Insight

CISCO

ThousandEyes

# Eyes on the prize.

Eliminate the blind spots in your digital supply chain with Cisco ThousandEyes

# Something's broken.
# And it's not your IT team's inbox, judging by the flood of complaints.

**One of your critical applications is down. All you know right now is there's a faulty link somewhere. And by somewhere, that could mean anywhere. Because, like pretty much every organization these days, your applications depend on something called the Internet.**

It's a wonderful place full of possibilities. And sometimes, it seems, almost as many ways to go wrong... Not like the traditional corporate network with its comforting perimeter. Sure, competitors would have eaten your lunch if you hadn't embraced a cloud-driven, hybrid model with the latest SaaS and modern applications. But at least you never had to look far to locate a glitch.

Now, with digital dependencies encompassing multiple third-party vendors, remote users, and globe-spanning networks, it's no wonder that resolving faults takes forever. First, you actually have to find them. Meanwhile, every minute of downtime burns through productivity, money, and goodwill. Maybe you should count yourself lucky. This time, your employees were the first to grumble; next time, it could be your customers.

Anyway, good luck!

Just kidding. While the above scenario is all too real, we can help. In fact, with Cisco ThousandEyes, you can find any broken link anywhere in minutes while uncovering endless ways to enhance the user experience.

Here's how.
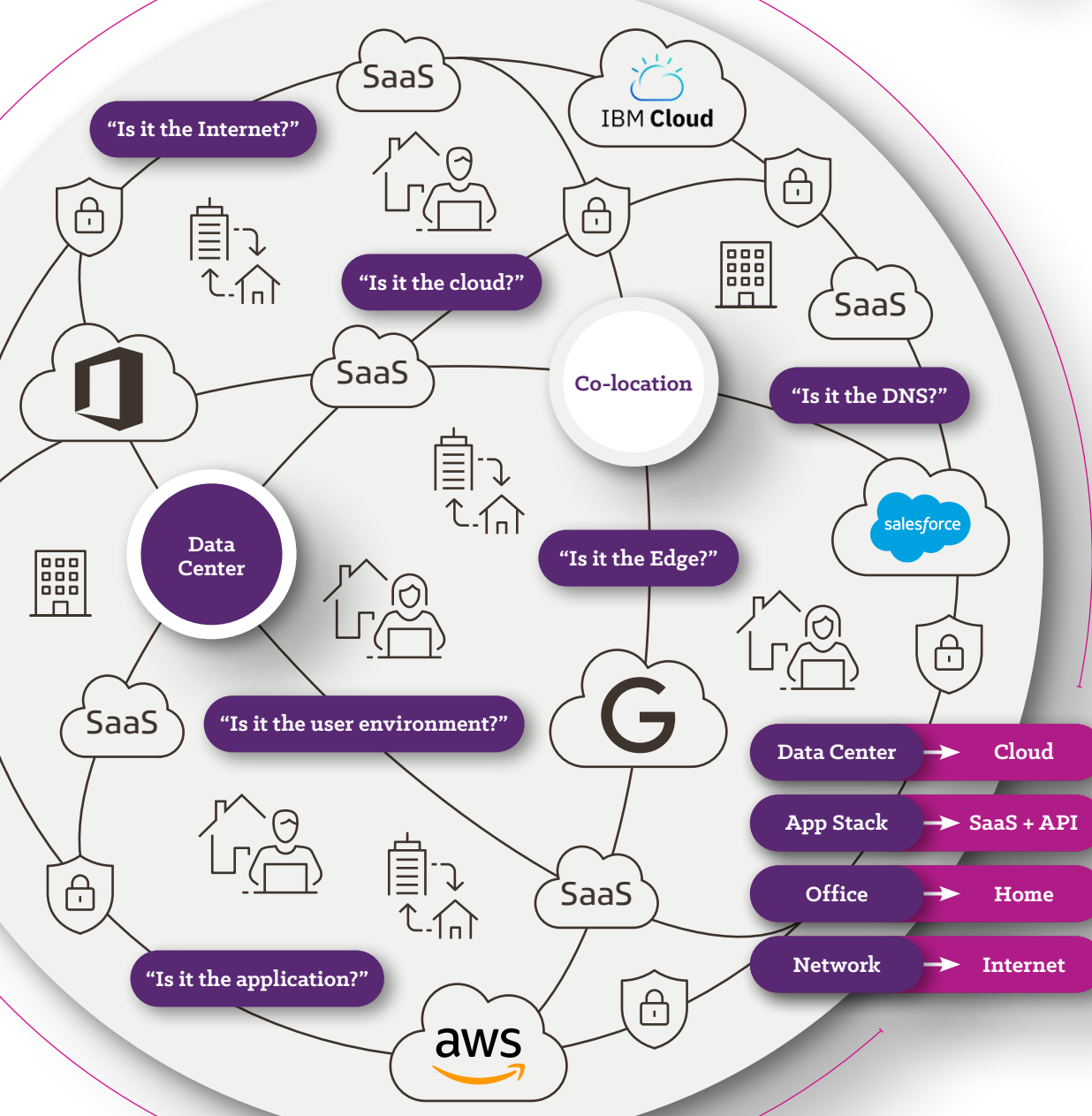
# Welcome to the third-party reality

**The hidden cost of progress.**

Enterprise networks used to be walled gardens. Now, the internet is your new network, the cloud is your new data center, and SaaS is your new application stack. And the office? Cafe, couch, Costa Rica... Take your pick. Distributed networks and specialist third-party providers unlock greater productivity, agility, innovation, and collaboration. But there's a tradeoff: organizations don't control most of the networks they rely on. That's a lot of blind spots. What happens when something goes wrong? Seven times out of ten, faults occur beyond your local network – and traditional packet capture or Network Performance Monitoring (NPM) tools don't work for what you don't own.

## 51%
**of IT spending will shift to the cloud by 2025[1]**

## 70%
**of outages are due to third-party operators, including cloud, hosting, co-location, and telecommunications providers[2]**

1. Gartner.
2. The Cost of Server, Application, and Network Downtime, IHS.

# Racking up the downtime

Unplanned outages cost – a lot. Firstly, there's the lost productivity of everyone who can't perform their jobs properly. Then there's the time to find and fix faults (time your IT teams could be spending improving your services rather than restoring them). Meanwhile your customers quickly lose their patience and would-be customers just click elsewhere. Even one-off service disruptions can have far-reaching consequences for your bottom line and reputation.

This leaves two options:

1. **Retreat to the old-school corporate network and pretend the last decade of digital transformation never happened.**

2. **Gain complete visibility across your new enterprise network, AKA the Internet.**

## $700Bn loss

**IT downtime costs businesses $700 billion a year[3]**

## 1.6 hours lost per week

**59% of Fortune 500 companies experience a minimum of 1.6 hours of downtime per week[4]**

## $400k to $1m per hour

**The average cost of an unplanned application outage is $400,000 per hour. Critical application failures cost between $500,000 and $1 million per hour[5]**

## Enter Digital Experience Monitoring

Organizations need deep insights into user experience and complete visibility within and outside the corporate network. Digital Experience Monitoring (DEM) proactively monitors network and digital service performance, spanning local and global networks, data centers, cloud providers, end-user devices, and SaaS applications like Microsoft 365 and Google Workspaces.

In the DEM space, there is one clear leader: Cisco ThousandEyes.

3. Uptime Institute: 2022 Outage Analysis. 4. Dun & Bradstreet: Assessing the Financial Cost of Downtime. 5. IBM Global Services; IDC: DevOps and the Cost of Downtime.

# View the entire digital domain

**Spot the roadblocks and shortcuts – then reroute, repair, and redesign.**

Cisco ThousandEyes provides a 360-degree view of your hybrid digital ecosystem, enabling you to take control of your digital experiences across the internet, the cloud, and SaaS. The enterprise-class DEM solution provides continuous monitoring across internal and external networks and hop-by-hop visibility into the network underlay, including path and performance metrics and SaaS app performance – enabling you to modernize your digital experience across the board.

## Find and fix faults faster.

No more frantic searching. Detect network faults and performance issues in minutes, wherever they're located. Reduce mean time to repair by monitoring for bottlenecks, latency issues, and bandwidth constraints. Hold service providers accountable and collaborate more effectively to resolve issues faster and minimize downtime.

## Optimize digital delivery.

Why wait for something to go wrong? Make improvements now. Visualize network paths from user devices to WiFi access points, ISPs, VPN gateways to SaaS, and internal applications. Map step-by-step application journeys to simplify and shorten network paths. Monitor end-to-end connectivity to ensure you have confidence in your cloud and SaaS partners.

## Enhance user experience.

Get granular to give users what they want. Discover precisely how your remote workforce interacts with web-based applications and find opportunities to elevate their experience. Receive automatic incident reports to resolve issues before customers notice. Swift fault resolution, plus improved network and application performance, equals more productive employees and happier customers.

## Bolster security, compliance, and data privacy.

Activate your search beam. Identify and mitigate security threats, such as DDoS attacks and data exfiltration attempts, by monitoring network traffic and detecting anomalies. Enhance visibility into cloud service providers and third-party networks to support compliance and data privacy.

## Pursue digital transformation with confidence.

Commit to collaboration, innovation, and agility without losing sleep over your third-party dependencies. Embrace the evolving tech ecosystem to meet ever-changing customer demands. Say goodbye to time-consuming troubleshooting and double down on growth.

**ThousandEyes**

# Under the hood

Cisco ThousandEyes provides the world's most extensive DEM monitoring – enabling you to see, understand, and improve digital experiences from every cloud to every employee and customer. No additional software, costly war rooms, or unnecessary downtime required.

See every network like it's your own

## Internet and WAN visibility

Monitor network and application performance with hop-by-hop path visualization across LAN, WAN, internet, and cloud networks, Border Gateway Protocol (BGP) route visualizations to ensure the stability and security of internet routes, and comprehensive network metrics, including API and DNS availability and performance.

## Internet Insights

Drill down on outages impacting you or your customers with the internet weather map, showing real-time and historical network and application outages around the globe, enabling you to escalate and negotiate effectively with external teams.

ThousandEyes

# Get granular insights into user experience

## Browser Synthetics

Simulate user interactions with websites and applications. Monitor page load metrics, waterfalls, and application workflow, tightly correlated with the underlying network and internet performance.
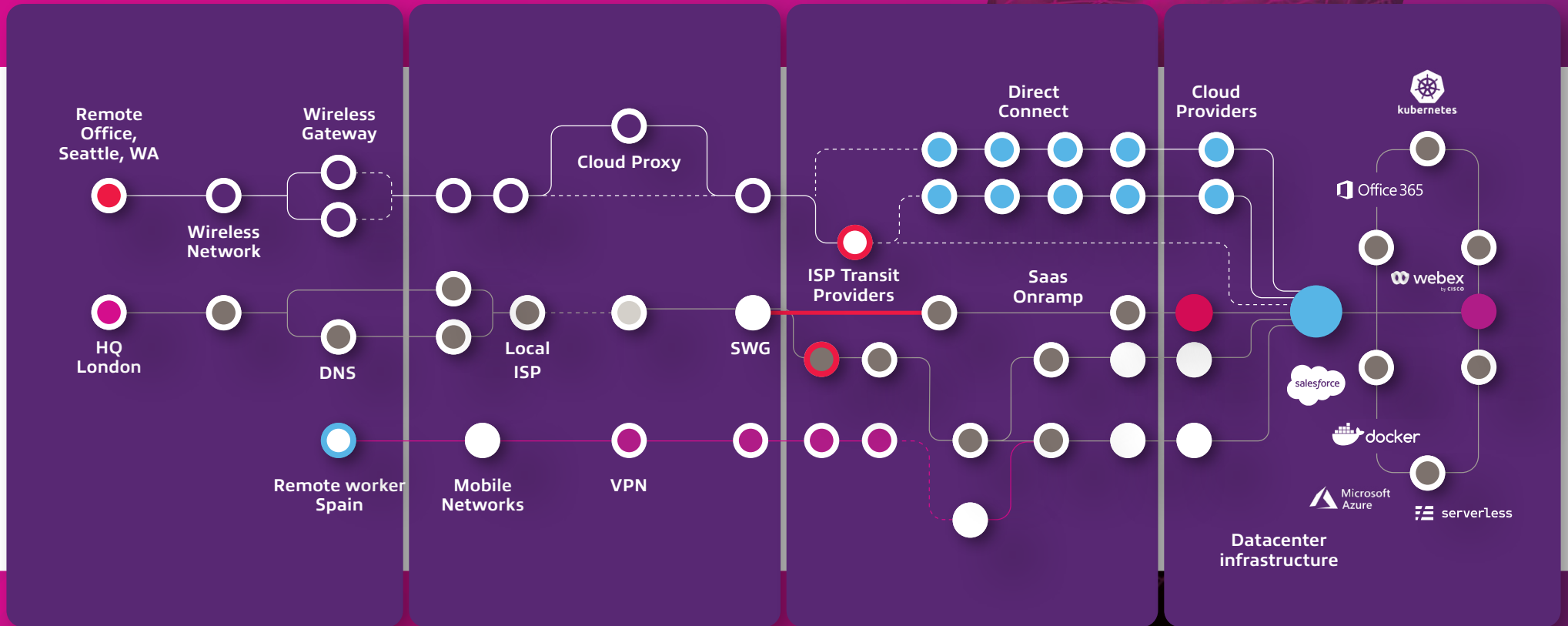
## End User Monitoring

See how users really interact with applications with a browser-deployed plugin that monitors user experience and network connectivity, from WiFi to ISP to VPN gateway to destination service.

# No more secrets with these agents.

Cisco ThousandEyes has pre-deployed thousands of cloud agents throughout the major public cloud providers and public Internet to monitor application paths and help businesses test application performance and pinpoint problems. You can also deploy lightweight software agents across your own network to collect data on network performance, latency, and user experience.
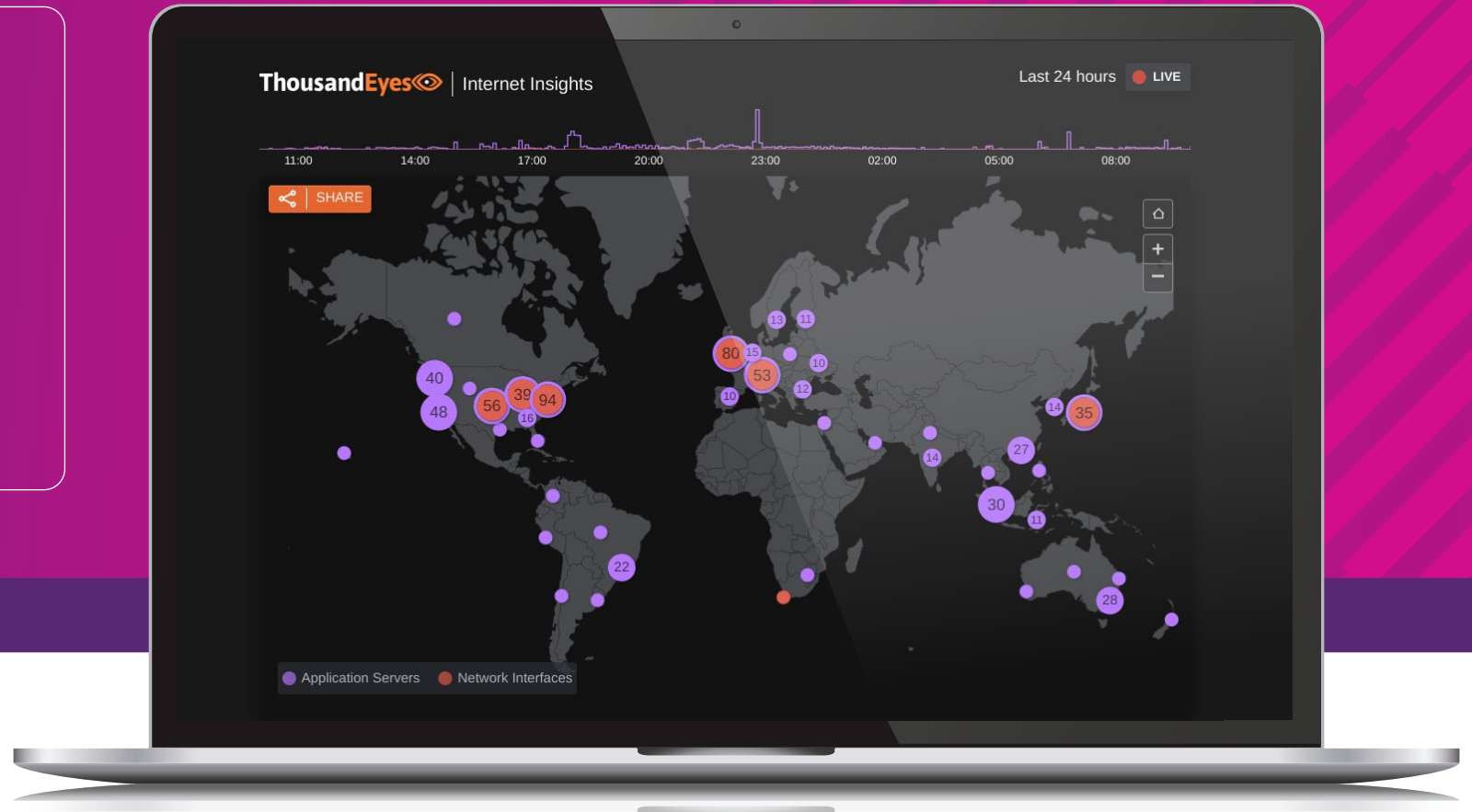
# Eliminate the blindspots in your digital ecosystem.

**Remote Office, Seattle, WA**

**Wireless Network**

**Wireless Gateway**

**DNS**

**HQ London**

**Remote worker Spain**

**Mobile Networks**

**Local ISP**

**Cloud Proxy**

**VPN**

**SWG**

**ISP Transit Providers**

**Direct Connect**

**Saas Onramp**

**Cloud Providers**

kubernetes

Office 365

webex by CISCO

salesforce

docker

Microsoft Azure

serverless

**Datacenter infrastructure**

ThousandEyes

# Internet Insights
provides a real-time
weather map for
the web.



ThousandEyes | Internet Insights

Last 24 hours ● LIVE

11:00  14:00  17:00  20:00  23:00  02:00  05:00  08:00

SHARE

13  11
80  15
53
10  10
12
14  35
14
27
30
11
40
48  56  39  94
16
22
28

● Application Servers  ● Network Interfaces

**Customer Digital Experience**　　　**Modern WAN**　　　**Employee Digital Experience**

Dashboards　　　Visualizations　　　Reports & Alerts　　　APIs & Integrations

**ThousandEyes** 👁

**Internet Insights**

Cloud Vantage Points　　　Enterprise Vantage Points　　　End-user Vantage Points

200+ Cities around the world
ISP | BROADBAND | CLOUD PROVIDER

Enterprise data centers, branch offices and VPCs
CISCO | DOCKER | JNPR | LINUX | MSFT | VMW

End-user laptops and desktops
APPLE | MICROSOFT

# Support your digital transformation objectives

## When your users, applications, and network can be anywhere, you need eyes everywhere.

Agility is everything in the modern enterprise environment. Can you embrace change and harness new technologies to deliver better customer and employee experiences? Cisco ThousandEyes helps you collaborate confidently with third-party providers for scale, expertise, and innovation – without compromising control.

### Keep everyone connected.

Hybrid work is here to stay, with SaaS, SD-WAN, and VPNs indispensable for productive and secure collaboration. Give your IT teams the visibility to ensure seamless access to data and services across every network. Cisco ThousandEyes EUM allows you to monitor and test critical applications and user experiences anywhere, whether they're SaaS or accessed via VPN.

### See through the clouds.

Many organizations are fast-tracking SD-WAN adoption for cost savings and agility. Cisco ThousandEyes provides end-to-end visibility across networks, pinpointing issues within SD-WAN tunnels, third-party cloud networks, and local internet connections to help you understand how network changes affect application performance and route SaaS traffic more effectively.

### Maximize modern applications.

In-house teams used to own the digital experience. Now, they manage numerous applications across complex cloud-based architectures they don't control. Cisco ThousandEyes streamlines API management and provides extensive visibility across public cloud providers and the Internet to simplify performance testing and troubleshooting – enabling you to harness the full potential of modern applications.

### Supercharge SaaS.

SaaS architectures' diversity, dynamism, and complexity demand a bespoke approach for each app. Browser Synthetics enables you to simulate user interactions with applications, providing in-depth transaction insights. Cloud Agents swiftly monitor connectivity to vital SaaS applications for rapid issue resolution. At the same time, Endpoint Agents deliver a user's perspective on the SaaS experience so you can ensure high-quality interactions.

# Scottish Courts Tribunal Service

**Providing smooth virtual hearings and jury centers to carry out justice.**

An independent public body that administers Scotland's courts and tribunals. The sudden onset of the pandemic caused a considerable backlog of trials, but justice must be served so SCTS instituted an approach where witnesses and defendants were remote from the jury.

## ASSURED NETWORK RELIABILITY FOR TRIALS CONDUCTED OVER WEBEX® BY CISCO

1. **End-to-end visibility:**
   Overcame blind spots caused by VPN and workers' home environments.

2. **Evidence, not anecdote:**
   Ability to pinpoint issues faster, and know if numbers of people are impacted.

3. **50+ courtrooms virtually managed:**
   "Prior to having ThousandEyes, suggesting that an issue was likely related to somebody's home Wi-Fi or somebody's local ISP broadband connection was nothing more than anecdotal."

# ServiceNow

**Making digital experiences work better for business.**

The leader in IT Service Management, used by 80% of the Fortune 500 urgently required deeper insights into the performance of ISP, BGP routing, and user experience of ServiceNow apps.

## ASSURED NETWORK RELIABILITY FOR TRIALS CONDUCTED OVER WEBEX® BY CISCO

1. **90% of issues identified faster**

2. **Immediate identification of and resolution of ISP issues**

3. **Visibility across layers:**
   Deep insight from app experience down to Internet routing

4. **Better performance, happier customers:**
   Visibility to debug problems across enterprise networks and the Internet

"ThousandEyes helps us keep enterprise customers happy. It's so important to us, we have a dedicated screen in our NOC just for ThousandEyes."

**Chief Technology Officer**

# easyJet

**End-to-end visibility is everything for easyJet.**

Delivering a reliable e-commerce service while keeping a fleet of over 360 airplanes in the air.

**Cisco ThousandEyes supports Europe's leading short-haul airliner on their ongoing cloud migration journey, enabling easyJet to reduce in-house dependencies while ensuring visibility of all their applications.**

## KEY BENEFITS

- **Reduced mean time to respond**

- **Reduced number of incidents thanks to early identification**

- **Reduced mean time to innocence — speaking directly to suppliers via instant managers**

- **More time for high value tasks — freeing up engineers from time-consuming troubleshooting**

- **Lowering latency by confirming the quality and speed of links**

- **Ease of management and end-to-end visibility via a 'single pane of glass'**

"Our traditional observability stack just isn't enough. We want to make sure the services we're being provided are meeting the SLAs we're being given… Where we've found ThousandEyes particularly interesting has been that 'inside out' view, using the Enterprise Agents and Endpoint agents to actually see the full holistic view of how our applications are performing for our customers and our people."

**Simon Challis, Senior Technology Manager, easyJet**

# Open your eyes to optimize

Embracing distributed digital services is vital for success, but it shouldn't come at the cost of visibility. Cisco ThousandEyes ensures you can confidently navigate your digital transformation, accelerate innovation, and foster growth. It empowers you to swiftly identify and rectify broken links, enhancing network and application performance for satisfied customers and a more productive workforce.

✓ **Know what's happening across your digital supply chain**

✓ **Find broken links, down to a specific device, in minutes**

✓ **Resolve issues before they impact your productivity, revenue or reputation**

# Looking good

**Cisco ThousandEyes works even better with Insight**

Insight can help you deploy Cisco ThousandEyes today,
activating a powerful searchlight across your networks,
data and applications, wherever they're located.
But we can do far more than eliminate blindspots.
We're here to create an ecosystem with advantages
anyone can see.

**Speak with us for a trial of the solution.**

**Contact**
UKCiscoPresales@insight.com

**ThousandEyes**