The bridge to possible

Customer Digital Experience Monitoring

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CISCO
The bridge to possible

Delivered by Cisco Lifecycle Services

The importance of delivering exceptional digital user experiences can't be overstated. In the always-on, application-driven world of today's user journeys, there is simply zero tolerance for a less than optimal encounter. **After all, your competitors are only a click away.**

To meet or exceed the expectations of all your customers, you need full visibility of your infrastructure. Intelligent insights will allow you to mitigate business service risks and quickly isolate and resolve issues in minutes.

By improving digital experiences at every endpoint, you can increase revenue and decrease operational costs while reducing customer attrition and enhancing your brand. You'll also enjoy increased efficiencies by promoting collaboration and a shared view between your AppOps and NetOps teams.

But only if you have the IT resources and expertise to proactively monitor and resolve the issues.
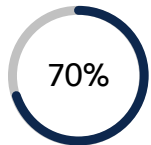
70% of large enterprise1s are likely to face accelerating retirement rates within the IT space by 2025.[1]

Cisco® can help.

Benefits

- **Accelerate adoption** of digital experience monitoring technology

- **Empower operations teams** with hop-by-hop performance visibility and service dependencies

- **Maximize your investment** in AppDynamics® and ThousandEyes® by tailoring to your business needs and strategy

- **Mitigate business risks** through Cisco best-practice design and deployment

- **Enhance collaboration** between AppOps and NetOps to improve user journey effectiveness and efficiency

- **Improve end-user experience** risk identification and mitigation while reducing time to resolve issues

Optimize. Innovate. Stay agile.

Research shows that providing a consistently high-quality customer experience is key to your success. We're ready to help you do just that.

80% of consumers say speed, convenience, ease-of-use, and knowledgeable, friendly service are the most important elements of a positive customer experience.[2] Optimize that experience by unleashing the power of full-stack observability.

84% of companies that work to improve customer experience report an increase in revenue.[3] Grab this opportunity by innovating faster with Cisco certified application experts.

73% of consumers say a good experience is key in influencing their brand loyalties. Proactively prevent and address application experience issues with predictable analytics that boost availability and performance.

Reduce MTTI/MTTR. Faster.

At Cisco, we understand the challenges you face in delivering superior digital experiences to your customers. That's why we have developed a service uniquely designed for you.

By leveraging **Cisco's Customer Digital Experience Monitoring**, we can help you access best-practice design and deployment of ThousandEyes and AppDynamics solutions. This will allow you to:

· Gain visibility all the way to application user platforms

· Correlate digital experience to business results with technology roadmap alignment insights

· De-risk rollouts through periodic assessment of insights to optimize the platform and user experience

· Reduce time to identify and resolve business service performance and end-user experience issues

Customer Digital Experience Monitoring help you **maximize operational efficiency and enhance your brand** by providing **expert guidance** coupled with **powerful full-stack observability tools**. You can trust Cisco to act as an extension of your team to provide the precise customer experience and application performance skillsets you require. We also provide knowledge transfer to help upskill your teams to maximize customer experience with hands-on training for business and technical use cases.

Offered as 12-month or multi-year subscriptions covering the full IT lifecycle, these services are available to help you achieve new and better business outcomes – plus Specialized Expertise including Expert-as-a-Service – to empower your IT teams and meet your unique business needs. We can help you get the most from your investments while delivering the superior digital experiences that your customers demand.

Let's take a new path forward, together, with Cisco Lifecycle Services.

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Drive targeted outcomes

Our unique outcomes-driven service is designed to solve specific challenges experienced by your IT and application teams.

With Cisco Lifecycle Services by your side, your teams gain access to the expertise, analytics, automation, best practices, and full-stack observability solution you need to deliver solid results.

We can help you realize outcomes like those seen by our customers, such as:

- Reduced customer attrition through **74% less downtime**[3]

- More high-quality user experiences with **28% improved application performance**[3]

Sources: 1. IDC, 2022; 2. PWC, 2022.

3. Cisco study, 2021

Why Cisco?

You don't need to do it alone. The value of Cisco Lifecycle Services lies in the unrivaled, analytics-driven expertise and visibility you'll gain throughout the lifecycle to power a superior customer experience.

Unparalleled expertise: 1.7M* specialists, 10,000+ certified experts, 700 engineering patents, and application experience from the developers of ThousandEyes, AppDynamics, and Intersight® Workload Optimizer.

Proprietary IP: Intelligent insights amassed from 3M+ devices in production and Cisco AI/ML.

Best practices: Deep customer experience insights and expert recommendations to solve issues based on delivering >35 years in technology innovations.

Proven track record: Installed 50M+ network devices and resolve 2.2M+ customer issues annually to ensure the best customer experience possible.

Get the exact talent you need: Trust Cisco to act as an extension of your team to provide the precise customer experience and application performance skillsets you require.

Knowledge transfer to meet and close gaps: Upskill your organization to maximize customer experience with hands-on training for business and technical use cases.

* 1.7M refers to the number of Cisco specialists, including our partner ecosystem.

Learn more

Explore Cisco's solutions for achieving clear, measurable, and meaningful results for your IT.

To get started, visit **cisco.com/go/fsoservices** or contact your local Cisco representative or Cisco partner today.