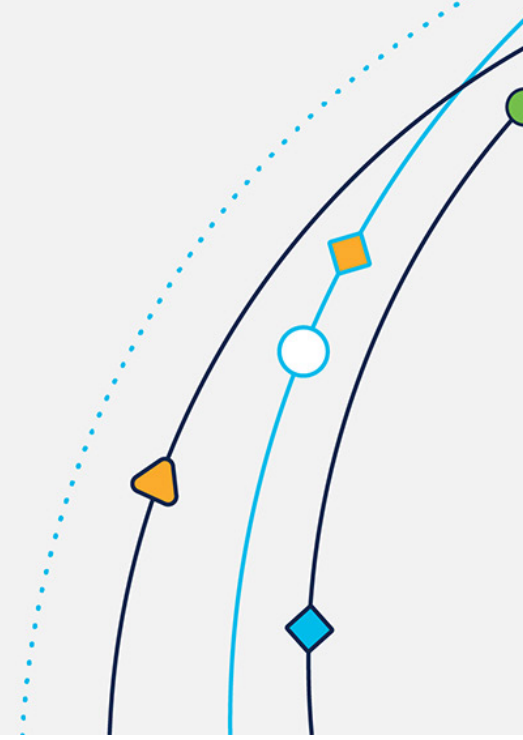**CISCO**
AppDynamics

Cisco Provides Full-Stack Observability

Dynatrace doesn't

Let's set the record straight. Your applications are the heart of your digital business, so choosing the right observability platform is not just a technical decision. It's a strategic one. Every interaction between your customers and your applications puts your brand reputation and business success on the line, so there's no room for blind spots.

No other single vendor can match the depth and breadth of our Observability and Security portfolio that combines industry leading application, infrastructure, network, end user, business and security monitoring, and optimization. It seems that some of our competitors invest in misleading marketing instead of product innovation. So let's clarify.

We drive the future of observability so you can drive resiliency

United as part of Cisco, Splunk and AppDynamics are driving the future of Observability.

We're driving tool consolidation for our customers, for example we have built deep integrations between AppDynamics, Splunk, ThousandEyes, Accedian, as well as Cisco Security products (like Cisco Vulnerability Management, Panoptica, and Talos), and more.

CISCO

We're investing in cutting-edge solutions in the observability space for both cloud-native and n-tier applications. And we're growing organically, accelerating our release cadence over 2x, with 260% increase in new features and integrations over the past year. Recent innovations available now include Log Observer Connect for AppDynamics (provides deep integration with Splunk), Smart Agent (dramatically simplifies application instrumentation through intelligent agent automation and lifecycle management), Cisco AI Assistant, and a virtual appliance form factor.

260%
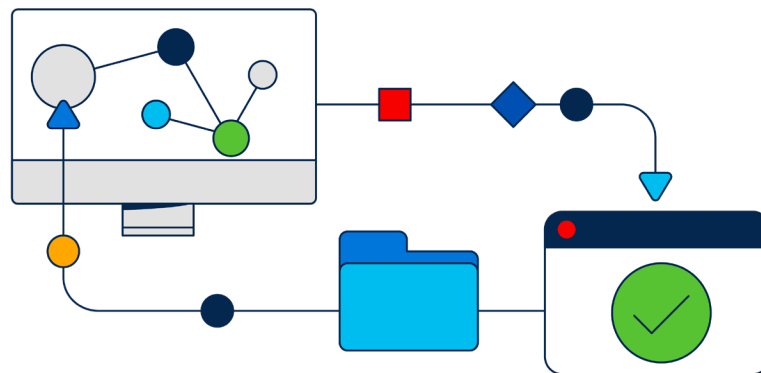increase in new features and integrations over the past year

We focus on your goals for digital resiliency

We pioneered Full-Stack Observability so you can:

- Empower your IT teams to find and fix issues fast — wherever they occur in your technology stack — before they impact your bottom line.
- Deliver AI-powered insights that slash mean time to resolution (MTTR).
- Optimize application performance and experiences with business context.
- Minimize business risk.

Cisco Full-Stack Observability combines the power of AppDynamics APM and Splunk log observability to collect and correlate data from most any environment and stack. AI/ML-driven analytics deliver contextualized and predictive insights so you can cut through the noise and focus on the issues that impact users, revenue, business risk, and costs.

Unified observability is only valuable if it gives you visibility and useful insights from data across your entire technology stack. So, let's cut through the hype and examine the must-haves for full-stack observability that enables you to monitor and secure your applications and data with precision, harness actionable insights, optimize operations, and innovate with confidence.

Cisco provides the must-haves for Full-Stack Observability

Here are the top reasons that customers choose Cisco Full-Stack Observability:

01 ## Full-stack telemetry with cross-domain correlation

Cisco Full-Stack Observability is engineered for comprehensive cross-domain correlation. You can immediately see if slow database response is due to the database itself, the network, or a security breach. Dependency mapping shows you how application performance and user experience impact business outcomes. Business transaction monitoring tracks critical application flow end-to-end, so you can spot the issues that matter most and resolve them fast. You can even click down to the line of code causing an issue.

Does your current observability solution rely on third-party domain monitoring and loosely linked add-ons with proprietary data streams that are difficult to correlate? Do you find yourself lost navigating a sea of open windows within the tool and without enough insight into root cause? If you need quick MTTR, contact Cisco to [get a demo](#).

02 ## Business and user-experience insights mapped in real time

With industry-leading business performance monitoring, Cisco Full-Stack Observability reveals business context and dependencies so your teams can prioritize and resolve business-critical issues quickly. Use Business Journey maps to see how issues impact your business metrics and to understand conversion and customer interactions. Your site Reliability Engineers (SREs) have the information they need to directly map to their organizations' Service Level Objectives (SLOs).

If your current observability tools aren't correlating IT system performance with business impact, let us show you [a demo](#).

03 ## Application and data security with business risk context

Cisco Full-Stack Observability harnesses Cisco's deep domain expertise in security to deliver Business Risk Observability. AppDynamics calculates runtime application security scoring enriched with business context. You can significantly reduce risk associated with code vulnerabilities by identifying and blocking malicious actors in real time, rather than relying on static scans during releases.

When it comes to security, make sure your observability solution has the context to effectively assess the business impact of vulnerabilities and exploits — including the power to block them. [Contact us to show you how](#).

04 Open standards so you can adapt to your unique digital business needs – now and forever

Cisco and Splunk have embraced an open future: We are the top contributor to OpenTelemetry (OTel). Further, our pace of innovation in OTel is staggering, both through rapid integrations of acquisitions and internally developed offerings. With the addition of Splunk, Cisco has delivered nearly 500% more contributions to OTel than Dynatrace. This ensures that our customers benefit from an open, flexible, and innovative observability solution that meets their business needs now and in the future.

Vendors that require you to use their proprietary systems, or that haven't embraced OTel, may require that you perform additional configuration to enable OTel support. Proprietary approaches limit your flexibility and slow innovation, making it difficult for you to keep up with rapid innovations in the observability space. If open standards are strategic to you, call Cisco.

05 AI that goes deep and delivers huge productivity gains

AppDynamics has been integrating AI and ML into our solutions for over a decade. We utilize predictive AI to generate dynamic baselines and employ causal AI to identify anomalies. Moreover, AppDynamics can monitor your generative AI applications, such as ChatGPT from OpenAI. Our application of AI and ML technologies has enabled customers to achieve a 65% improvement in Mean Time to Repair (MTTR) and a 30% reduction in incident volume.

If you're looking for a vendor that leads with technology and plays fair, call Cisco.

06 Continuous innovations for all deployment options: On-premises, hybrid, multi-cloud

Cisco meets your deployment requirements in the cloud, on-premises, or hybrid. We're committed to on-premises and hybrid observability solutions for our customers who require them, for example to meet government regulations for data residency and industry requirements for data protection. Cisco continues to support your on-premises requirements with our recently released self-managed virtual appliance. Coupled with Cisco AppDynamics Flex Licensing, you can remain on-premises or migrate to SaaS on your timeline while still taking advantage of new features like anomaly detection, application security, advanced SAP monitoring, and more. Furthermore, AppDynamics aids cloud migration by giving you the visibility you need as you migrate applications.

If you require an on-premises observability solution and your current vendor is no longer investing in your needs or is asking you to migrate to SaaS, Cisco can help.

CISCO
AppDynamics

07 SAP landscape monitoring and resiliency

With AppDynamics Performance Monitoring for SAP® Solutions, you can easily monitor and maintain peak performance across SAP and non-SAP systems, from end-user experience to back-end performance, even down to the ABAP®-code level — all tied to business outcomes. Our sophisticated SAP monitoring gives you dynamic baselining, code-level visibility, linkage to business transactions, key configuration change monitoring, and analytics integration with Business iQ, including pre-built dashboards for monitoring processes like Order-to-Cash (O2C) and Procure-to-Pay (P2P).

With Cisco, you get the insights and details you need to speed and streamline on-premises and hybrid SAP landscape maintenance. If SAP observability and resiliency is important to you, get a demo with us.

08 Superior return on investment (ROI)

Cisco Full-Stack Observability delivers almost 1.5 times higher ROI compared to Dynatrace based on the same Forrester Total Economic Impact methodology. This superior ROI is supported by key benefits:

- A 50% reduction in the likelihood of revenue-impact outages and a 60% reduction in the average length of a major outage by the end of year three, valued at $22.5 million.
- Retirement of 65% of legacy tools by the end of year three.
- A 50% improvement in incident prevention and a 90% decrease in MTTR (Mean Time to Remediation), leading to labor savings of $13.9 million.

Choose the leading, trusted vendor: Cisco

Stopping vendor sprawl stops tool sprawl

See how Cisco Full-Stack Observability — with AppDynamics, Splunk, and more — gives you the observability, insights, and actions you need to achieve digital resiliency.

And learn how you can benefit from a Cisco Enterprise Agreement. Chances are your company is already a Cisco customer, so you can skip the new-vendor-procurement headaches.

Request a demo