



The bridge to possible

The journey to unified observability

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The bridge to possible

OpenTelemetry

Bringing standards and interoperability to observability

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Monitoring vs Observability

Monitoring

Siloed Approach

Tool Based

Metric Driven

Reactive

No Data Standards

Observability

Cross-Architectural

Solution Based

Business Outcome Driven

Proactive

Defined Data Standards

“

Observability is a measure of how your
IT Environment is influencing the
Business”

Why OpenTelemetry?

- Flexible & Lightweight Architecture
- Future-Proof
- Vendor agnostic
- Can use any observability backend (even multiple ones)
- One-time instrumentation



What is OpenTelemetry?

- A single, vendor-agnostic instrumentation library per language with support for both automatic and manual instrumentation.
- A single vendor-neutral collector binary that can be deployed in a variety of ways.
- An end-to-end implementation to generate, emit, collect, process and export telemetry data.
- Full control of your data with the ability to send data to multiple destinations in parallel through configuration.
- Open-standard semantic conventions to ensure vendor-agnostic data collection
- The ability to support multiple context propagation formats in parallel to assist with migrating as standards evolve.
- A path forward no matter where you are on your observability journey.

Signals

In OpenTelemetry, a signal refers to a category of telemetry:



Metrics



Events



Logs



Traces

- Baggage
- Profiles

Monitor
(Detect)

Metrics
“What is Happening?”

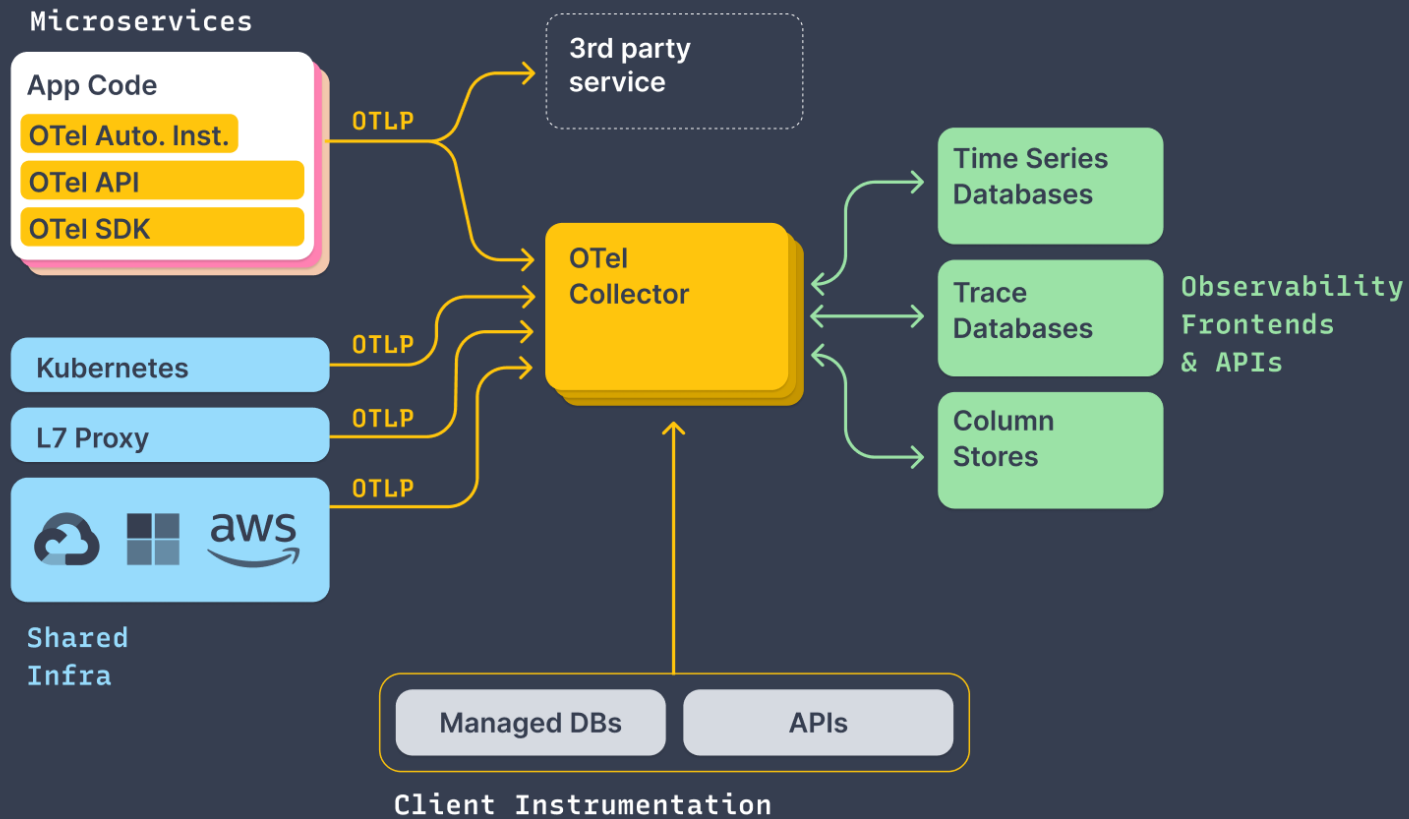
Explore
(Troubleshoot)

Traces & Events
“Where is it
Happening?”

Discover
(Root Cause)

Logs
“Why is it Happening?”





Cisco and Splunk

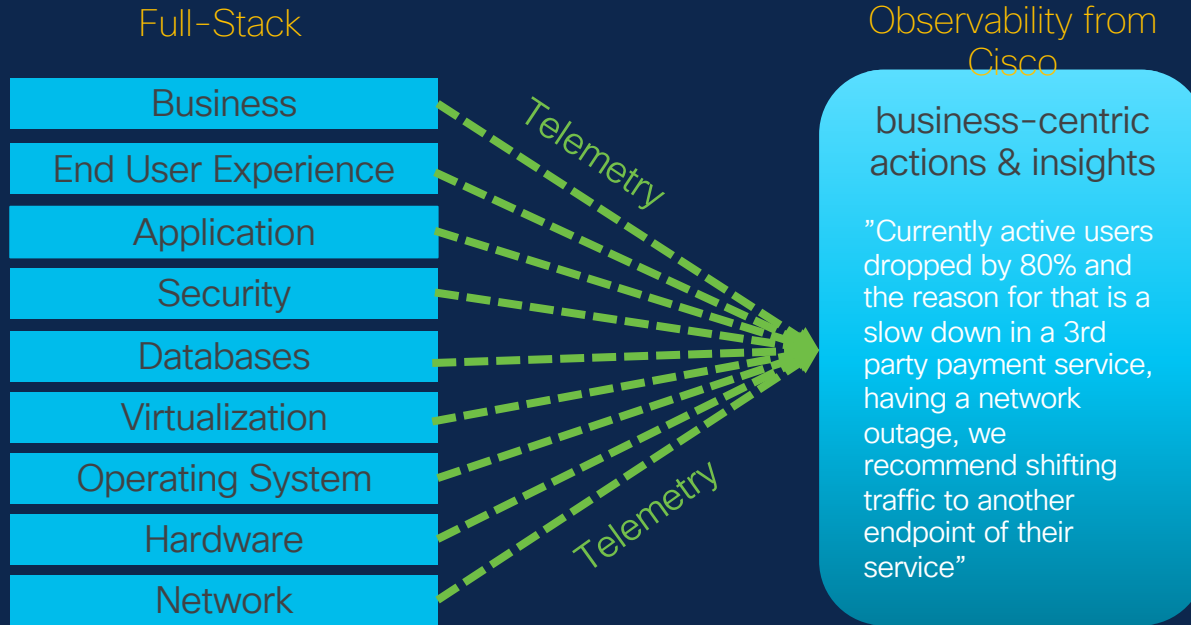
- Full Stack Observability



“It’s the combination of visibility, insights, and an ability to take actions based on business priorities that makes full-stack observability a potent reality.”

[Full Stack Observability: IDC White Paper](#)

Full-Stack Observability: The vision in one picture



Why do customers embrace OpenTelemetry?

OTel is a technology that helps them solve problems

Solve THEIR customers' problems

Less Ops & More Dev

Frictionless Telemetry

OpenTelemetry

Focus on what drives their business

Minimize their effort on operations

Cloud vendors promise: "ootb telemetry"

The Standard for frictionless telemetry

Move faster than their competitors

Maximize their speed of development

Less effort, more value

Not about "no vendor lock-in"

It's about freedom of data!

The FSO Journey

Everybody agrees: OpenTelemetry is the future

But, also ...

... everybody agrees: This is a multi year journey!

**We (as vendor)
are with
you (as end-user)
on that journey together.**



We want that! Let's leap forward now!



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Our contributions to OpenTelemetry

Why Cisco embraces OpenTelemetry?

1

It is what we always do

Help our customers to solve their customers problem

Business-centric Actions & Insights

2

Feature Velocity For Engineering

Focus on Insight & Action,

Celebrate that Visibility is a Commodity

3

Thought Leadership

Customer trust what we know what we talk about

Required for Success in the “End-User Buying Era”

4

Community Involvement

Influence standard to meet our needs

Customers bring the right telemetry

Cisco + Splunk + OpenTelemetry = 🥰 🥰 🥰 🥰 🥰

010110
110010
001011

ca. 240,000
contributions

Splunk is #1 in contributions and pull requests. Adding Cisco numbers to Splunk, we have 240,000 contributions and 15,000 pull requests



180+
contributors

More than 180 individuals have contributed small & big to the project:

- 50+ community members
- 10+ approvers
- 10+ maintainers



Internal
community

There is a vital Cisco-wide OpenTelemetry community with

- 500+ members in the Webex Space
- 21 Tech Talks

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Let's go

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