

Unified Network Observability

Splunk Observability + Cisco Networking

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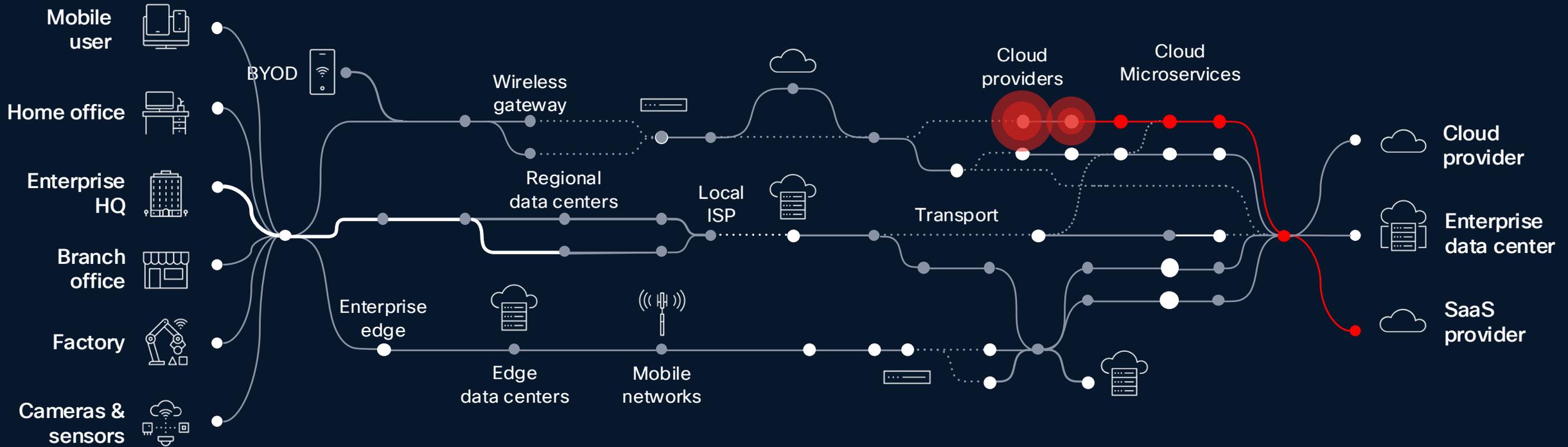


Unified Network Observability

The Complexity in Unification



Observability Helps Fix Problems Faster Across Any Environment and Ensure Reliability Across the Entire Stack





**Making it that last mile is always
the hardest...**



What slows teams down?

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Visibility gaps

It's hard to connect app, infra,
and network issues with
disjointed tools.

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Reactive troubleshooting

Lack of end-to-end insight means more time stuck chasing problems.

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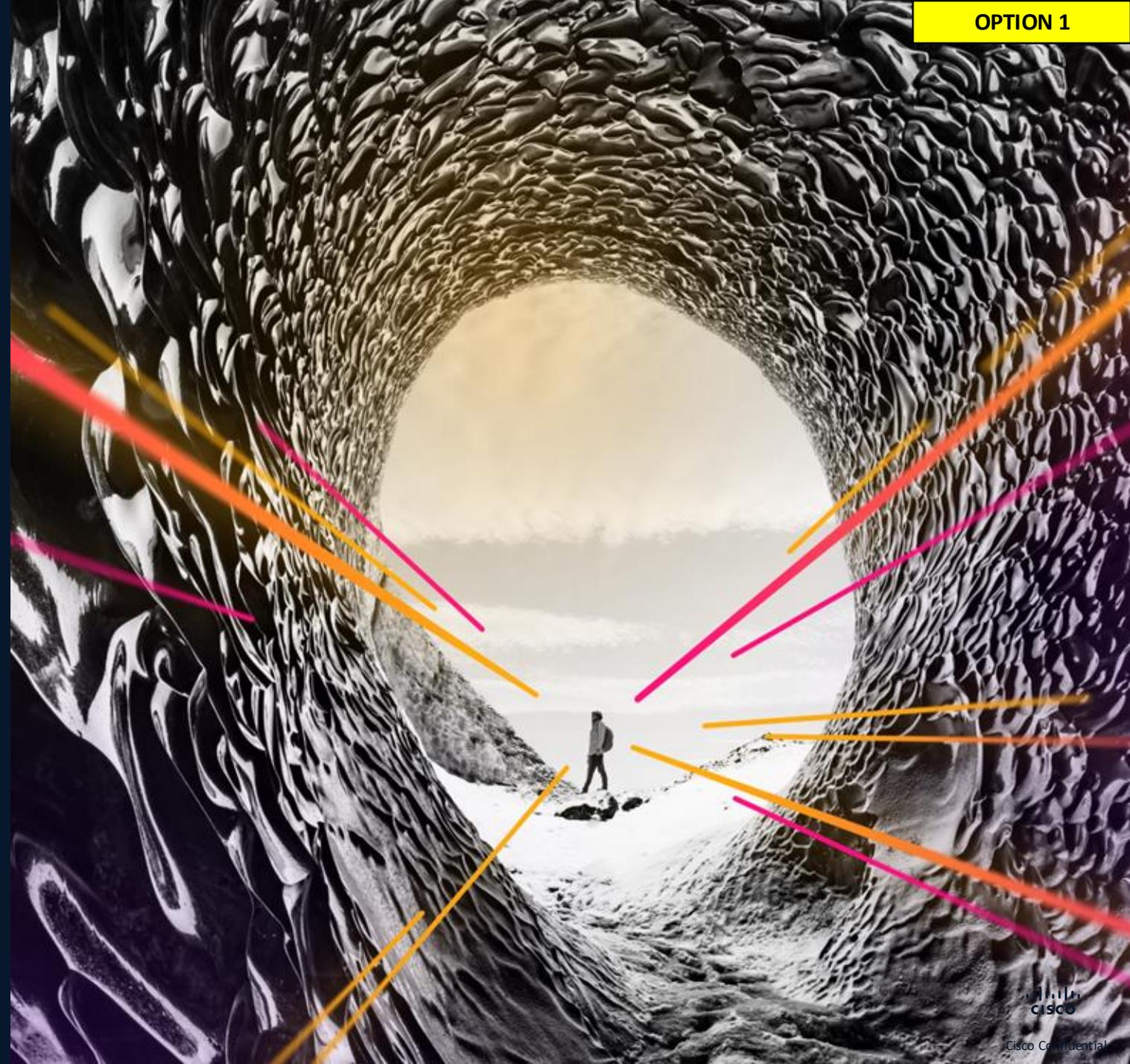


War room chaos

No shared context means more finger-pointing, less fixing.

Cisco can help get you there.

Achieve true end-to-end visibility with Splunk Observability + Cisco Networking, combining real-time observability with deep network intelligence.





What is Observability

Observability \neq Monitoring

Observability lets us understand a system from the outside, by letting us ask questions about that system without knowing its inner workings.

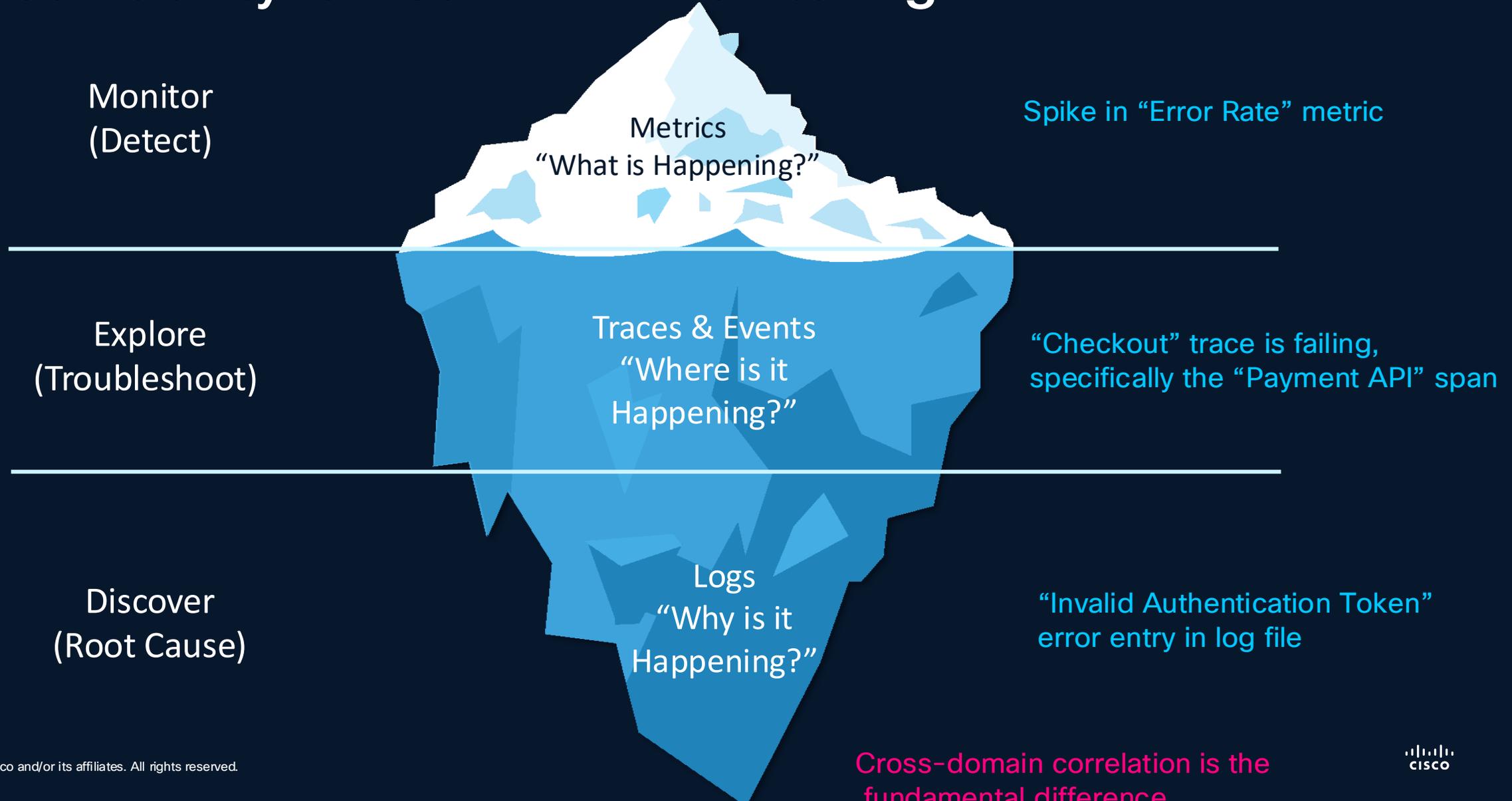
Observability lets us understand a system from the outside, **by providing information about its inner workings that we didn't think or know to ask**





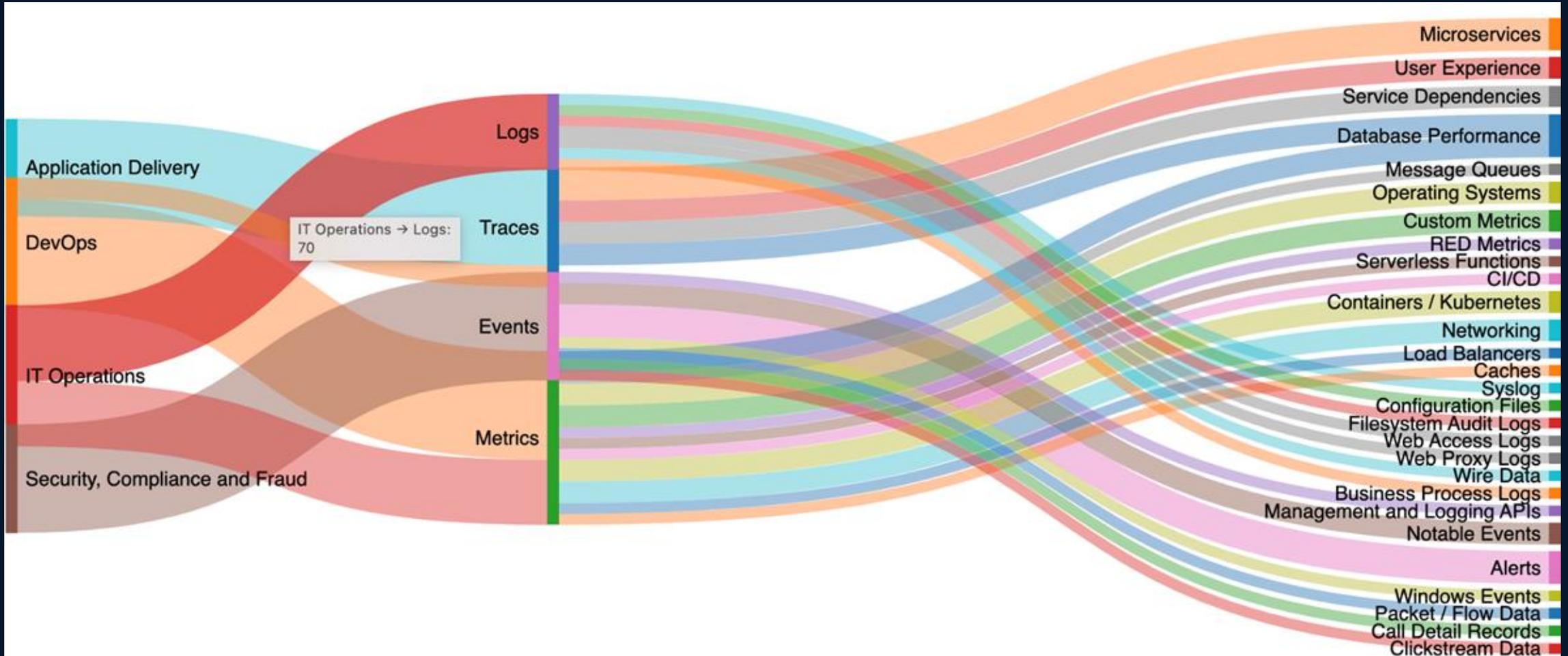
OpenTelemetry is an Observability framework
-Designed to create and manage *telemetry data*
-M.E.L.T

Observability is Not “Just” Monitoring



Multiple Use Cases On Common Data

Drives system security and observability



A leader in observability



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CISCO Engage !

Cisco/Splunk Observability



Cisco synergy use cases for FY26

Aligning to emerging product areas + priority Cisco synergy opportunities

“Unifying Network Domain Visibility”

Assure network service health by unifying visibility and reducing alert noise across fragmented network domains

(Catalyst Center, Meraki)

“Troubleshooting Apps with Network Impact”

Troubleshoot app performance problems with dependencies on owned and unowned networks.

Monitoring AI applications & infrastructure

Monitor the health and performance of your AI application stack, including LLMs and AI infrastructure.

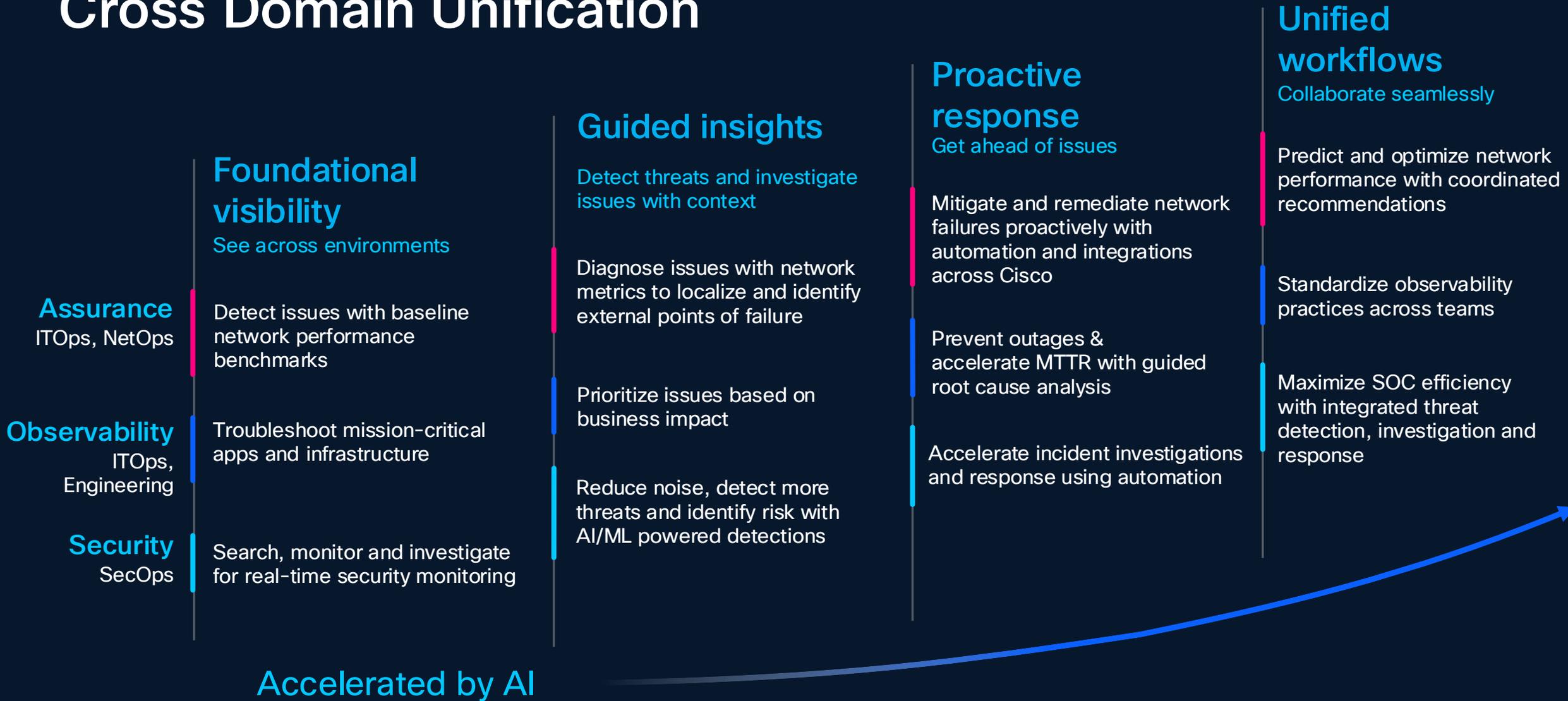
CISCO SYNERGIES

Splunk is the Unified Data Platform for Cisco

Cisco gives you
unmatched visibility
across your digital footprint



Cross Domain Unification



How are we making 'Unified Observability' a reality?

How do seemingly independent alerts correspond to a threat? And how can I use the infrastructure to enforce at the source?

Threat Detection

Distributed Enforcement Automated Remediation

Is it the network? The firewall? Or the application?



How do network events impact user experience, application performance, and business metrics?

Network Monitoring

Distributed Enforcement Automated Repair

Workspace Monitoring

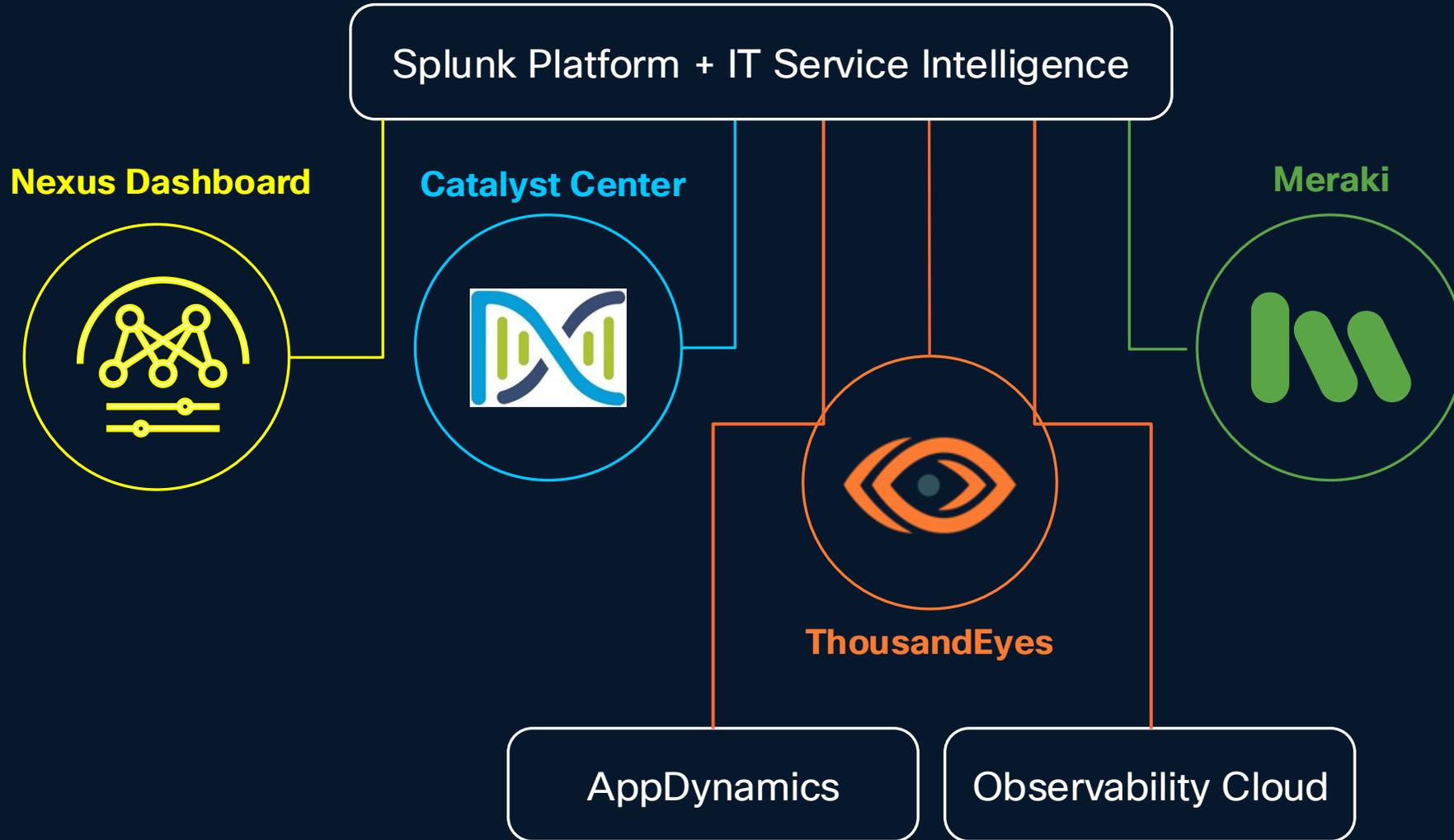
Collab devices & applications

- Secure Firewall
- Duo
- Secure Network Analytics
- Secure Email WSA
- Multicloud Defense ASA
- Secure Malware Analytics
- Secure Access Umbrella
- AI Defense
- TALOS
- XDR

- Catalyst Center ISE
- Catalyst SDWAN
- Meraki
- ThousandEyes
- UCS
- Nexus, ACI

- Webex Meeting & Calling
- CUCM CDRs & CUBE
- Video Devices
- Webex & Cisco Contact Centers

Splunk Observability + Cisco Networking



Unlock the power of Cisco with Splunk + ThousandEyes

End-to-end visibility

- **Comprehensive coverage:** Full visibility across apps, infra and networks
- **Quick diagnosis:** Rapid identification of root causes to reduce downtime
- **Strategic improvement:** Transition from firefighting to optimization

From troubleshooting to prevention

- **Issue prevention:** Shift from reactive troubleshooting to prevention with AI
- **Early detection:** Address potential problems before they impact users
- **Operational efficiency:** Prioritize resources to ensure seamless digital experiences

One source of truth across teams

- **Unified view:** Eliminate silos with a comprehensive view
- **Collaborative resolution:** Quickly pinpoint issues without escalation.
- **Proactive detection:** Use shared data to quickly identify and resolve cascading problems

Joint use cases for network observability

Pinpoint Network Impact on App Performance

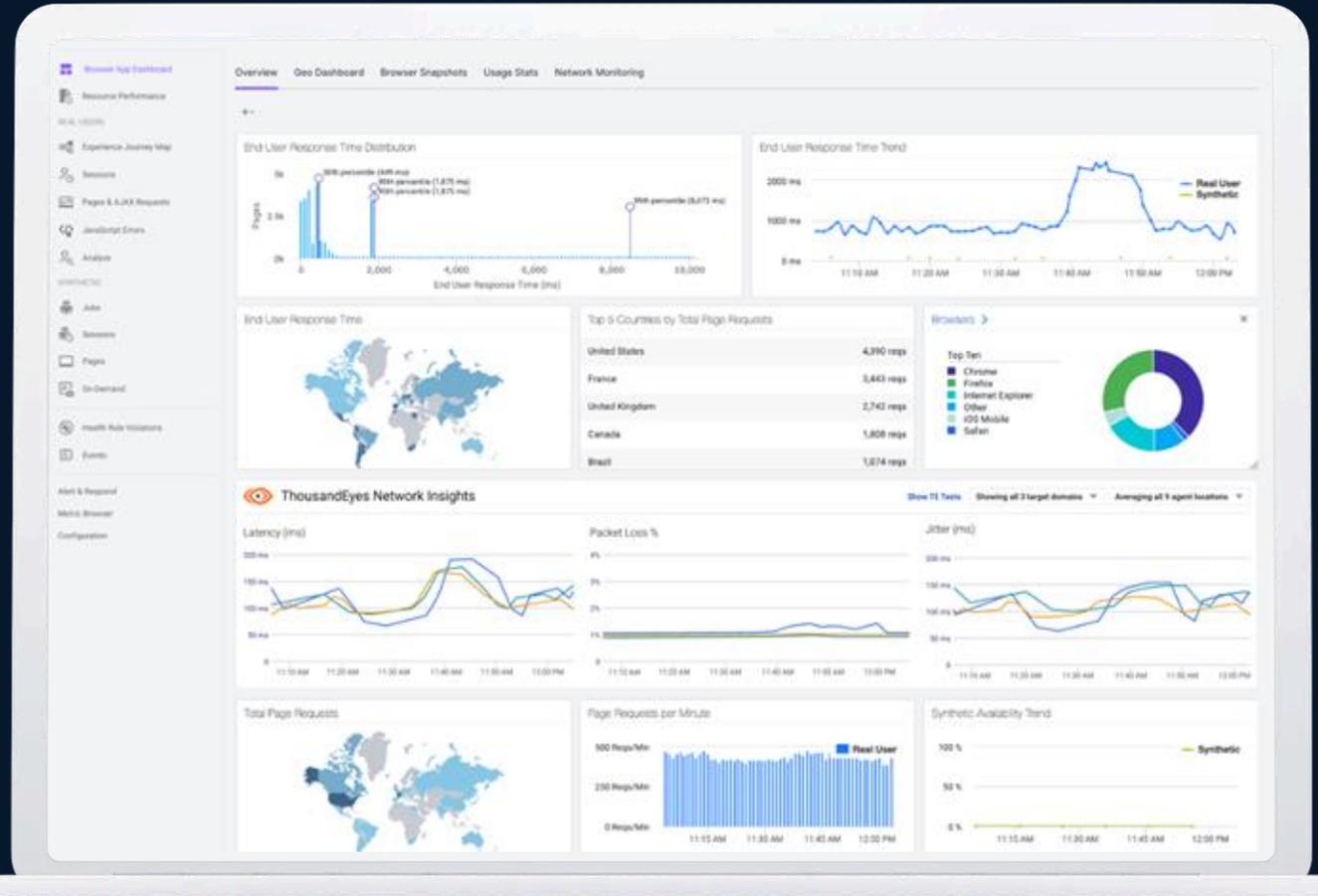
Troubleshoot app performance problems with dependencies on owned and unowned networks.

- ThousandEyes integration with Splunk AppD APM
- ThousandEyes integration with Splunk Observability Cloud APM
- ThousandEyes integration with Splunk Observability Cloud RUM

Splunk AppDynamics & ThousandEyes

Gain detailed insights into how owned networks and the public internet impact user experience

- Gain unified digital journey visibility by integrating ThousandEyes & AppDynamics.
- Accelerate issue resolution by linking user experience insights with deep network intelligence.
- Sync network test creation with application mapping for comprehensive performance monitoring.
- Proactively enhance user experiences using integrated RUM and network data for data-driven optimizations.



Splunk Observability Cloud APM & ThousandEyes

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

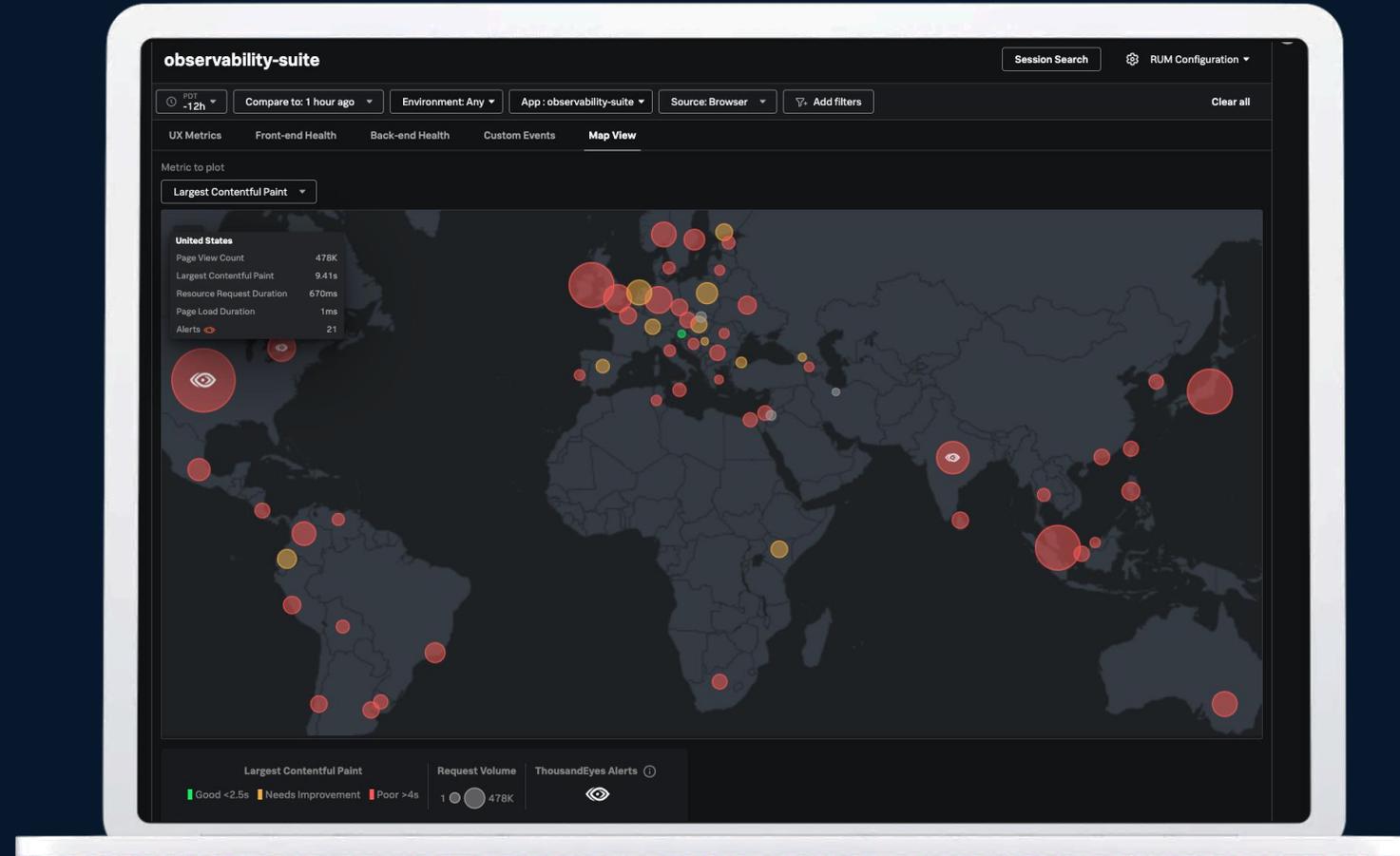
- Quickly diagnose failing ThousandEyes test
- Understand if slowness is from the network or application layer
- View trace topology and key intra-service metrics in context of the ThousandEyes test
- Easily set up tests for services instrumented in Splunk Observability Cloud from the ThousandEyes UI



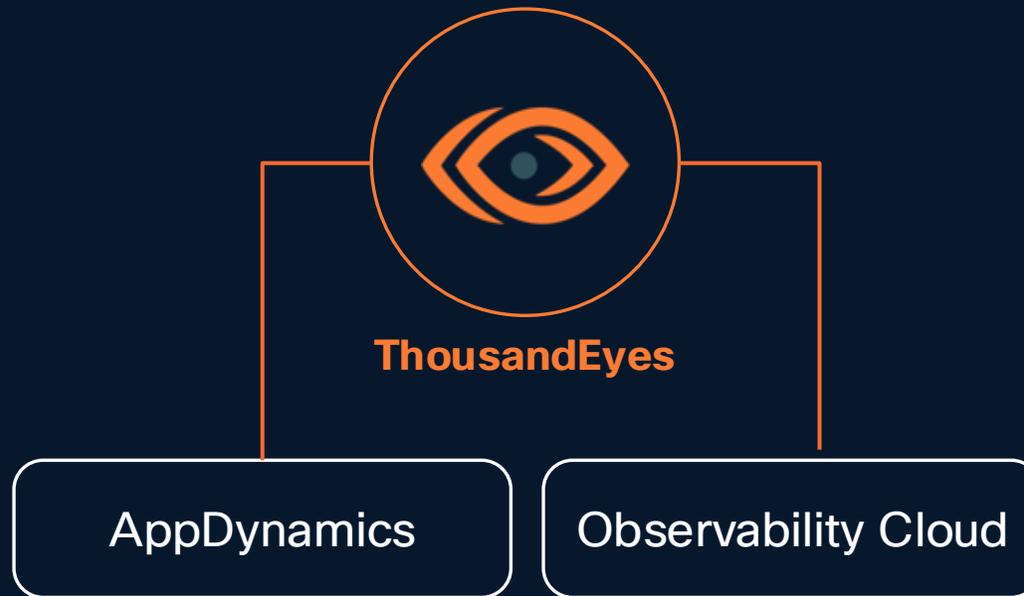
Splunk Observability Cloud RUM & ThousandEyes

End-to-end visibility from user to network

- Visualize global user experience and quickly highlight impacted regions with Geo Maps
- Overlay real user monitoring and ThousandEyes network data to pinpoint the problem domain
- Troubleshoot deeper with seamless drill-downs



App integration + Cisco Networking = Splunk Observability



Double Up DEMO

DEMO: Splunk AppDynamics + ThousandEyes

DEMO: Splunk O11Y Cloud + ThousandEyes

Correlate Domains

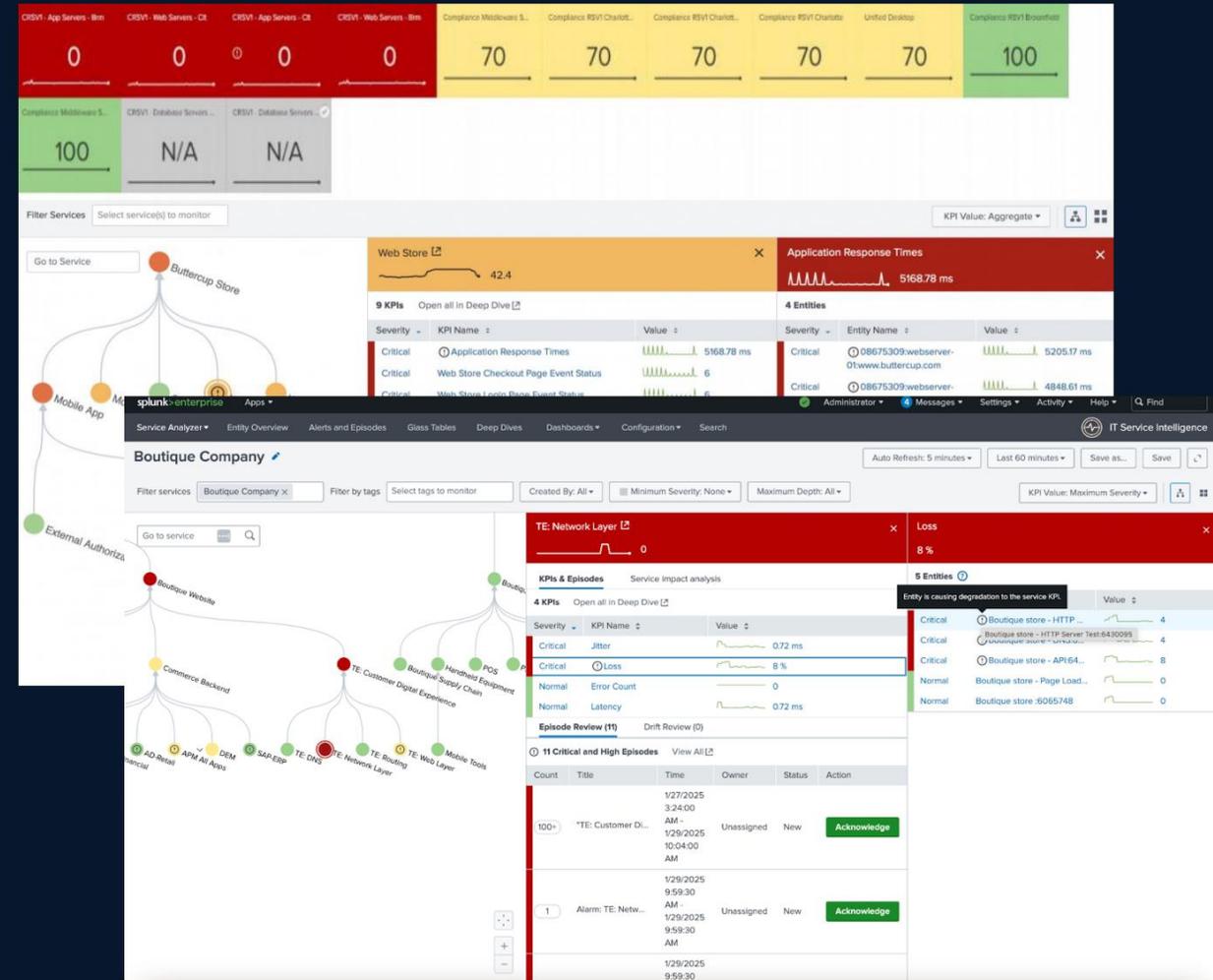
Splunk IT Service Intelligence

Business service monitoring and AIOps

Correlate Impact of Failure or Performance Degradation

- Protect business performance, monitor service health, and drill down into underlying infrastructure, all from one dashboard
- Identify a problem, isolate domain, understand impact radius, accelerate root cause analysis

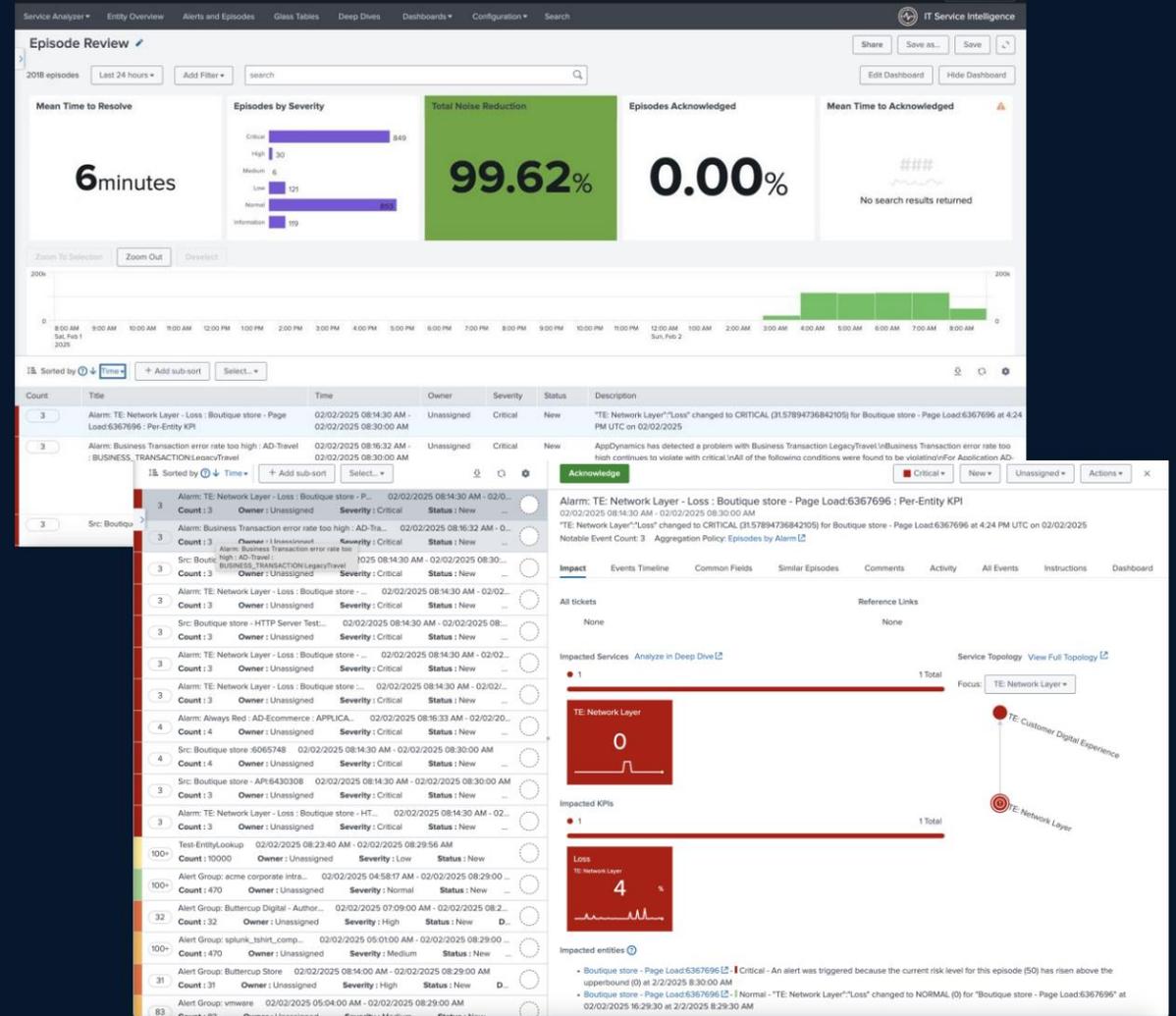
“Is the end user experiencing slow application page load due to network latency or a code issue?”



Intelligent Incident Management

- Accelerate MTTT using real-time event correlation, automated incident prioritization, and integrations with IT service management (ITSM) tools
- Group related alerts from network devices, system infrastructure, & applications in cause-symptom relationship for a single actionable incident

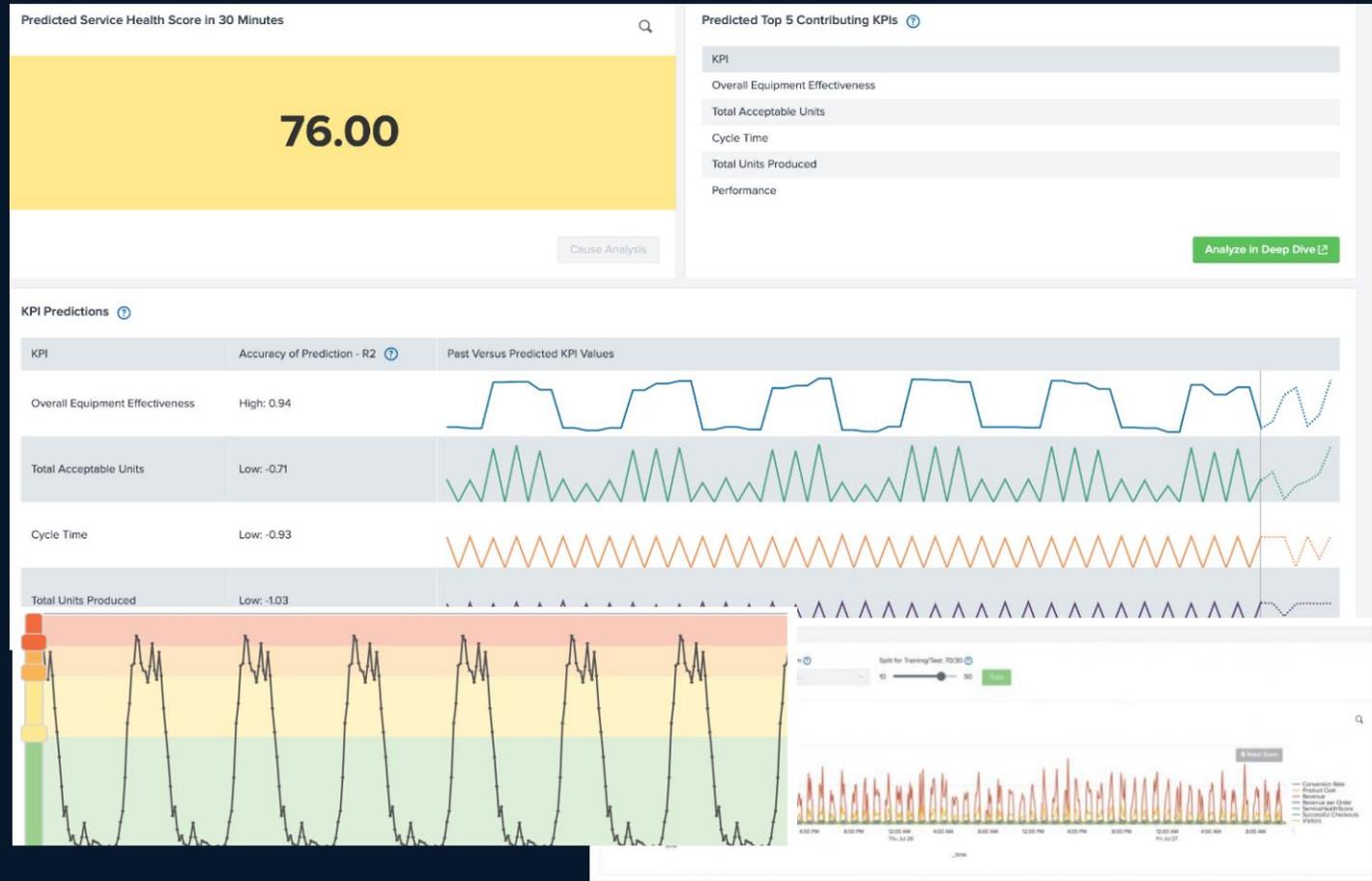
“Are all the alerts related to slow application response, database connection timeouts, page loading time related to packet loss at network layer?”



Proactive Incident Prevention – Predictive Analytics

- Detect anomalies in KPI trends over time to identify a non-normal behavior using dynamic baselines
- Predict an incident 30 mins in advance via predictive service health analytics

“Is there a possible outage about to happen in the data center given the downwards trend of network throughput?”



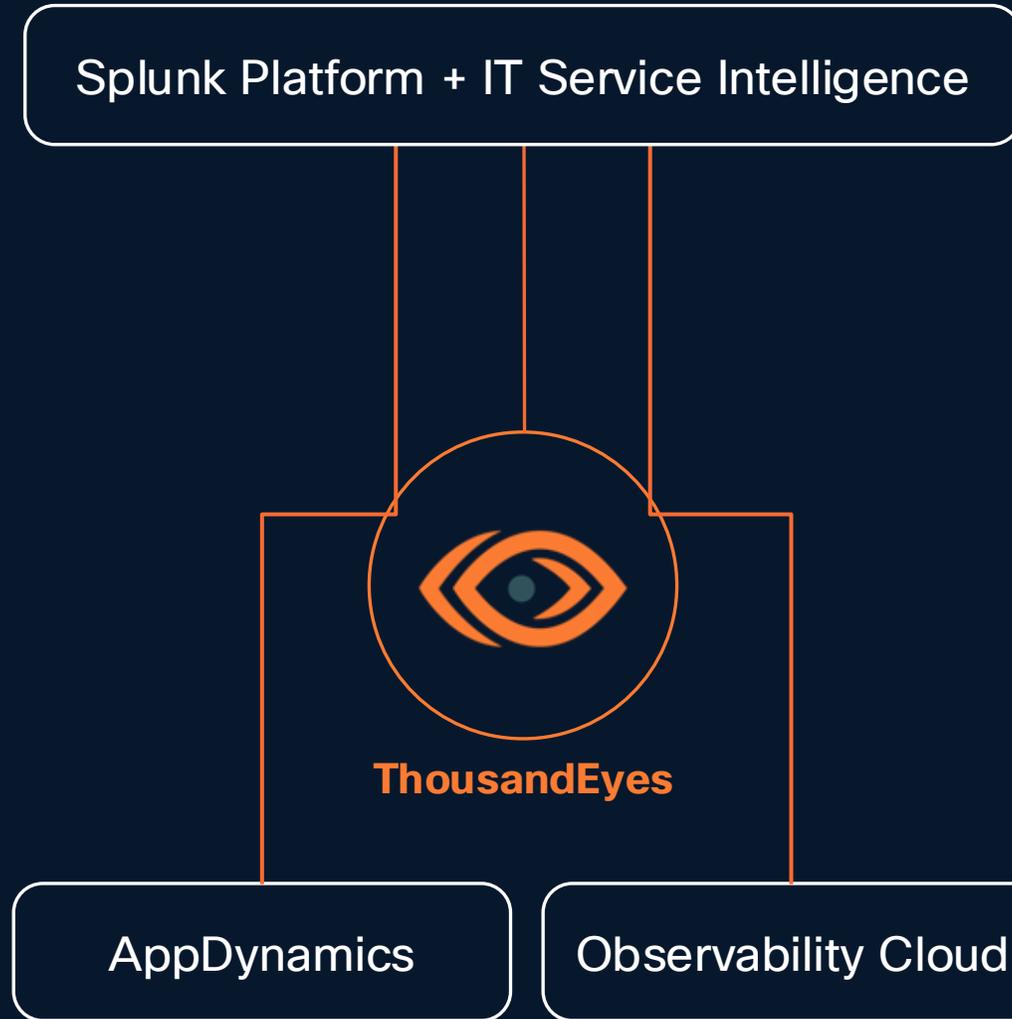
Joint use cases for network observability

Correlate Network Domains

Assure network service health by unifying visibility and reducing alert noise across network domains (ThousandEyes, Catalyst Center, Meraki).

- Splunk ITSI content packs for Cisco Enterprise Networking (Catalyst Center and Meraki)
- Splunk ITSI content pack for ThousandEyes

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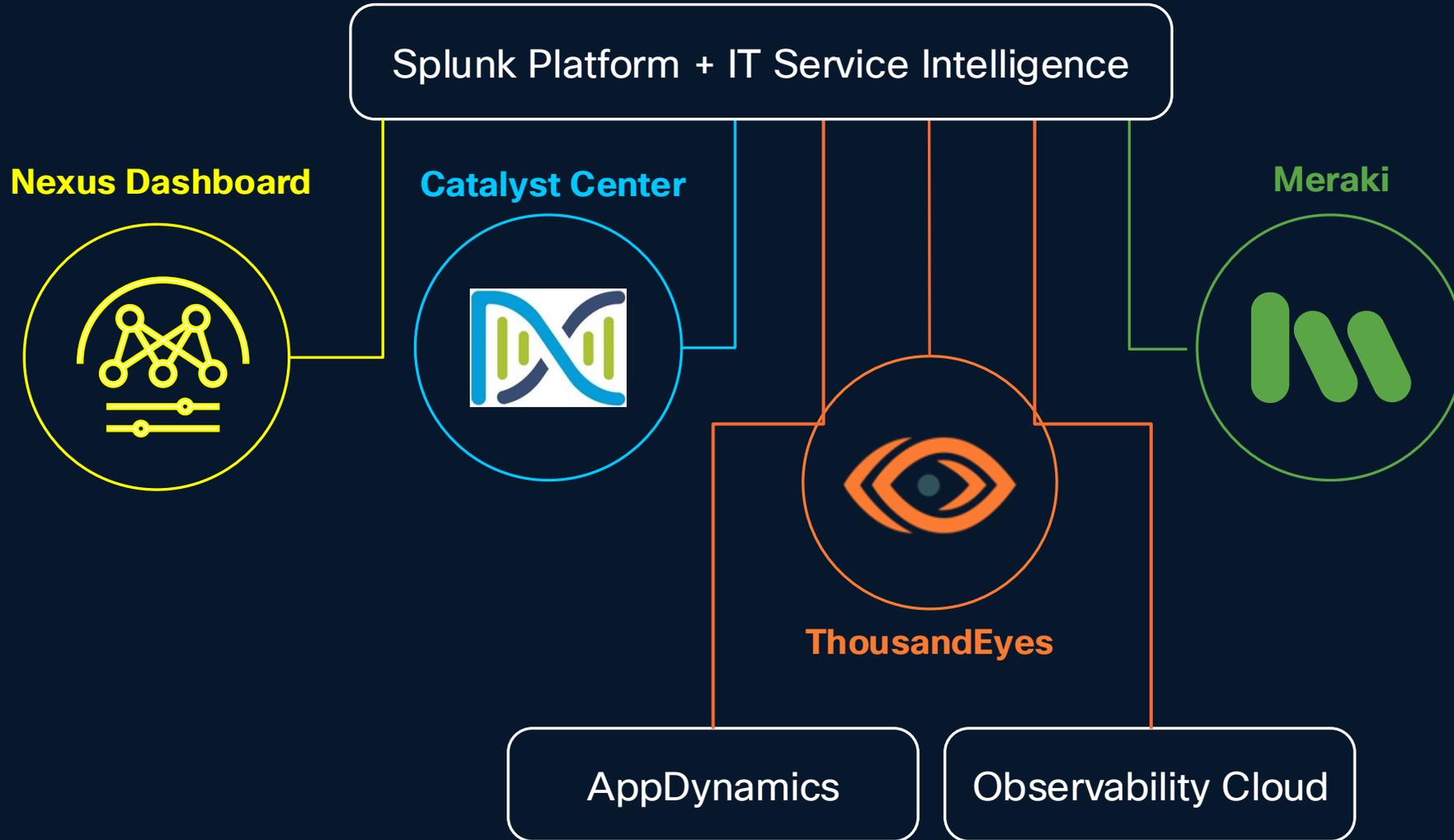


DEMO: ITSI + TE/AppD/O11Y

Network Integration with ITSI

Network Observability Innovations

Splunk Observability + Cisco Networking



DEMO: Splunk ITSI + Cisco Enterprise Networking (Catalyst Center & Meraki)

Joint use cases for network observability

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Assure network service health by unifying visibility and reducing alert noise across network domains (ThousandEyes, Catalyst Center, Meraki, Nexus Dashboard).

- Splunk ITSI content packs for Cisco Enterprise Networking (Catalyst Center and Meraki)
- Splunk ITSI content pack for ThousandEyes
- ITSI Content Pack for Cisco Data Center Networking

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Next Steps....

Partner with your Cisco account team to **supercharge** your **Network Observability** strategy

Thank you



