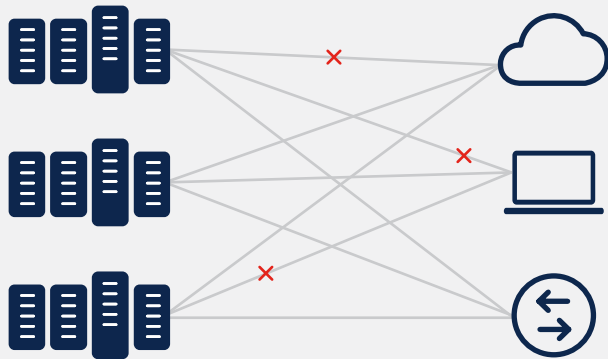


# Cisco Telemetry Broker

Currently, all network telemetry-based analytics products require a separate connection to a telemetry exporting source. Network visibility is often only available to certain areas depending on the expertise of the vendor and their chosen, often proprietary, protocols. Infrastructure companies sell on prem monitoring tools, cloud providers sell cloud monitoring tools, etc. It has become exceedingly complex to have full network, application, and cloud visibility not just in one tool, but multiple. But what if customers could address this problem by creating an aggregator and translation service that ingests a variety of network telemetry and delivers it to your favorite analytics tools?



BEFORE >>

## That's Where The Cisco® Telemetry Broker Comes In

Today's sophisticated customers warrant a new Cisco offering to help free telemetry from proprietary protocols and allow customers and tools to coexist seamlessly.

Cisco's Telemetry Broker has roots in the Stealthwatch UDP Director, which simply replicated UDP traffic to multiple destinations. The Cisco Telemetry Broker will build upon the successes of the UDP Director, while also creating a new market – the Telemetry Broker market. Cisco Telemetry Broker optimizes telemetry pipelines for the hybrid cloud. It vastly simplifies the consumption of telemetry data for customers' business critical tools by brokering hybrid cloud data, filtering unneeded data, and transforming data to a usable format.

We seek to democratize telemetry for all!



AFTER

Cisco Telemetry Broker provides several key functionalities that will address the growing concerns of our customers:

► **Brokering Data:**

The ability to route and replicate telemetry data from a source location to multiple destination consumers.

Quickly onboard new telemetry-based tools!

► **Filtering Data:**

The ability to filter data that is being replicated to consumers for fine grain control over what consumers are able to see and analyze.

Save money sending data to expensive tools!

► **Transforming Data:**

The ability to transform data protocols from the exporter to the consumer's protocol of choice.

Enable tools to consume multiple data formats!