

Turn performance into profit with the AppDynamics Business Observability Platform

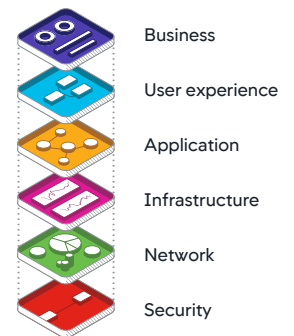
Almost all customer interactions today are digital, making it more critical than ever for businesses to deliver the world-class experiences their customers expect. Unfortunately, application delivery chains have grown exponentially in complexity and density as technology evolves, and 85% of technologists¹ find cutting through all the noise poses a significant challenge.

Many IT teams are still broken into operational silos, despite the advancements in application and cloud modernization in the past few years. 95% of technologists¹ want broader visibility across their entire stack that will allow them to identify and prioritize issues directly affecting revenue streams from amongst hundreds of alerts. Enter the Cisco AppDynamics Business Observability Platform.

Our full-stack, business observability solution provides metric correlation and real-time system performance insights from across the business. When users experience failed transactions, dropped calls, or page errors, it provides in-depth technical insights that help IT teams rapidly pinpoint which issues are the most critical, identify their root causes, and resolve them.

What is business observability?

With full-stack observability, we can correlate enterprise-wide data and metrics to provide deeper insights for cross-domain remediation across application, user, and business channels. Our goal is to provide business context around every metric, KPI, and alert so that your IT teams can identify and tackle mission-critical issues first. We've built a solution that helps you see, understand, and optimize what happens across your entire application delivery chain—all through the lens of business impact.



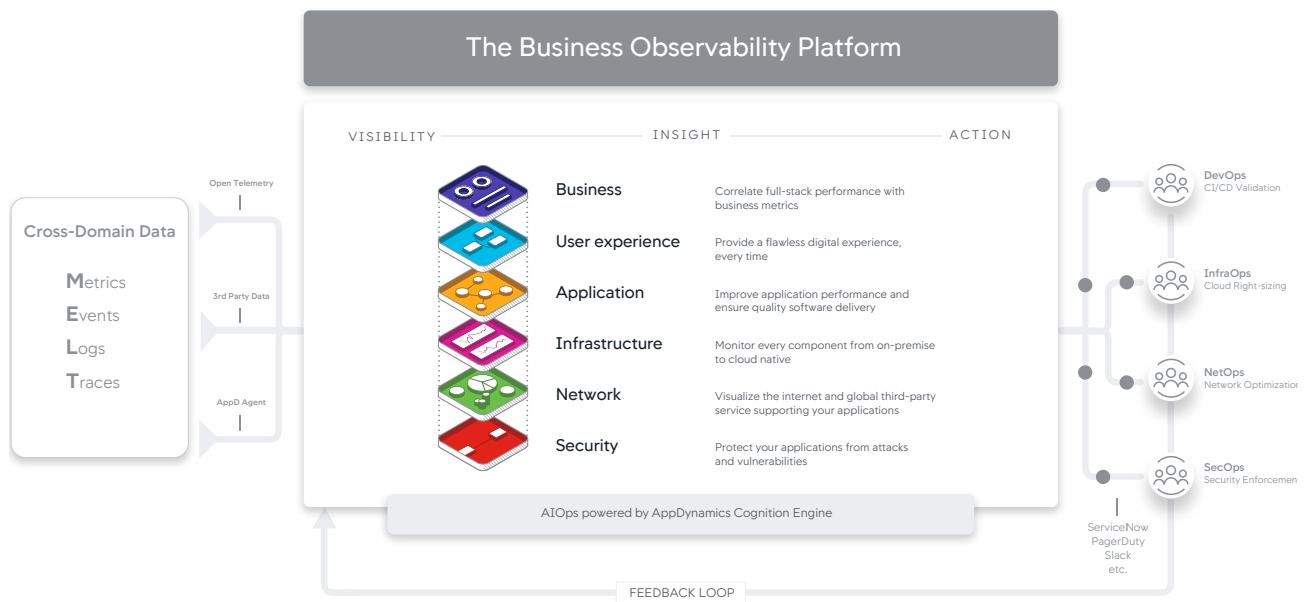
The principles of the AppDynamics Business Observability Platform

- 1. Provide business context deep into the application environment.**
Empower your teams to make decisions based on business impact with complete visibility across infrastructure, network, and security operations and the technology you don't directly control, such as the cloud and the internet.
- 2. Align teams across the organization to focus on shared priorities.**
Allow your teams to speak a common language, connect outcomes to KPIs, and collaborate effectively to reduce Mean Time to Resolution (MTTR) and application downtime.
- 3. Act with confidence on what matters most to the business.**
Maximize your teams' limited time and resources and prioritize issues, improvements, and innovation based on what's critical to the business and the user experience. Who is it for?

Visibility in each layer of the stack

In the past, the siloed, disparate tools used by development, infrastructure, network, and security operations hampered productivity and often hurt the enterprise by limiting communication and collaboration between teams and the business side of the house. That's why we've aimed to provide business context within each layer of stack.

Our solution enables you to automate incident management, gain real-time performance metrics, and optimize applications to meet business needs moment to moment. No other solution offers application modernization, cloud and hybrid monitoring, and application security with business context. Through industry-leading full-stack observability we enable businesses to optimize performance and costs and exceed customer expectations at every level.



It's time to turn performance into profit

Environments have evolved, and 76% of technologists¹ say they struggle to manage their complex, monolithic application delivery chains. When hundreds of issues occur every second, maintaining a flawless digital experience without direction is impossible. Suppose an application fails or a small error prevents a payment from processing. In that case, users will remember that negative experience and, in turn, have negative feelings about your business and your brand.

While the monitoring solutions of the past focused on reactive problem-solving, modern complexity demands a proactive approach centered around the virtual, modular, microservices-based systems of today. We want to ensure that your applications run seamlessly, so we give you the insights your IT teams need to pinpoint and efficiently address the most critical issues rapidly.

For us, going deeper with full-stack observability isn't just about solving problems; it's about fostering cross-team collaboration and creating solutions that meet the ever-increasing needs of your IT and business teams.

Is your digital business healthy? Our vision is to help you thrive by turning performance into profit.

Learn more at: AppDynamics.com/FSO

¹Agents of Transformation 2021: The rise of full stack observability