



The bridge to possible

# Elevate Digital Experiences with Cisco Full-Stack Observability

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ITLGEN1016

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IT Leadership Program

#CiscoLiveAPJC



Applications are the new store front



~80%

Struggle to deliver a  
**flawless digital  
experience**

56%

Use **more than ten** tools

60%

Say most observability  
tools **serve narrow  
requirements**

~71%

Believe **that unified  
observability is critical**  
to delivering best digital  
experience

# What's at risk without Observability?



## C-Suite

Revenue loss  
Security vulnerabilities  
Brand reputation



## CIO

Digital experience  
Growth  
Business success



## IT

Complexity  
Silos  
Downtime



Networking



Infrastructure



Application

## Cisco Full-Stack Observability



Business Context  
+  
Real-time insights  
for  
unified experiences

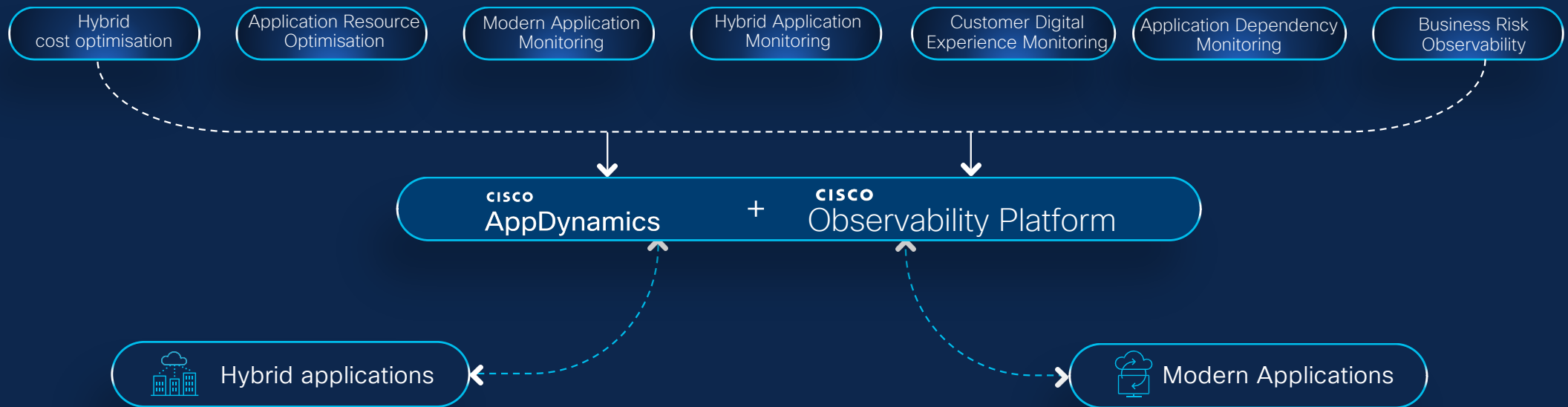


Multicloud



Security

# Cisco Full-Stack Observability Solution



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# Business risk observability

Securing traditional and cloud-native applications,  
workloads and resources

Business  
Context Mapping

+

Vulnerability and  
Threat Intelligence

=

Business  
Risk Scoring

# Business risk observability

## Detect Vulnerabilities



Identify runtime vulnerabilities and provide remediation guidance

## API Security



Provide catalog of external APIs and their posture

## Data Security



Automate data leak protection

Business Transactions  
+  
Vulnerability Identification  
(AppDynamics)

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Threat Intelligence  
(Talos)

API security  
(Panoptica)

Vulnerability Prioritisation  
(Kenna Security)

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**Business risk  
observability**

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# Customer digital experience monitoring

Minutes to triage and recover



Mobile, Browser/  
Desktop, Gaming apps



API Endpoint, Edge



Network/Internet



Multicloud  
Services/Apps



Data Center



SaaS Applications/  
Services

Cisco Customer Digital Experience Monitoring



It used to take us 5 hours of “war room” with multiple teams.  
With Cisco FSO, it’s now less than 15 minutes to triage.



# Observability and network intelligence coming together

Data-driven bi-directional integration

CISCO  
AppDynamics



Users  
and devices

Browser, mobile  
(iOS and Android)

ThousandEyes



Internet

Latency, jitter,  
packet loss

CISCO  
AppDynamics



Applications  
and services

Application backend  
and external  
dependencies  
(IaaS/SaaS)



Network telemetry

App dependency map



Network telemetry

App dependency map

# Customer digital experience monitoring

with Session Replay



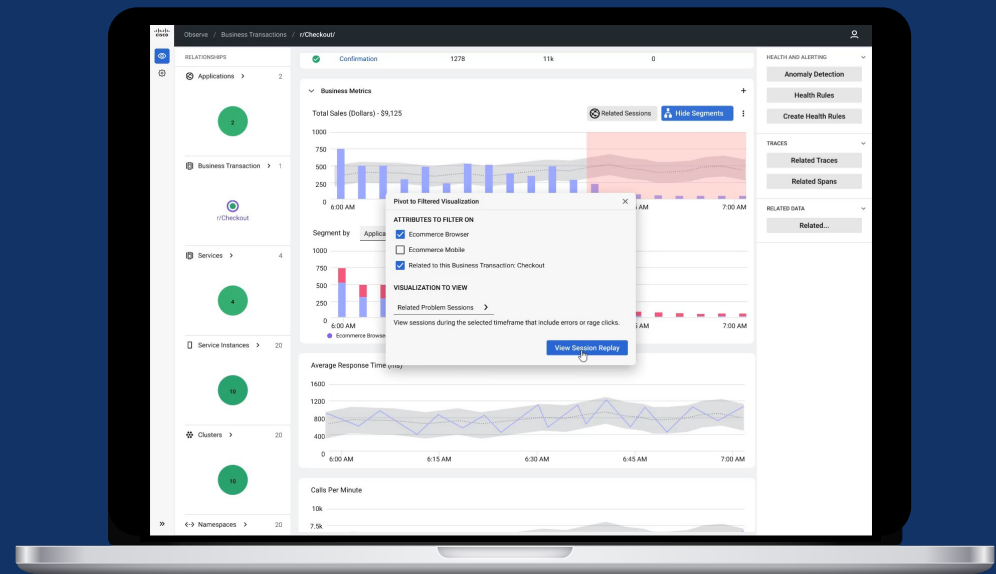
Visibility into the customer journey



Insightful video analytics



Optimise website interactions



# CDEM demo

# Cost Insights and Application Resource Optimisation

Cost visibility for Kubernetes resources

Compare allocation vs. utilisation

Correlate infrastructure cost with APM

Side-by-side understanding of cost & sustainability

# Cost Insights demo

# Observability for GenAI

Shipping now

## OpenAI dashboard

GenAI monitoring  
integrated into  
observability

CQ1 2024

## Prompt interface

Simple, natural  
language interface

CQ2 2024

## AI assistant

Faster Mean Time To  
Resolution  
Autonomous RCA  
Dynamic dashboard

SHIPPING NOW

# Observability for GenAI

## The Need



Manage responsible use of OpenAI

Coming up: Claude and PaLM2 support



Manage cost of OpenAI

Coming up: Claude and PaLM2 support

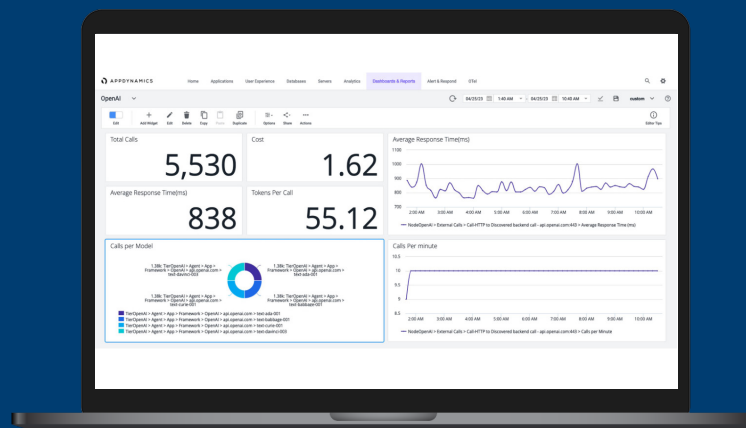


Optimise application experience

Coming up: Bedrock, Vertex AI

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## Cisco AppDynamics AI Observability



- ▶ OpenAI API Call Observability
- ▶ Support for Java & Python Libraries & Agents
- ▶ Ability to determine:
  - API calls in policy
  - Cost per application
  - Response time
  - Token usage per call
  - A/B testing for different app and model versions
  - OpenAI availability and impact on applications
- ▶ Available at no extra charge to AppD SasS customers

# Fireside Chat



Campbell Mackie  
Technology and Platforms



Dan Loku  
Monitoring Operations



- Founded in 1974
- Headquartered in Wellington, NZ
  - 4,247 employees
- Government established to manage compensation programs



- Founded in 1981
- Headquartered in Melbourne, AUS
  - 32,000+ employees
  - 8.5 million customers
- Australia's largest bank

# Visit Cisco FSO Booth in World of Solutions...





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# Thank you

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