



Optimized Application Experiences

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Optimized **Application Experiences**

Cloud Native Platform

Automation and networking for modern architectures

Full-Stack Observability

Visibility across the full-stack from API through bare metal and across hybrid, multicloud environments

Growth Opportunity

\$28B

Expansion

- Full Stack Observability
- Cloud Native

\$36B

Optimized
Application
Experiences

\$8B

Current

- Application Monitoring





Meeting the needs of **Developers**

Digital, app-centric world

Digital business depends on application developers, who are increasingly important and influential in IT decisions

DevSecOps practices blur the lines between teams

Developers, SREs, Platform Ops, and Security teams need to collaborate closely

Automation, networking, and security

Full-stack developers need to manage infrastructure (IaC), the network (service mesh), and application security

Tools to support developers

IT and Security teams need to ensure security and enforce policy without slowing down development velocity



Move to **Cloud Native**

Is a shift in how applications are developed and operated

Modern apps are a mesh of microservices

Unlocks scalability, velocity, and flexibility

Rapidly deliver seamless digital experiences at mass scale

IT stack evolves for cloud native applications

Across connectivity, security, automation, and the underlying infrastructure; deployed on-prem, at the edge or in the cloud

Cloud native brings complexity, and will co-exist with traditional apps

New challenges that IT teams and developers must manage to realize the benefits

CISCO CLOUD NATIVE PORTFOLIO



Cloud Native Platform

Foundational platform for containers and infrastructure as code (IaC)

- Next-generation private cloud architecture for modern cloud native workloads including container-native virtualization
- Delivering multicloud, production-grade, upstream Kubernetes
- Native integrations with AWS, Azure and Google Cloud
- Automatically deploy apps and infrastructure, extending the speed and agility of public cloud tools to private cloud and data centers

Application Networking

Connect, discover and manage microservices

- Discovery and connectivity of APIs from L7 services through L3 services
- Multi-mesh control bridges heterogeneous meshes
- Deep application layer visibility, e.g., even at the SQL transaction layer
- Bridge traditional event-driven architectures to cloud native

Application Security

Security at development time and application runtime

- Security of APIs regardless of API provider, and regardless of technology (traditional or cloud native)
- Seamless API security embedded in favorite IDE, to deployment, to runtime
- Policy management that includes security and geofencing rules
- Ability to deep-inspect secure API traffic and reconstruct API specifications

A LIFELINE TO NORMALITY

Digital Services



30%

INCREASE COMPARED
WITH 2 YEARS AGO

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Source: The App Attention Index 2021, AppDynamics.



75%

wrestle with
overwhelming
data noise

85%

big challenge is cutting
through the volumes of
data to identify root causes
of performance issues

96%

anticipate negative
consequences for
their business

Who Takes **The Rap** for The App?



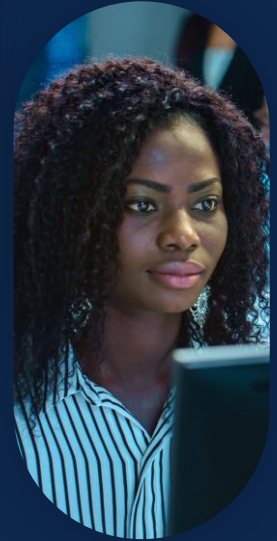
DevOps &
AppOps



NetOps



InfraOps



SecOps

THE APP LANDSCAPE IS COMPLEX...



Full-Stack Observability from Cisco



Full-Stack **Visibility**



Observable &
Optimizable
Technology Stack

Full-Stack **Insights**



Application &
Business Insights
Across Stack

Full-Stack **Actions**



Prioritized Remediations
& Optimizations
Across Stack

Full-Stack Observability Use Cases

Performance

Hybrid Application
Monitoring

Modern (Cloud Native)
Application Monitoring

Customer Digital Experience
Monitoring

Application Dependency
Monitoring

Optimization

Hybrid Cost Optimization

Application Resource Optimization

Security

Application Security



Differentiated Solution with Business Context

Prioritize issues with business context

VISIBILITY

Observable & Optimizable
Technology Stack

Application Performance,
Services & Development

Network & Internet

DC Infrastructure & Clouds

Security (Dev & Runtime)

Business Outcomes
& Transactions

End User Experiences

M.E.L.T &
OpenTelemetry

INSIGHTS

Application & Business
Insights Across Stack

End-to-end correlation &
dependencies

Shared common context of
performance issues

Prioritize issues with
business and
experience impact

Transactions,
Incidents, KPIs

ACTIONS

Prioritized Remediations &
Optimizations Across Stack

Application to
infrastructure performance

Cost and workload
optimizations

Application security
detection & policy enforcement

Full-Stack actions for the business

Enabled by AI/ML to Help Deliver Outcomes

Performance

Dynamic baselining for issue alerts versus static thresholding

Automatically identify root cause by looking at topological relationship

Automate user journey mapping, with correlated performance data and internet insights

Application Dependency Monitoring

Predictive Analytics *

Optimization

Proactively simulate optimization actions

Size up or down hybrid cloud infra for performance and costs

Security

Detect anomalies and threats, with data from security portfolio and App

Baseline typical application behavior, build allowable policies instrumented in app runtime

Secure in development; API security, Container security, Serverless security *



* roadmap

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Compelling Business Momentum

PRODUCT DRIVEN Momentum

Cisco Secure Application for AppDynamics

Automatic setup of instrumentation for AWS Lambda in AppDynamics

ThousandEyes integration with AppDynamics Dash Studio

Six new Intersight services released in FY21 with 5+ planned for FY22

Intersight platform enables groundbreaking startup ecosystem collaboration

CUSTOMER Momentum

AppDynamics used in all top 10 financial institutions globally

AppDynamics used in top 5 telecommunications firms worldwide

175+ of the Fortune 500 are customers of ThousandEyes

All 10 top US Banks use ThousandEyes

Intersight reached 7K+ customers and 25K users in FY21

63% of Fortune 100 companies are Intersight customers

SUSTAINED Success

AppDynamics named 9-time Gartner Magic Quadrant Leader

AppDynamics named Gartner Peer Insight Customers' Choice

55 NPS for ThousandEyes

ThousandEyes has a 4.7 out of 5 Gartner Peer Insights rating

Intersight a leader in The Forrester Wave: Infrastructure Automation Platforms

Intersight recognized as a Tech Innovator by CRN

Forrester Research:

The Forrester Wave™: Infrastructure Automation Platforms, Q3 2020—The 13 Providers That Matter Most And How They Stack Up, August 10, 2020.

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THE POWER OF AND

Unique Assets

Coming Together
to Deliver
Full-Stack
Observability



AppDynamics



ThousandEyes



Intersight



MEAN TIME TO INNOCENCE

Breaking Down Silos Between the Teams

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CUSTOMERS

AutoNation

“Unlike other tools that simply tell you when something’s wrong, AppDynamics actually correlates data and alerts to help us proactively address the underlying causes of potential performance degradation before it affects the customer experience and, in turn, our bottom line.”

ADAM RASNER

Vice President of Technology Operations



“Our virtual infrastructure is the foundation of so many of our most essential, critical operations. With the combination of AppDynamics and Intersight, we have the ability to ensure app health and performance so we can react instantly to any change or alert that may impact the digital experience.”

CHRIS YOUNGER


Senior Vice President



“AppDynamics and ThousandEyes have completely reshaped our approach to troubleshooting and experience optimization. We can use tools like transaction snapshots, health rules parameters, and automatic error detection to zero in on and resolve problems or abnormal activities in both production and development environments without having to manually scour thousands of event logs or systems alerts.”

HARI VITTAL

Senior Engineer





WHY WE WIN

Integrated Full-Stack Solution

Enabling visibility, insights and actions across the full stack from the API all the way to the bare metal, across all types of data and across hybrid, multicloud environment.

Differentiated Insights

Depth and breadth of our portfolio coming together to offer a differentiated, powerful solution unlike anything else on the market – including our unique insights into network and security, as well as correlating business context with application performance.

Innovation & Outcomes

Track record of innovation with observability and security coming together, powerful AI/ML models and a roadmap for predictive analytics. Helping to deliver outcomes including better revenue, enhanced brand reputation and higher customer satisfaction.

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