

The background is a vibrant, abstract graphic featuring a rainbow color palette. On the left, there are horizontal, wavy bands of color transitioning from red at the top to blue at the bottom. On the right, a bright white light source emits a series of sharp, triangular rays of color in a radial pattern, also following the rainbow spectrum. The overall effect is energetic and celebratory.

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The bridge to possible

Empower a new observability ecosystem with an open and extensible Cisco Observability Platform

Bhuvnesh Kumar – Senior Product Manager

DEVNET-1804

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Cisco Webex App

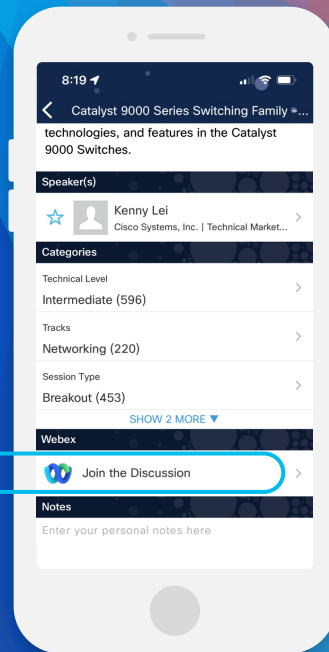
Questions?

Use Cisco Webex App to chat with the speaker after the session

How

- 1 Find this session in the Cisco Live Mobile App
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<https://ciscolive.ciscoevents.com/ciscolivebot/#DEVNET-1804>

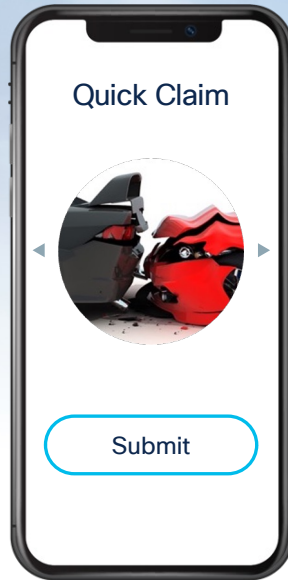
Agenda

- Introduction to Cisco Full-Stack Observability
- Cisco Observability Platform Overview
- Building on the Cisco Observability Platform
- 1st Party Module Overview
- 3rd Party Module Overview

A man and a woman are sitting at a desk in a modern office, looking at a laptop screen. The woman has curly hair and wears glasses and a light blue shirt. The man has a beard and wears a dark blue shirt. They are both looking intently at the laptop. The desk has a pen holder with several pens and a pair of glasses. Large windows in the background show a cityscape.

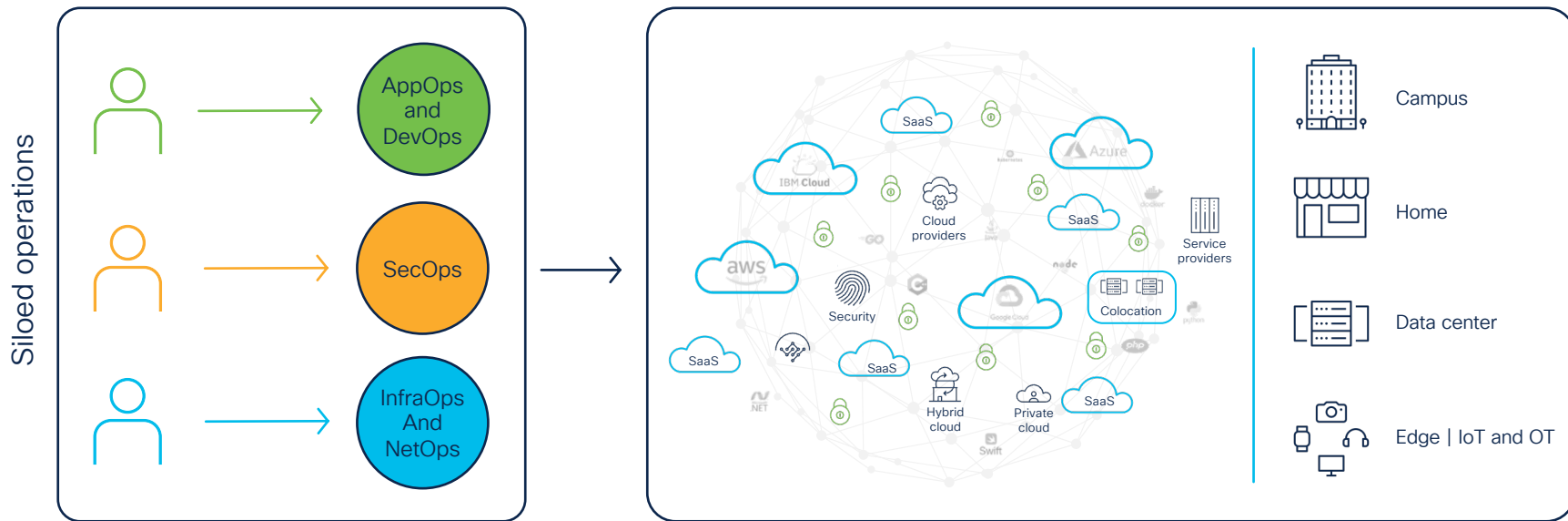
Introduction to Cisco Full-Stack Observability

Applications are the front door for digital experiences



But applications are built in complex environments

Traditional



No business context

Stay compliant and minimize risk

56% Use more than ten application observability/monitoring tool

60% Say most observability tools serve narrow requirements and fail to enable a complete view

74% Struggle with data collection and correlation



Complexity



Data overload



Tool sprawl



Friction between teams

71% believe that unified observability is critical to delivering best digital experience

Cisco Full-Stack Observability

Cisco Full-Stack Observability brings together data from multiple operations domains to provide **unified visibility**, derive **real-time insights** and recommend **actions** helping to:

Full Stack Observability (FSO) is a requirement for business to deliver the most **optimal and secure experience** to users and applications



Focus on what matters most: revenue, user experience, risk, costs



Reduce time to resolution of incidents and performance issues



Minimize tool sprawl by providing a unified solution



Break down silos by reducing friction among teams

65%

say they want a programmable and extensible observability solution that can be used for use cases specific to their business and environment



Cisco Observability Platform

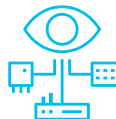
Open

Extensible

Scalable

Flexible

Vantage Points



Business



Network



Application



Security



Infrastructure/Cloud

Benefits of the Cisco Observability Platform

Empowers a new observability ecosystem

OTEL based unified view of data

MELT data from multiple cloud and non-cloud sources are combined for a single entity view to reduce MTTD



Out of box correlation

Users can derive insights from multiple domains across business, apps and infrastructure



Create value-added solutions

Build your own applications and/or extend existing applications with modules, domain-models, dashboards



Empower developers

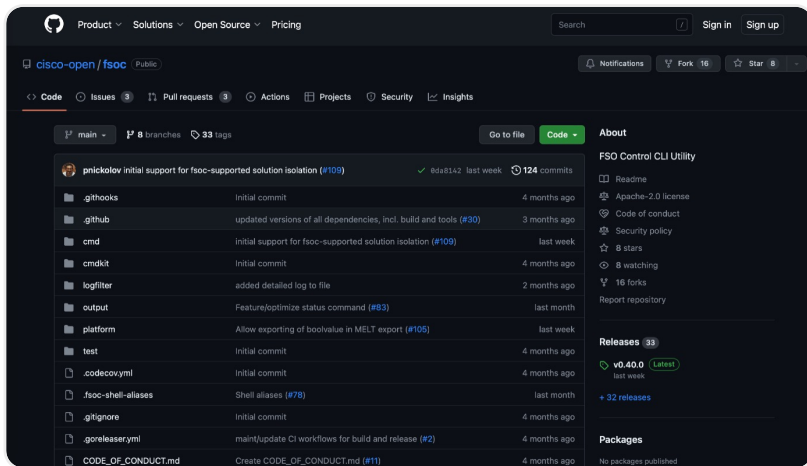
Provide third-party developers the tools and processes to build new applications and modules



Cisco Observability Platform experience

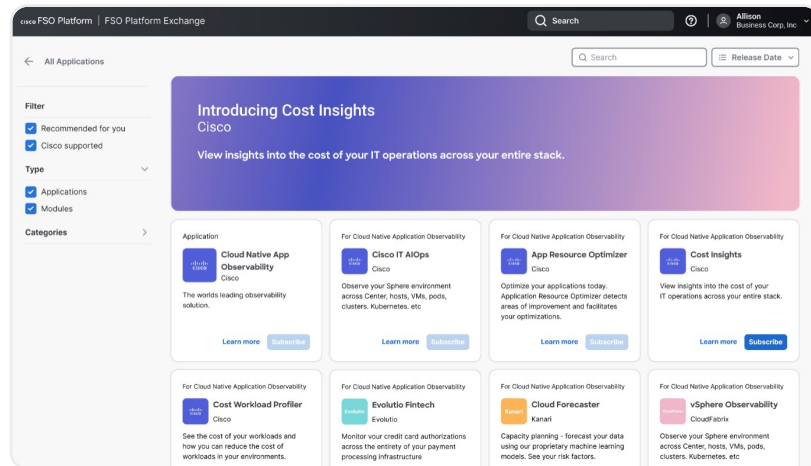
Developers

Developer tools and environment
for applications and modules development



Users

Search, browse and discover modules
through Cisco Observability Platform
Exchange



How Cisco Full-Stack Observability helps

Observe

Enhance application performance and end user experience

Secure

Protect application vulnerabilities with business risk observability

Optimize

Optimize resources and lower costs

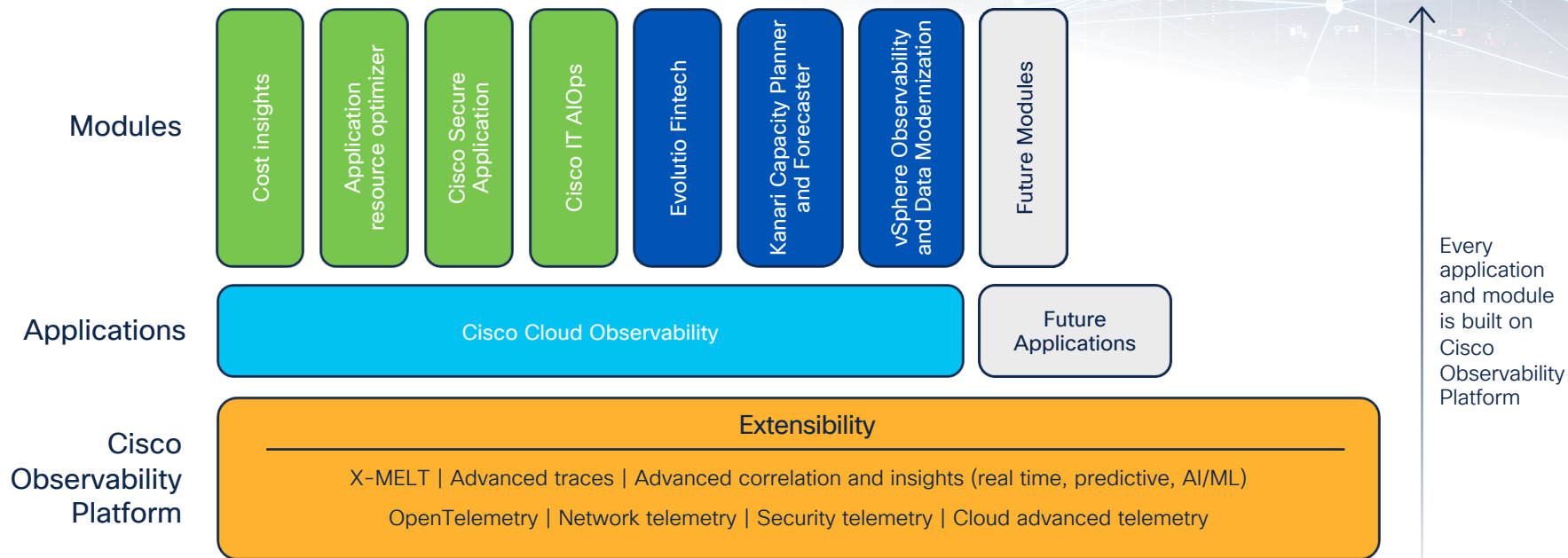
Extend

Extend and empower a new observability ecosystem

Across the full-stack, tied to business context

How Cisco Full-Stack Observability helps

Architecture, differentiation and ecosystem



Building on Cisco Observability Platform



“A developer ecosystem is a community of developers, providers, and other stakeholders—as well as the software and services that they offer—that enhance the value of a digital platform.”

<https://www.appdirect.com/resources/glossary/developer-ecosystem>

Building on the Cisco Observability Platform

FSO developer platform accelerates creation of new observability experiences



Platform extensibility

Custom data
collection and
ingestion

Extensible
domain and
data models

Custom user
experiences

Flexible data
processing and
transformation

Use-case
driven RBAC

Flexible
metering and
licensing



Learning and support

Developer
documentation

Getting
started

Reference
modules and
applications

Developer
support

Partner
program

DevNet
community



Developer tools

UI authoring
tool

FSO CLI
tool (FSOC)

Entity and
MELT data
explorer



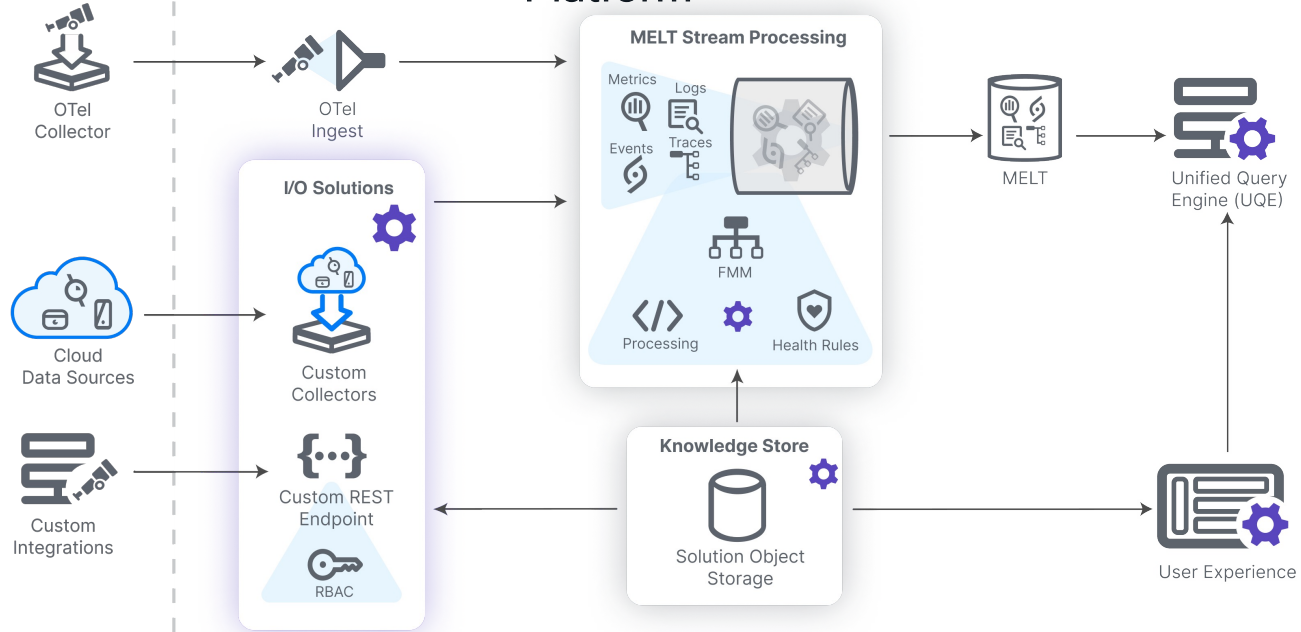
Commercialization

FSO Platform
Exchange

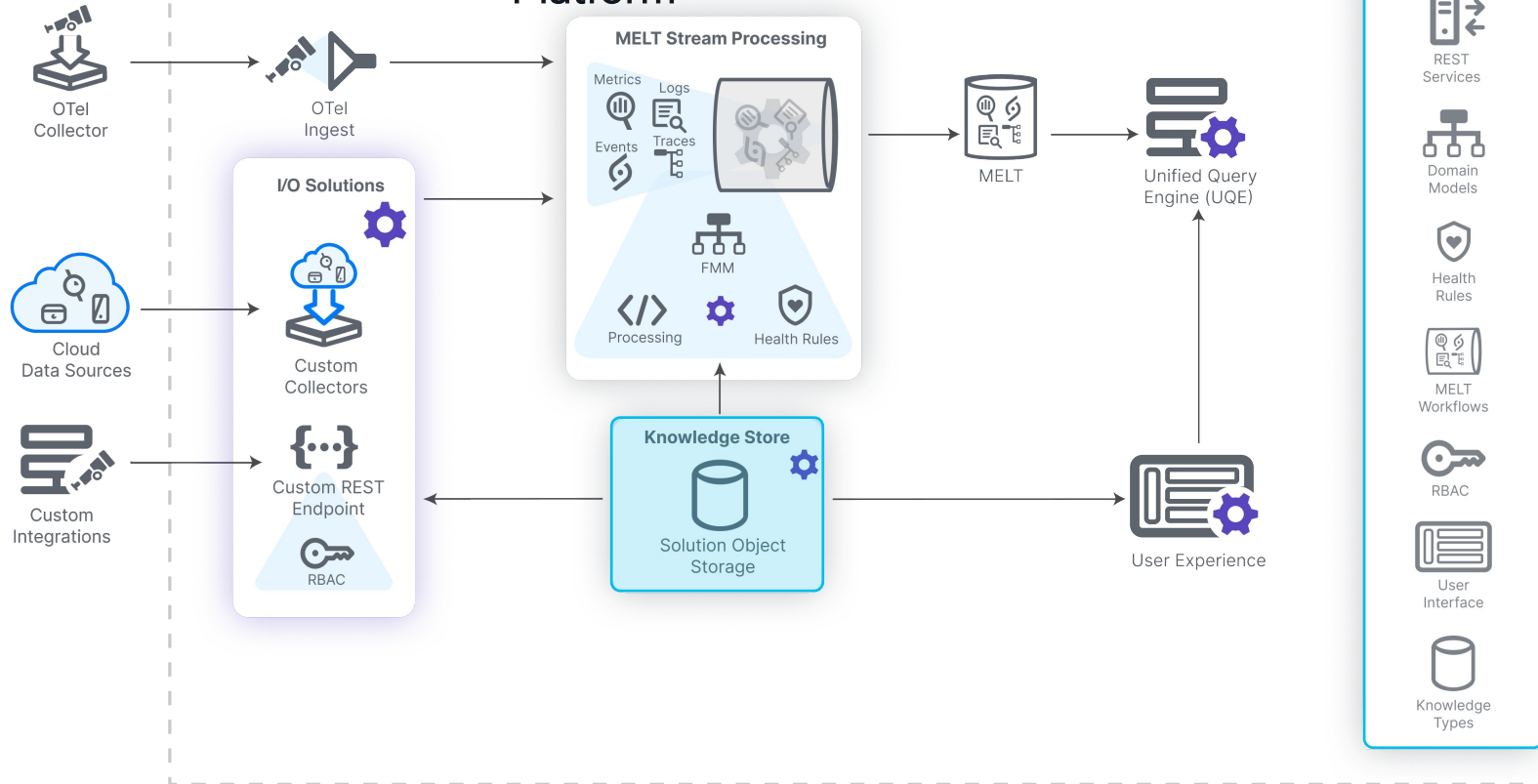
Marketing
and branding

Application
monetization
and GTM

Cisco Observability Platform



Cisco Observability Platform



Anatomy of a module

Build Cisco Cloud Observability Modules with the Cisco Observability Platform



FSO modules are manifested by building a solution package and submitting it to the Observability Platform

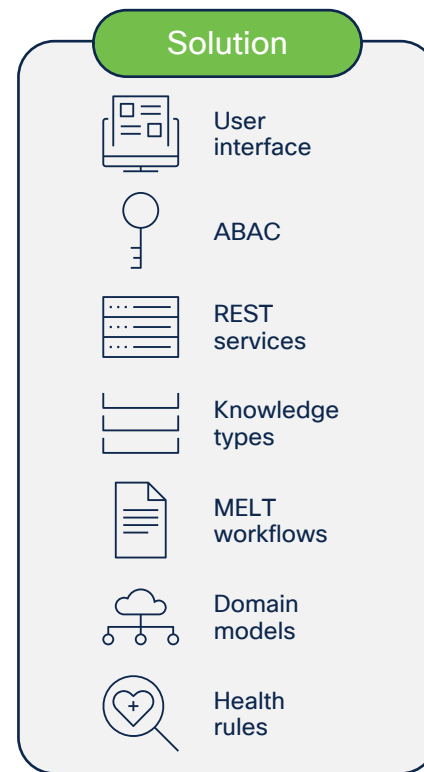


Solution package is a zip file comprising of collection of JSON configs

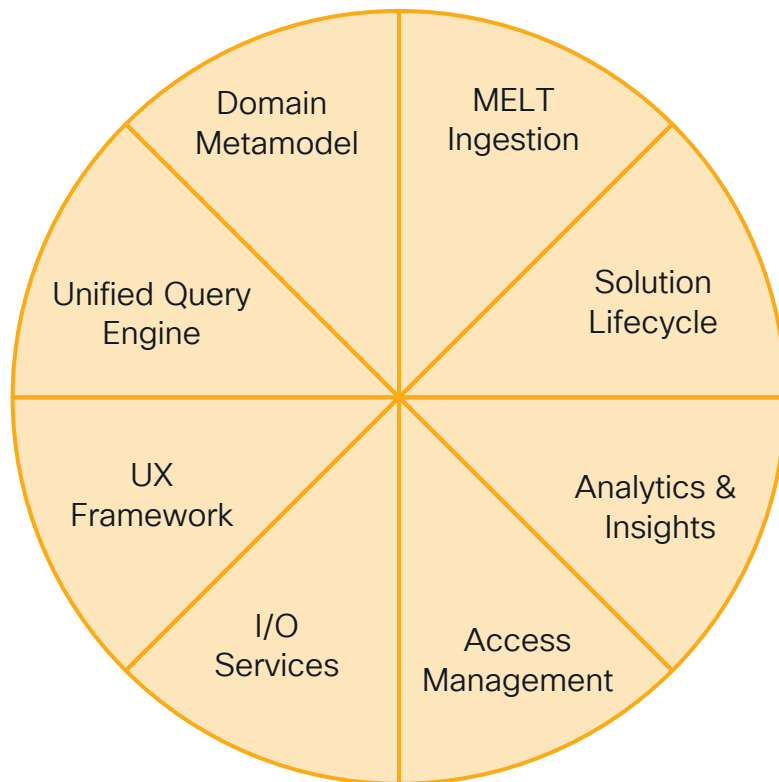


Solution package can comprise of new or extended

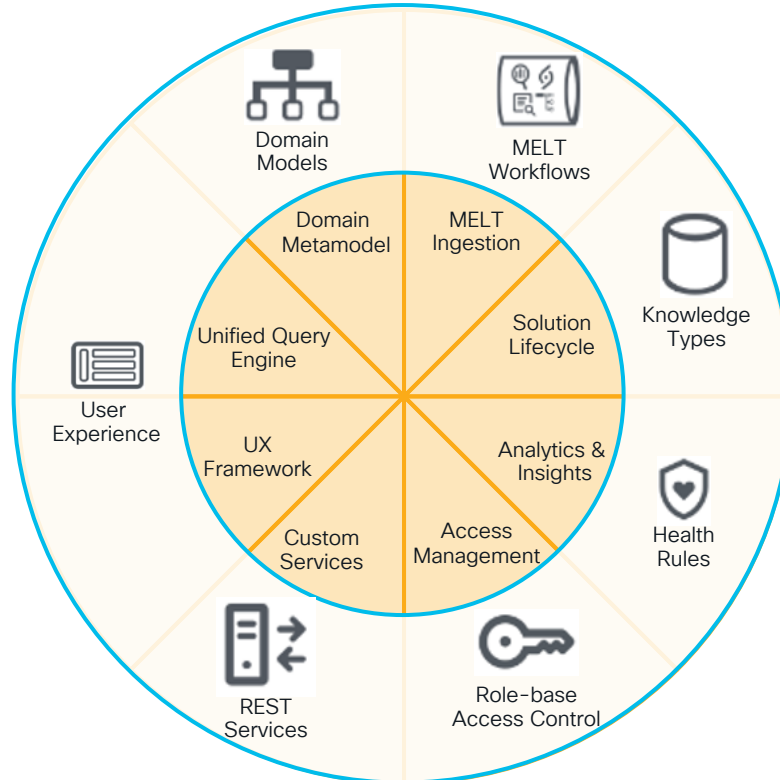
- Entity domain models
- MELT configs
- Custom data collectors
- Data transformation workflows
- REST services
- New or extended UI templates



Cisco Observability Platform Core Capabilities



Cisco Observability Platform Solution Components



Cisco first-party applications and modules



Cisco Cloud Observability

Monitor cloud-native applications



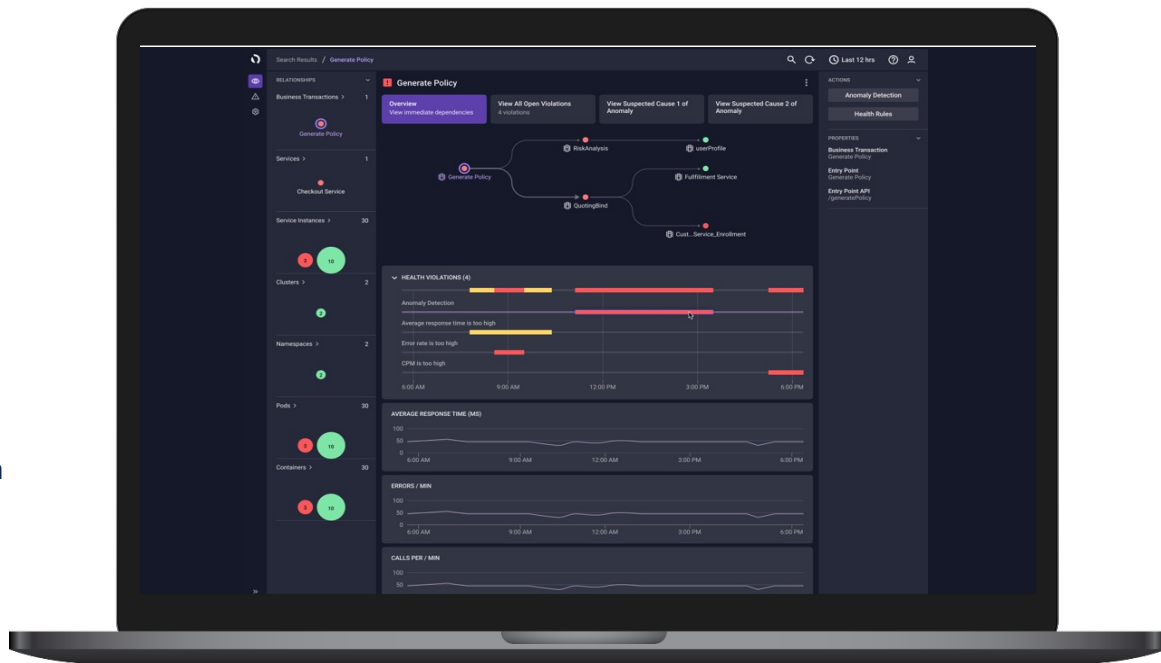
Ready-made domain models for thorough full-stack observability up and down and across the stack



Observe modern applications and cloud-hosted workloads



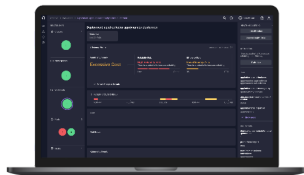
Purpose built from the ground up on Cisco FSO Platform



Cloud-native application observability

Applications and modules built on Cisco Observability Platform

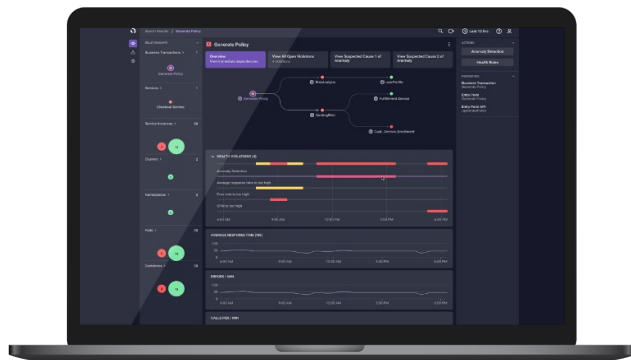
K8S profiler and
application
resource optimizer



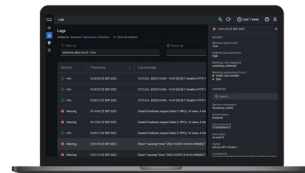
Cisco AIOps



Cost
insights



Cisco
Secure
Application



Cisco Cloud Observability

K8S cost and workload profiler



Efficiency profile on K8S workloads

- First level of visibility for K8s
- Highlight efficiency and resource usage for K8S workloads

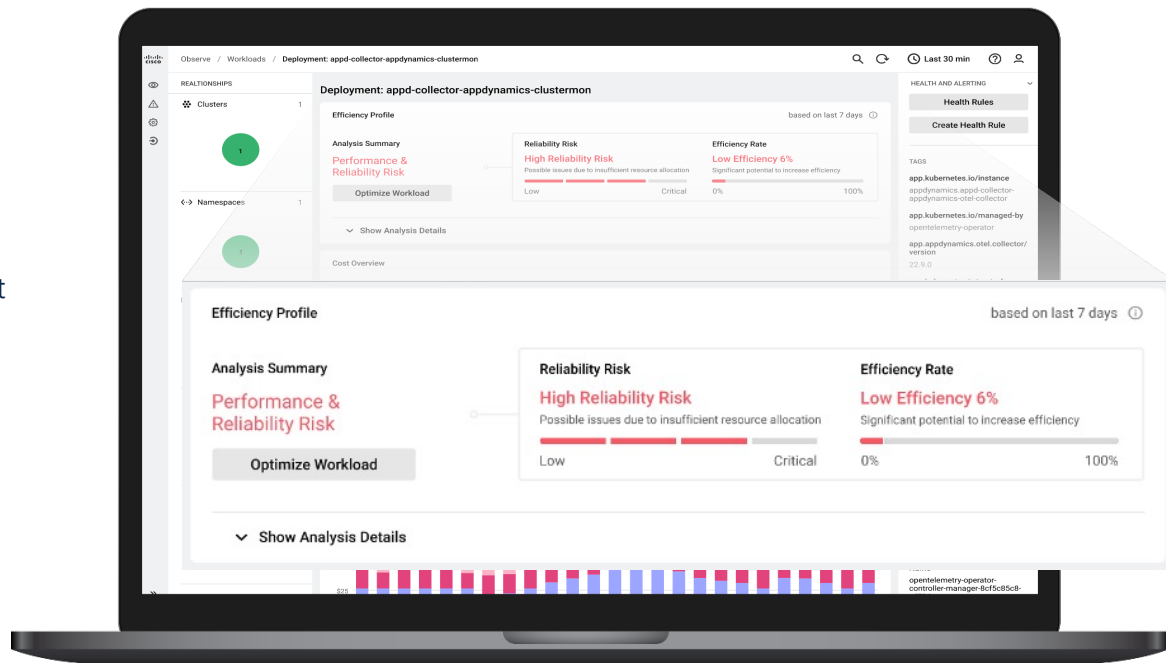
Risk profile of K8S workloads

- Highlight reliability risks user might not be aware of
- Analyze resource usage and identify low resource usage to enable savings



Free module

- No additional charge with FSO
- Leverages existing data provide analysis



Cost insights

Cost Insight Module for Cisco Cloud Observability



Cost analysis for K8s resources

- Understanding costs for K8s components
- Visibility at clusters, workloads, namespaces, pods
- Gain a deeper visibility into cloud spend

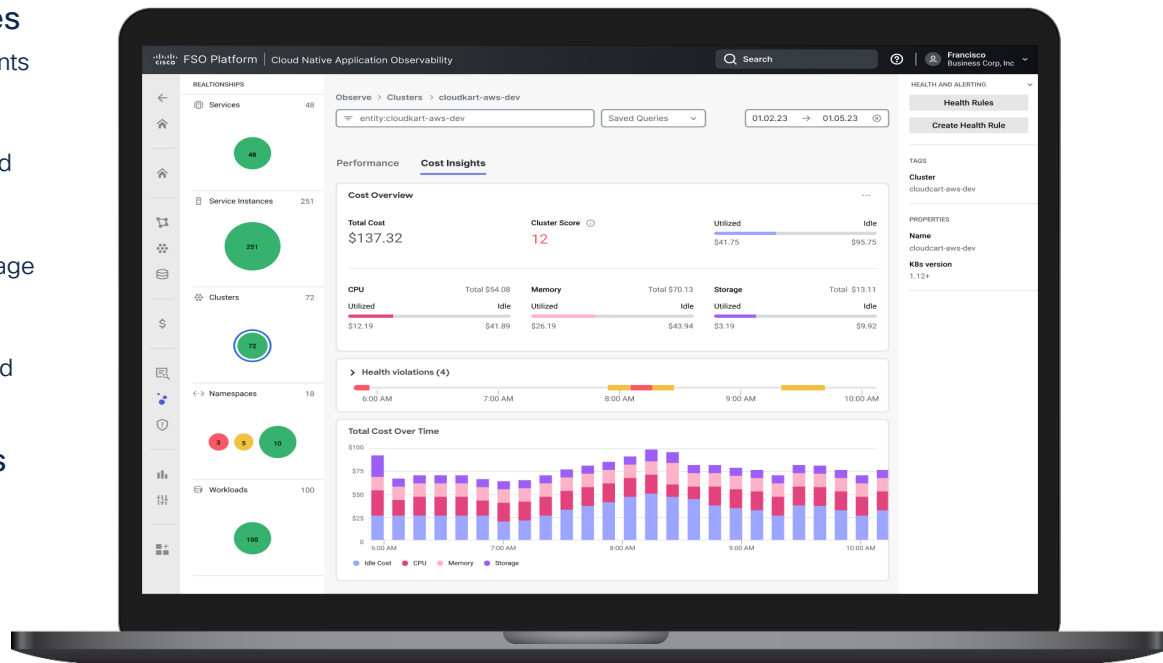
Allocation vs. utilization

- Compare allocation of resources to usage
- Understand usage trends of compute and memory
- Identify over-provisioned resources and saving opportunities



Cost insights for APM services

- Correlate cost data from infrastructure with APM
- Ability to track costs over time to understand spend
- Manage cost for cloud native services effectively



Application resource optimizer

Optimization on K8s workloads



- Run continuous tests on K8s workloads
- Improve your resource allocation and performance
- Reduce your cloud spend by identifying excess allocation

AI/ML engine to power optimizations

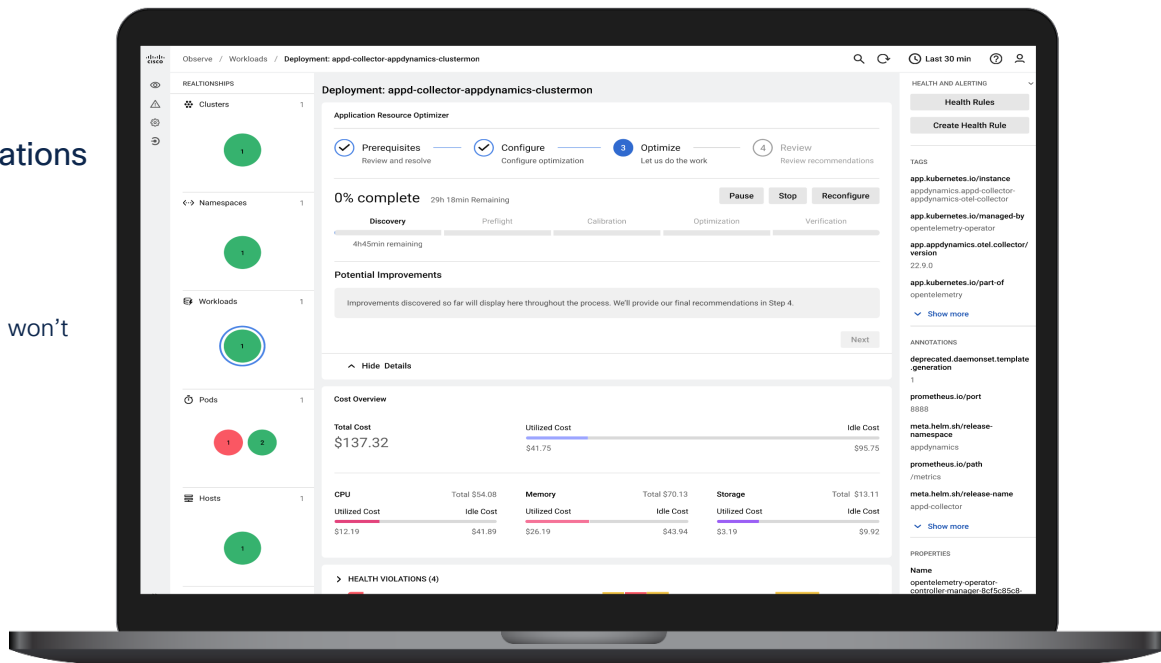


- Leverage machine learning to provide recommendations
- Continuous optimization to assist with every release
- Suggest recommendations that humans won't even think of

Providing optimization recommendations



- Leverage recommendations to bring costs down
- Optimal, lower latency and lower cost options
- Apply tested recommendations with confidence



Application security

Cisco Secure Application



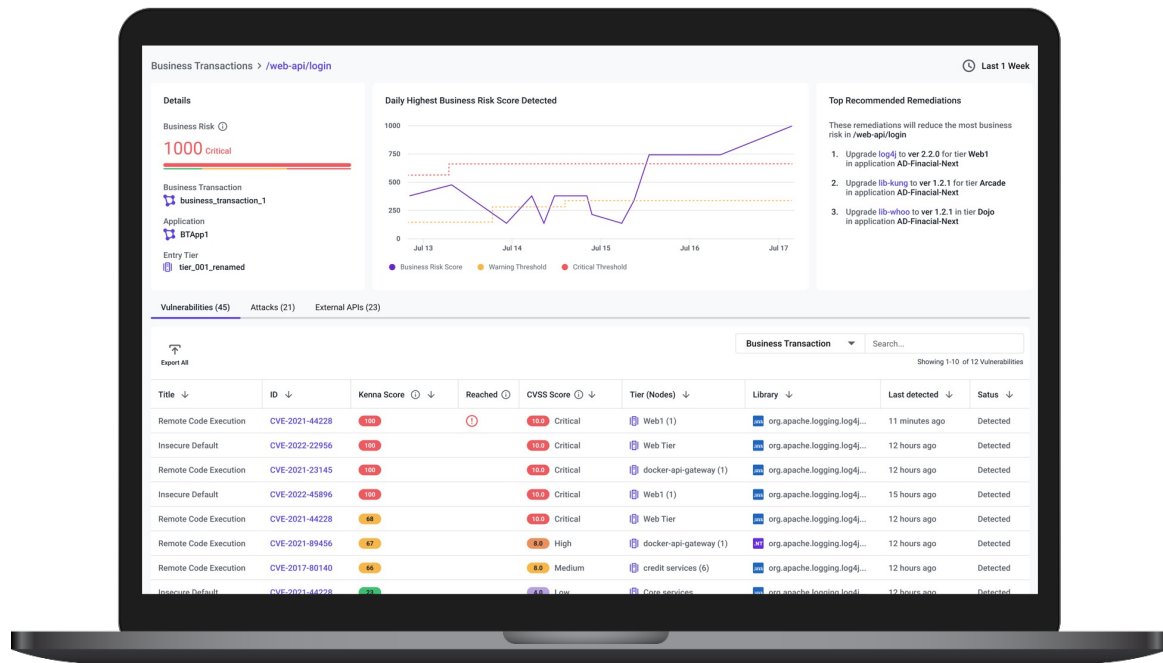
Locate how and where an attack occurs with business transaction mapping



Leverage threat intelligence feeds from Cisco Talos, Kenna and Panoptica to quickly assess the likelihood a threat will be exploited



Combine threat and vulnerability intelligence with business impact and runtime behavior to provide a business risk score



Extend:
3P applications
and modules



Unleash the ecosystem with partners across 5 critical areas

Business insights

Corelating telemetry data with business performance across multiple domains. Provide full visibility and insights across industry verticals on how business interacts with IT

SAP

SAP has an ever changing, expanding and complex landscape. Modules created on Cisco Observability Platform help customers with holistic observability across their SAP ecosystem

Networking & Infrastructure

Building on Cisco's networking capital Cisco Observability platform is able to bring key network telemetry to correlate business with the network

MLOps & SLO

With the growing use of Generative AI and modern applications, Cisco Observability Platform helps customers to monitor these applications, it's SLO and bring the monitoring of LLMs, and MLOps models together with application observability

Sustainability

Sustainability is paramount for every company. Modules created on Cisco Observability Platform help customers to achieve their sustainability goals by providing data around the carbon footprint across multiple domains

Fintech module

By Evolutio



Reduce revenue losses for financial customers resulting from credit card authorizations failures



Monitor infra health impact on hourly credit card authorizations



View KPIs and insights grouped and aggregated based on metadata like region, schemas, infra components and merchants



Claims module

By Evolutio



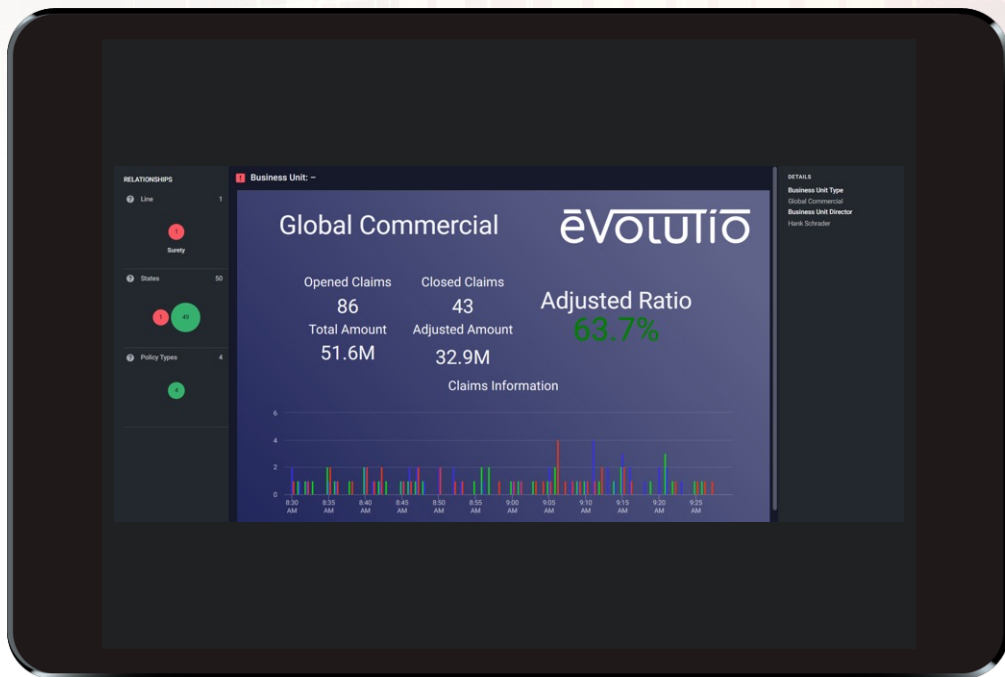
Complete visibility into infrastructure in place for servicing claims across geos



Monitor infra health impact on claim processing

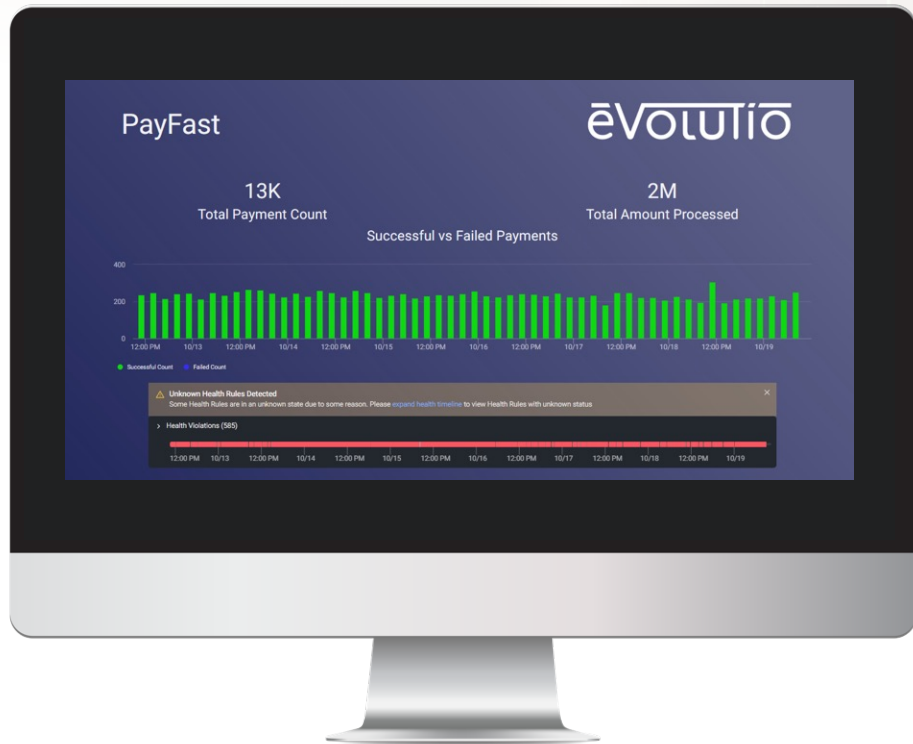


View KPIs and insights grouped and aggregated based on metadata like region, services and infra components



eCommerce module

By Evolutio



Complete visibility into infrastructure in place for ecommerce platform



Observe user's journey and experience all the way from user's login to processing order after payment



View KPIs and insights grouped and aggregated based on metadata like region, services and infra components

SAP Observability module

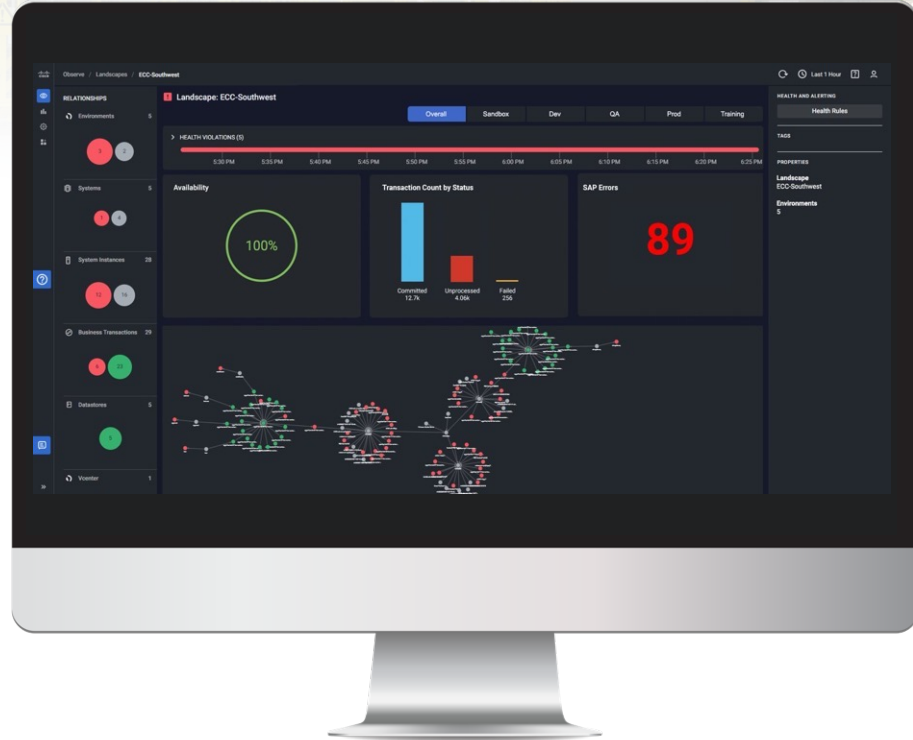
By CloudFabrix



Monitor complex SAP Landscape by unifying and standardizing telemetry data under a single pane of glass

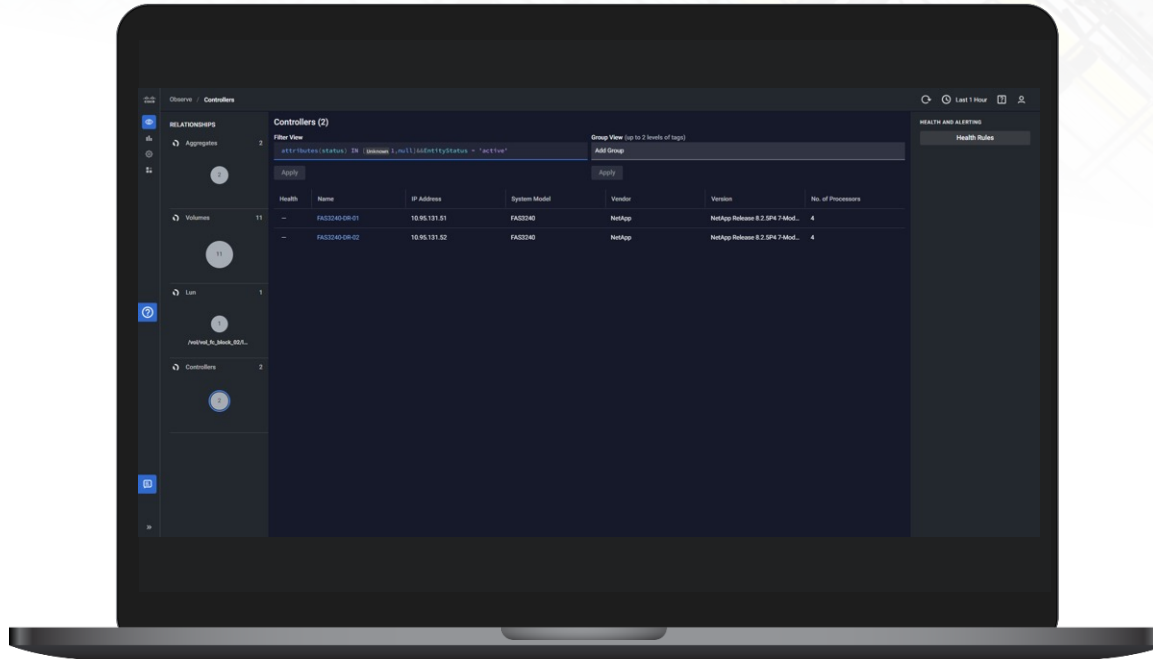


Correlate telemetry and asset types together to isolate root cause and determine blast radius of impacted services



Campus Analytics module

By CloudFabrix



Provides insights for return to work use case



Aggregates multiple Cisco DNA Controller analytics to provide network near real-time topology information, bandwidth consumption, hotspot visibility etc.

vSphere Observability module

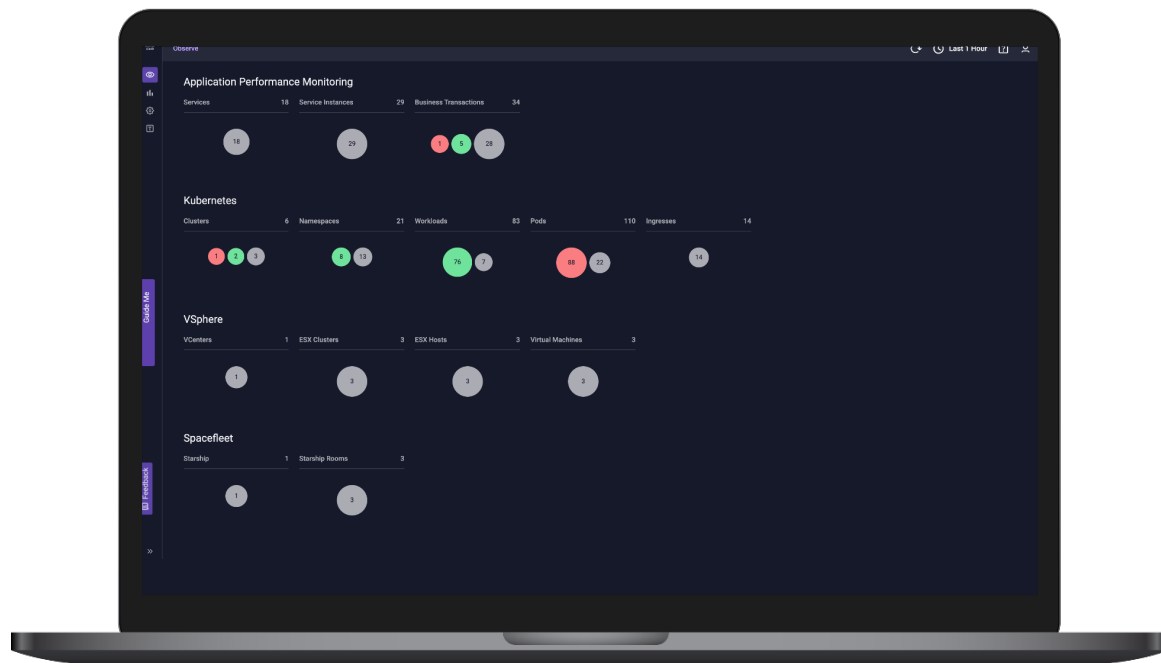
By CloudFabrix



Observe vSphere through
FSO platform



Enrich vSphere and vROps data
with your environment's Kubernetes
and infrastructure data



Capacity Planner and Forecaster module

By Kanari



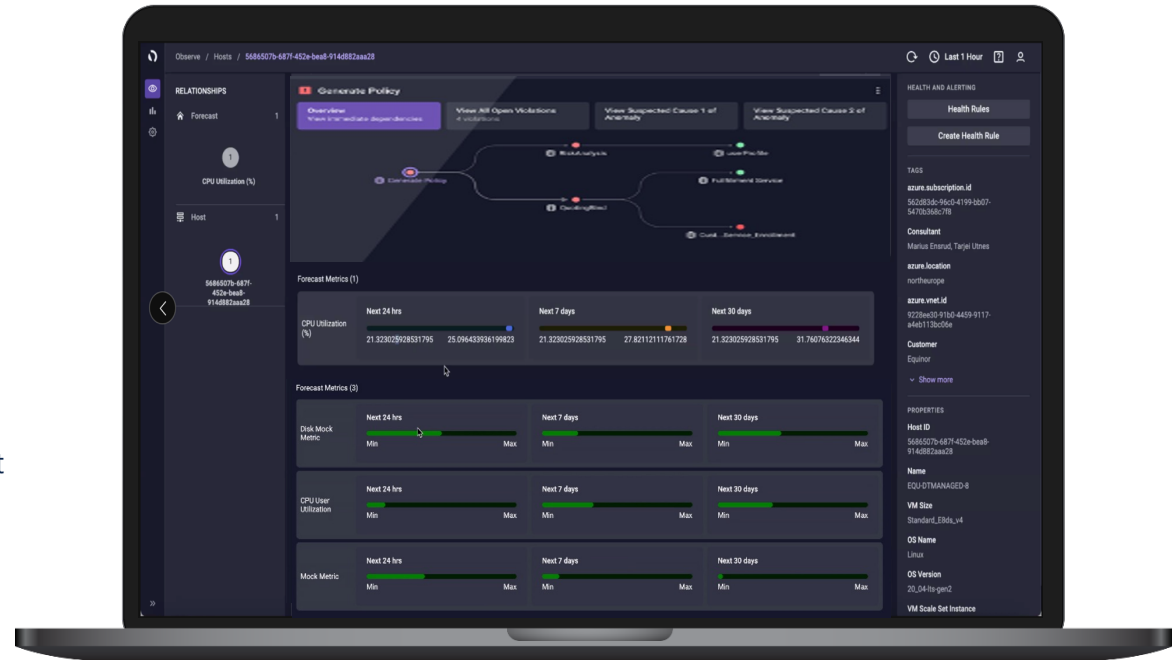
Insights into infrastructure risk factors that have been determined through predictive ML algorithms (ARIMA, SARIMA, LSTM)



Derive capacity forecasts and plans using the insights



Baseline and track capacity forecast overtime to analyze changing capacity needs over time



Service Level Objectives module

By Nobl9



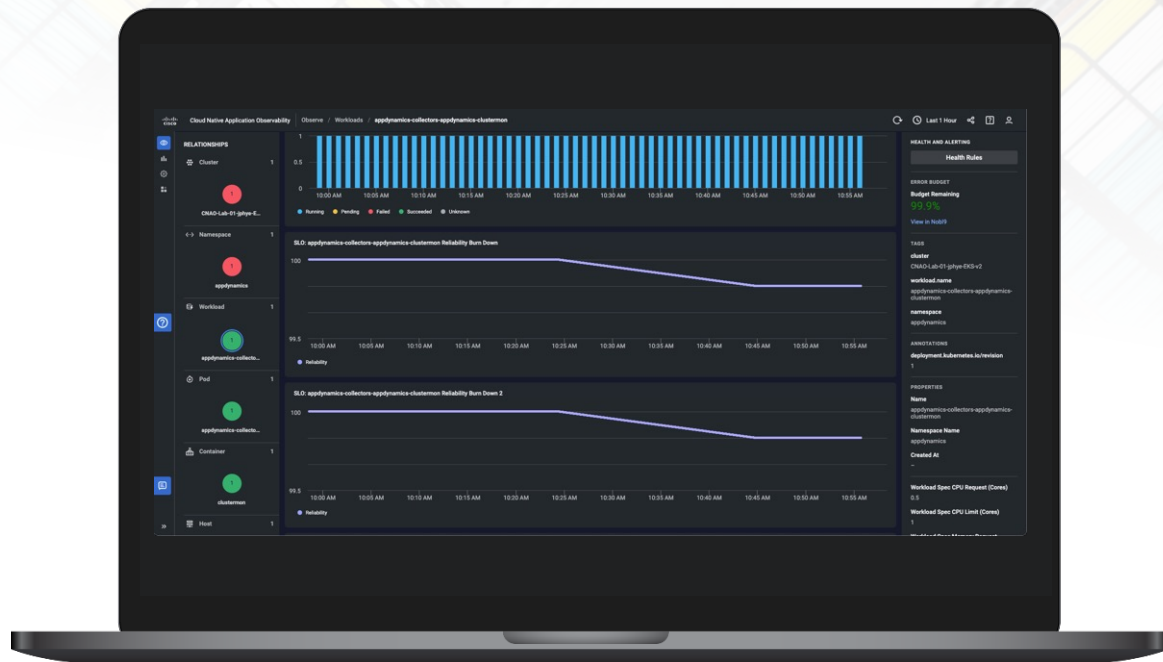
Visualize Service Health in list view as a number—Error Budget remaining for given service for key insights for the service



Display a list of SLOs contributing to the Service Health on a popup to identify and resolve issues

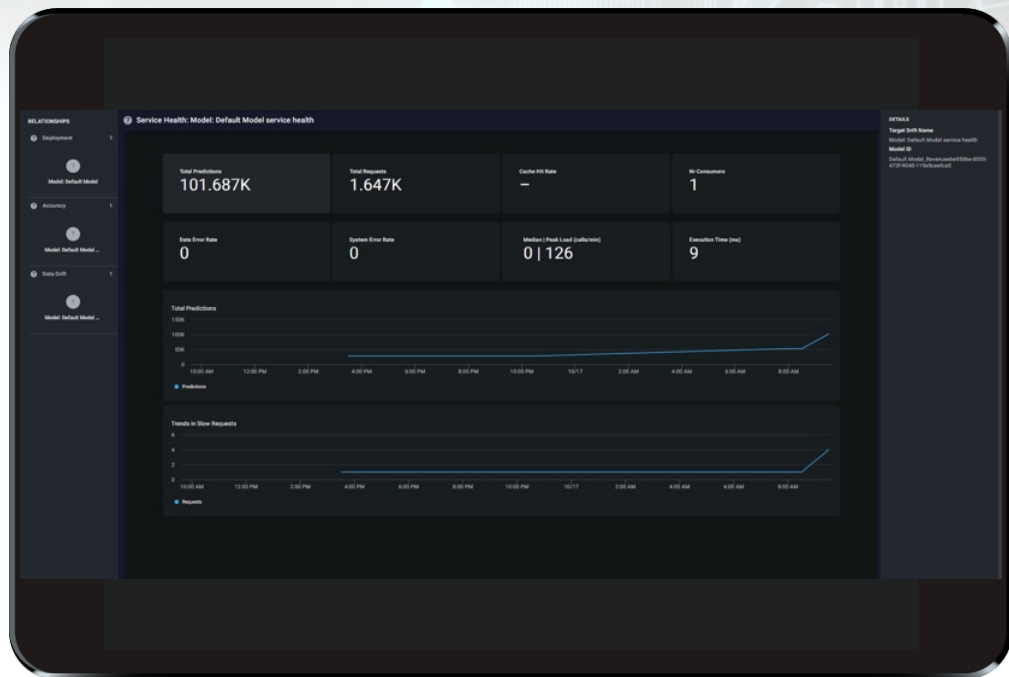


Review Nobl9 SLO metrics adding additional value to their monitored services and building awareness around reliability and its impact on the customer experience



MLOps module

By DataRobot & Evlutio



Monitor the health of services, models, and predictions along with providing correlation to APM services and infrastructure consuming and supporting these services and models

Cloud Carbon Insights module

By Climatiq



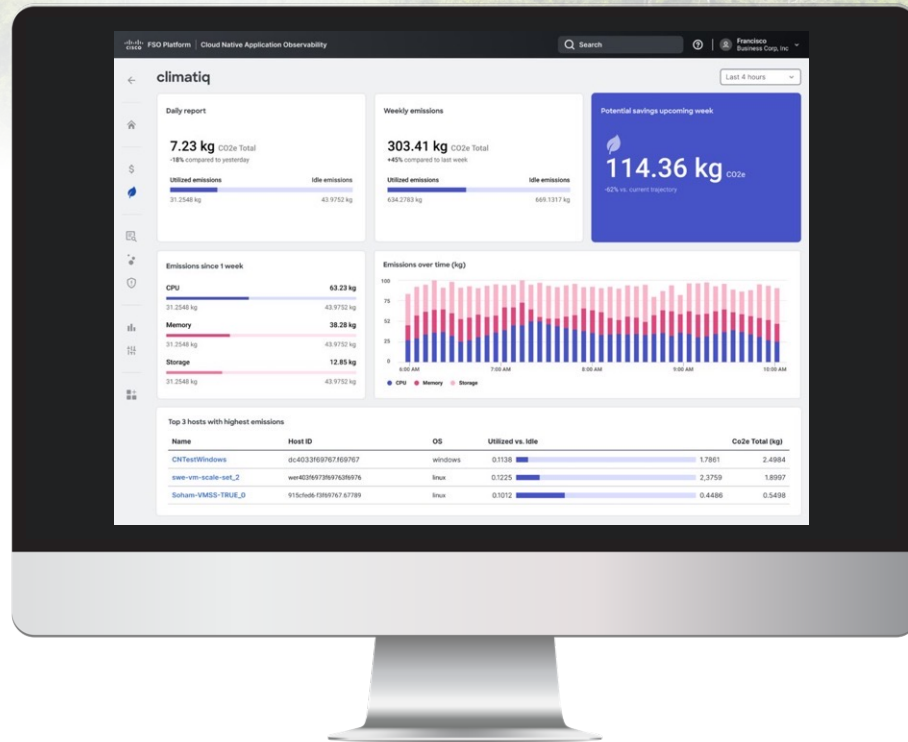
Adds carbon emission tracking to your existing cloud metrics



Gain insights into the carbon footprint of cloud workloads, including pods, hosts, and clusters



Accelerate your journey to net zero and make more environmentally conscious decisions





The bridge to possible

Thank you

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