

Now's the Time to Reimagine Your Applications



Content

Chapter 1. [Application experience is everything](#)

Chapter 2. [The future of applications will be more personalized and more immersive](#)

Chapter 3. [Eliminating security vulnerabilities across the application stack](#)

Chapter 4. [Building a high-performing application infrastructure](#)

Chapter 5. [Optimizing your application performance](#)

Chapter 6. [Collaborating better to resolve issues faster](#)

Chapter 7. [The future of application solutions is Cisco](#)

Chapter 8. [Now is the time to reimagine your applications](#)

Chapter 9. [Now's the time to get started](#)



Application experience
is everything



Application experience is everything

Applications have the power to transform a business – create new business models, go after new revenue streams, even revolutionize the customer experience of an entire business sector. Applications are the brand – and the user experience can make or break the brand.

Eighty-five percent of people say applications and digital services have become a critical part of their lives.*

Sixty percent of people blame the application or brand when they encounter a problem with a digital service – regardless of what that issue is. And seventy-two percent of people believe it's the responsibility of the brand to ensure that the digital service or application works perfectly.*

And eighty-three percent of people report having encountered problems with applications and digital services in the past 12 months and most are now far more likely to take actions like switching to a competitor or sharing their negative experiences.*

You only have one shot to provide the perfect customer application experience. You need to make it count.

*Source – 2021 App Attention Index (AppDynamics)

The future of applications will be more personalized and more immersive



The future of applications will be more personalized and more immersive

The evolution of the user experience will be new applications and application functionality that requires even more real-time integration with data sources such as telemetry from sensors, cameras, and other dynamic user data.

As applications become more powerful, customers come to expect even more. “Get to know me!” is what today’s consumers are saying with their application interactions. They expect more innovation, more personalization, more engagement, and more reliability from their applications.

More personalized immersive experiences mean digitizing physical spaces, as in Covergirl’s flagship store in Times Square, allowing customers to virtually try-on makeup and seeing the result without actually having to apply it. And Starbucks and Macy’s are triggering instant in-app offers for customers near a store.

One big opportunity for personalized journeys may be as simple as going to work and coming home.* As AI gets better at predicting consumer needs—turning on the lights or turning up the heat shortly before someone comes home—personalization programs will make seamless transitions from your car to the home, and companies such as Amazon and Nest will need to use open platform standards to make sure everything works smoothly.

*The future of personalization and how to get ready for it (McKinsey)

Eliminating security vulnerabilities across the application stack



Eliminating security vulnerabilities across the application stack

Application security needs to secure public cloud, hybrid, and on-premises environments. It needs to seamlessly work with application workloads and tools that DevOps teams use. Having insight on application performance and understanding value versus risk is crucial in order for organizations to succeed.

Cloud-native applications have their own unique security needs. Microservices introduce new attack vectors such as code, APIs, and even Kubernetes containers themselves. Cloud-native protection offerings from Cisco render insights into security risks across every element of your cloud-native application infrastructure. They provide a complete view of your security posture.

And Cisco's industry-first Business Risk Observability solution provides an integrated risk score by prioritizing application vulnerabilities, correlating business-transaction impacts, securing APIs, and gathering threat intelligence from Talos®. The result is prioritizing what security risks to act on first, and understanding how you can be proactive in building a resilient application infrastructure.

Building a high-performing application infrastructure



Building a high-performing application infrastructure

The increasing reliance on digital systems has extended the definition of resilience beyond outages and service disruption, to also include performance and application delivery – which are equally important. End users today expect the applications and services they use to be responsive. A lag of even seconds is too long.

Making the right decisions about where to invest in digital infrastructure modernization and integration fundamentally impacts an organization's ability to execute its digital-first business agenda. Enterprise agility and operational effectiveness depend on the responsiveness, scalability, and resiliency of the digital infrastructure used to enable mission-critical applications, data operations, and connectivity demanded by customers, partners, and employees.

Software infrastructure investments should align with your business objectives. Cloud costs and human capital costs for the people running your applications can make up a large portion of your operating margin – even affecting your company's valuation.

Cisco® Full Stack Observability (FSO) solutions include application resource optimization so you can manage resource allocation and cloud consumption and understand their impact on the user experience – giving you the insight you need to balance performance against cost.

Optimizing your application performance



Optimizing your application performance

Optimizing application performance today is more complicated than ever. Changing technologies, user behavior, and consumer expectations have all brought on new challenges.

There's so much to monitor – if you're only monitoring what's happening on the front end but not paying attention to what's happening on your server – you could be missing a lot. Not to mention from a customer experience standpoint, you need to know who is accessing your application and what their limitations might be. Can your application still work if your customers are on low-bandwidth networks?

Cisco Full Stack Observability solutions can help you optimize your application's performance.

They ingest metrics, events, logs, and traces generated from the enterprise environment—including network, databases, storage, containers, security, and cloud services—to make sense of the current state of the entire IT stack all the way to the end user so that you can deliver the best end user experience.

Collaborating better to
resolve issues faster



Collaborating better to resolve issues faster

Resolving application issues can be a people-, time-, and labor-intensive process – especially when you have no idea where to start.

Not sure if your application performance issue is due to what’s happening on the server, to an ISP, or to a problem with the database? Mean-time to resolution is really “mean-time to innocence” – sitting in a meeting trying to prove that you or your team is not responsible for a breakdown of the application.

DevOps and SecOps teams work better together when they have the information they need to solve application issues. With Cisco application security, SecOps teams can “shift left” to move at the same speed as DevOps – working together to develop and harden application security at the earliest stages in the development lifecycle – which is also known as DevSecOps.

Cisco solutions provide full stack visibility, insights, and action, tied to business context, break down silos and correlate telemetry across multiple domains. When you know what’s causing application issues, you’ll become the “answer man” or “answer woman” and not the inquisition.



“Cisco FSO solutions give us unprecedented visibility into every app and service. They provide a roadmap for resolving performance and connectivity issues inside and outside of our network quickly, thoroughly, and proactively to keep our whole environment running at peak performance.” **Hari Vittal**, Senior Engineer, FICO

The future of application solutions is Cisco



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When people think of the future of IT and applications, they think of such capabilities as machine learning, artificial intelligence, and multicloud solutions. Cisco is already putting these innovations into practice.

Internally, Cisco IT uses an AIOps platform that allows us to build persona-based visualization frameworks designed to present correlated and actionable alerts after using machine learning to reduce noise – meaning we solve issues faster.

Cisco multicloud solutions have evolved to connect your on-premises and public clouds to ensure a consistent experience across applications and simplify end-to-end application security by connecting multicloud identities, direct-to-cloud connectivity, data, and applications – while providing you observability tools that give you insights across your entire cloud infrastructure.

And with cloud application security enables DevOps and SecOps teams to work together to solve the special security challenges of cloud-native applications.

Cisco's FSO platform enables application developers and operations and security teams to enrich, extend, and create observability solutions in one open and extensible platform anchored on Metrics, Events, Logs, and Tracing (MELT) telemetry.

The future of application solutions is Cisco.

Now is the time to
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Now is the time to reimagine your applications

Companies that provide applications to deliver customer experiences see benefits such as increased customer loyalty, less investment required for marketing and promotions, and customer relationship monitoring – not to mention driving engagement with their brand.

Seventy-two percent of people say they are grateful to brands that invested in digital during the pandemic so they could access the services they rely on. And sixty-seven percent say some brands have gone above and beyond with the quality of their digital services. They value this and say it has impacted their loyalty to the company.*

Shopping on mobile apps grew ten percent year over year in 2022. Coupons and reward apps were breakout players in the U.S., U.K., Australia, and Germany so far in 2023.**

In short, customers are expecting more of their favorite brands to deliver new and innovative application experiences. They're expecting more personalized experiences, and they're expecting more loyalty rewards and more coupons. Those who deliver this will continue to thrive.

Now's the time
to get started



Now's the time to get started

So what are you waiting for?

Now's the time to reimagine your applications.

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Now's the Time to Reimagine Your Applications



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