

Cisco Cloud Observability

Powered by the Cisco Observability Platform

Transform your digital business

- **Modern Application Performance Management** with full-stack visibility from key business transactions and metrics to cloud infrastructure.
- **Observe Kubernetes Anywhere** regardless of if they live in the cloud as managed services or in your on-prem cloud native environment.
- **Hybrid Cloud Infrastructure** insights correlated to application performance and business metrics.
- **Optimize Applications** with modular solutions for critical workload cost, performance optimization, and application security insights.

The complexities of modern cloud native applications

Modern application architectures benefit technologists by enabling them to innovate quickly with greater agility while delivering improved reliability. At the same time, building applications in a cloud native environment adds complexity, as these highly distributed systems rely on thousands of containers and generate huge amounts of metric, event, log and trace data (MELT) every second.

Traditional monitoring approaches leave many teams blind when adopting cloud native technologies, falling short in providing clear, end-to-end visibility throughout the IT environment and a complete understanding of highly distributed and dynamic application topologies. Most importantly, it's increasingly difficult for IT teams to reduce the noise and troubleshoot application performance issues that impact their customers, and ultimately their digital business.

Cloud native requires an extensible approach

Cisco Cloud Observability is purpose-built to address the challenges experienced by organizations running distributed and dynamic cloud native applications at scale. Powered by the Cisco Observability Platform, it delivers extensible application performance management (APM) for observing, securing and optimizing cloud native architectures with business context to empower organizations to align application performance with end-user expectations, optimize digital experiences and deliver business outcomes while securing modern workloads.

Designed to eliminate data silos, Cloud Observability provides technology teams with cross-domain visibility with correlated MELT data and AI/ML-driven insights to simplify the complexity of observing the performance of modern applications, multi-cloud Kubernetes® and hybrid cloud infrastructure. Business transaction insights enhance the application observability experience by combining correlated business metrics drawn from OpenTelemetry™ data that enables teams to identify and prioritize critical business flows based on their impact on revenue, order conversions or the most important customer segments.



Reducing the complexity of cloud native architectures is just the start of driving organizational value through observability. As technology teams increasingly look to observability to solve specific business-driven challenges beyond core APM-focused use cases, the need for extensible solutions becomes critical to accomplish business objectives. Extensibility is the foundation of the Cisco Observability Platform powering Cisco Cloud Observability. The open standards-based extensible foundation of the Cisco Observability Platform provides the flexibility to develop custom observability solutions to enhance usability and extend capabilities to address new use cases. Technology teams looking to address broader use

cases quickly can extend the capability of Cisco Cloud Observability through add-on modules available through the Cisco Observability Platform Exchange. Modules for Cisco Cloud Observability deliver turnkey capability and critical insights for workload cost, performance optimization and application security.

Taking full-stack observability to the cloud

Cloud Observability delivers the visibility, insights, and actions required in full-stack observability of modern cloud native applications with:

- **New:** Business metrics enrich business transaction insights by correlating technical and financial metrics to deliver common context between business stakeholders and the technology teams that enable digital experiences and drive business growth.
- Contextual trace visualization works together with the business transaction insights and advanced log capabilities to deliver efficiency in identifying, prioritizing, and troubleshooting critical application issues.
- Support for Red Hat OpenShift provides teams the flexibility to power modern applications across public clouds with AWS and Azure, on-premises and in hybrid clouds while delivering the best application performance, experiences, and economics.
- Visibility for managed Kubernetes workloads and containerized apps, with troubleshooting and alerts to quickly isolate container performance issues.
- Microservices visibility, enabling customers to monitor the performance of each service and understand the overall health of their applications and underlying infrastructure.
- Continuous-context UIs for quick navigation across telemetry types and domains (MELT for infrastructure and applications).
- Providing public cloud visibility and monitoring for workloads running on Amazon Web Services (AWS), Microsoft Azure and Google Cloud Platform (GCP) with future support for other cloud providers.
- Accelerates onboarding of new services with OpenTelemetry support, further future-proofing observability investments.

See and optimize your applications like never before

Learn more about how our solutions can meet your needs. Whether you're ready to get started or still have more questions, we'd love to hear from you.

Visit:

<https://www.appdynamics.com/product/cisco-cloud-observability>

Phone:

+1(415) 422 8400

email:

info@appdynamics.com

OpenTelemetry™ is a trademark of The Linux Foundation®.