The future is uncertain. The world has changed forever. So, what can be delivered digitally must be delivered digitally.

- 75% of new apps will be written in the next 3 years (IDC FutureScape, Oct 2019)
- 80% of customer interactions are now digital in nature (McKinsey, Oct 2020)
- 80% of people using digital channels for the first time during the pandemic say they will continue using them when things return to "normal" (McKinsey, Feb 2021)

But with 66% of users saying they would avoid a brand completely if their experience isn’t perfect, there’s little room for error.

So what do you need?

Full-Stack Observability by Cisco enables your team to:

- Address your most critical needs: Optimize for cost and performance, Maximize digital business revenue, Deliver exceptional digital experiences
- Build a shared common context to align IT teams supporting the technology full stack
- Apps are just the front door to an evolving and expanding digital experience. Where complexity is growing beyond human scale. And isolated islands of operations are inefficient and ineffective.
- When it comes to the experience, you need to see more to solve more.

You want to:

- Exceed customer expectations by proactively resolving issues before they impact digital experiences
- Act with confidence on what matters most to the business and the user experience

Application performance and digital experience monitoring
- Multicloud and infrastructure management
- Security management and threat detection
- Digital experience monitoring and network management
- DevOps and AppOps
- InfraOps
- SecOps
- NetOps

Full-Stack Observability by Cisco moves beyond monitoring into full-stack visibility, insights, and actions.

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