"

To thrive in the new digital era, organizations need to *connect* the people, places, apps, data, and devices that power their business, and they must *protect* their entire digital footprint from cybersecurity threats, downtime, and other business risks.

CISCO *Connect*

75% Digital business has become significantly more critical in last 3 years

80% Consistently report performance of business-critical applications to CxOs

98% Expect CxO demand for visibility into digital business to increase over next 2 years

CISCO *Connect*

Observability is key to boardroom discussions

Enter
Cisco Full-Stack Observability

CISCO Connect

Enter
Cisco Full-Stack Observability

Bringing data together from every environment and every stack

To unlock core use cases

Move from reactive to predictive and proactive action

And drive business outcomes

Cisco Confidential

Networking

Infrastructure

Multicloud

Application

Security

Full-Stack Observability

Business context and comprehensive real-time insights

What is Cisco full-stack observability

Cisco FSO provides real-time visibility, insights and recommended actions enriched with business context, enabling teams across multiple domains to:

Minimize tool sprawl
by providing a unified solution

Break down silos
by reducing friction among teams

Reduce time to resolution
of incidents and performance issues

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

Cisco full-stack observability acquisitions

~½ of all acquisitions over the the last 3 years were FSO

APPDYNAMICS
Leader of Business and Application Monitoring

ThousandEyes
Network and global path visibility

KENNA Security
Security risk scoring and business prioritization

replex
Cloud native cost analytics.

| Jan 2017 | October 2017 | May 2020 | Dec 2020 | May 2021 | Aug 2021 | Oct 2021 |

PERSPICA
ML & AI for data analysis, APM enhancements

dashbase
Event and metric analytics

epsagon
Modern microservices observability

opsani
Performance and cost tuning for cloud native

smartlook
Session playback and user trends

SamKnows
last mile network and mobile monitoring

| Jan 2022 | Mar 2023 | April 2023 | Jun 2023 | Jun 2023 | Aug 2023 |

Lightspin
Cloud native – end to end security and visibility

ACCEDIAN
5g and Service Provider monitoring, observe by microsecond at scale

Code BGP
global BGP monitoring, internet health

Cisco full-stack observability acquisitions

$40B invested including the largest in Cisco history

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SamKnows

last mile network and mobile monitoring

| Jun 2023 | Jun 2023 |

splunk>

The unified observability and security platform; $28 Billion

| Aug 2023 | Mar 2024 |

Lightspin

Cloud native – end to end security and visibility

ACCEDIAN

5g and Service Provider monitoring, observe by microsecond at scale
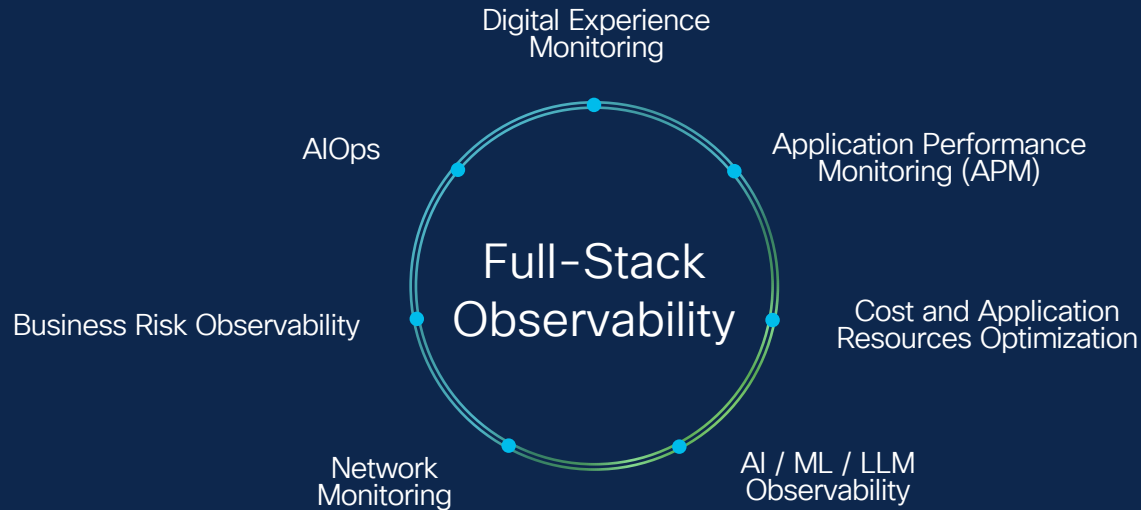
Code BGP

global BGP monitoring, internet health

CISCO *Connect*

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Cisco full-stack observability

Solving real-world challenges to deliver results

Full-Stack Observability

- Digital Experience Monitoring
- Application Performance Monitoring (APM)
- Cost and Application Resources Optimization
- AI / ML / LLM Observability
- Network Monitoring
- Business Risk Observability
- AIOps

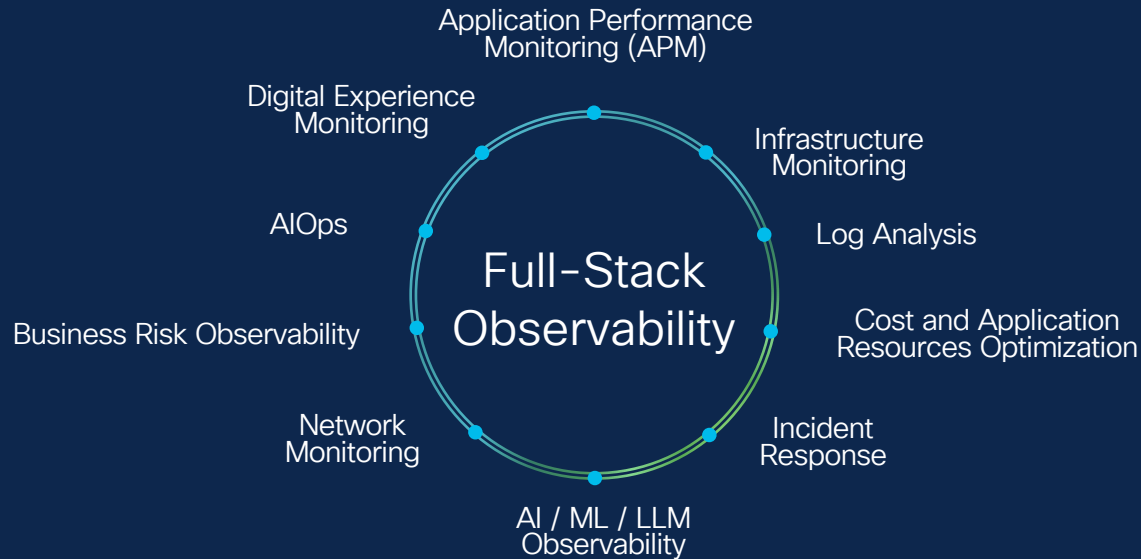| Real-Time Insights | AI Powered | Enterprise Grade | Open Telemetry Native | Extensibility | Cross MELT | Business Context |

On-Prem | Hybrid Cloud | Multi-Cloud | Cloud-Native

Cisco + Splunk full-stack observability

Now, expanded use cases with Splunk

Application Performance
Monitoring (APM)

Digital Experience
Monitoring

Infrastructure
Monitoring

AIOps

Log Analysis

Business Risk Observability

**Full-Stack
Observability**

Cost and Application
Resources Optimization

Network
Monitoring

Incident
Response

AI / ML / LLM
Observability

| Real-Time Insights | AI Powered | Enterprise Grade | Open Telemetry Native | Extensibility | Cross MELT | Business Context |

On-Prem | Hybrid Cloud | Multi-Cloud | Cloud-Native

Foundational pillars of our observability portfolio

Open
Standards-based data collection and storage

Unified
Comprehensive, full stack view across logs, metrics, traces

Efficient
Visibility and control over different classes of telemetry data

Comprehensive
Broad portfolio facilitating tool consolidation

Augmented
AI-driven with human in the loop

Our goal: enable you to build a
leading observability practice

Unified visibility across any environment and any stack

Earlier detection & investigation of business-impacting issues

Better control of your data and costs

Cisco Confidential

Observability maturity model

Maturity

CHAOTIC
Level 1
Ad-hoc, IT silos

REACTIVE
Level 2
Business Aware

PROACTIVE
Level 3
Business Aligned

PREDICTIVE
Level 4
Customer Driven

Time horizon

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Planned near-term pairwise integrations

Single Sign-On

Across AppDynamics, Cisco Observability platform and Splunk Observability portfolio

Unify User Experience

Magnetic design system across Splunk and Cisco products

Log Observer Connect

Between Cisco AppDynamics and Splunk Platform

Integration of AI Assistants

Across our integrated product portfolio

Customer commitments

- No disruption to existing customer commitments

- Leave no customer behind: provide path forward for all customer scenarios

- Leverage best of both Cisco and Splunk to deliver unparalleled value

Cisco + Splunk Observability

Delivering flawless and secure digital experiences for users and applications

Most comprehensive app-to-infra stack powered by a flexible data platform

Combined data improving Security + Observability outcomes

Accelerated time to value to deliver AI-enabled digital experiences

cisco Connect

Let's go