

Digital Experience Assurance: Never Be the Last To Know



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What is ThousandEyes?

Actionable insights across any network, any application, any user

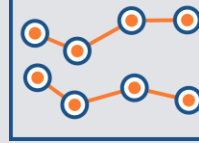
USER and APPLICATION EXPERIENCE

- Quickly isolate issues to a user(s), application, network,
- Understand performance of user interactions with applications, services, networks



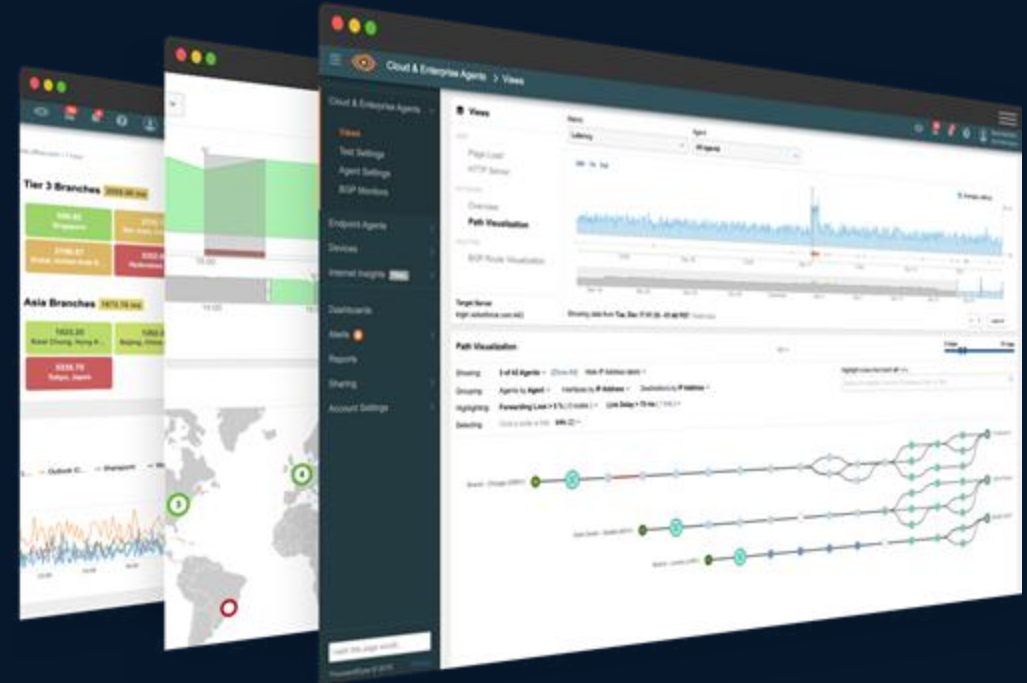
NETWORK VISIBILITY (your own or 3rd party)

- End-to-end network path and metrics across any network
- Identify issues down to the service provider, location, and interfaces



Pre-CORRELATED INSIGHTS

- Correlate network and application issues with internet routing, internal network devices, and global outages



What We do



Employee Experience Monitoring (EDX)

Customer Experience Monitoring (CDX)

Geo Specific Performance and Visibility

3rd Party Dependency Performance and Vis

Global Provider Outage and Impact Detection

WAN/LAN Performance and Visibility

How We Do It



Internet Insights

ThousandEyes agents located across the Internet perform more than 8 billion measurements each day, yielding a massive dataset that includes network interface-level information on when and where traffic flows are disrupted in the Internet

Global Collective Vantage Point



Cloud Agent

Globally distributed agents installed and managed by ThousandEyes in nearly 200 Cities across over 400 agents around the world.

External Vantage Points



Enterprise Agent

Lightweight software-based agents easily installed on your own network, in data centers, branch offices & VPCs.

Internal Vantage Points



Endpoint Agent

Browser-based plugins installed on end-user laptops and desktops to gather actual local experiences

Internal Vantage Points

HOW IT WORKS

Digitization is changing the world

90%

of Board of Directors
see digital as an
integral part of
business strategies

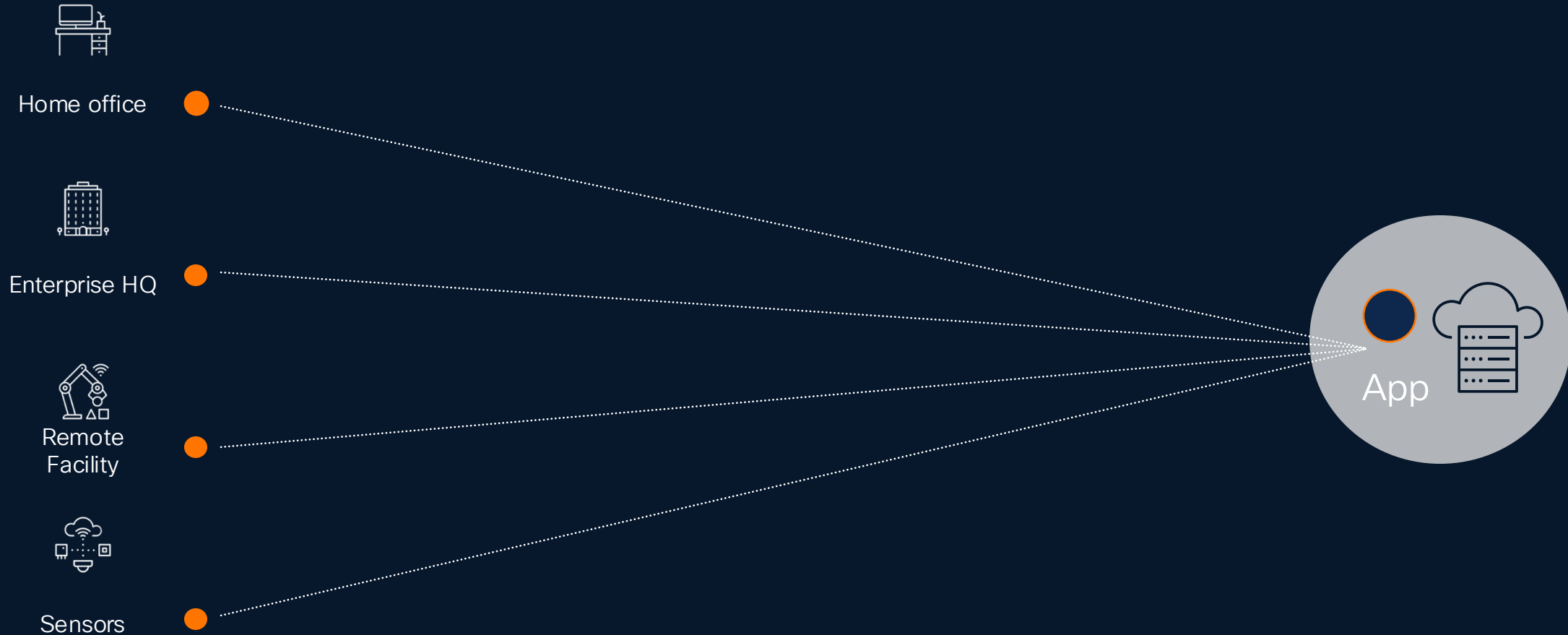
80%

of CxOs consider
digital leadership
as part of their job

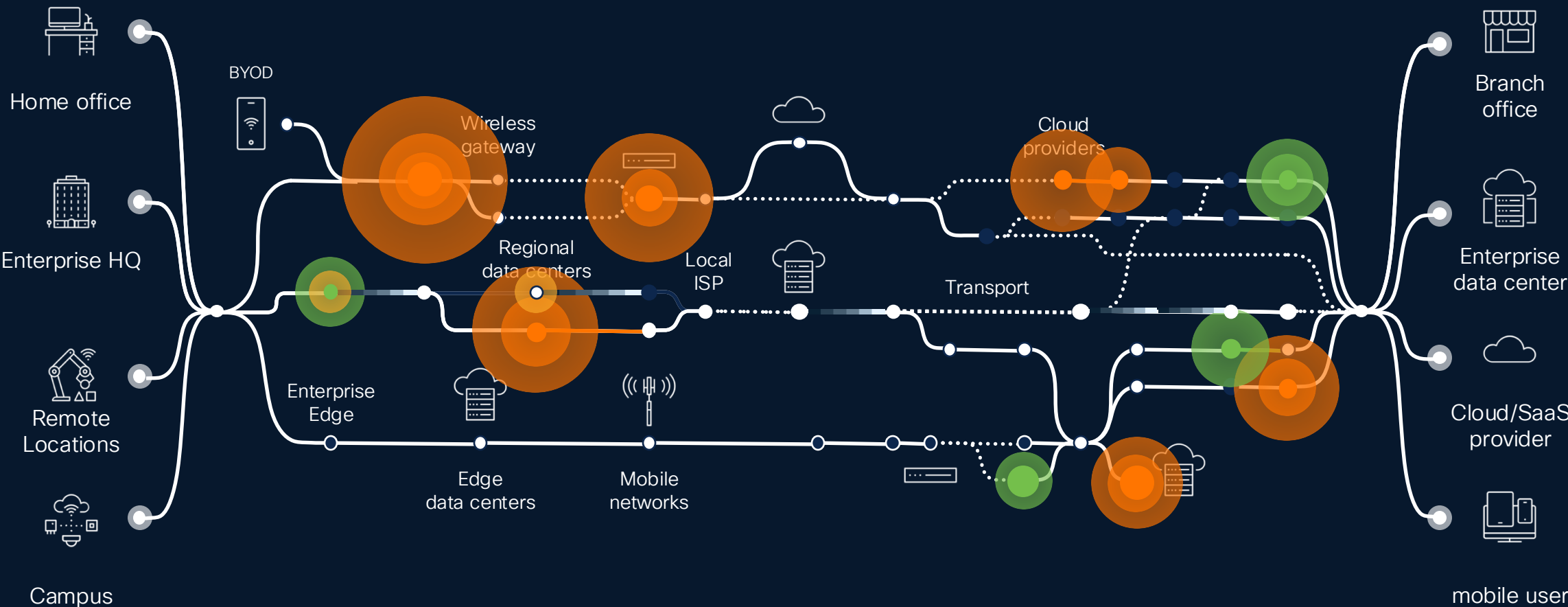
>50%

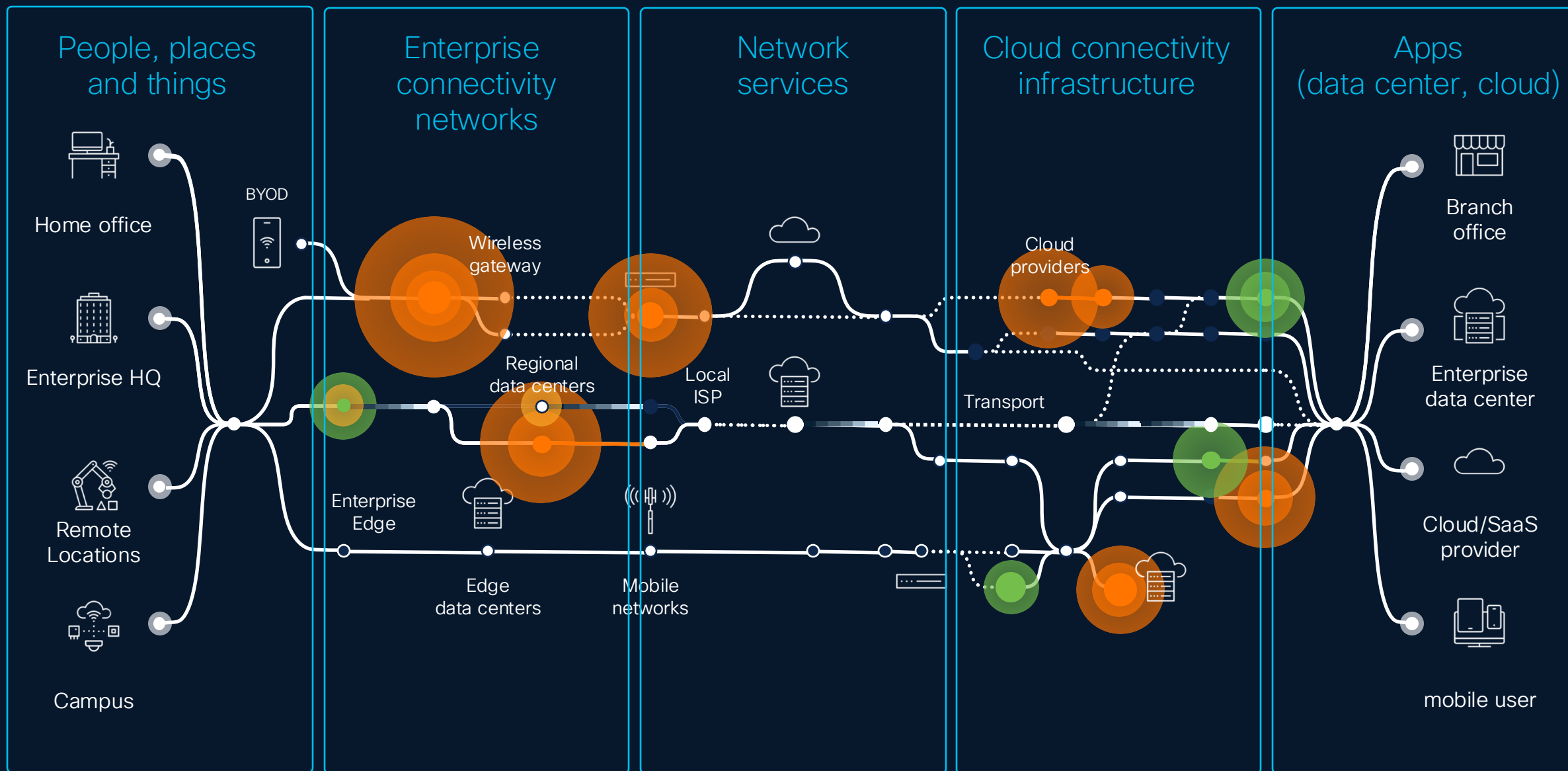
of Infrastructure and Operations
budget will
be spent on unowned technology
by 2027

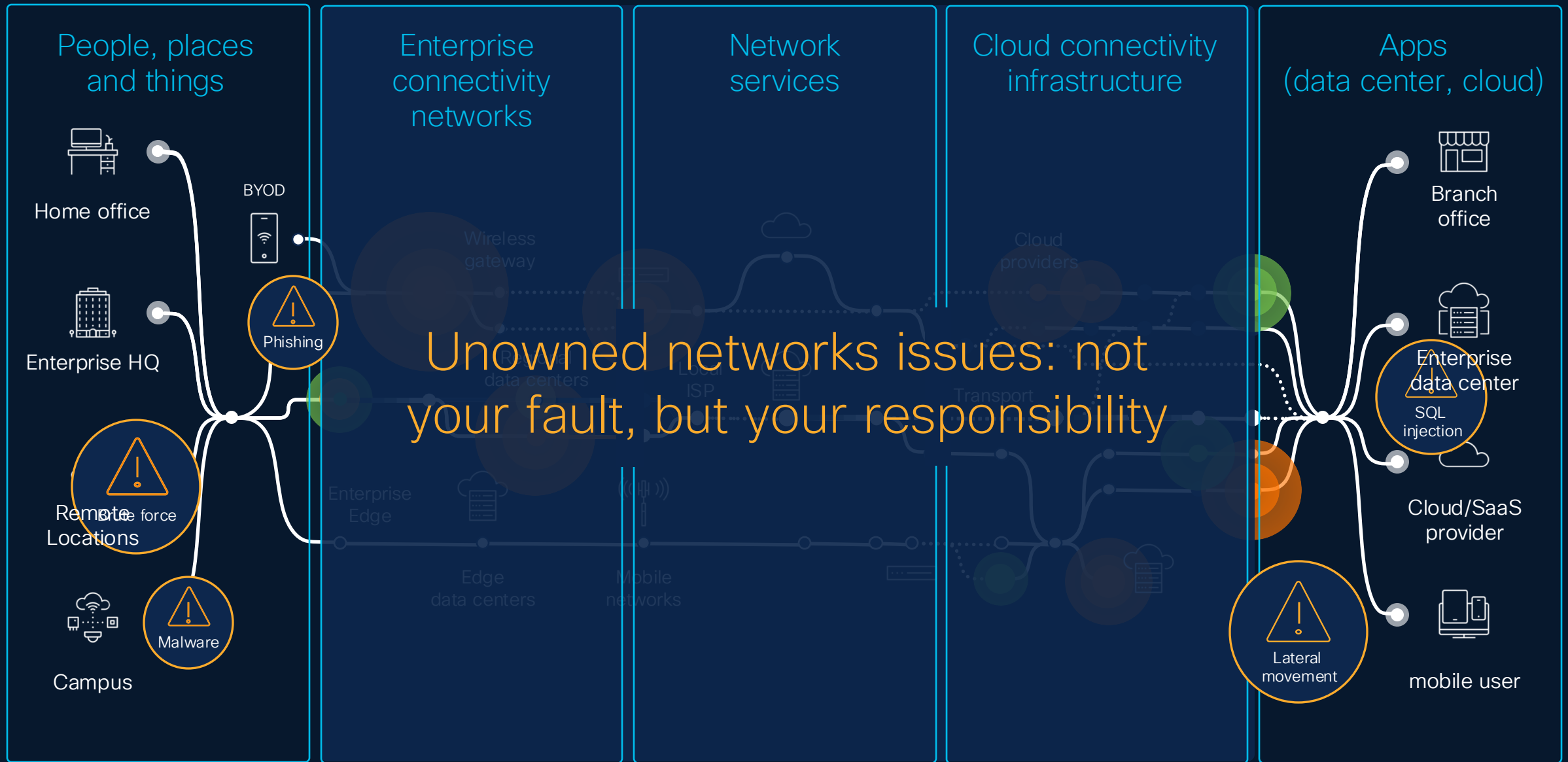
The experience users want



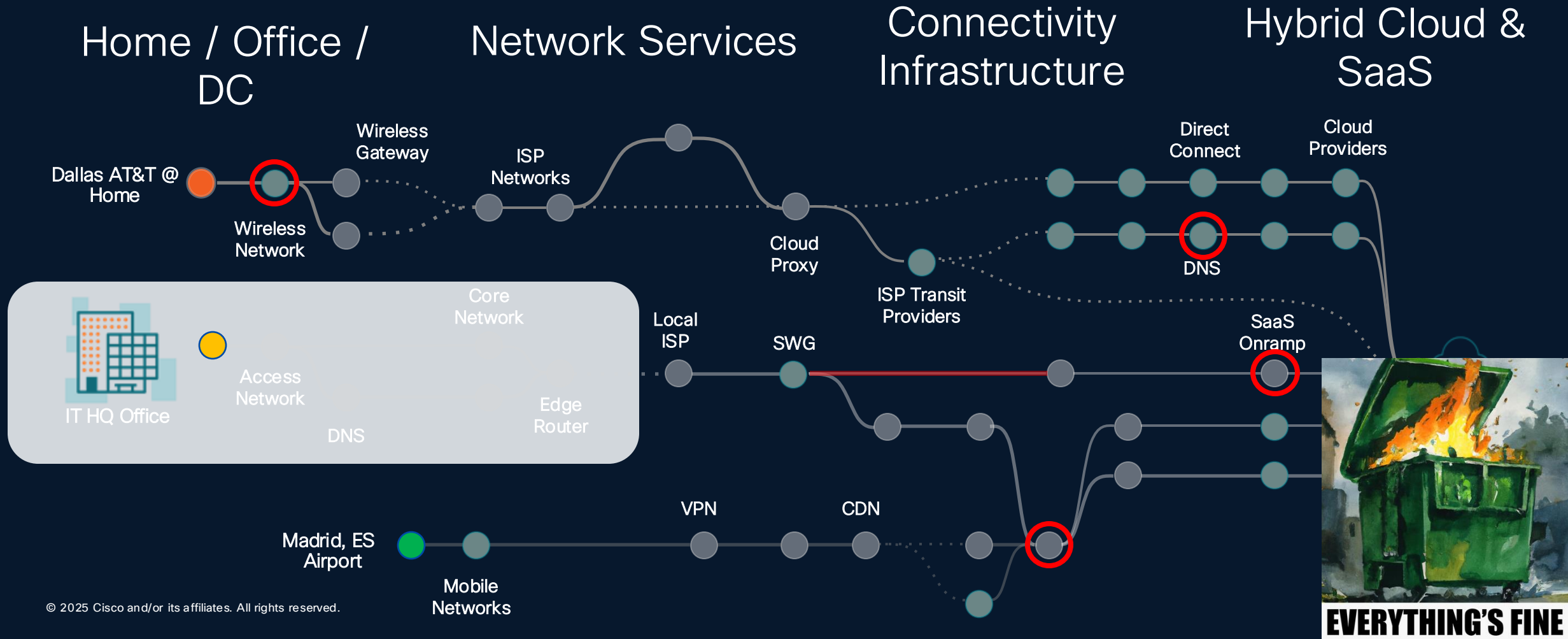
Reality is more complex.







What Happens Without ThousandEyes



Why are we the last to know?

How are you
Monitoring
today?

Likely

Likely

Likely

No

(This is
ThousandEyes)

Scenario:

A call at 7 AM from impacted user:

“AppA isn’t working for me today. It’s super slow and unusable.”

1: Call Center initial Response: We haven’t received any other calls. We checked the app on our end, no issues. Can you try again? send ticket to NOC

2: Traditional Infrastructure Monitoring (NOC) (CPU, Server, Memory, Storage, etc)
Response 7:15 AM: It doesn’t look like we have any alerts for the time the customer says things weren’t working for them. Anyone else reporting this? Escalate to the Network team.

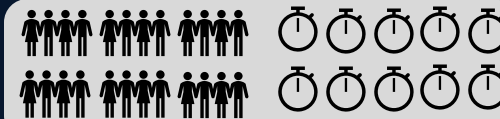
3: Traditional Network Monitoring (point to point)
Response 7:45 AM: We see some packet loss last night related to our planned change, but it shouldn’t have impacted your current performance. Escalate to the App team

4: Traditional Application/WebApp Monitoring/Vendor Support Portals

Response 8:30 AM: We see some of your attempts this morning at 7 AM. We see response time slowness as well. We see a few others attempting to use <AppA>, and some response times are also very slow. We need to start a bridge ASAP. Escalate to the Vendor

Or - 1: User Experience Monitoring (even when they are all sleeping)

Response: <2:05 AM before user complaint> Something is wrong with AppA user experience. Synthetic user function checks are reporting very high error volumes. Compared to its previous baseline performance data, its 7x slower. That’s even with more than 50% of the tests failing outright. It isn’t the login service, it isn’t the user, it isn’t the network/internet. Its only when user tries to pay their bill. Looking further, it appears one API server connecting to our vendor is blocked by the firewall. There was a policy change at 2 AM that caused this. Lets get this fixed before any real customer impact!



Be the First to Know (within minutes)

1 - Is it True (that we are or will be impacted)

Yes

We see data that supports the user's claim that the App is slow/down.

No

We see no data that supports the users claims that the App is slow.

2 - How bad is it?

Single User Issue
Single Site Issue



Inform user it looks to be isolated to them, offer evidence, and look at their last mile user experience to find root cause

Multi-User issue
Multi-Site Issue



Inform user it isn't just them and to stay tuned for further communication

Operational and Business Value

- Communicate effectively
- Respond proportionately
- Escalate Accurately
- Resolve Faster
- Reduce Impact
- Protect Brand and Revenue
- Improve Confidence
- From Reactive to Proactive

3 – What is not the cause

4 – Where and/or What is the cause?

User



Is it the user?

App



Is it the app?

Network



Is it our network?

Other



Is it 3rd party?

If NO, to any of these..., STOP troubleshooting it

Fewer things to troubleshoot if YES. Pick 1.

Help the User

Escalate Accurately

Escalate Confidently

Escalate with Evidence

CISCO Engage !

Thank you

