

# Cisco Observability Platform

## Unleash a new observability ecosystem

The Cisco Observability Platform is an open and extensible, API-driven platform focused on OpenTelemetry and anchored on metrics, events, logs, and traces (MELT), providing AI/ML-driven analytics, as well as a new observability ecosystem delivering relevant and impactful business insights through new use cases and extensions.

A future-ready, vendor-agnostic solution, the Cisco Observability Platform brings data together from multiple domains including application, networking, infrastructure, security, cloud, sustainability, and business sources. It is a unified observability platform enabling extensibility from queries, data-ingestion pipelines, and entity models to APIs and a composable UI framework.

Organizations get in-context, correlated, and predictive insights enabling businesses to reduce time to resolve issues, optimize experiences, and minimize business risk, in addition to the flexibility of extending the Cisco Observability Platform for creation of new and/or custom business use cases. The Cisco Observability Platform unleashes a diverse ecosystem of developers to create and extend solutions that rapidly create customer value from observable telemetry. Not just interpreting telemetry, the Cisco Observability Platform provides capabilities to provide that data with context that helps teams enrich, explore, secure, and act upon it.

## Benefits

- **Focus on what matters most:** Quickly prioritize and fix issues impacting revenue, user experience, business risks and costs.
- **Minimize tool sprawl:** Gather data and correlate insights across multiple domains to get an end to end view of whats happening.
- **Reduce time to resolution:** Proactively detect anomalies and issues across domains and determine root-cause and fixes quickly.
- **Break down silos:** Bring teams across multiple domains together by providing them visibility across the full stack.
- **Empower solution developers:** Give developers the tools to build new applications and modules.

# Cisco Observability Platform accelerates creation of new observability experiences

The key attributes of the Cisco Observability Platform are as follows:

- Single platform - unified, open, extensible, and AI/ML driven.
- Built on future-ready, vendor-agnostic, and community-powered OpenTelemetry framework.
- Capability to track what matters to you across domains with contextualized telemetry and relationships.
- Capability to extend the entity-centric model and enrich existing entities or create new attributes with tenant-based MELT data and workflows.
- Fully instrumented processing pipelines to process custom business logic, extracting the full value of data for multiple use cases.
- Unified Query Language (UQL) that automatically extends for seamless queries.
- Composable UI framework to rapidly build UI/UX experiences for new solutions or solutions enrichments.

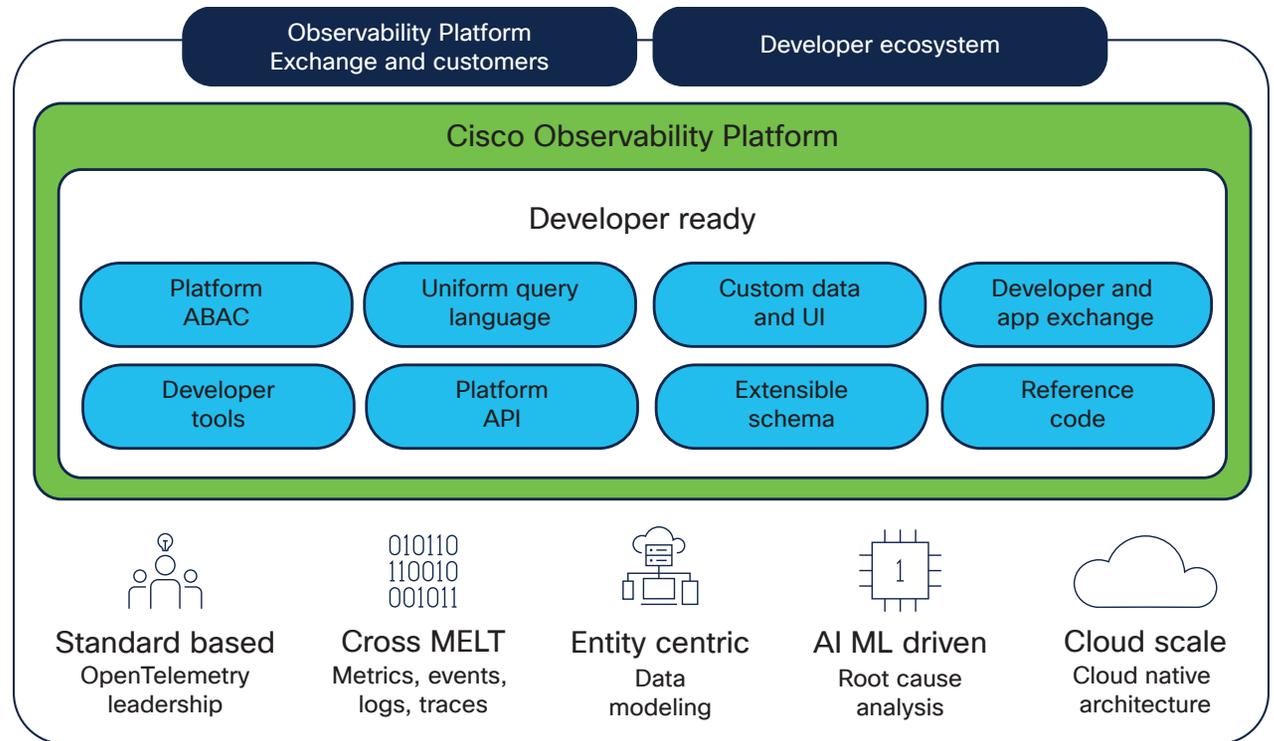


Figure 1. Cisco Observability Platform

**Cloud Observability** is a premier solution delivered on the Cisco Observability Platform. Cisco's extensible Application Performance Management (APM) solution for cloud-native architectures, Cloud Observability helps customers achieve business outcomes, make the right digital-experience-related decisions, ensure performance alignment with end-user expectations, prioritize, and reduce risk while securing workloads.

## Learn more

### Build an open and extensible observability ecosystem.

Do your IT teams, security teams, and business leaders have the ability to observe all aspects of how applications perform in a distributed environment? Are they able to tie it to clear business outcomes? The Cisco Observability Platform scales as businesses scale and easily extends across organizations' infrastructure everywhere, and their application life cycle, to provide complete visibility, context, and control so that you can ensure that your employees, business partners, and customers are empowered with the best experiences possible. For additional information, visit <https://www.cisco.com/site/us/en/solutions/full-stack-observability-platform/index.html>.

The following are some of the modules built on the Cisco Observability Platform that work with Cloud Observability.

#### Modules built by Cisco:

- **Cost insights:** This module provides visibility into application-level costs alongside performance metrics and helps to gain deeper visibility into cloud spend.
- **Application resource optimizer:** The module provides deeper insights into a Kubernetes workload, visibility into the workload's resource utilization and recommendations for workload optimization.
- **Security insights:** This module provides cloud native infrastructure insights to locate threats and vulnerabilities, runtime data security to detect and protect against leakage of sensitive data, and business risk prioritization for cloud security.
- **Cisco® AIOps:** This module helps you to view data relevant to the infrastructure, incidents, hosts, network, and performance of a hybrid-cloud application all in one place.

#### Modules built by partners:

- **Evolutio Fintech:** This module helps to reduce revenue losses for financial customers resulting from credit card authorization failures. It monitors infrastructure health impact on hourly credit card authorizations aggregated based on metadata like region, schemas, infra components and merchants.
- **CloudFabrix vSphere Observability and Data Modernization:** This module helps to observe vSphere through the FSO platform and enriches vSphere and vROps data with your environment's Kubernetes and infrastructure data.
- **Kanari Capacity Planner and Forecaster:** This module provides insights into infrastructure risk factors that have been determined through predictive ML algorithms (ARIMA, SARIMA, LSTM). It helps to derive capacity forecasts and plans using these insights and baseline capacity forecast to analyze changing capacity needs overtime.

More partners may use the extensibility feature of the Cisco Observability Platform to create modules focused on various use cases going forward.