



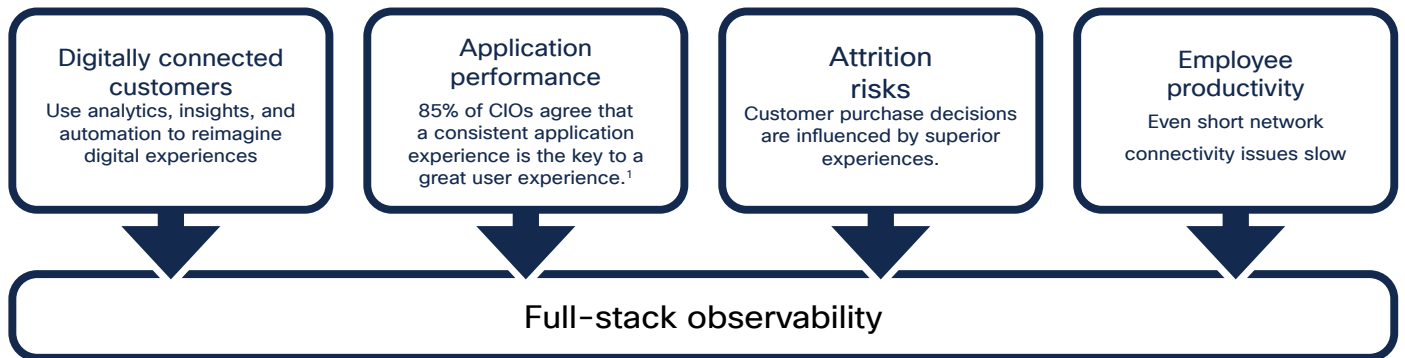
Are the demands of delivering exceptional experiences outpacing your IT resources and expertise?

Guide  
Cisco Public

# Exceptional experiences do not happen by chance.

Organizations lack the visibility, insights, and actions to unify and optimize their experiences.

Full-stack observability (FSO) promises to address these challenges.



Experiences are too complex to manage without the right strategy and execution.

The right technology without the right implementation and management will not deliver exceptional results.

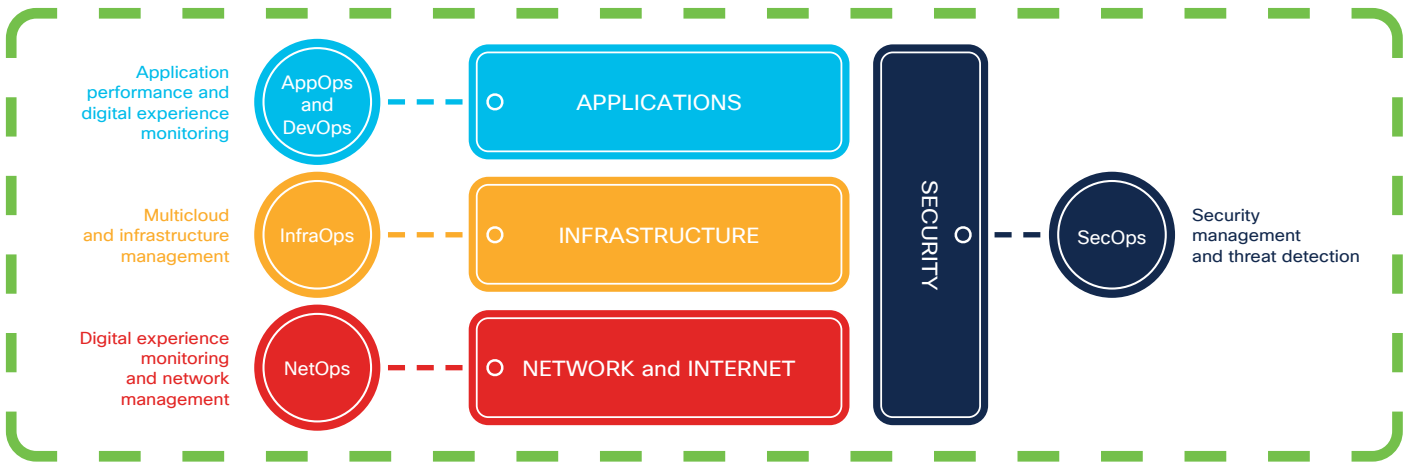
## IT teams face many organizational challenges

Talent risks	Execution risks	Strategy risks
<p>Talent challenges hinder business continuity and workplace productivity.</p> <hr/> <p><b>31%</b></p> <p>of IT technologists believe lack of observability skills within the business will be a big challenge to delivering FSO.<sup>2</sup></p>	<p>Biggest challenges in moving towards FSO:</p> <ul style="list-style-type: none"><li><b>39%</b> Implementation challenges<sup>2</sup></li><li><b>37%</b> Integration issues and concerns<sup>2</sup></li><li><b>34%</b> Concerns about increasing complexity as the organization scales<sup>2</sup></li></ul>	<ul style="list-style-type: none"><li><b>X</b> Siloed approach to technology stack management</li><li><b>X</b> Technology delivery is prioritized over digital experience improvements</li><li><b>X</b> Insufficient investment in building new capabilities to sustain</li></ul>

## It takes specialized skills to design, deploy, and adopt an effective FSO solution.

Cross-domain expertise and the ability to understand business and technology context is critical to gaining insights to optimize your digital experiences.

To optimize experiences, teams need business and technology context across the full stack of available data



## Accelerate, de-risk, and optimize your full-stack observability investments through Cisco Lifecycle Services

Cisco can help you realize the value full-stack observability can provide by delivering advisory, planning, design, implementation, and project management expertise across your full lifecycle.

Cisco Lifecycle Services includes:

**Expertise:** Equip experts with insights, proprietary tools, automation, and early access to Cisco technology innovations.

**Intelligent automation:** Extensive library of automations to reduce manual effort, streamline workflows, and reduce risk.

**AI/ML insights:** Telemetry based insights aid informed decision making, prioritization, and preemptive risk mitigation.

**Integrated Service Management:** One unified integrated experience as you move through your own unique journey.



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## You can't fix what you can't see. The more you can see with Cisco, the more you can solve.

Cisco has a proven track record of helping companies deliver exceptional customer experiences and enhanced team performance.

Gain ongoing expert guidance with full-stack observability tools to help you confidently accelerate the delivery of exceptional digital experiences, optimize for cost and performance, and maximize digital business revenue.

### Optimize

Optimize the user experience by unleashing the power of full-stack observability

### Innovate

Speed time to market by innovating faster with Cisco certified application experts

### Stay Agile

Prevent and quickly resolve application experience issues with predictable analytics that boost availability and performance

## Next steps

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Schedule a deep dive to identify where full-stack observability can provide the most value to your organization. Learn how Cisco can help you continuously optimize experiences for customers and across your organization.



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Sources: « 1. Visibility and Actionable Insights to Propel Digital Experience, Cisco 2022 « 2 The Journey to Observability ebook, AppDynamics research, 2022