Cisco Digital Resilience – Unified Observability

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Agenda

1) One Cisco
2) Digital Resilience with Data
3) Assurance & Observability
4) Role of AI

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

Digital Resilience

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

Only Cisco gives you complete visibility

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

Network team

IT team

Security team

Engineering team

What if you could harness all the data across your entire digital footprint to build resilience?

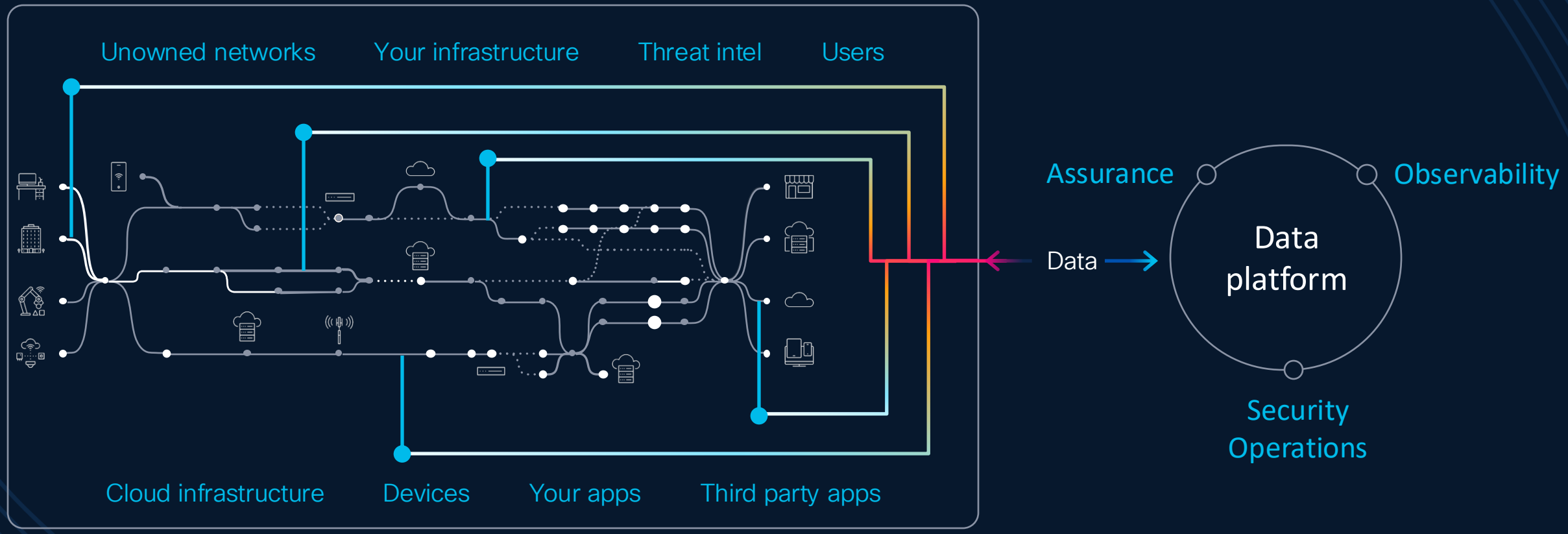
The benefits of building digital resilience with Cisco

Prevent major issues

Remediate faster

Adapt quickly

Cisco + Splunk: The data platform fueling digital resilience



Market-leading capabilities that knock down silos

Assurance

For network and IT teams

Seamless connectivity across cloud, internet and enterprise networks to assure the delivery of applications and services

Observability

For IT and engineering teams

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

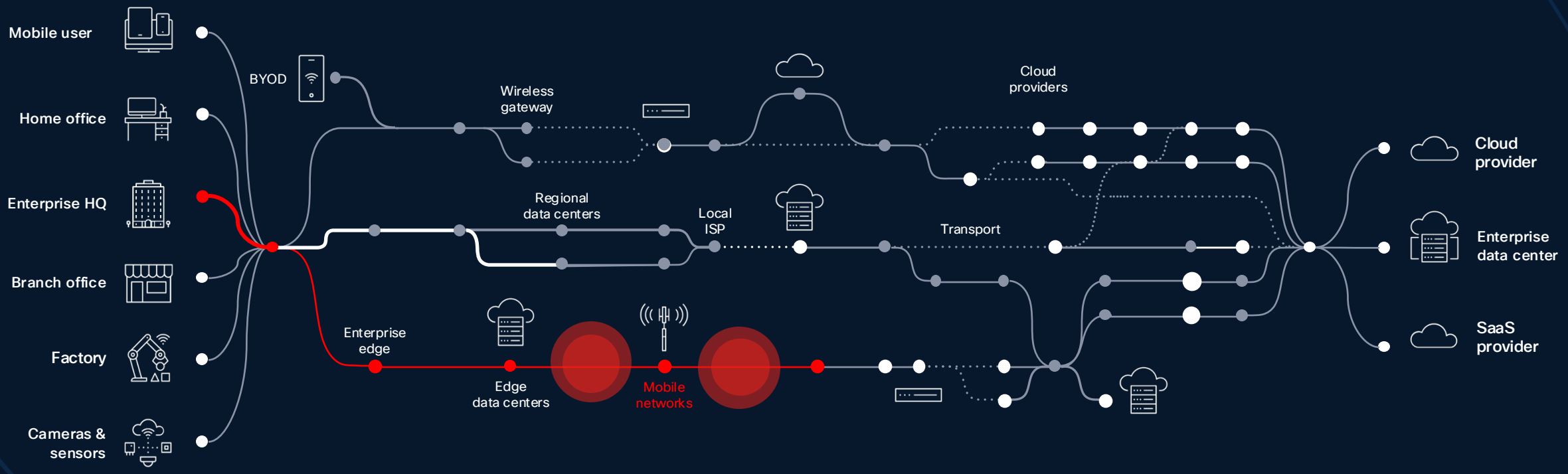
Security Operations

For security teams

Comprehensive threat prevention, detection, investigation, and response for organizations of any size and security maturity

How Cisco delivers Assurance?

Visibility across all network infrastructure — owned and unowned

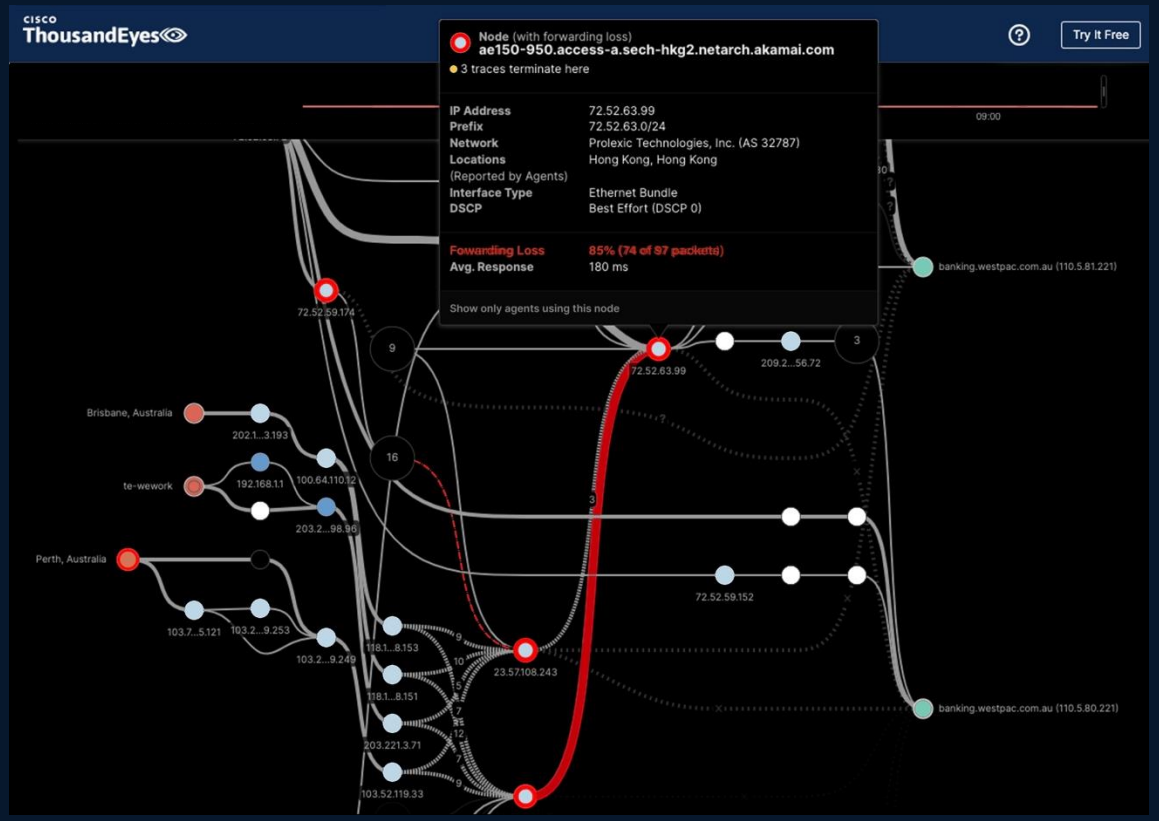


Assure connected experiences across every network — even those you don’t own

Eliminates blind spots with vantage points across internet, cloud, enterprise networks

Correlates performance across every layer and predicts problems with AI

Integrates across the entire Cisco portfolio



One outage. Two outcomes.

Global content delivery network provider experienced a global outage of its DDoS mitigation service…

vs.

Bank A

Struggled to identify and respond, leading to significant business loss.

Bank B

Had continuous visibility, enabling auto switchover to working routes, and minimal customer impact.

AI-Powered End-to-End Assurance

VISIBILITY

Vantage Points |
Traffic Insights |
Cloud Insights

AI-DRIVEN INTELLIGENCE

Owned & Unowned Networks |
Collective Intelligence |
AI-powered Insights

PLATFORM ADVANTAGE

Cross domain integrations |
AI-powered workflows

AI-powered platform

Automation | Integrations | APIs

Integrations across the Portfolio to Meet Customers Where They Are

Splunk Enterprise & Cloud

UNIFIED VISIBILITY & WORKFLOW

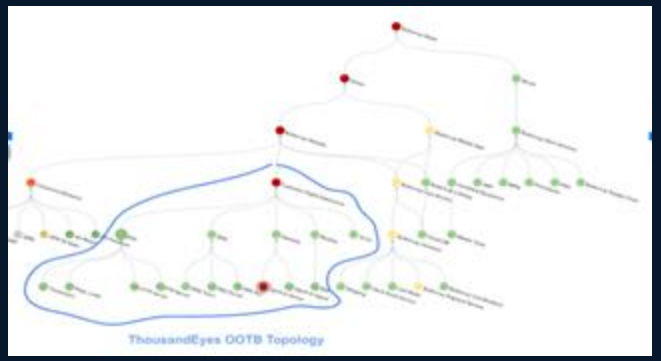
correlate metrics and events to extend visibility into user experience and the performance of all owned and unowned networks

Splunk Observability Cloud

UNIQUE END-TO-END VISIBILITY

from the end-user to the application and into all owned and owned networks

Splunk IT Service Intelligence



UNMATCHED SERVICE INTELLIGENCE

comprehensive and differentiated insight into service health

But what if the problem isn’t the network?

Cisco's Observability Advantage

Assurance ⟷ CONTEXT ⟷ **Observability**

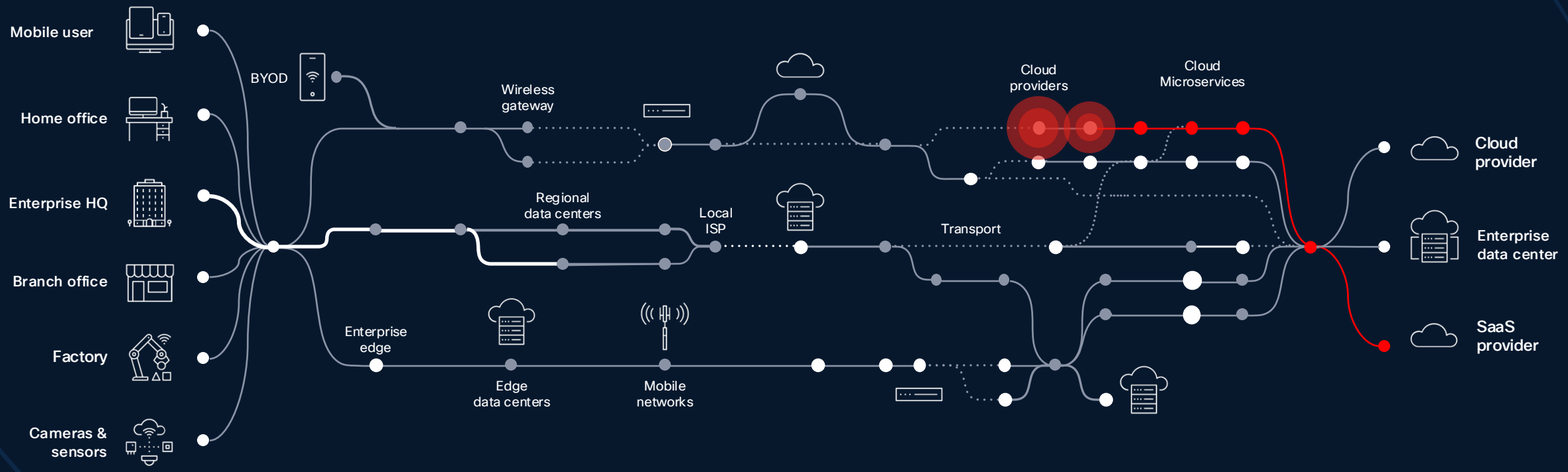
End-to-end network visibility into owned and unowned networks and cloud services

Unified visibility across applications and application infrastructure

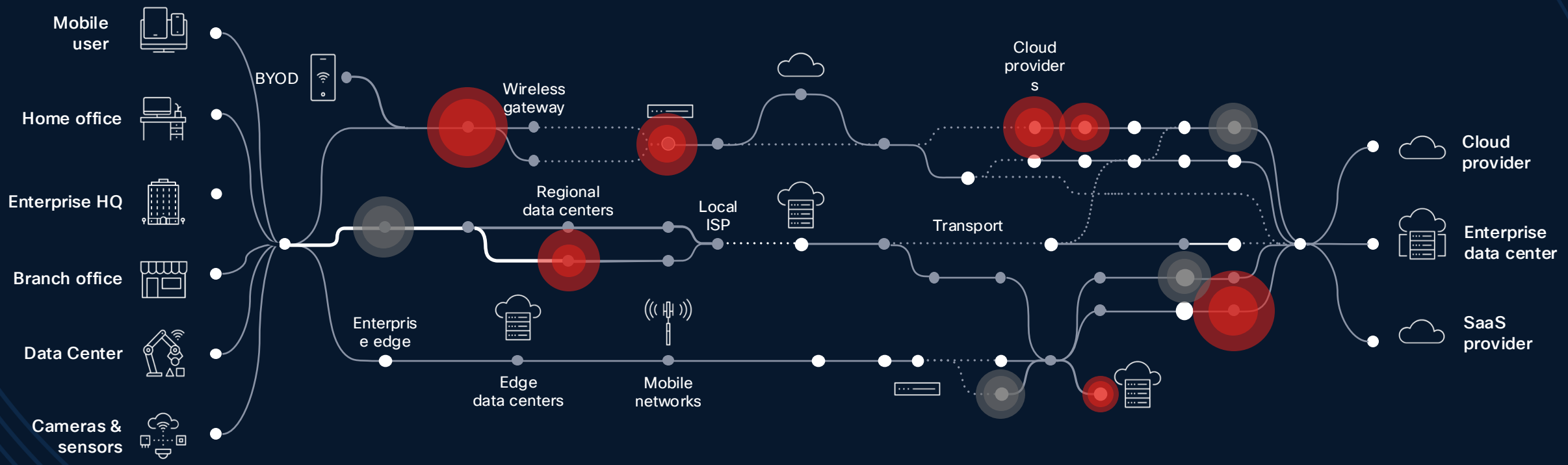
BUILT-IN DATA AND PRODUCT INTEGRATION ACROSS CISCO NETWORKING, SECURITY, AND COLLABORATION

APPLICATION | NETWORK | INFRASTRUCTURE | CLOUD

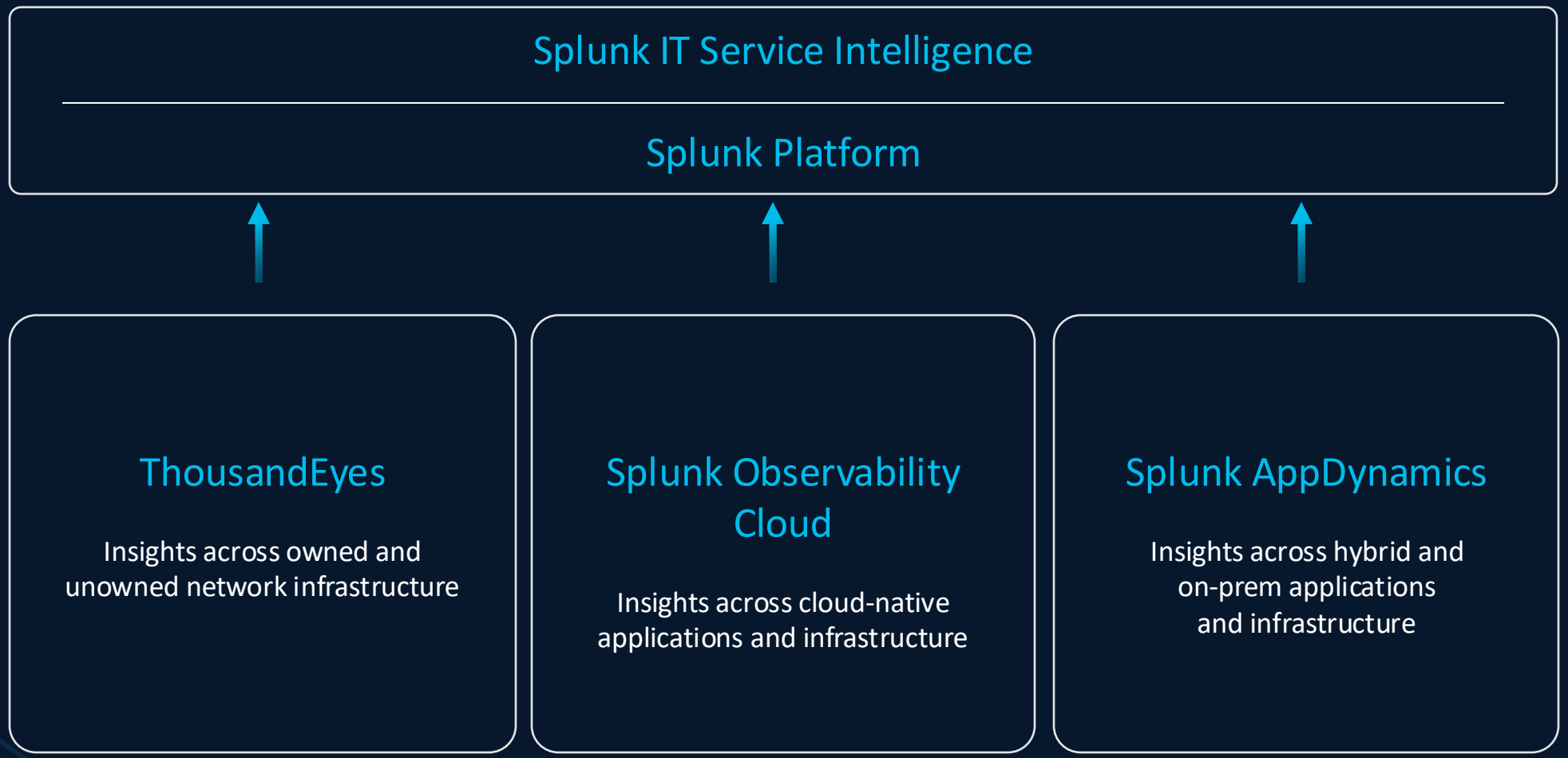
Observability helps fix problems faster across any environment and ensure reliability across the entire stack



Visibility into the Applications, Infrastructure and 3rd Party Dependencies that Drive Your Business



Cisco covers the *entire* enterprise



Detecting the impact of technical services on the business

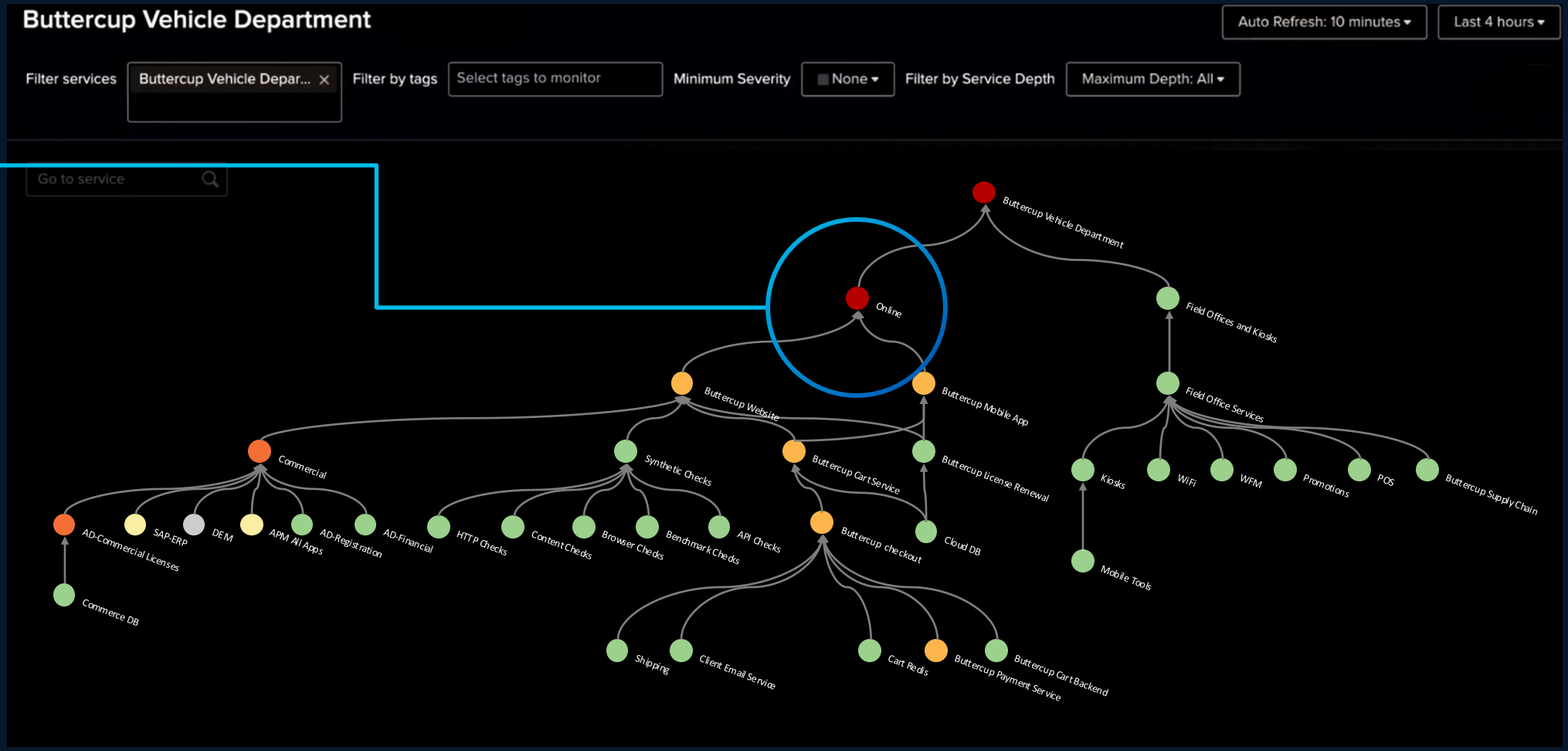
The ecommerce site goes down, halting all sales

Detect

With end-to-end service visibility, detect the issue immediately

Investigate

Respond



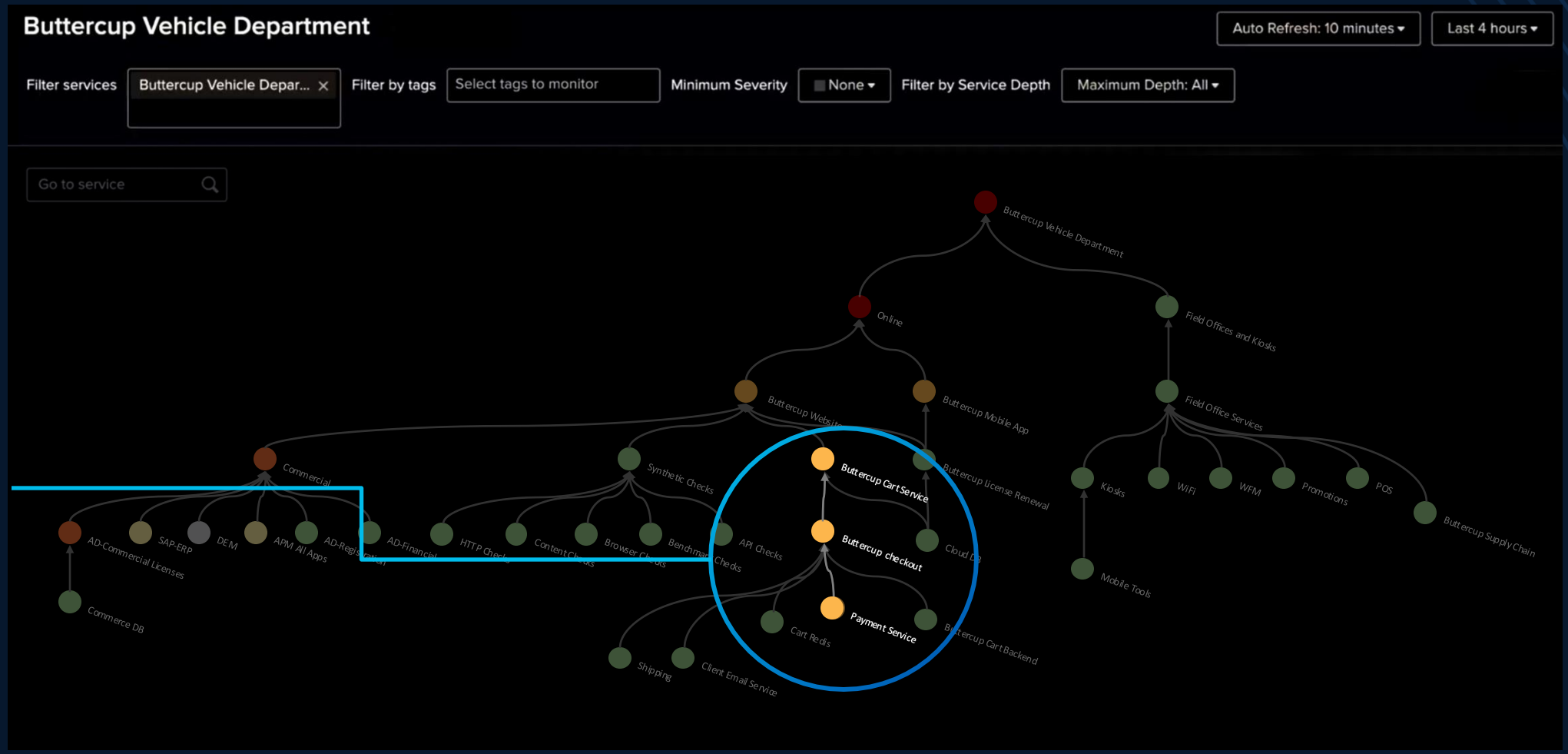
Diagnose the root of the problem as a bad API call

Detect

Investigate

A bad API call in the payment service is identified as the root cause

Respond



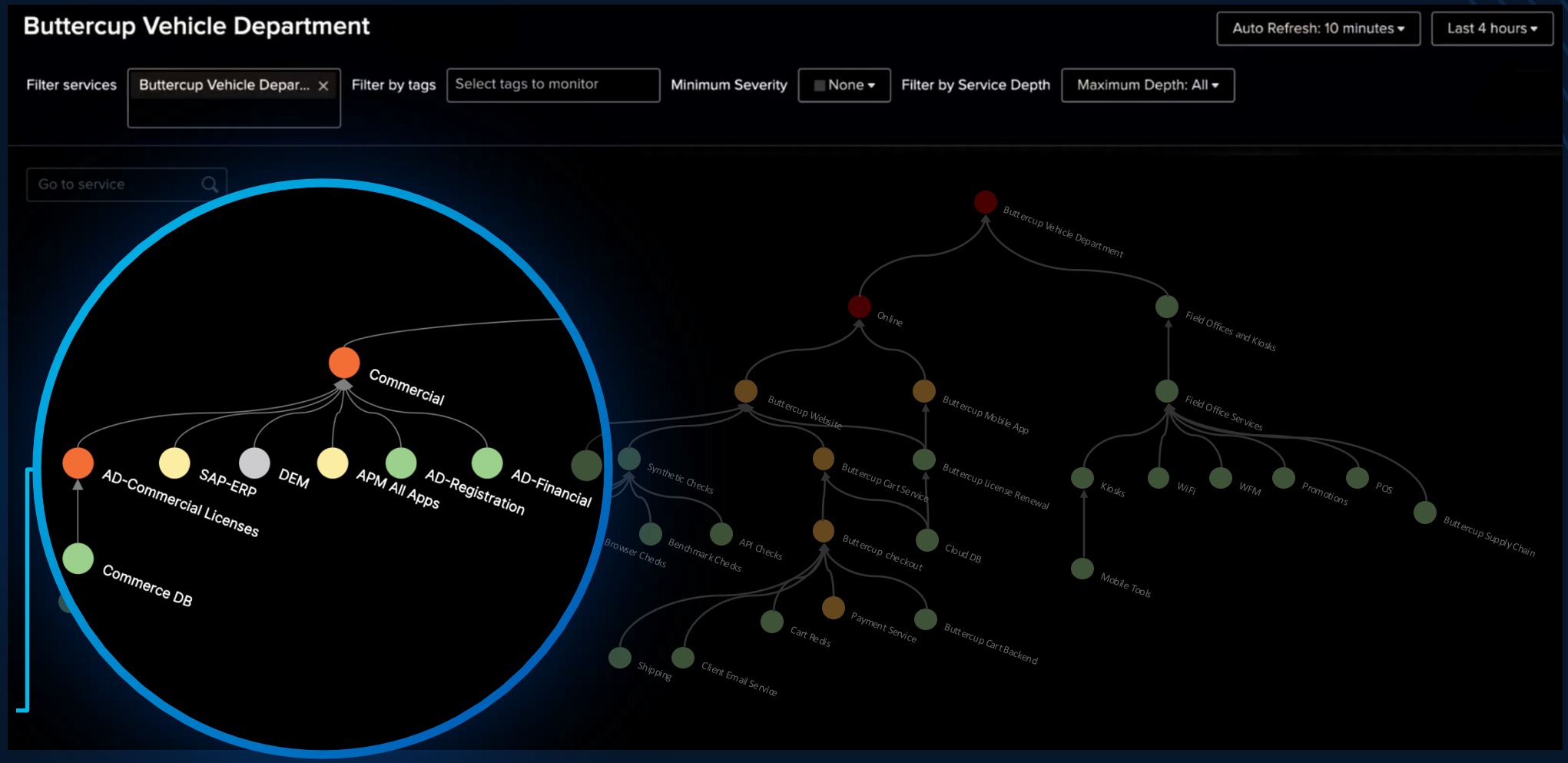
Resolve associated problems

Detect

Investigate

Respond

AppDynamics shows impacted MySQL databases



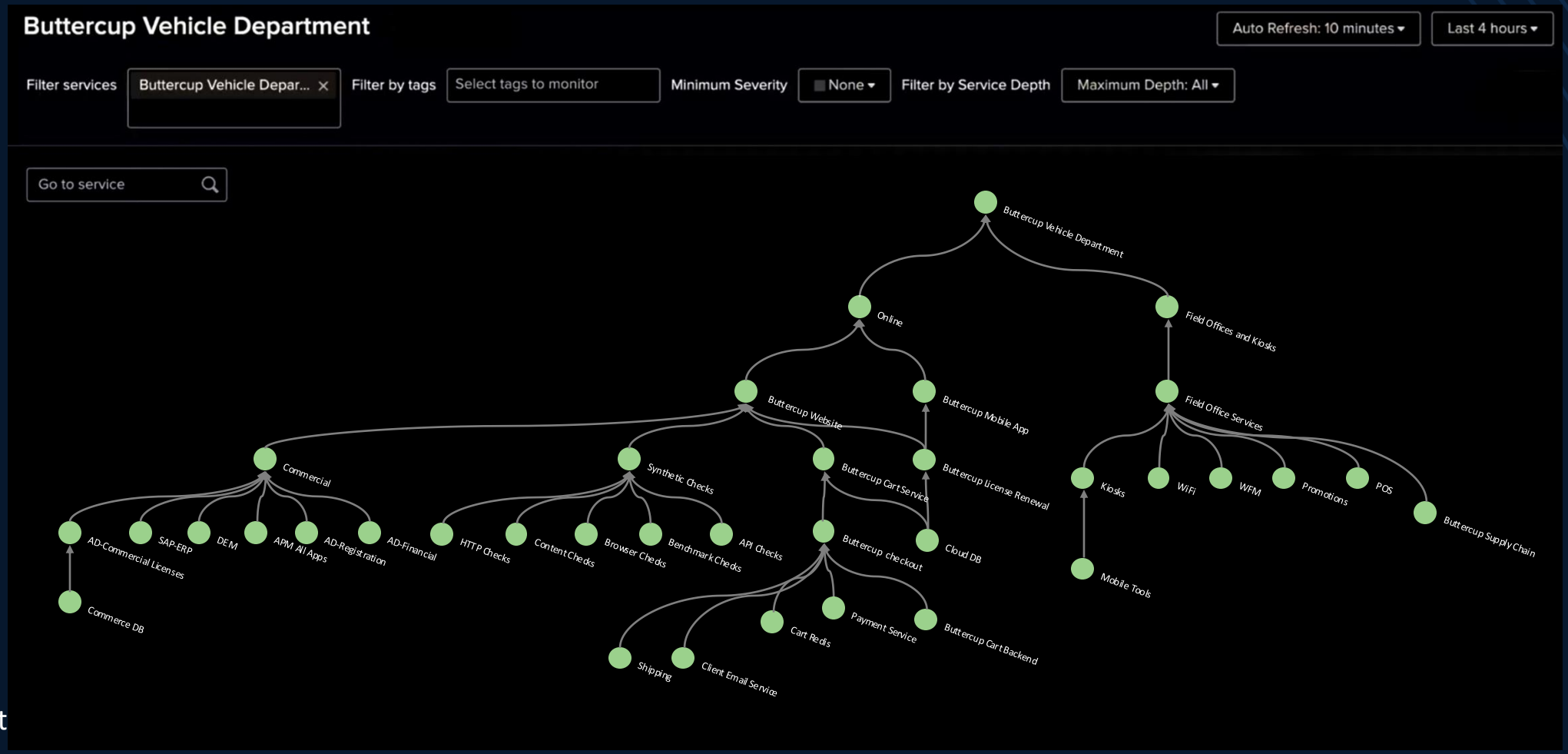
Prevent the next outage

Detect

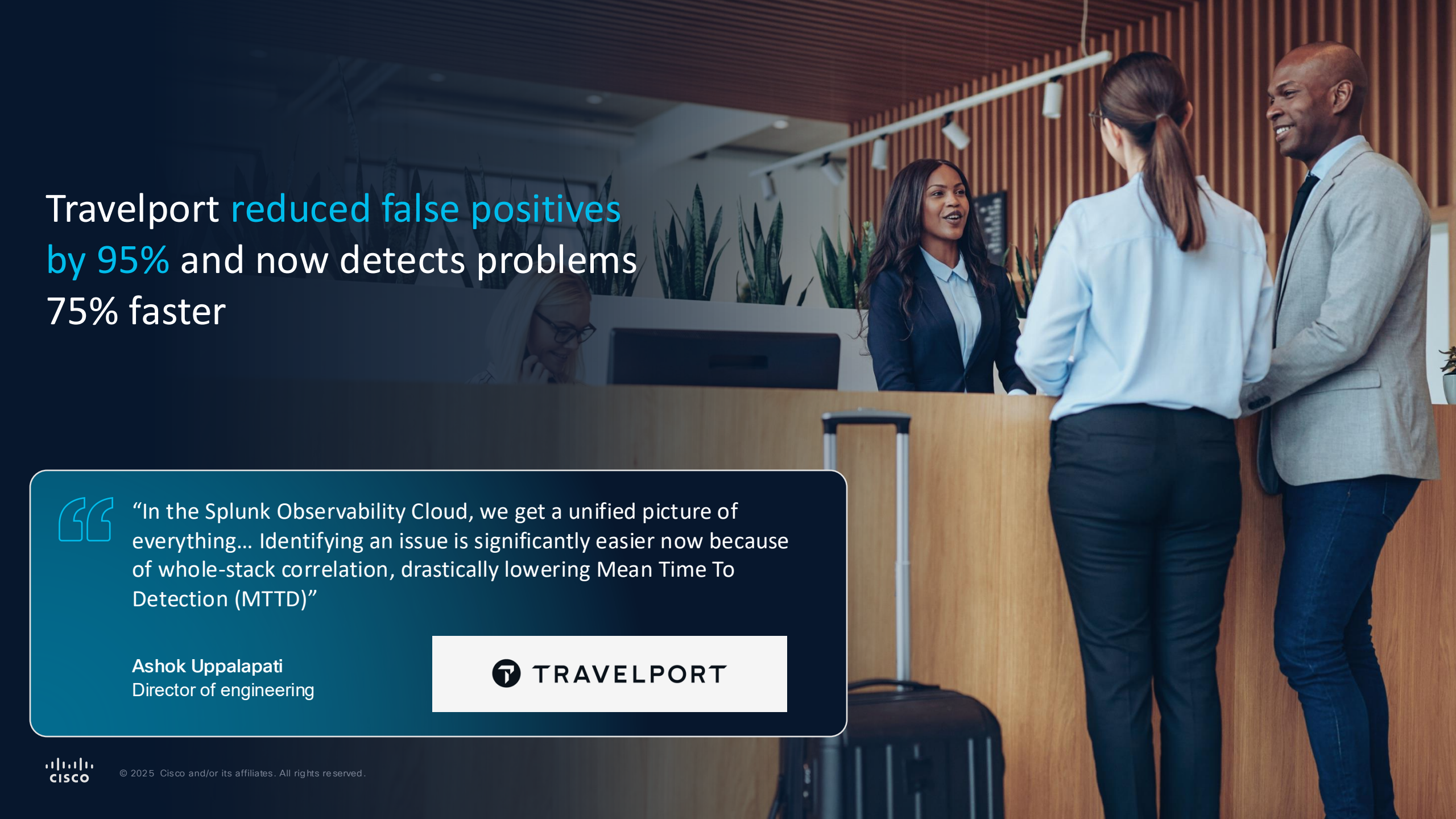
Investigate

Prevent

Update standard procedures to prevent future issues



Travelport reduced false positives by 95% and now detects problems 75% faster



> “In the Splunk Observability Cloud, we get a unified picture of everything… Identifying an issue is significantly easier now because of whole-stack correlation, drastically lowering Mean Time To Detection (MTTD)”

Ashok Uppalapati
Director of engineering

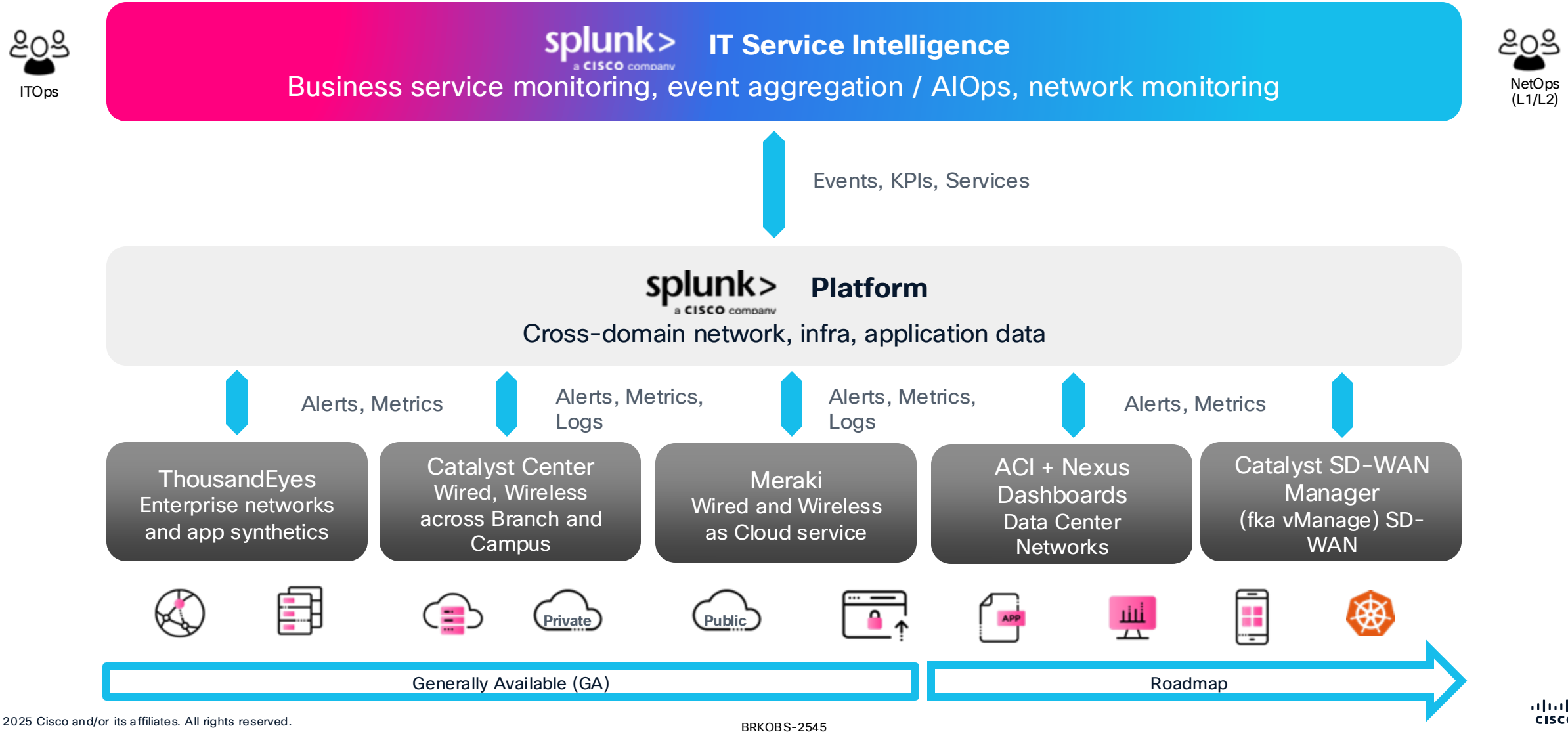
TRAVELPORT

Correlated Network Observability

How Cisco and Splunk advance digital resilience

Network Observability with ITSI

End to end visibility into network events and KPIs for Cisco domain controllers



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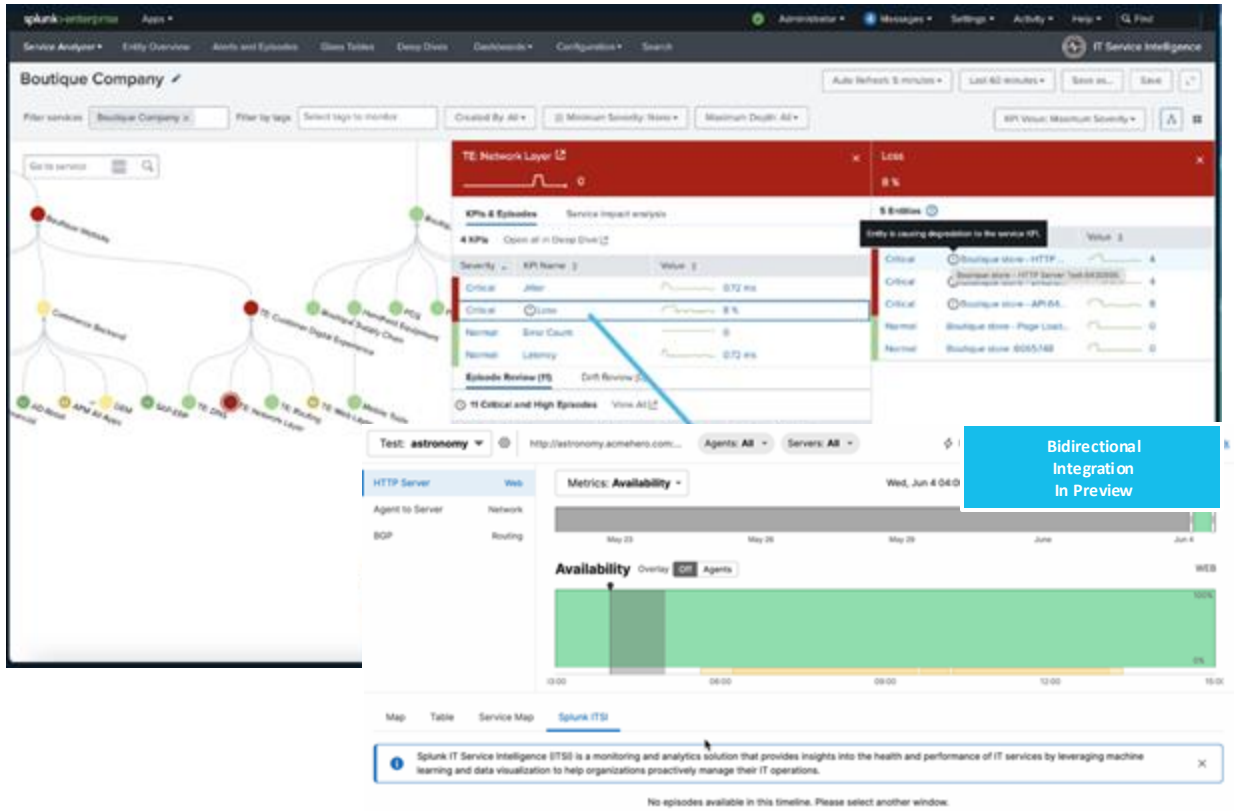
Splunk ITSI & ThousandEyes Integration

Identify if an app is slow due to a network latency

- Pinpoint problematic tests and understand impact to application and service health
  - Monitor your DNS, Network Layer, Web Layer, Routing
- Alert correlation for issues identified in ThousandEyes or proactively monitored in ITSI
- Test insights in ITSI Entity overview dashboards
- In-context directed troubleshooting into ThousandEyes



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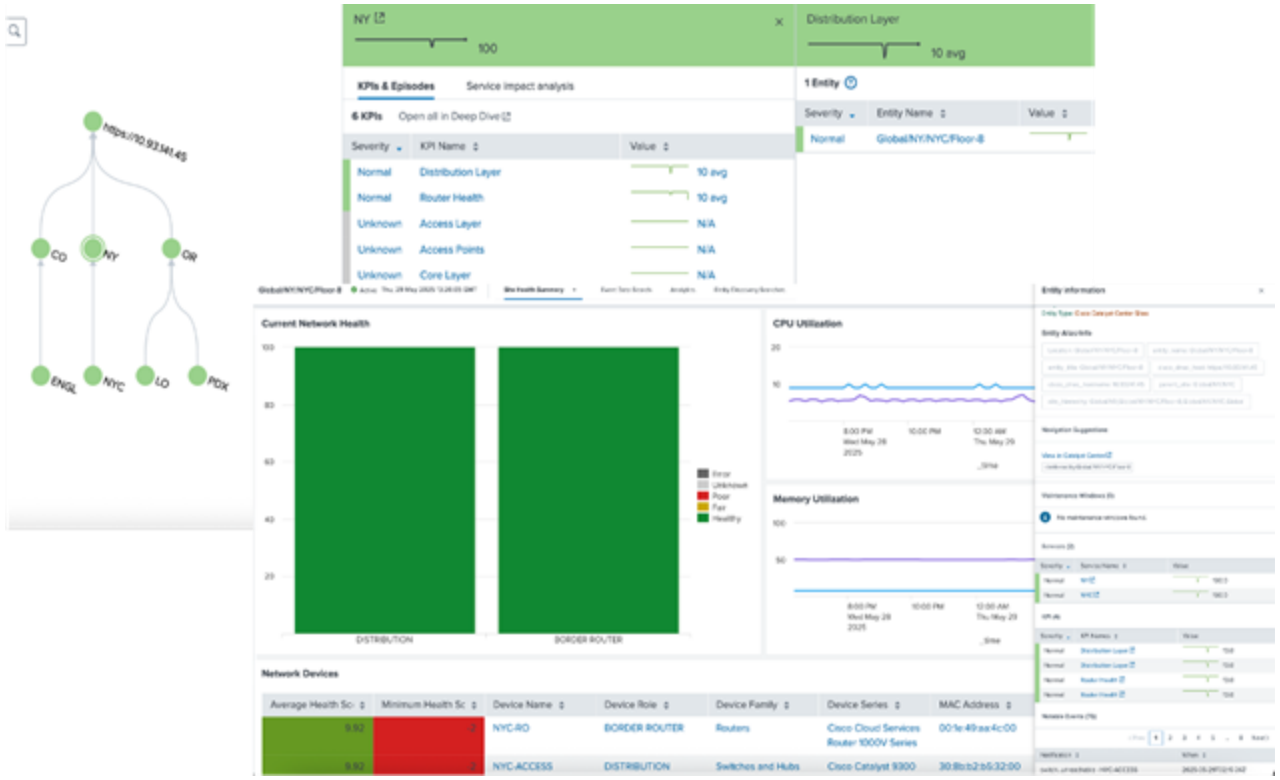
Enterprise Network Monitoring for branch & campus

Integration with Catalyst Center & Meraki

Quickly pinpoint site & device issues in the network with:

- Out-of-the-box topology to measure the health of a location (e.g. retail store) and isolate problematic devices
- Device alert import, normalization, deduplication, and correlation logic
- Insights for problem troubleshooting (e.g. recent configuration changes)
- In-context guidance into Catalyst Center & Meraki to take action on devices



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Network through application visibility with Thousand Eyes and Splunk APM

End-to-end visibility across ThousandEyes tests and Splunk APM traces for faster MTTI & MTTR

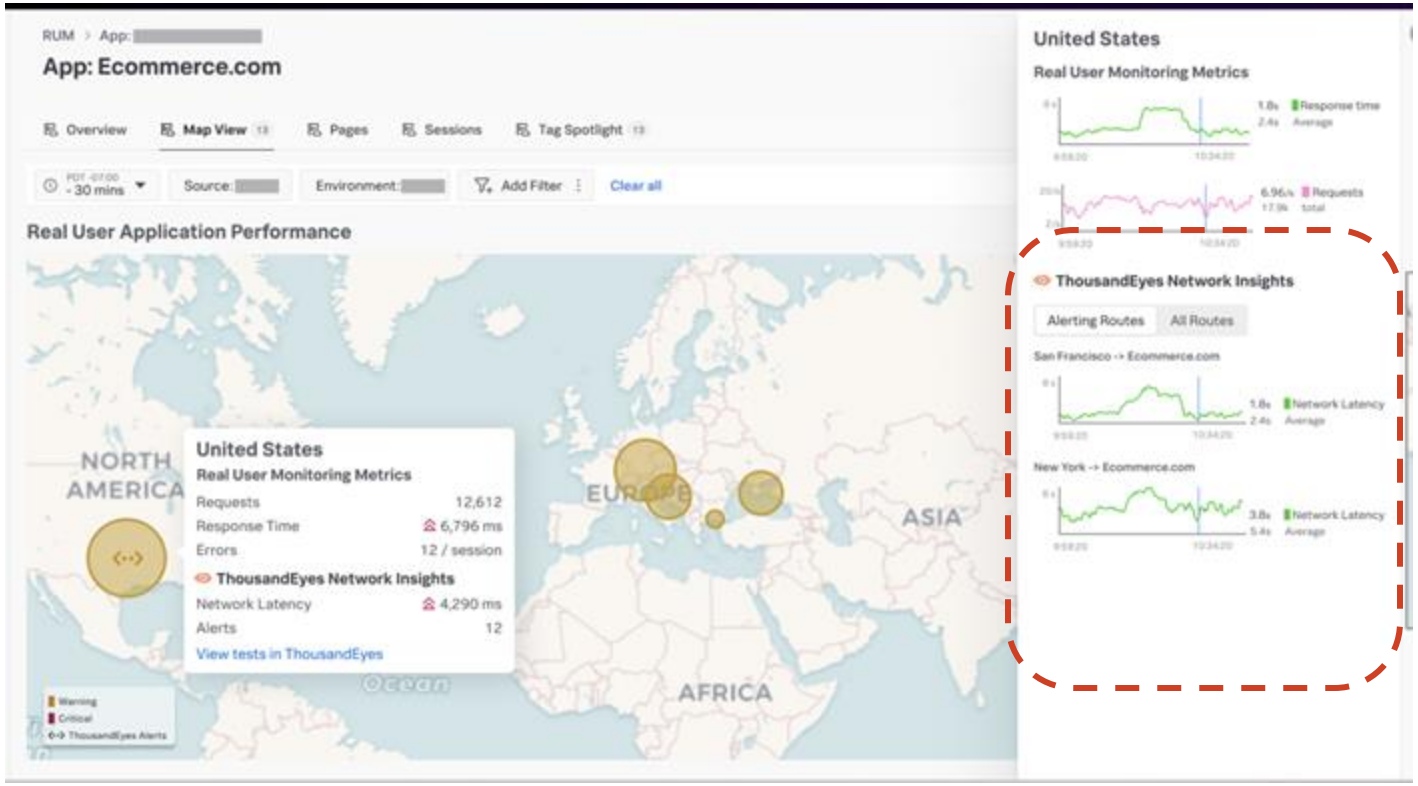
- Quickly diagnose failing ThousandEyes test
- Understand if slowness is from the network or application layer
- View trace topology and key intra-service metrics in context of the Thousand Eyes test
- Easily set up tests for services instrumented in Splunk Observability Cloud from the ThousandEyes UI

Developing Now

Splunk RUM ThousandEyes Integration

Identify whether RUM latency issues originates from the application layer or the network

- Reduce MTTI by enabling SRE teams to quickly determine whether performance issues are driven by the application or network layer
- Correlate global user experience with network performance, highlighting regions affected by network bottlenecks
- Map based visualization of key user experience metrics



Thank you