



Taking control of digital experience in a distributed world

See, understand, and improve your digital value chain

Max Shantar, Cisco Solutions Engineer

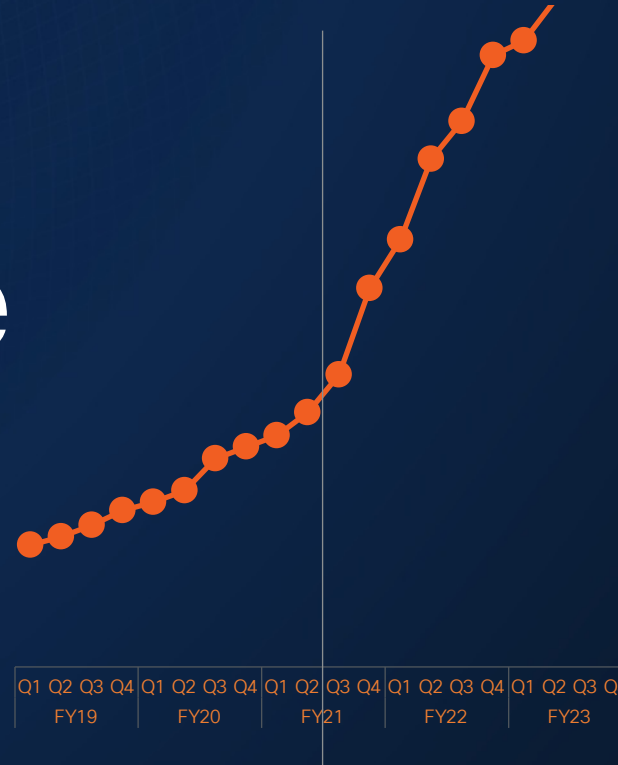
April 25 2024

Solving today's critical enterprise challenge

Acquired by Cisco in 2020

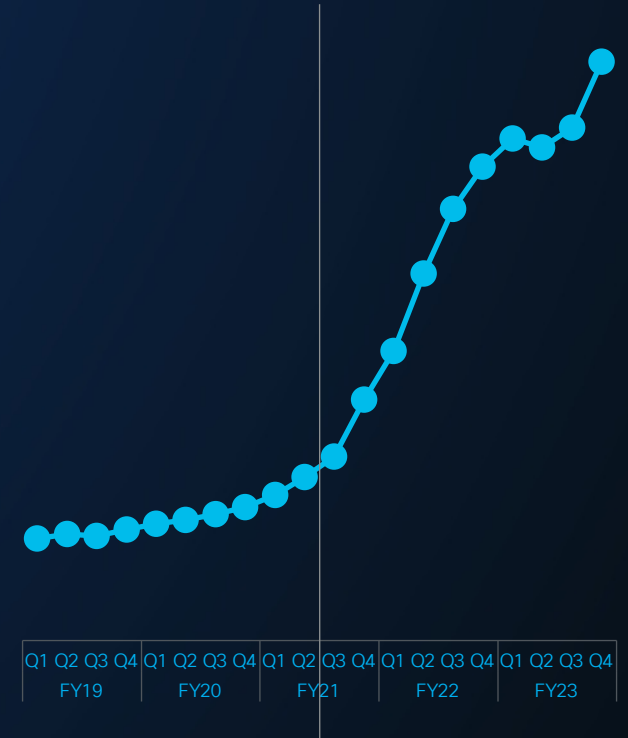
Fastest growing Cisco business in the past 5 years

Annual Recurring Revenue Growth



Acquisition date

Customer Growth



Acquisition date

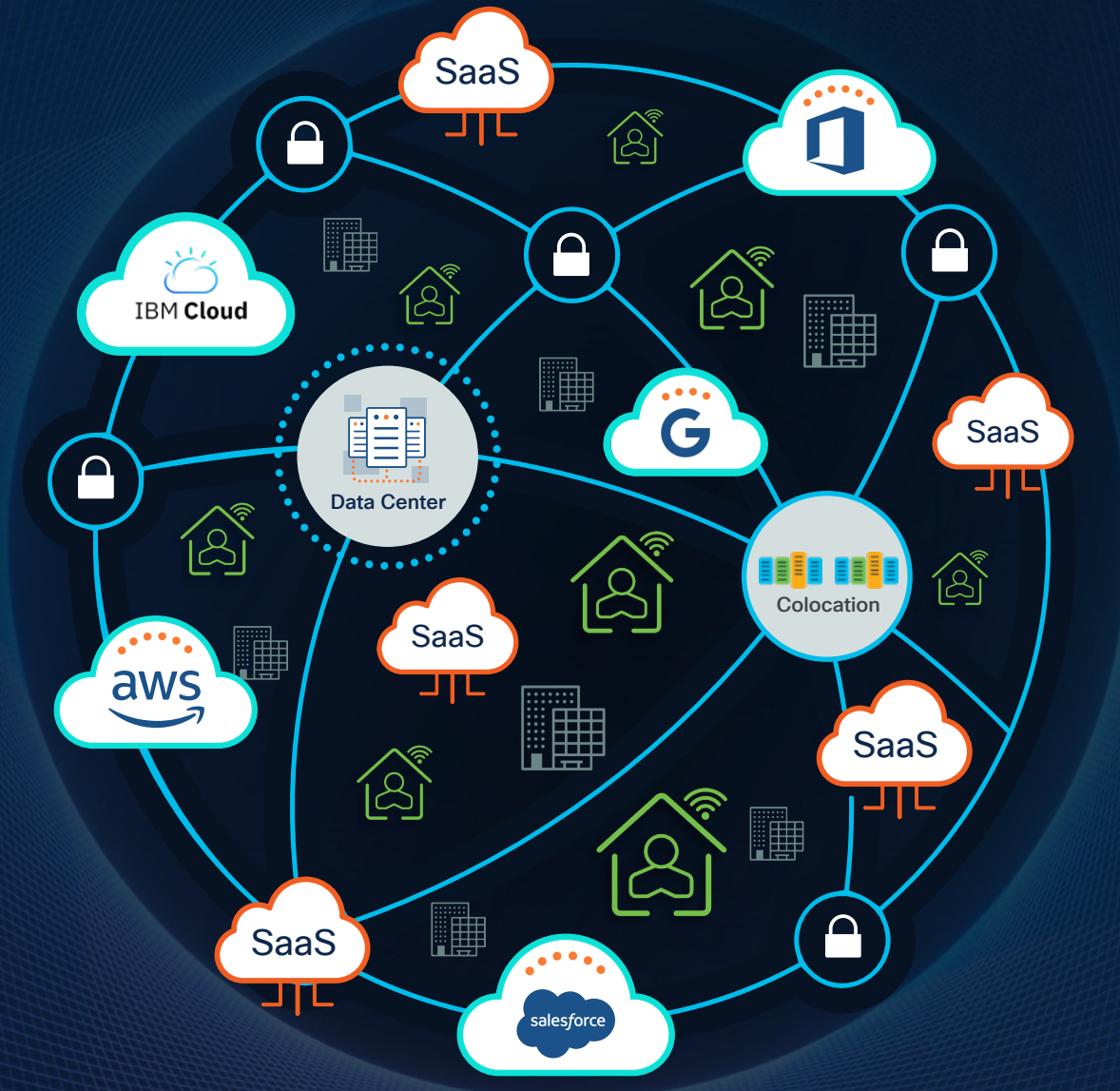
We're in a new world

Your Apps

Your People

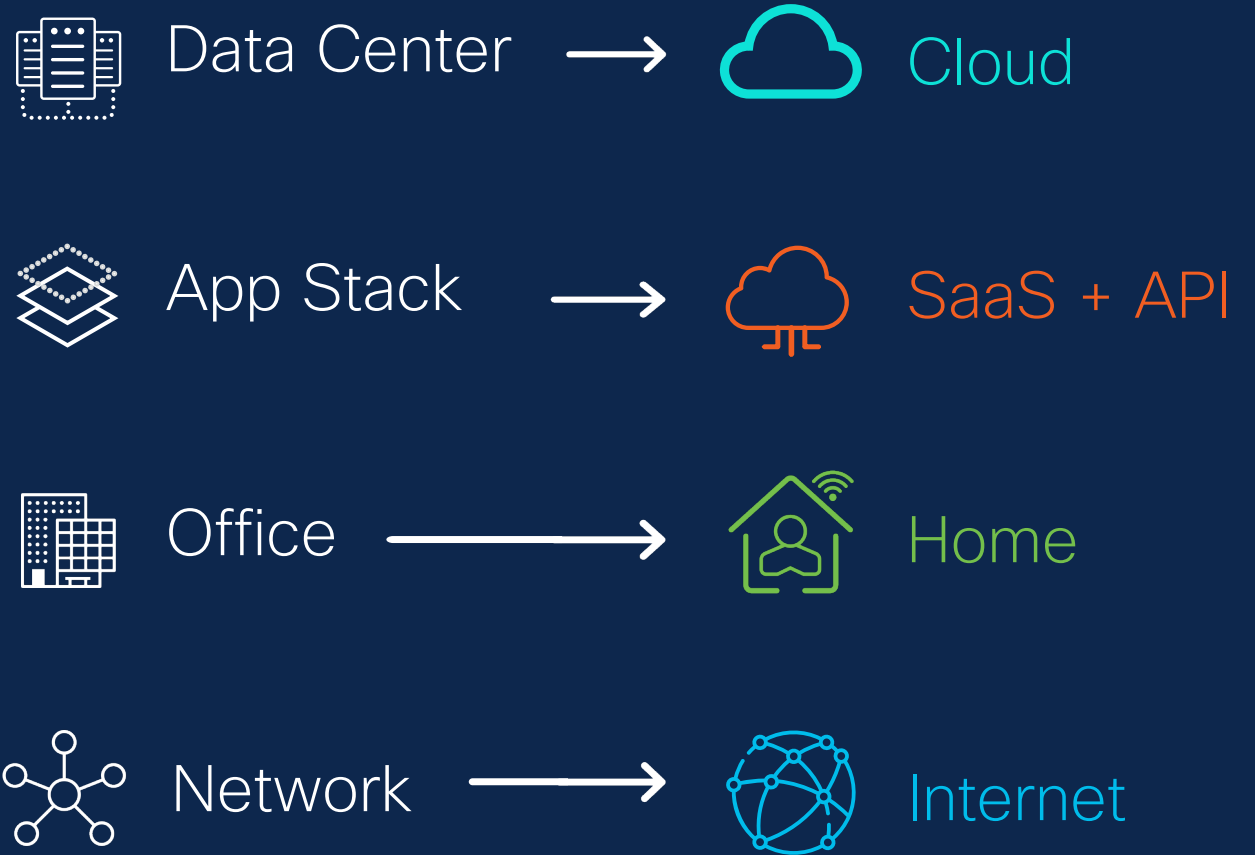
Your Infrastructure

All distributed



Visibility and control is **shrinking**

External dependencies are exponentially **growing**



Massive blind spots erode ability to manage

So many layers, domains,
and providers

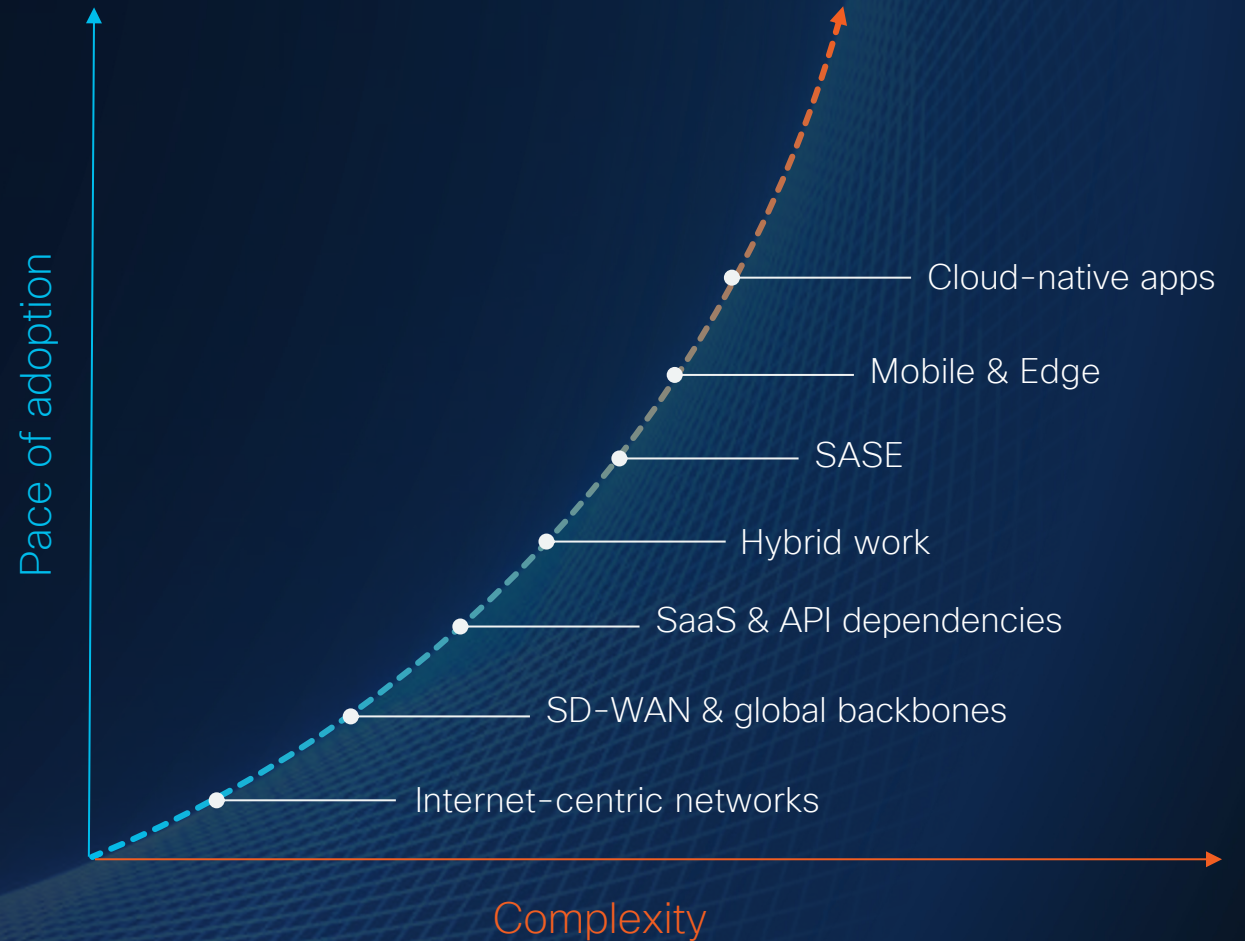
Traditional tools don't work
for what you don't own



Soaring complexity curve is widening success gap

Competitive pressures driving technology adoption

Adoption outpacing capabilities to manage new environments



The Challenge

One outage. Two outcomes.

Global content delivery network provider experienced a global outage of its DDoS mitigation service.

5-hour outage



Major national
BANK A

Lagged in awareness and struggled to identify and respond, leading to **significant business loss.**

vs.



Major national
BANK B

Has **continuous visibility** to its service, which enabled auto switchover to working routes, and **minimal customer impact.**



Negative digital experiences impact business



Your Apps

- Revenue loss
- Customer churn
- Brand damage



Your People

- Productivity loss
- Dissatisfied employees



Your Infrastructure

- Business continuity risks
- Compliance violations

Negative digital experiences impact business

Your Apps

\$700B

business loss

Businesses losing \$700 billion a year to IT downtime¹

70%

of outages

Third-party operators (including cloud, hosting, colocation, telecommunication providers, etc.) account for 70% of all publicly reported outages²

Your People

1.6 hrs.

avg. downtime per week

59% of Fortune 500 companies experience a minimum of 1.6 hours of downtime per week³

Your Infrastructure

1 hr. = \$400K+

downtime to \$1Mil-5Mil+

The average cost of an unplanned application outage was estimated at over \$400,000 per hour. Critical application failures exact a far steeper toll, from \$500,000 to \$1 million per hour⁴

¹ Uptime Institute: 2022 Outage Analysis

² IHS: The Cost of Server, Application, and Network Downtime

³ Dun & Bradstreet: Assessing the Financial Cost of Downtime

⁴ IBM Global Services; IDC: DevOps and the Cost of Downtime



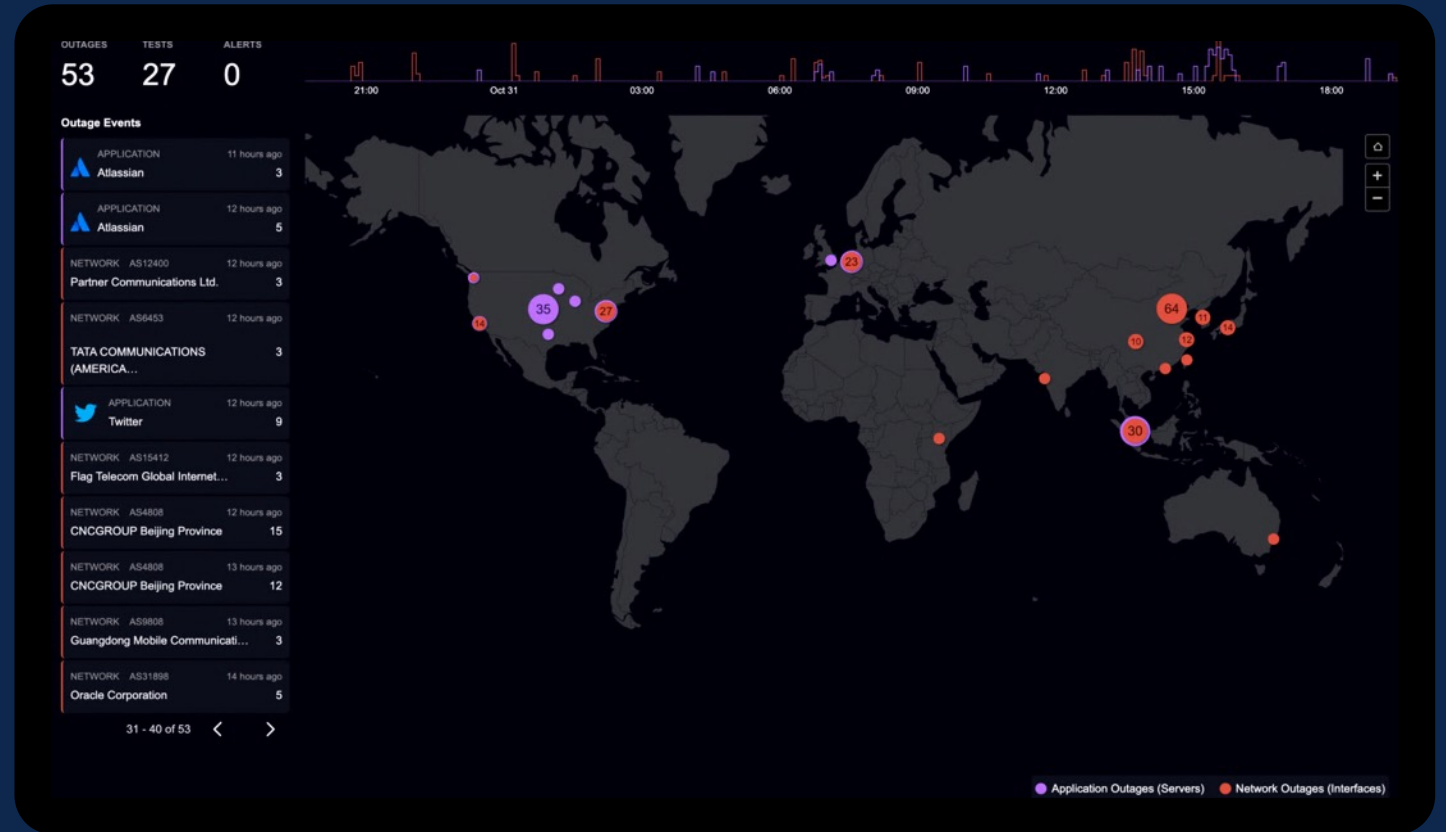
Assure digital experiences over any network



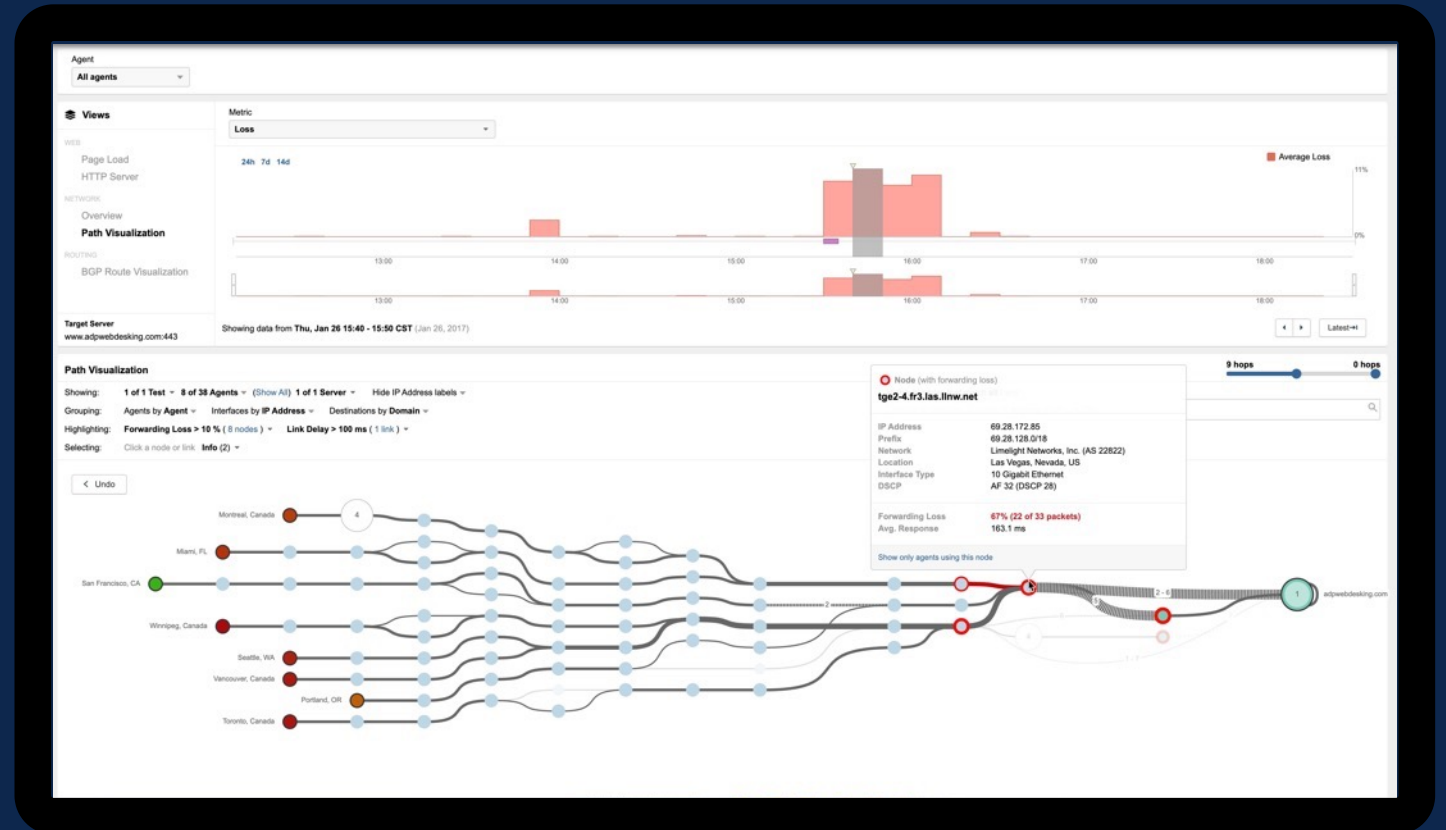
ThousandEyes 
part of Cisco



Collectively powered Internet weather map

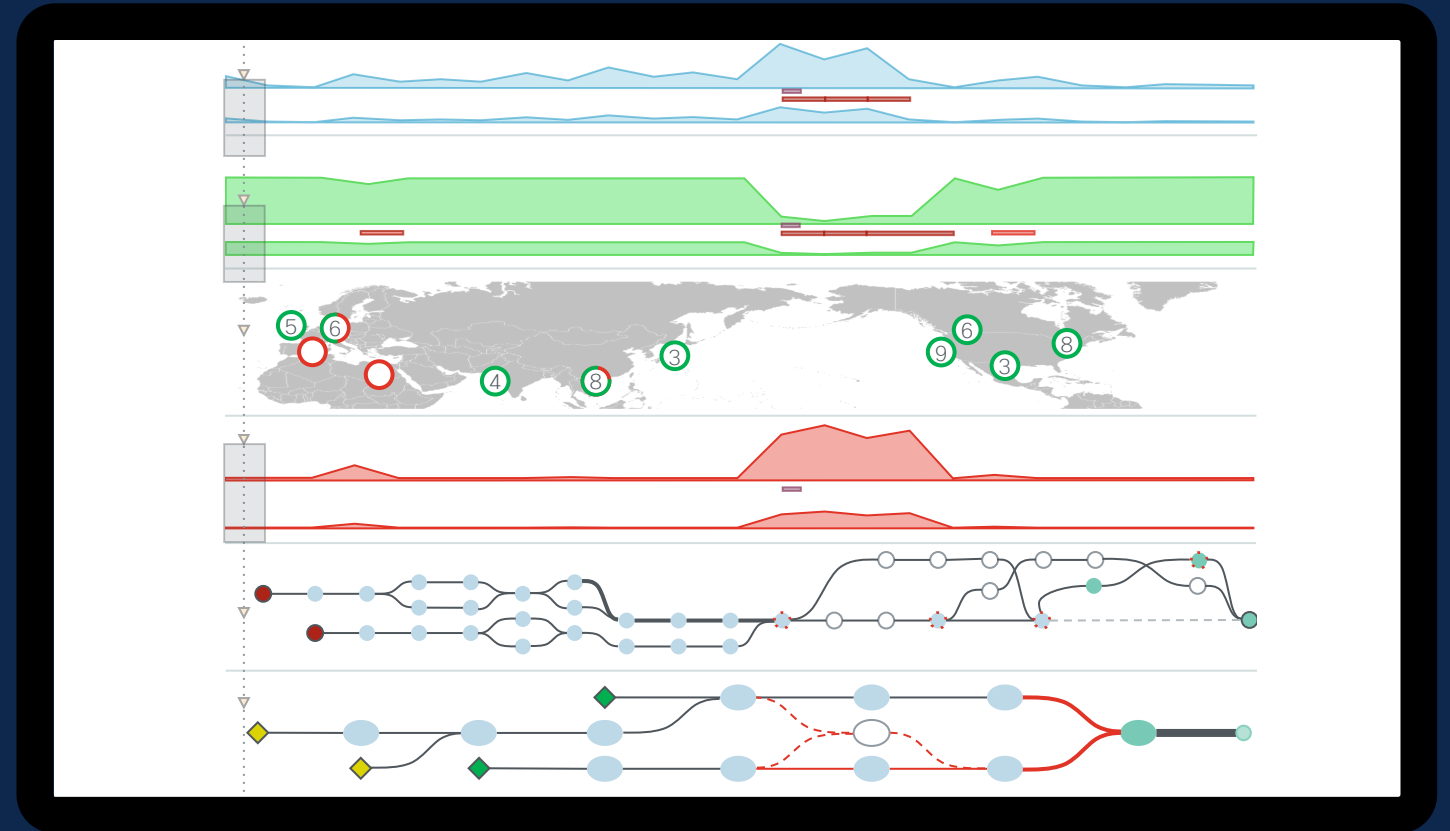


Visualize services end-to-end across every domain

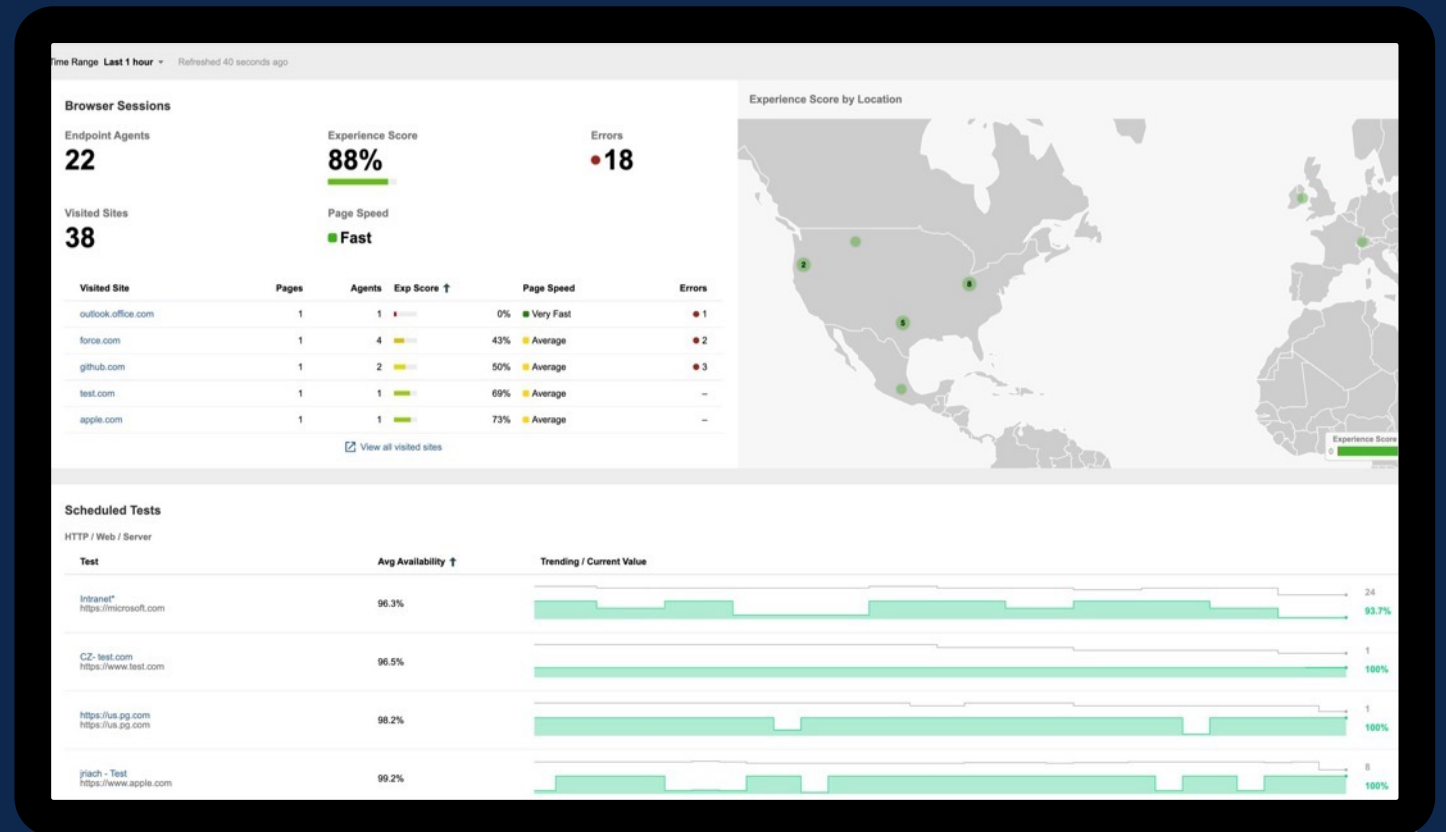


Correlate performance across every layer

Time Correlated



Understand global workforce experience



Pinpoint issues from user to application



ThousandEyes Network Assurance

Assure end-to-end digital experience over any network



Home



Branch/Campus



Internet



Cloud/App



End-to-end
visibility



Proactive
intelligence



Automated
workflows



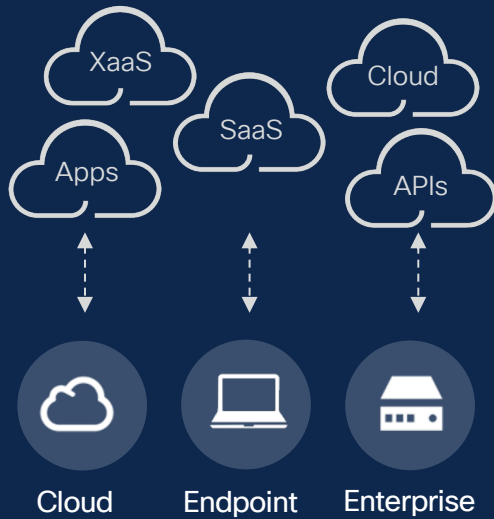
ThousandEyes Platform

VISIBILITY

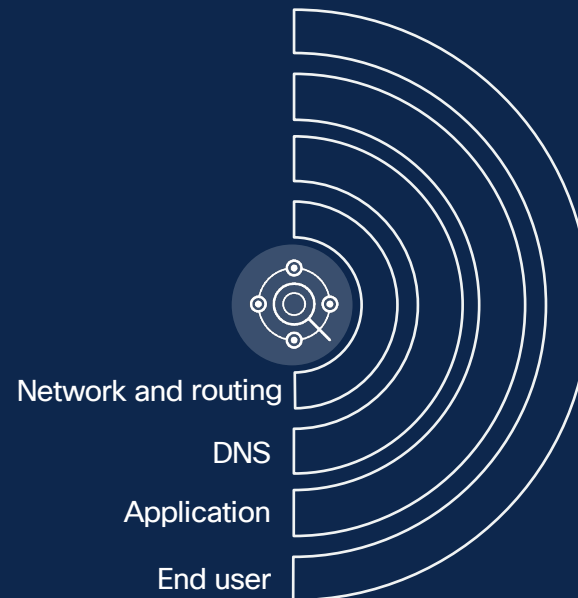
INTELLIGENCE

WORKFLOWS

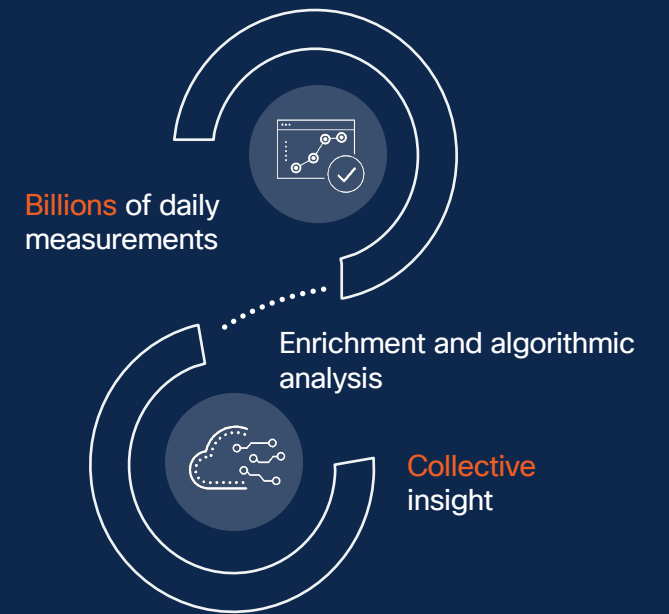
1000s of Global Vantage Points



Unique X-layer Telemetry



Global Collective Insight

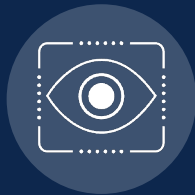


ThousandEyes Platform

VISIBILITY

INTELLIGENCE

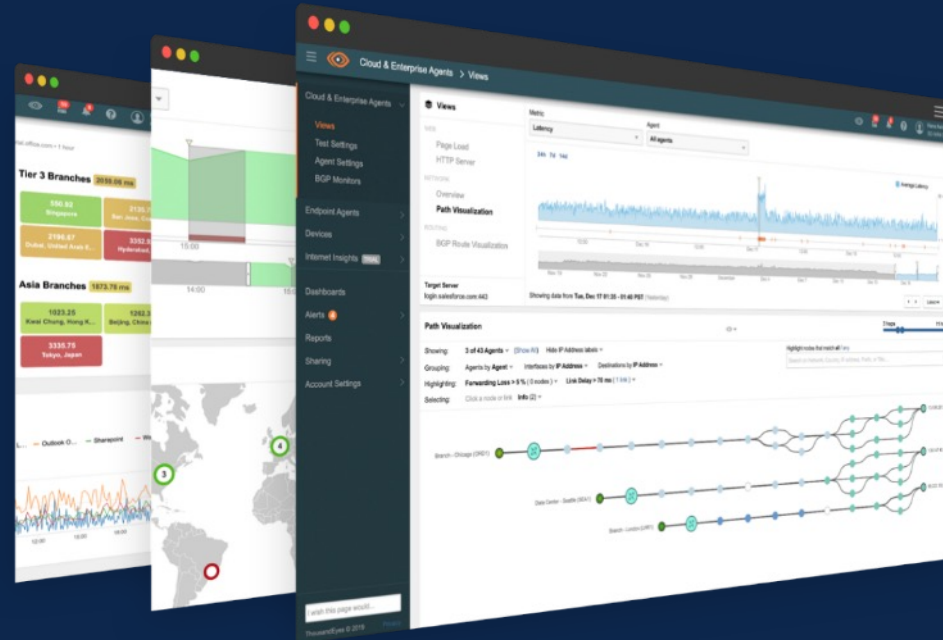
WORKFLOWS



Surface fault domain, root cause, and attribution to responsible party



See digital experience in context with deep correlations across layers



Gain global insight into Internet and SaaS app outages



Drill down to quality of experience of individual users and groups in your workforce

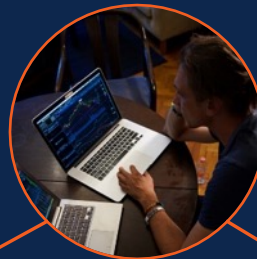


ThousandEyes Platform

VISIBILITY

INTELLIGENCE

WORKFLOWS



- REST API
- Native integrations
- Custom webhooks
- Cloud templates
- Infra as Code tools
- Sharelinks for easy sharing across teams



SREs & App Owners
Troubleshoot and optimize App, APIs, and delivery services

NetOps (Service delivery)
Tune BGP and peering and monitor for anomalies, hijacks, and sub-optimal routing



Customer Support
Build trust with timely, data-driven communication

IT Helpdesk
Rapidly prioritize, resolve, and direct issues to the right team to ensure workforce productivity



Enterprise WAN Ops
Proactively manage and improve SD-WAN and cloud connectivity to assure app performance for users across sites


External Teams
Receive detailed, actionable information to quickly resolve issues



Empowering **every** digital experience

Customer

Your Apps



Deliver stellar digital experiences to users

Workforce

Your People



Keep workers connected and enjoying seamless app performance

Enterprise

Your Infrastructure



Optimize and sustain the flow of your digital supply chain

ThousandEyes 
part of Cisco



Seamless With Cisco

Full Stack Observability (FSO)

ThousandEyes insights integrated into AppDynamics Dash Studio

Hybrid Work

ThousandEyes Webex Vantage Points
Automatic monitoring for Webex sessions
ThousandEyes insights in Webex Control Hub

Secure Access Service Edge (SASE)

ThousandEyes embedded in Cisco SD-WAN platforms + Catalyst 9000, Nexus 9000
Simple, scalable agent admin through device management platforms



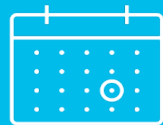
The Total Economic Impact™ of ThousandEyes for **Enterprise Networks**



274%

ROI

by year three



<6

Month

payback period



60%

Faster MTTI

resulting in **improved revenue assurance** by year three

“Prior to ThousandEyes, I was always in the courtroom defending my team and my network. With ThousandEyes, it's like I hired a defense lawyer that does the work for me. ‘Your Honor, it's not the network! Here's Exhibit A: It's the server.’”

“ThousandEyes is worth the investment. There's a lot of complexity in what we do that allows us to step in front of outages before they get worse.”

This document is an abridged version of a study commissioned by Cisco ThousandEyes: The Total Economic Impact™ of Cisco ThousandEyes for Enterprise Networks, September 2023.



The Total Economic Impact™ of ThousandEyes End User Monitoring



50-80%

Reduction

of MTTI for incidents
impacting remote workers



>50%

Productivity

boost for ITOps
and NetOps teams



6.9%

Boost

in hourly productivity for
remote employees



Talking to non-technical people and trying to understand their problem can sometimes have our IT team running in circles, especially in a work-from-home setting... ThousandEyes allows our I&O professionals to visualize the users' experience. What would take two to three weeks to resolve now takes a day or two.



ThousandEyes has helped us rapidly resolve 80% of our internally generated IT tickets.



This document is an abridged version of a study commissioned by Cisco ThousandEyes: The Total Economic Impact™ of Cisco ThousandEyes End User Monitoring, August 2022.



Chosen by the world's most successful brands

10/10

Top Ten
US
Banks¹

9/10

Top Ten
Global
software
companies²

7/10

Top Ten
Cloud
Companies³

190+

Fortune
500
Companies

¹Federal Financial Institutions
Examination Council

²Companiesmarketcap.com

³Synergy Research

“What used to take us **weeks** has been reduced to **minutes**. ThousandEyes has allowed us to quickly **isolate issues**, escalate to the appropriate internal teams and **focus on business** impacting initiatives.”

Large provider of integrated
acute care medicine

– Network and Security Lead

Room&Board



InsightGlobal



usbancorp

easyJet





servicenow

Uses ThousandEyes to deliver better enterprise customer experience

Challenge

ServiceNow needed deeper insight into ISP performance, Internet routing, and user experience of its applications.

Result

“ThousandEyes’ ability to debug problems across enterprise networks and the Internet has helped us improve performance and keep our enterprise customers happy.”

Chief Technology Officer
ServiceNow

“It’s so important to us that we have a dedicated screen in our NOC just for ThousandEyes.”



ThousandEyes in action



[Websites: ADP's SaaS application impacted due to detected outage at Limelight networks](#)

[DNS: UltraDNS Outage](#)

[App Synthetics: Microsoft Teams Chat Outage \(Transaction test\)](#)

Dashboards

[Sample Boutique Application Performance](#)

[Executive Dashboard](#)



[End User: Conference Internet Provider outage causing website/app issues](#)

[Collaboration ISP Packet Loss AST](#)

[ISP High Latency AST](#)

[VPN/SASE Visibility](#)

Dashboards

[Home Worker Dashboard](#)

[Webex Status/Collaboration Overview](#)



[SD-WAN Underlay view](#)

[Overlay view](#)

[IaaS/Cloud: Application hosted on AWS showing packet loss](#)

Dashboards

[SD-WAN Dashboard](#)

[Office 365 Performance](#)



The authority on internet health

- ✓ Network World reports on outage trends and events weekly based exclusively on ThousandEyes data
- ✓ ThousandEyes.com/outages is an always-on free resource for apps and networks experiencing outages at any given time
- ✓ ThousandEyes commentary or data proving an outage accounts for 400-800 unique articles/year



The Guardian

FORTUNE

yahoo!

CNN

2Bn+

Measurements/Day

100s

Outages Detected Daily

Global

Vantage Points

Collective Intel.

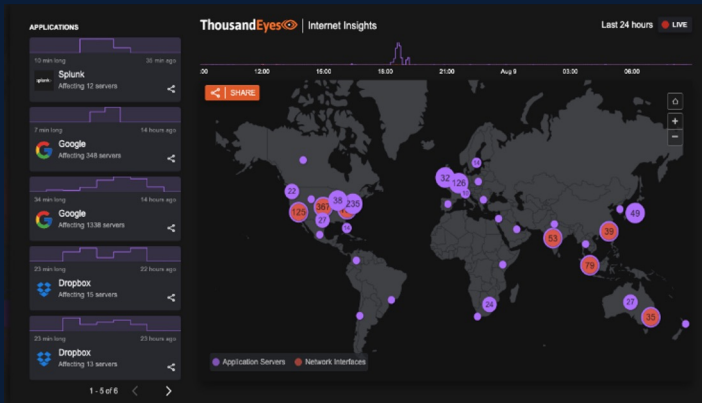
Gets smarter over time



Next Steps

Internet outages and research. Available 24x7.

ThousandEyes Internet Intelligence



Outage map: www.thousandeyes.com/outages

Outage analysis: www.thousandeyes.com/blog

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Explore how ThousandEyes can transform your digital experiences

Collectively powered visibility

Actionable visibility into digital experiences based on billions of daily measurements

Seamless insights for all environments

Comprehensive vantage points within public, private, Internet, and endpoint environments

Built for collaboration

Common operating language between providers and third parties

Easy setup and rapid ROI



Set up tests to see your applications and networks from the perspective of your users

15-day free trial www.thousandeyes.com/trial



Get a POC assessment

Schedule a workshop on your use cases



