

ThousandEyes Assurance: End-to- End Visibility for Digital Experience

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Agenda

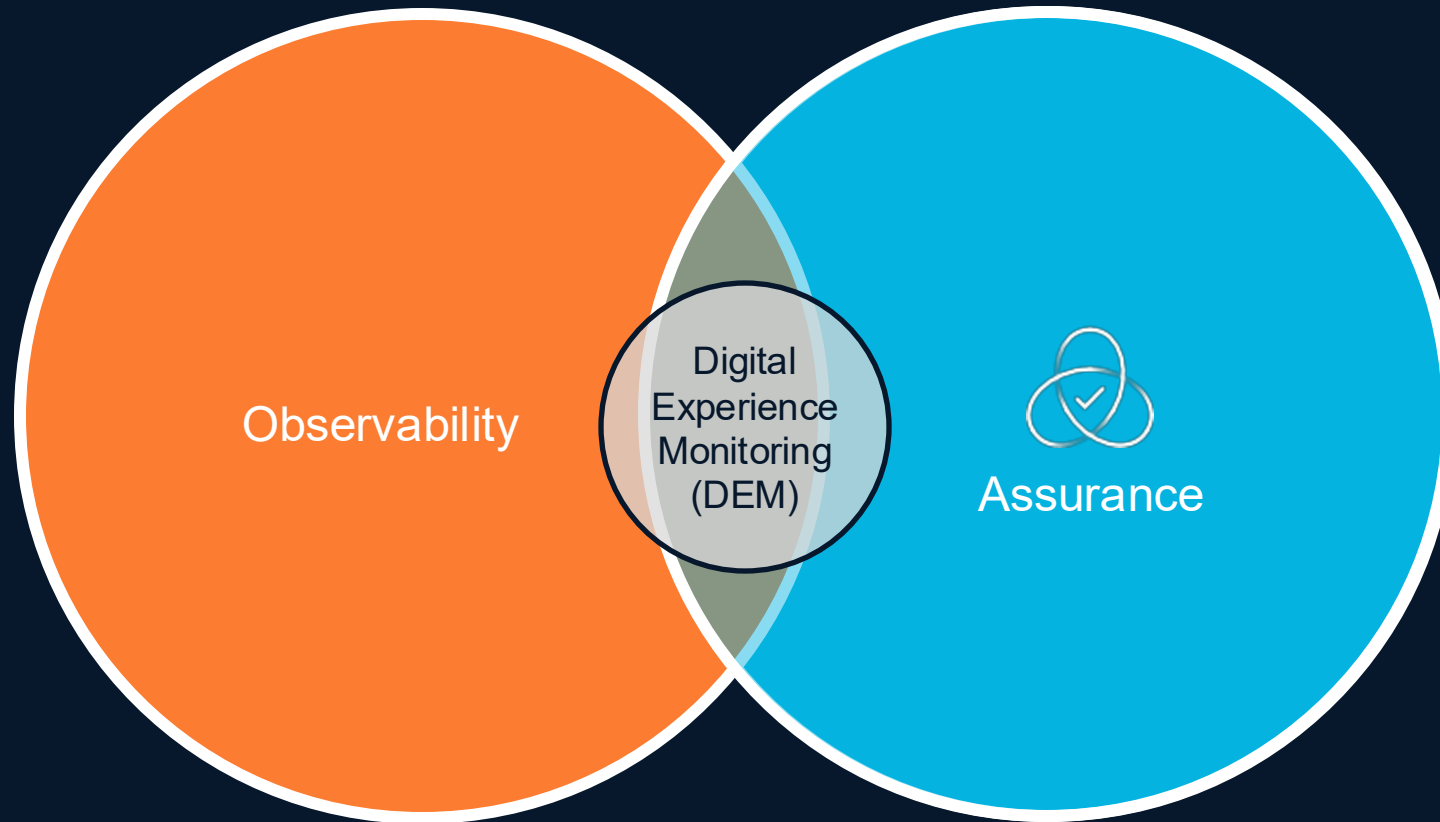
1. What is Digital Experience Assurance?
2. ThousandEyes Overview
3. Cloud Insights
4. Demo
5. New Features and Advancements
6. Closing Comments

What is Digital Experience Assurance?

The practice of continuously monitoring and analyzing the entire digital delivery path—from user devices through networks to applications—to proactively detect, diagnose, and resolve issues that impact the quality and reliability of users' digital interactions



Where IT Disciplines Intersect and Complement

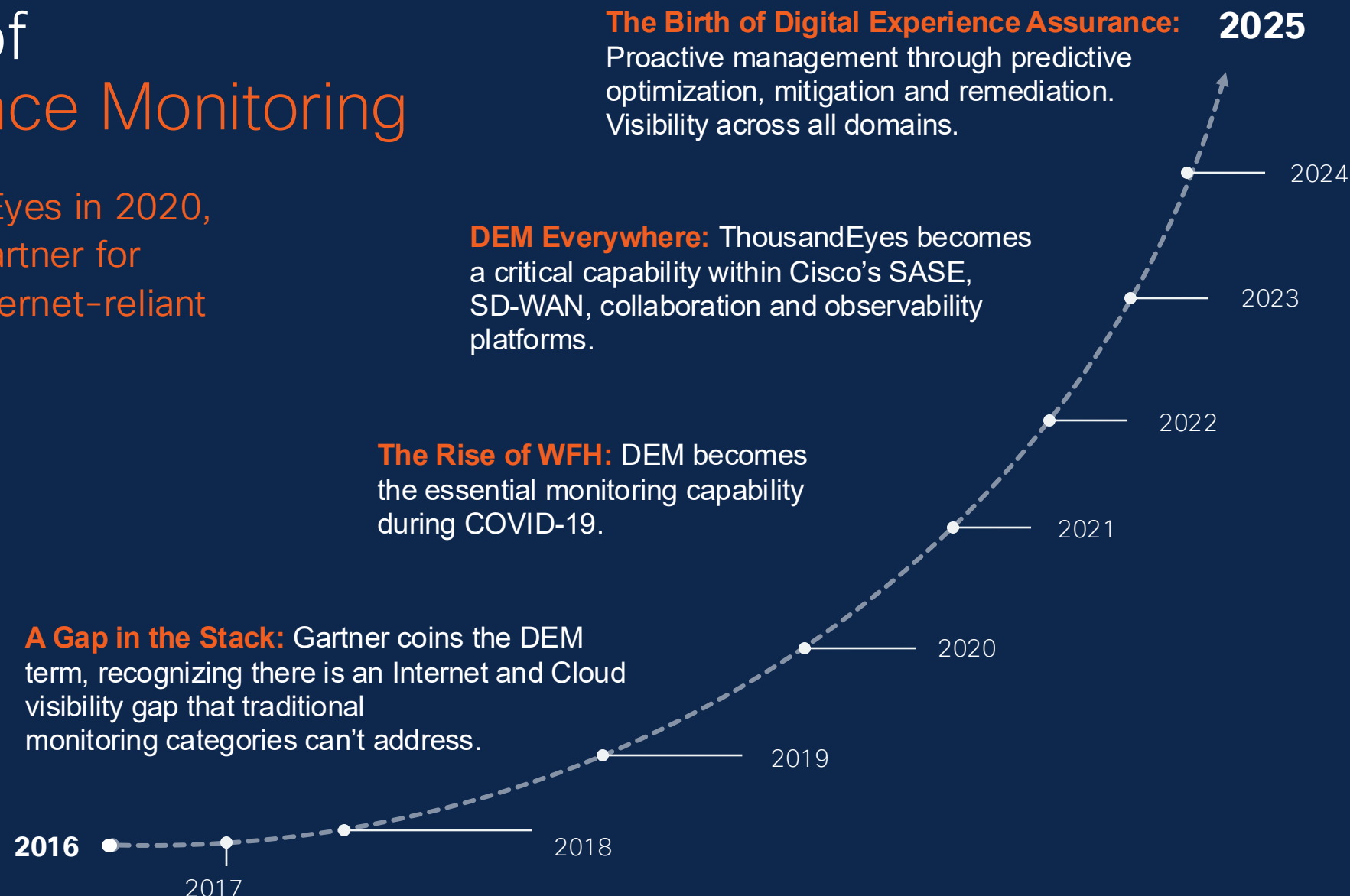


Digital Experience Assurance: Critical capabilities



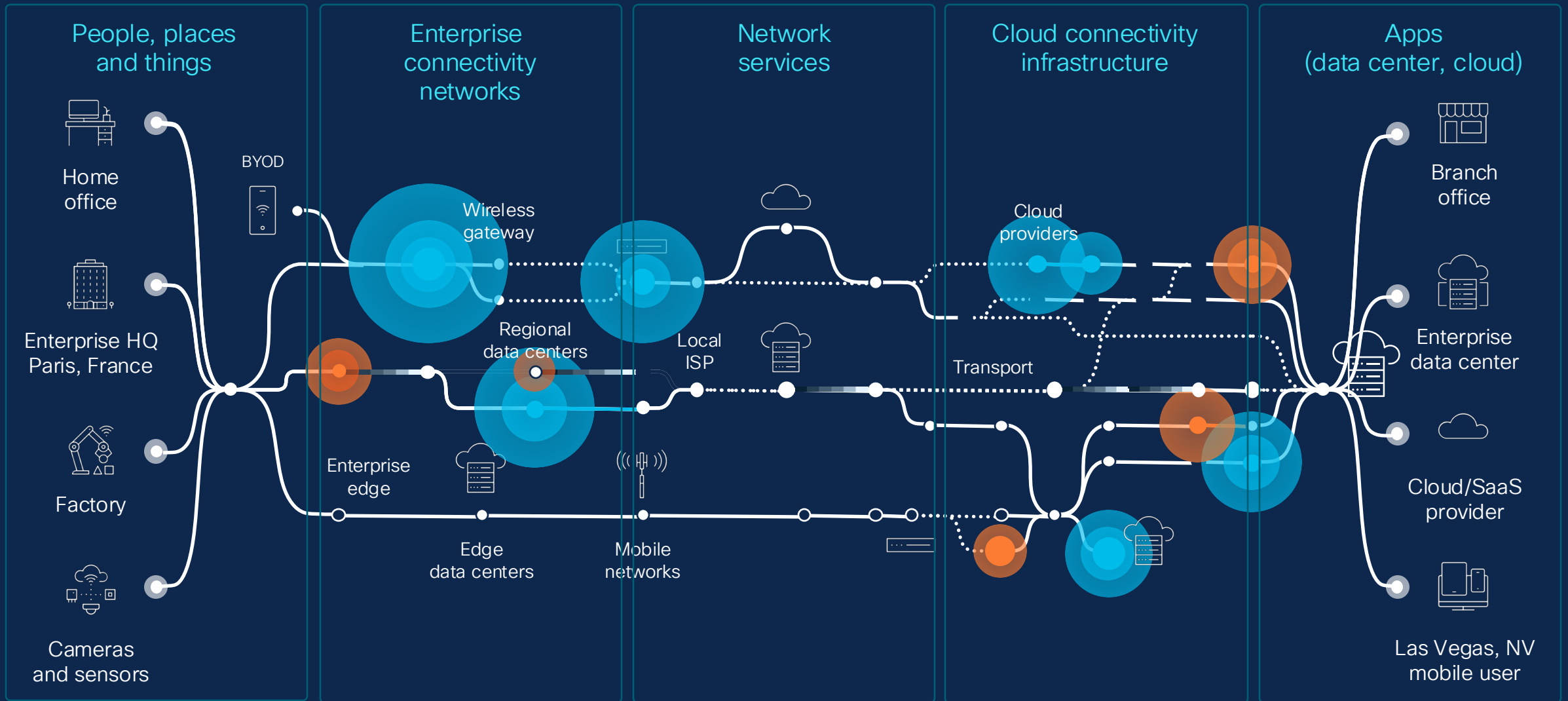
The evolution of Digital Experience Monitoring

Cisco acquired ThousandEyes in 2020, recognized early-on by Gartner for solving challenges with Internet-reliant digital experiences



ThousandEyes Overview

Solving Our Customers' Most Pressing Challenge



Solving Our Customers' Most Pressing Challenge



How ThousandEyes Collects Data



Endpoint Agent

Pushed to end user laptop or desktop for last mile visibility.



Enterprise Agent

Lightweight agent deployed to customer sites and data center locations.



Cloud Agent

No installation required. > 400 POPs. Tier 1, 2 and 3 ISPs, broadband service providers and Cloud DCs.

End User Visibility

- Real user (browser) telemetry
- Automated session testing
- 24/7 scheduled testing

Flexible Deployment Options

- OVA / Virtual Machine
- Linux Server
- Intel NUC / rPi
- Cisco Routing and Switching
- Docker
- AWS / Azure / GCP



ThousandEyes Use Cases

	Use Case	Value	Who (Teams)	What
1	HYBRID WORK 	• Identify and fix end user problems faster, down to last mile • Improved productivity • Better WFH Experience	• Workforce Experience, Enduser Compute, Collaboration, Call Center • HelpDesk, Operations, Monitoring	• WiFi • VPN • App monitoring • Employee Last Mile
2	CLOUD/SAAS 	• Visibility into infra you don't control • Quickly identify WHERE problems are and the impact • Ability to escalate with evidence for improved MTTR	• SaaS app owners • Cloud infrastructure owners • App teams with Hybrid apps • HelpDesk, Operations, Monitoring	• Webex/MS Teams/Zoom • MS O365 • Workday/SFDC/SAP • AWS/Azure/GCP
3	ENTERPRISE NETWORK 	• Visualize real-time/historical network paths for traditional and SDWAN networks (overlay/underlay) • Correlated loss, latency and jitter with path and BGP change • Hold ISPs and vendors accountable	• Network Operations/Engineering • HelpDesk, Operations, Monitoring • GNOC, NOC, GIS, Security	• Campus Branch WAN • SDWAN/SASE • ISP Health • Hybrid Cloud • Proxies and Internal Apps
4	CUSTOMER DIGITAL EXPERIENCE 	• Quickly determine fault domain (app/network) when performance or availability problems happen • Understand what impact external networks have on your end users • Measure end user experience consistently from multiple locations	• Application Operations/Dev/Owners • HelpDesk, Operations, Monitoring	• Customer facing apps • APIs and 3rd Party Monitoring • CDN • BGP and DNS

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2	CLOUD/SAAS	• Visibility into infra you don't control	• SaaS app owners	• Webex/MS Teams/Zoom
3		• Correlated loss, latency and jitter with path and BGP change • Hold ISPs and vendors accountable	• GNOC, NOC, GIS, Security	• Hybrid Cloud • Proxies and Internal Apps
4	CUSTOMER DIGITAL EXPERIENCE 	• Quickly determine fault domain (app/network) when performance or availability problems happen • Understand what impact external networks have on your end users • Measure end user experience consistently from multiple locations	• Application Operations/Dev/Owners • HelpDesk, Operations, Monitoring	• Customer facing apps • APIs and 3rd Party Monitoring • CDN • BGP and DNS

Use Case: **Anything** that has an **IP Address or URL**

With Cisco, Digital Experience Assurance is built-in



Drives closed-loop operations + **splunk** integration
a **cisco** company

Digital Experience Assurance

Assure end-to-end digital experience over any network

Home



Branch/Campus



Internet



Cloud/App



End-to-end visibility

Any user to any app,
over every network.

AI-driven intelligence

Proactive insights in the context of what
matters – user experience.

Closed-loop operations

Recommend and implement
actions across a connected
ecosystem.



Demo

Cloud Insights

Cloud Networking Architectures

Cloud providers' network strategies can drastically impact performance and operations once user traffic enters their environment.



Cloud networks are highly virtualized

Traditional monitoring tools provide limited visibility into a cloud providers network.



Cloud networks are highly dynamic

Cloud platform configuration changes and automation make them a moving target due to the ephemeral nature of cloud resources.



Cloud networks span cross multiple accounts

Managing multiple accounts across cloud providers is challenging due to the complexity of managing access control, and resource allocation across different accounts.

Cloud Insights

Value

Deep visibility into public cloud infrastructure and service dependencies that impact digital experiences to reduce MTTR by up to 60%

Key Capabilities

Cloud Topology

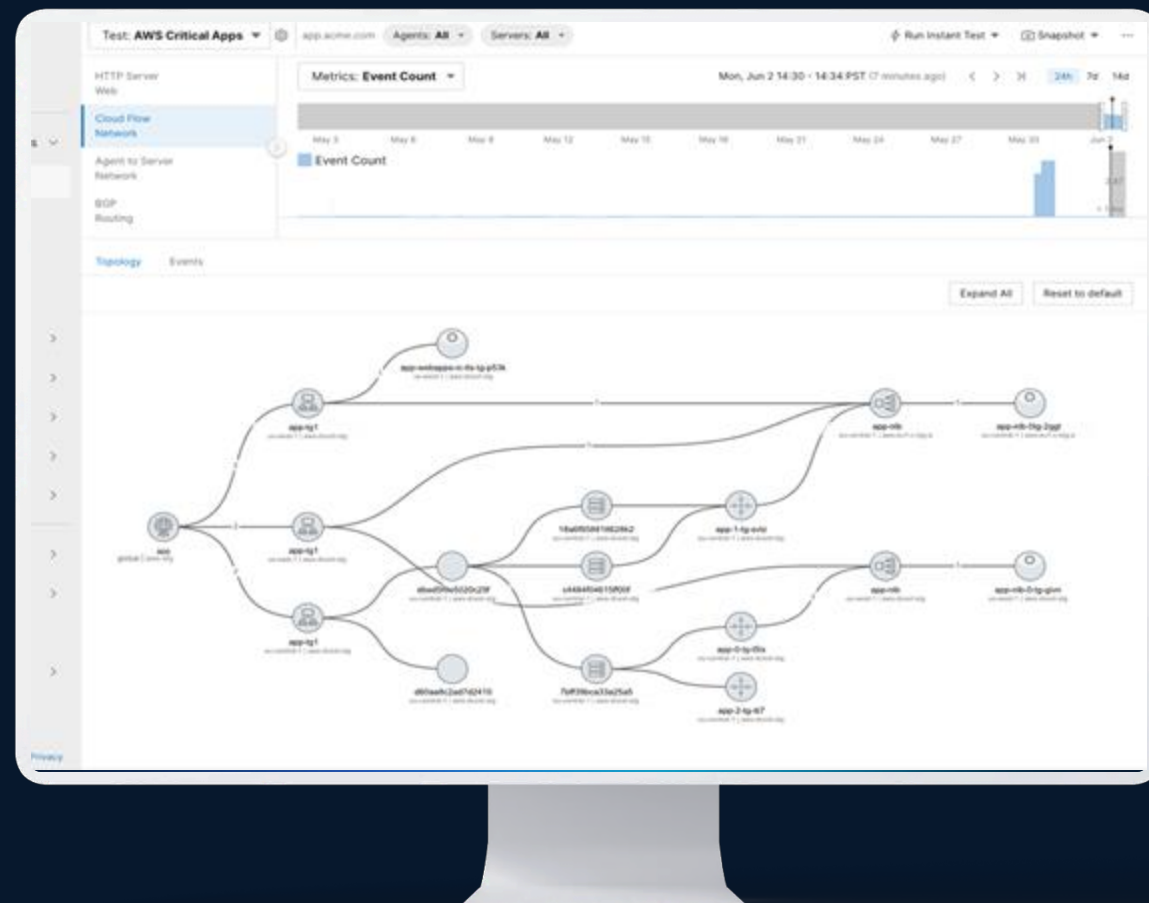
Auto discover cloud provider resources to understand every service dependency

Events

Config changes and other events are time-correlated with views of experience so you can isolate root-cause faster

Traffic Flow

View traffic patterns so you can efficiently architect and troubleshoot your cloud network



ThousandEyes Cloud Insights Features

Navigate and explore the assets deployed in your cloud environment



Auto discover cloud provider resources to understand every service dependency



Correlate network performance issues within the cloud environment with configuration changes



View traffic patterns to efficiently architect and troubleshoot your cloud network

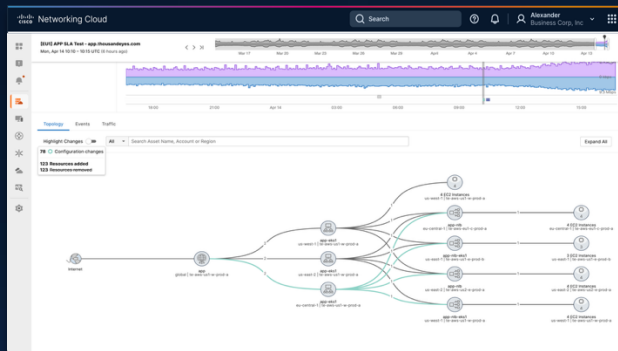
Demo

New Features and Advancements

End-to-end insight from public clouds to app paths

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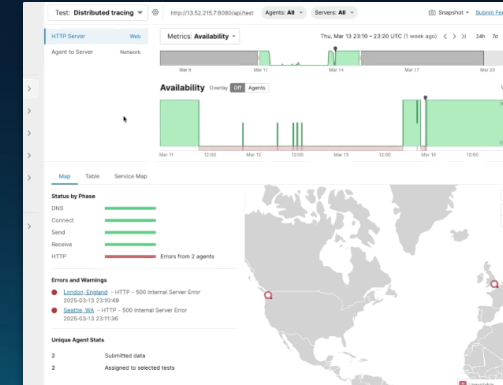
ThousandEyes Cloud Insights (Azure)



Extends visibility into multi-cloud environments

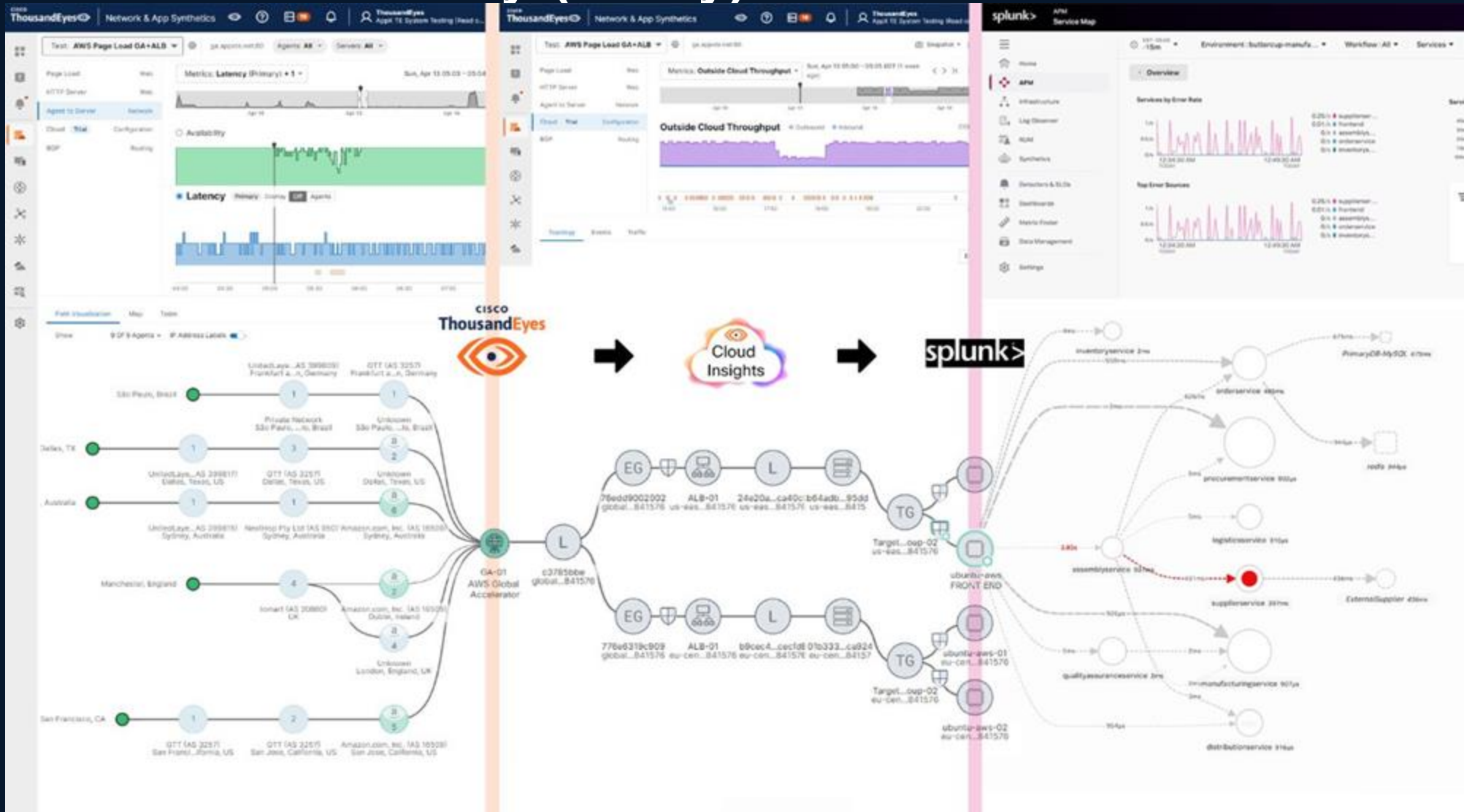
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ThousandEyes + Splunk



End-to-end app to network assurance

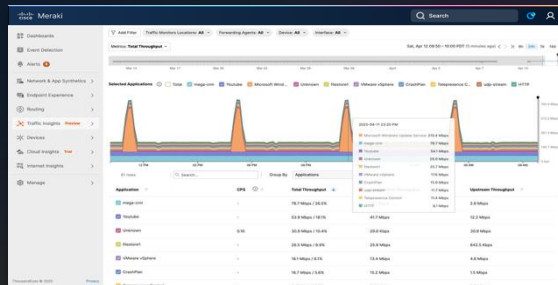
End-to-End Visibility (really)



Deep visibility from campus to mobile to industrial

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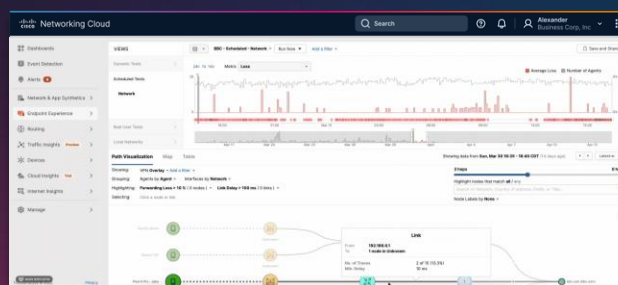
ThousandEyes Traffic Insights



Smarter visibility and planning
for enterprise networks

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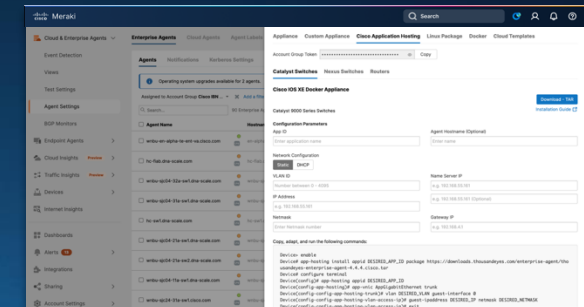
ThousandEyes Mobile Endpoints



Extend Assurance to
mobile endpoints

GA | NOW

ThousandEyes Industrial Devices



Assurance for the industry's
largest Industrial IoT portfolio

Cisco AI Assistant

Transformative GenAI innovations unlock expertise for every user, advancing Assurance across owned and unowned networks

Lim Prev

- Troubleshooting skill:
 - Accelerate root cause analysis and resolution with guided troubleshooting workflows that span Internet outages, organization-wide events, and alerts
- Views explanations:
 - Pinpoint issues in seconds with AI-generated explanations of in-product views and visualizations
- Test analysis:
 - Continuously analyze test settings and results at scale to ensure coverage of critical services that fuel your digital experiences
- Documentation skill:
 - Summarize product knowledge and expertise from the leader in Internet intelligence in real-time to demystify Assurance

Demo



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How can I help today?

Choose a suggestion or use the text field to ask a question. I have limitations and won't always get it right, but your feedback will help me improve.

Help me with troubleshooting an application

Show me what is new with ThousandEyes

Help me learn about a feature

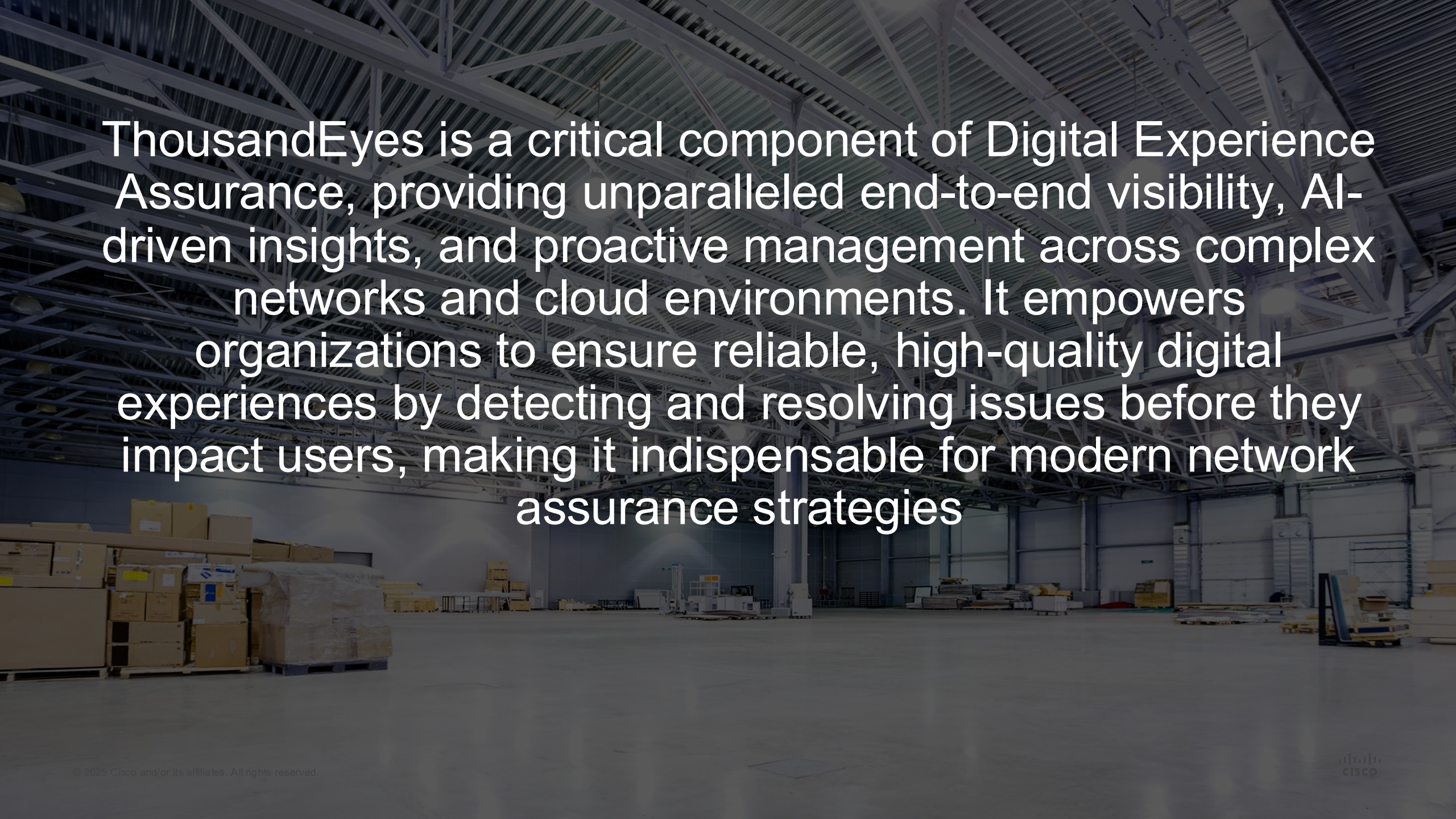
Show me the product documentation

Help me with troubleshooting an application



Assistant can make mistakes. Verify responses.

Closing Comments



ThousandEyes is a critical component of Digital Experience Assurance, providing unparalleled end-to-end visibility, AI-driven insights, and proactive management across complex networks and cloud environments. It empowers organizations to ensure reliable, high-quality digital experiences by detecting and resolving issues before they impact users, making it indispensable for modern network assurance strategies

Thank you

