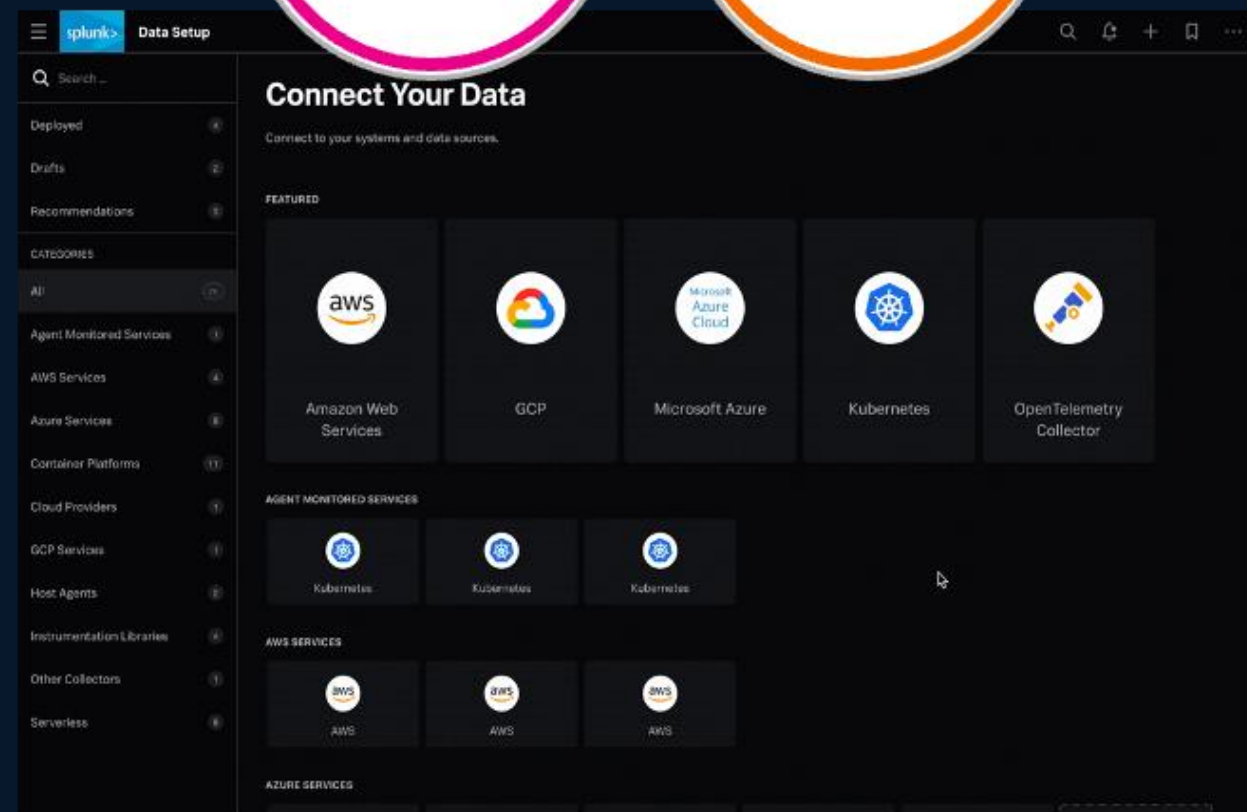
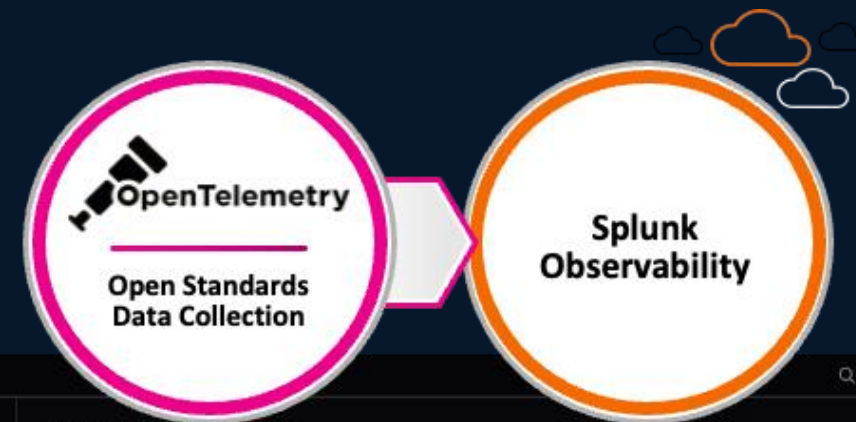


REPAY[®]
Realtime Electronic Payments

Better control

Of your data and costs

- Avoid vendor lock-in
- Instrument once as you build new apps
- Instrument everything, pay only for what's needed
- Optimize telemetry volume and costs
- Enterprise controls enable self-service observability



Better control

- 8MM traces and 50MM captured without impact on compute performance
- \$120 billion in market capitalization protected

A circular inset image showing a man and a woman crouching next to a red car. The man is holding a smartphone, and the woman is pointing at a dent on the car's front fender. They appear to be inspecting the vehicle's condition.

PROGRESSIVE®

NEW!

Product Announcements

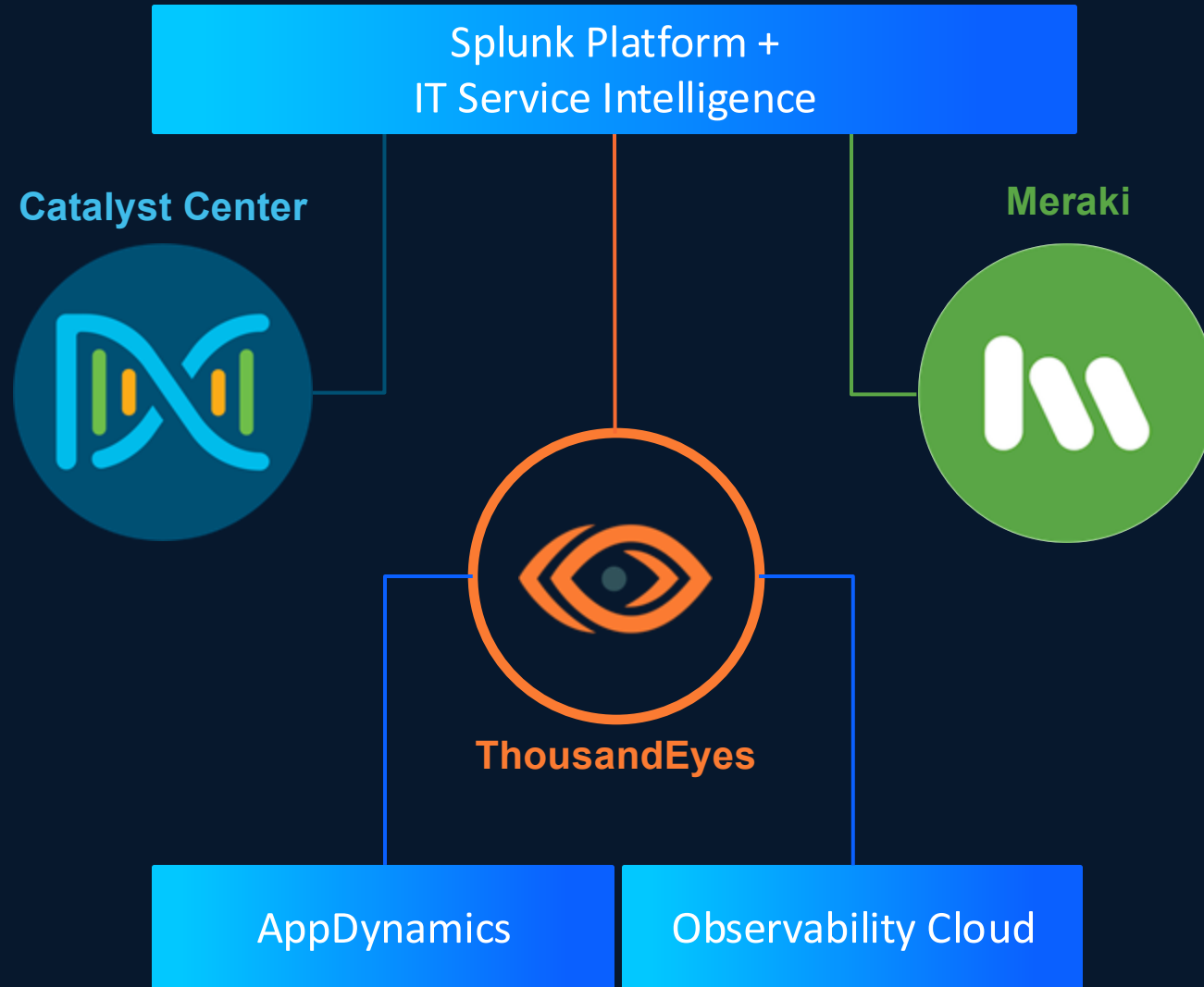


NEW! Correlated Network Visibility

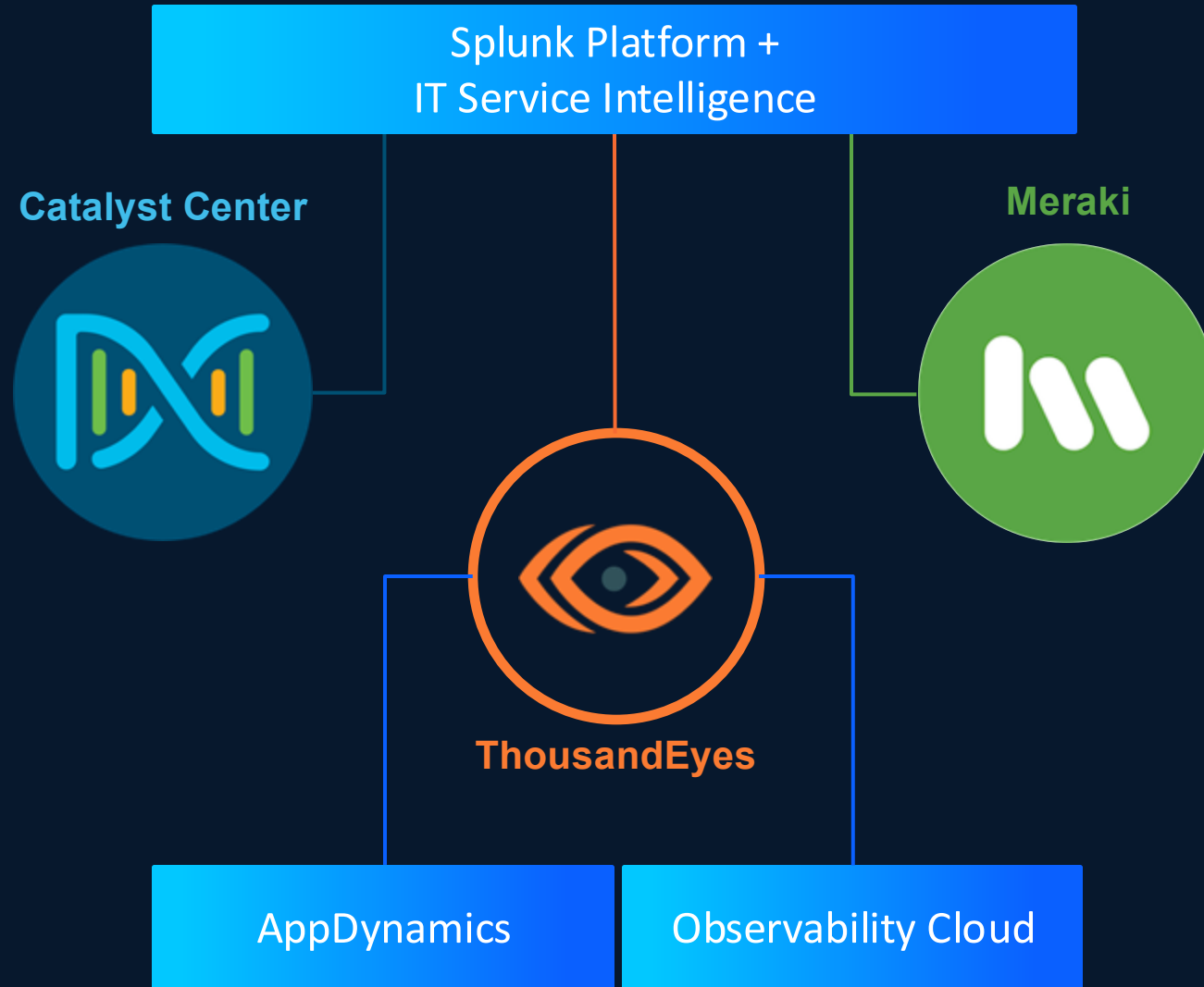
Correlated Network Visibility

- Observability Cloud (APM) & ThousandEyes Integrations
- ITSI ContentPack for ThousandEyes
- Splunk ITSI content pack for enterprise networking

Splunk Observability + Cisco Networking



Splunk Observability + Cisco Networking



Splunk ITSI & Cisco Enterprise Networking

Enterprise Network
Monitoring for branch &
campus to quickly pinpoint
site & device issues in
Cisco networks





NEW! Observability for AI

Observability for AI

- Monitoring for AI Infrastructure in Observability Cloud
- Trace-level Integration for AI-enabled Apps in Observability Cloud
- AppDynamics LLM Monitoring

NEW! AI in Observability

AI in Observability

- AppDynamics Anomaly Detection for Databases
- AppDynamics Root Cause Analysis (RCA) for Infra (servers)
- AppDynamics VA On-Prem Automated Transaction Diagnostics
- ITSI EventIQ
- AI Assistant in Observability Cloud

critical-service-alerts

You created this channel today. This is the very beginning of the critical-service-alerts channel.

Add Description Add Coworkers

Today

Umang Agarwal 9:44 AM
joined critical-service-alerts.

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Umang Agarwal 9:52 AM
[astronomy-shop-checkout-errors](#)
Signal value for in online-boutique-us is out of bounds

APM Service Error Rate - > 79

Signal details:
{sfx_realm=lab, tool.id=execute_signalflow_program} (10 kB)

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Message @critical-service-alerts

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NEW! Unified Observability

Unified Observability

- Unified observability experience for three-tier & microservice environments
- Integrated K8 troubleshooting across AppDynamics & Observability Cloud
- Secure App in Observability Cloud
- AppDynamics DEM Session Replay

We're a leader in observability



Leader
2024 Observability Platforms
Magic Quadrant



Leader
European Observability
MarketScape, 2025



Value Leader
2024 Radar Report for AIOps



Leader & Fast Mover
2025 Cloud
Observability Radar



Top Vendor
2024 Vendor Selection Matrix for
Observability



Overall Leader
2024 SPARK Matrix AIOps

Leader
2024 AIOps Radar

Leader
2024 APM Radar

Leader
2024 Kubernetes Observability
Radar



Overall Leader
2023-24 AIOps Universe

Overall Leader
2024 SPARK Matrix Full-Stack
Observability

Overall Leader
2024 SPARK Matrix IT
Infrastructure Monitoring Tools

Thank you

