CISCO AppDynamics

Big dogs in IT need Full-Stack Observability

Cisco provides Full-Stack Observability. Datadog does not.

Application experience is central to your digital enterprise, so choosing an observability solution to monitor application performance and users' digital experiences is a strategic decision. If you're considering Datadog for observability, read this first, especially if your observability requirements include any of the following:

- Observability with cross-domain correlation for fast MTTR
- User-experience insights correlated to business impact
- Open standards that scale to meet your business needs
- Broad deployment options: on premises, hybrid, multi-cloud
- SAP landscape monitoring and resiliency
- Fast time to value with a global network of world class delivery partners
- Enterprise-grade solutions and pricing with predictable costs

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Must-Haves for Full-Stack Observability

When choosing an observability solution, you want to monitor and manage your full stack. Here are the top reasons why leading enterprises choose Cisco Full-Stack Observability, of which Cisco AppDynamics is a core component, over Datadog:

01 Full-stack observability with cross-domain correlation for fast MTTR

Cisco Full-Stack Observability is engineered for comprehensive cross-domain correlation. So, for example, you can immediately see if slow database response is due to the database itself, the network, or a security breach. Your IT teams can see dependency mapping for **business outcomes** based on application performance, user experience, business transaction monitoring that tracks critical applications flow from end-to-end, and much more. This ensures that when you face a barrage of alerts (which is almost always), you know which to focus on first to minimize business impact.

Why rely on multiple product offerings that are variably integrated and lack deep business correlation and context? That increases the risk of missing important signals that matter most to your business outcomes. If business impact matters to you, get a demo from Cisco.

02 Business and user-experience insights mapped in real time

With AppDynamics and Full-Stack Observability, you see correlation to business context at every level of your tech stack. Business performance monitoring gives your otherwise siloed teams the context they need to work together, prioritize, and troubleshoot issues with highest business impact first. Business Journeys deliver context to complex multi-step business processes. With customer journey mapping, you visualize and understand conversion and customer interactions with your applications.

Does your vendor require developers to manually insert tags into code for business analytics? That can hinder strategic insights into key business performance indicators and leave blind spots in operations. The process of manual tag insertion not only demands significant initial development time but also requires ongoing effort to maintain. Avoid the need for re-instrumentation and contact Cisco.

03 Adapt to your unique digital business needs now and forever with open standards

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 730% more contributions to OTel than Datadog. 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.

04 Broad deployment options: on premises, hybrid, multi-cloud

Cisco meets your deployment requirements in the cloud, on prem, or hybrid. We're committed to on-premises and self-managed observability solutions for our customers who require them, for example so they can meet government regulations for data residency and industry requirements for data protection. While other vendors are moving off their on-premises and hybrid solutions, we're innovating and introducing new full-stack observability features.

You don't need to be limited to a SaaS-based hosting option when you can also have on-premises or self-managed solutions to meet your scaling and compliance needs today and in the future. Contact Cisco.

05 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. AppDynamics offers sophisticated SAP monitoring with rich features like dynamic baselining, code-level visibility, linkage to business transactions, key configuration change monitoring, and analytics integration with Business iQ for business process monitoring.

Getting insights and details (such as identifying issues at the ABAP code level), is crucial for speeding and streamlining SAP landscape maintenance. If business analytics and SAP observability and resiliency are important to you, get a demo from us. 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).

06 Fast time to value with a global network of world class delivery partners and datacenters

With a world-class global network of Partners, we deliver observability innovation fast to meet your evolving requirements and gain the most out of their observability investment. Additionally, Cisco and Splunk have a larger global footprint with five datacenters in the Americas, three in Europe, and five in Asia Pacific.

If your vendor has only one significant delivery partner or just a [few datacenters primarily in the United States](), it can limit your progress and restrict your growth. Cisco's extensive global network of partners and deployment options ensures you receive the support and innovation opportunities you need, both where you are today and as you grow. Contact us to learn more or to get a demo.

07 Enterprise-grade solutions and pricing with predictable costs

Cisco supports all sizes of customers, including the largest in the world. With that, Cisco offers predictable annual pricing and enterprise agreements. For customers requiring on-premises deployments now, **Cisco AppDynamics Flex Licensing** offers flexible and frictionless entitlements, so you can shift some or all your on-premises licenses to AppDynamics SaaS as your requirements allow.

Observability should be enterprise-grade and come with predictable costs, not unexpected charges. If your current vendor is reporting significant overage revenue and caters to small companies, it's a warning sign. Avoid budget surprises and contact Cisco for enterprise-grade observability.

Choose Cisco:
The leading vendor trusted by enterprises

Enterprise-scale observability with predictable pricing

Cisco delivers full-stack observability that enables you to:

- Quickly identify issues and anomalies and rapidly understand their business impact, so teams know what to focus on and fix first.
- Monitor and manage SAP systems efficiently and cost effectively.
- Speed MTTI and MTTR with AI-driven insights, so you can find and fix issues anywhere in your tech stack – from network to UI, with cross-domain correlation – before they impact your bottom line.
- Mitigate business risk.
- Optimize digital experiences.
- Sleep better with predictable pricing.

We offer deployment flexibility including on-prem, self-managed, and SaaS. See why Cisco Full-Stack Observability – with AppDynamics, Splunk, and more – is trusted by enterprises globally. Learn more at [www.appdynamics.com]().

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