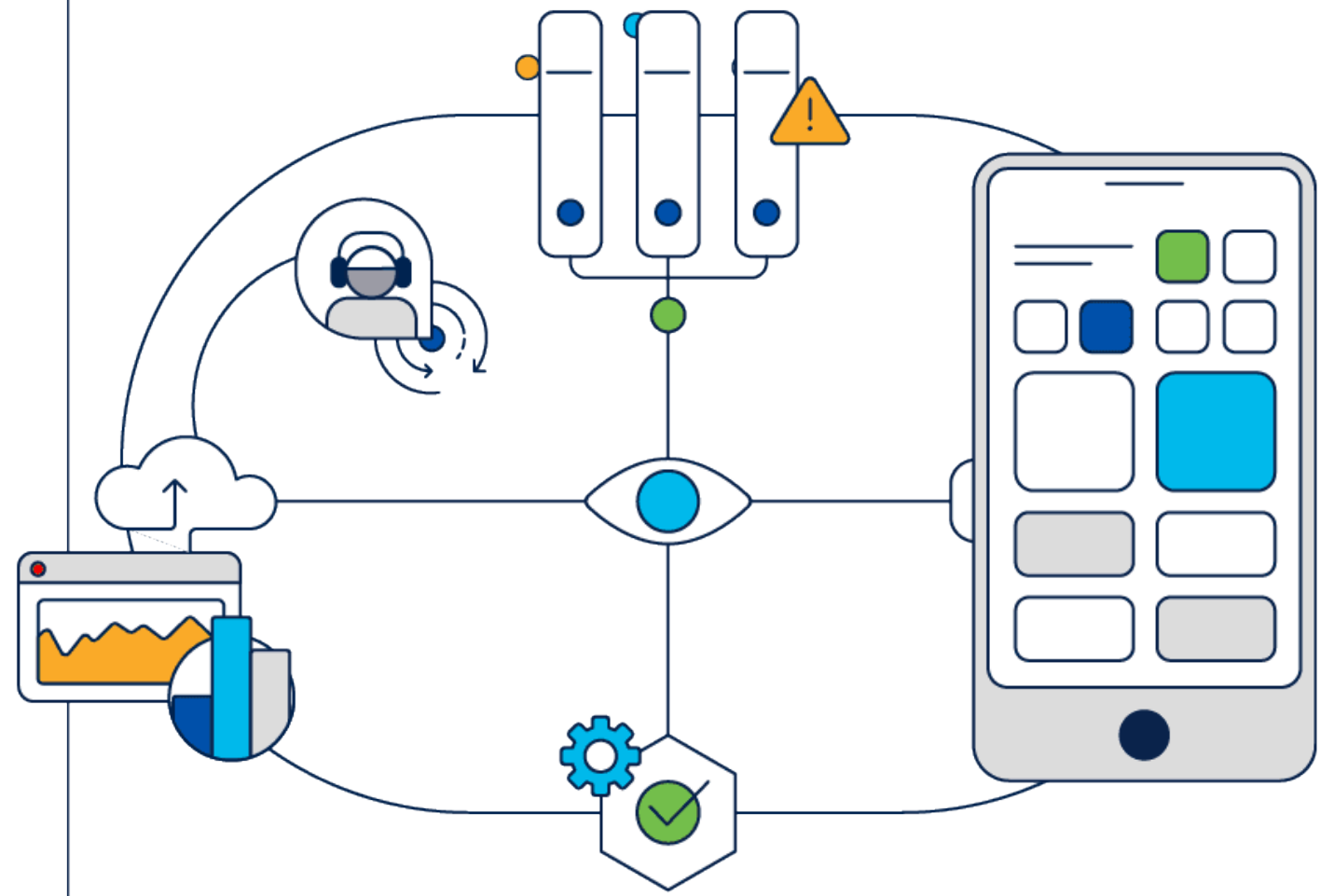# Full-Stack Observability Specialization
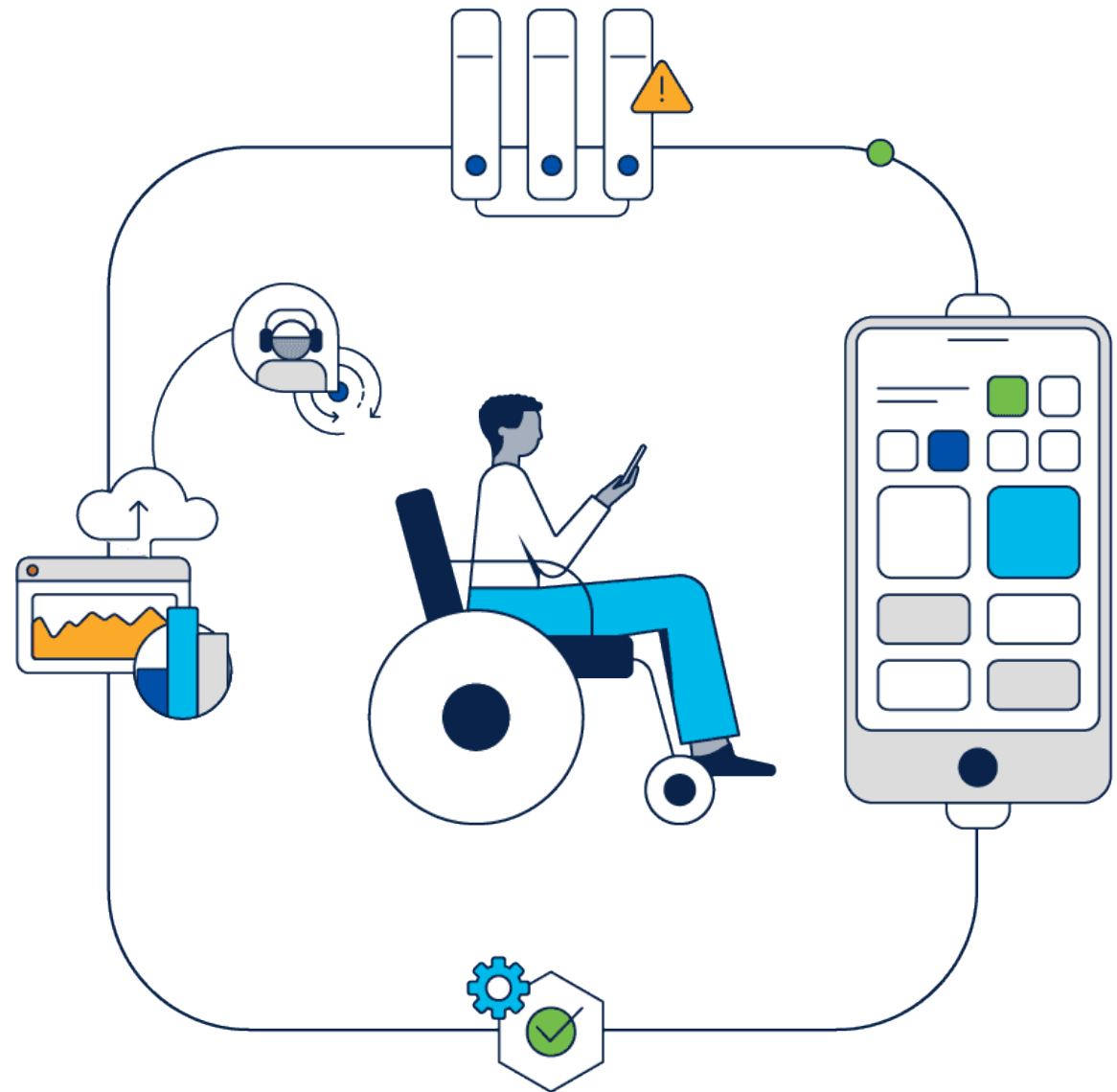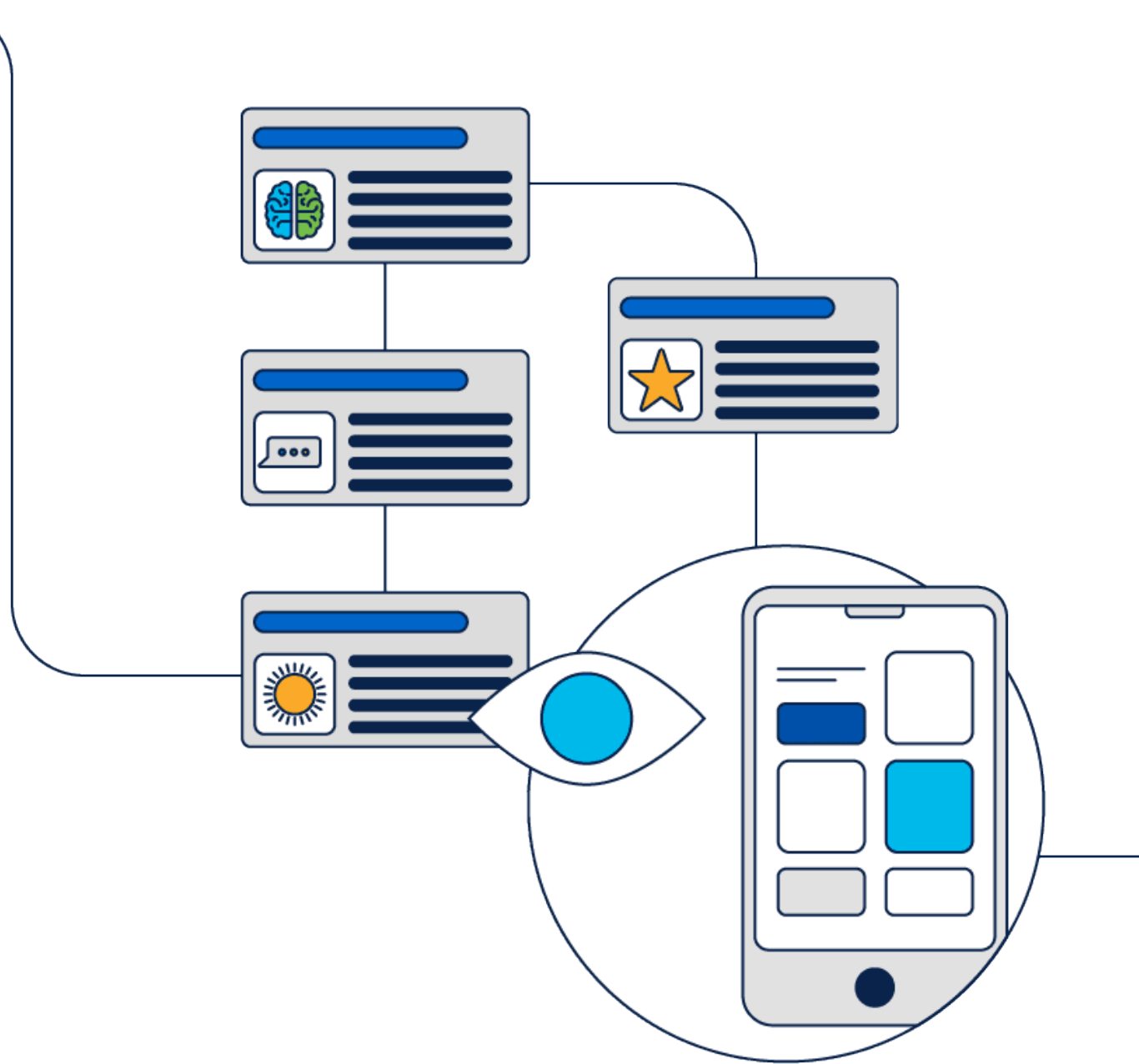
Digital Marketing Kit

Introduction

Congratulations on attaining your Cisco Full-Stack Observability Specialization. Now it's time to tell the world—and we are here to help.

Let's spread the word about your achievement in this complex, and rapidly evolving solution. Promote your expertise as a Full-Stack Observability Specialized business partner with customizable logos, email banners, messaging, and more.

Use this kit to position and amplify the value of achieving the Full-Stack Observability Specialization.

Copy Blocks

Copy blocks

Leverage these copy blocks to promote your Full-Stack Observability Specialization on your marketing channels, such as your company website, and in your emails, blogs, collateral, and more.

Short (Under 50)
Let's move beyond monitoring applications. Deliver exceptional digital experiences, optimize for cost and performance, and maximize revenue with and Full-Stack Observability by Cisco. We're excited to announce that <Your Company Name> has achieved the Cisco Full-Stack Observability Specialization so we can help you reimagine your applications today.

Medium (Under 100)
You want to deliver an unmatched digital experience, but you need to transform siloed data into actionable insights and shared context to your teams. Full-Stack Observability by Cisco centralizes and correlates application performance analytics across the full stack so you can collaborate to isolate issues and optimize application experiences. We're excited to announce that <Your Company Name> possesses the Cisco Full-Stack Observability Specialization so we can deliver Cisco Full-Stack Observability with your business telemetry to help you prioritize actions and deliver a flawless customer experience, driving revenue streams while accelerating digital transformation.

Long (Under 150)
80% of customer interactions are now digital in nature (McKinsey, October 2021). What can be delivered digitally, must be delivered digitally. It's time to move beyond siloed-domain monitoring and gain full-stack visibility, insights, and actions – your business and customers demand it. <Your Company Name> has earned the Cisco Full-Stack Observability Specialization so we can help deliver unmatched application experiences with business context so you can observe what matters most. By centralizing and correlating application performance analytics across the full stack with Full-Stack Observability, which includes integrations across AppDynamics, ThousandEyes, Intersight, and Secure Application, your IT teams can better collaborate to isolate issues and optimize application experiences. The unique combination of Full-Stack Observability, delivered by, and business telemetry, gives you the power to prioritize actions to deliver flawless customer experiences, drive revenue streams, and accelerate digital transformation.

Social Media

Social Media

Leverage the graphics, copy, and suggested assets to promote your Full-Stack Observability Specialization on your social channels.

Twitter

Today, you need visibility across the entire application landscape, and that is a lot of data. With our capabilities earned through the Cisco Full-Stack Observability Specialization, you'll see that data transformed into actional insights. Learn how: **Link**

More than ever, you're looking to the cloud to deliver critical apps and services that power business, providing better performance and outstanding user experiences. With our capabilities earned through the Cisco Full-Stack Observability Specialization, you can shine a light on cloud blind spots. Learn how: **Link**
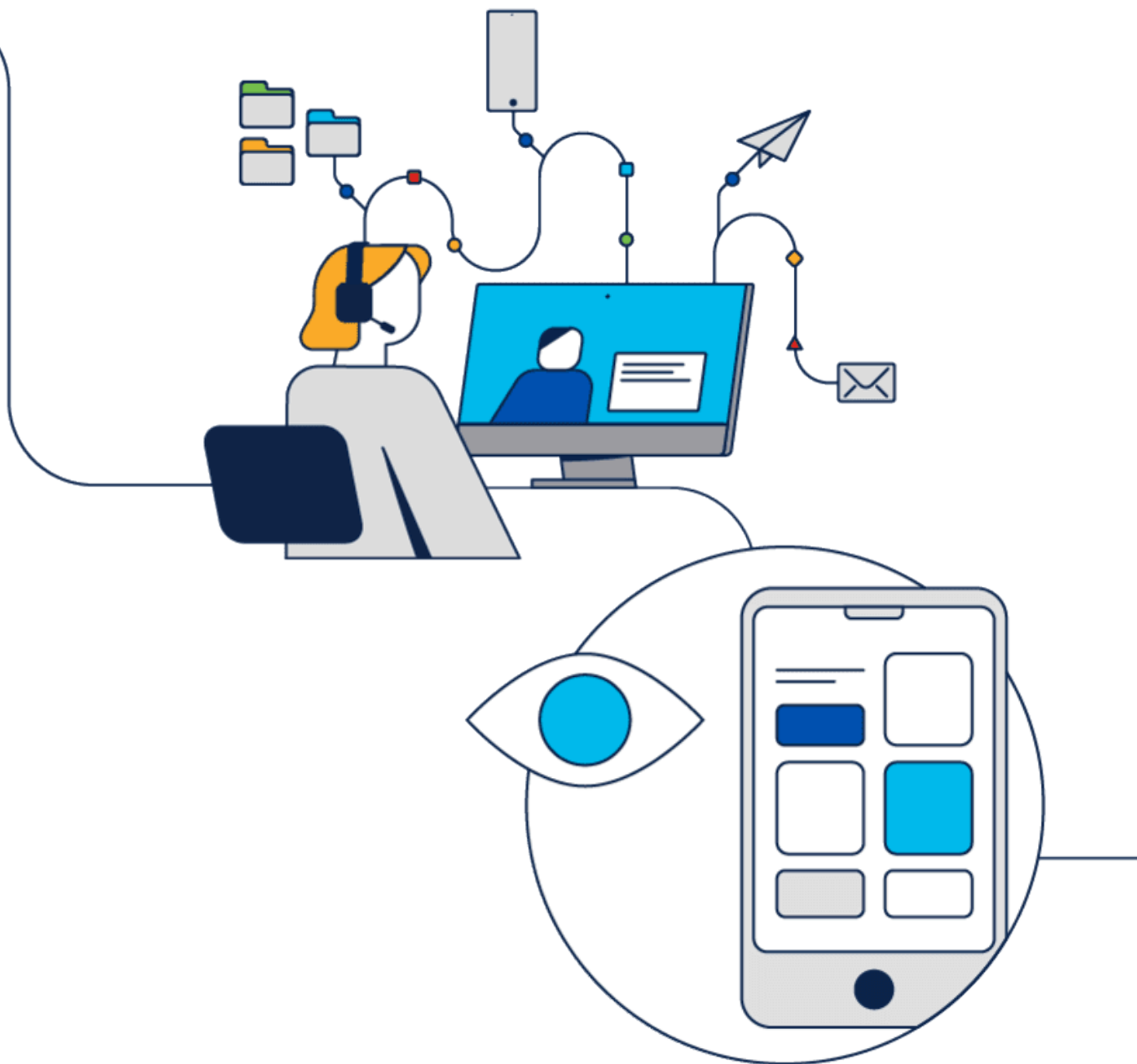
LinkedIn | Facebook

With the new Full-Stack Observability Specialization for @CiscoPartners, we're ready to help you:

- Deliver critical applications and services that power your business
- Provide better performance and outstanding user experiences
- Reimagine your applications and deliver optimal digital experiences

Learn how: **Link**

As visibility across the entire application is growing and becoming increasingly important, we decided to achieve the New Full-Stack Observability Specialization offered from @Cisco Partners and we totally recommend it! Learn more: **Link**

PR Template

PR template

Customize this PR template to amplify your Full-Stack Observability capabilities.

Headline
<Your Company Name> Achieves Cisco Full-Stack Observability Specialization

<Date> (<Location>)– <Your Company Name> announced today that it has achieved the Full-Stack Observability Specialization through the Cisco Partner Program. The distinction indicates that the company has satisfied the rigorous personnel, support, and specialization requirements. In recognition of this accomplishment, <Your Company Name> is identified as a Cisco Full-Stack Observability Specialized partner.

Executive Quote (Example)
"The Cisco Full-Stack Observability Specialization supports our commitment to deliver unmatched application experiences with business context to help our customers observe what matters most to their business. With those observations, customers can now deliver flawless customer experiences, drive revenue streams, and accelerate digital transformation."

Summarize Your Message
Achieving Cisco Specializations, such as the Full-Stack Observability Specialization, positions <Your Company Name> is among the industry's top organizations with the most in-depth skills and demonstrated success in supporting mission-critical initiatives with technology.

The Cisco Partner Program provides a structure for partners to build the sales, technical, and lifecycle services skills required to deliver Cisco solutions. Through specializations, Cisco recognizes our expertise in deploying solutions based on Cisco advanced technologies and solutions, like Full-Stack Observability, and other critical success factors that customers consider when choosing a trusted partner.

Backed by Cisco, <Your Company Name> enables customers to deliver reimagined applications, exceptional digital experiences, and overcome business challenges.

Resources
Full-Stack Observability Specialization
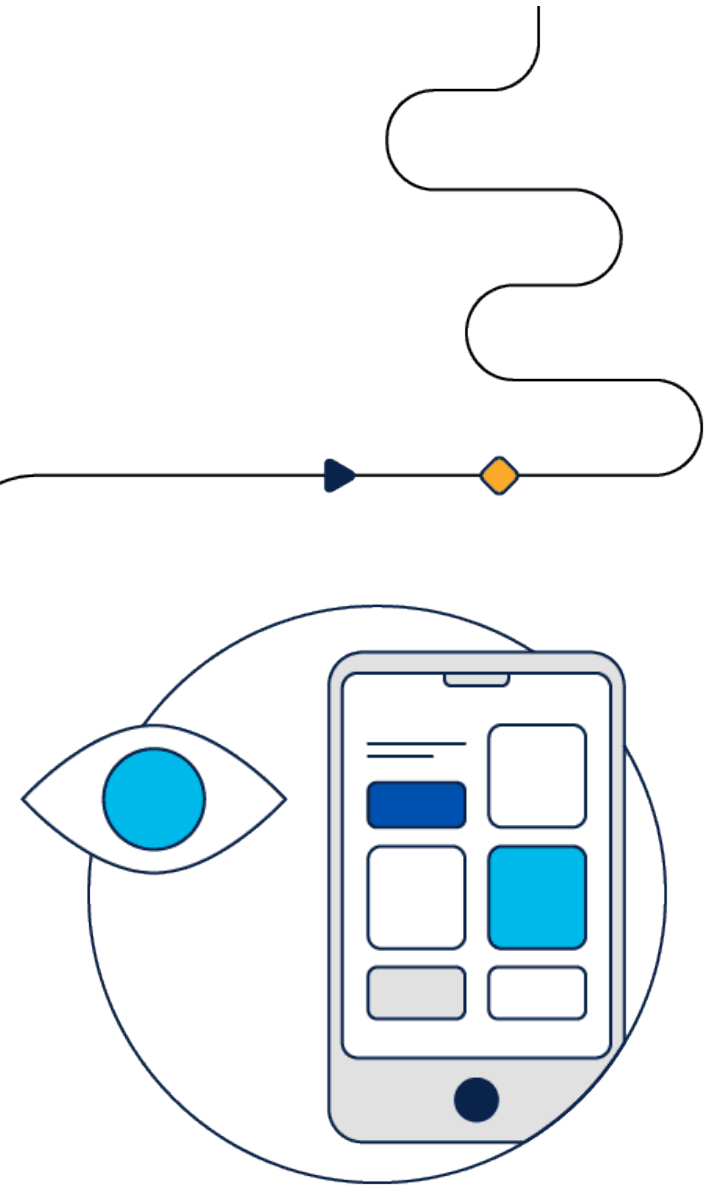Full-Stack Observability

Creative Assets

Creative assets

Leverage these assets to amplify your status as a Full-Stack Observability Specialized partner.

- Customize and download your partnership logo and certificate
- Download social graphics and email banner

Looking for more marketing resources and best practices?

- Partner guide to branding with Cisco
- Digital marketing guide
- Images and photography (Cisco Brand Exchange)
- Explore all Marketing Velocity resources
- Full-Stack Observability – Partner Campaign Kit

Thank you for reading

Full-Stack Observability Digital Marketing Kit