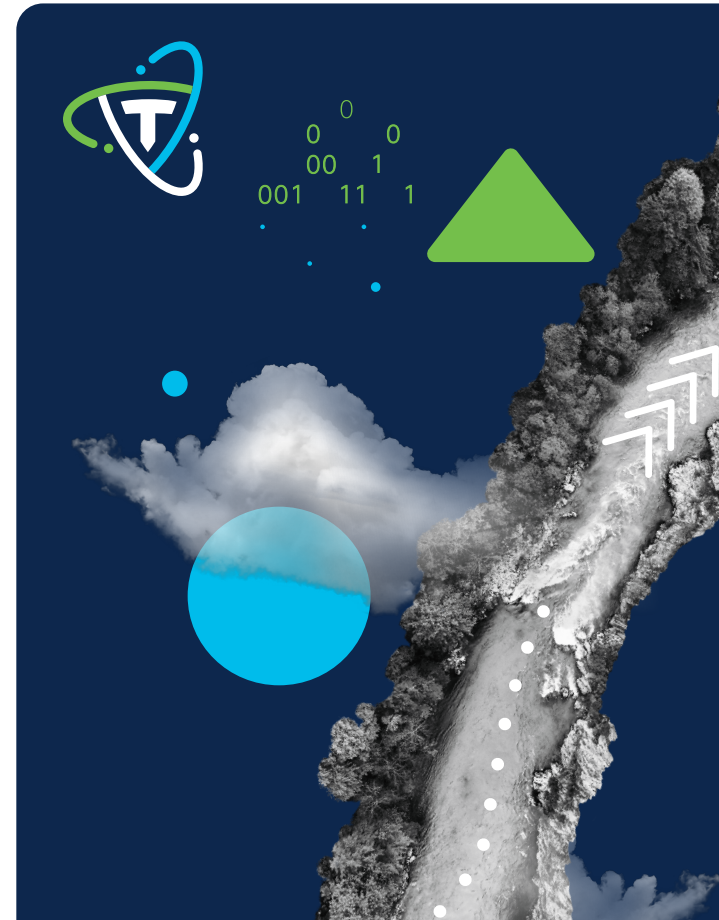# Cisco Telemetry Broker

Vision

Network and Security administrators use multiple tools to get their jobs done and the need for these tools is growing. From cloud to on-prem, big vendors to homegrown, these tools compete for precious access to a limited number of data feeds. As admins feel the pressure to install, evaluate, and implement these tools, all while staying under budget, they are hindered by the constraints of the data consumers and exporters. Network and security admins shouldn't have to analyze their data using multiple tools built for specific protocols. Rather than burdening the customer's workflow to fit the needs of the data, the data should be groomed to fit the needs of the customers and their tools.

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 Secure Network Analytics 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.

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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!**

To find out more, please visit:

cs.co/telemetrybroker

Introducing Cisco Telemetry Broker

Cisco Telemetry Broker will be generally available on April 1st, 2021. The focus of the product is to:

1. Provide increased **visibility** to hybrid cloud environments in on prem tools (like Stealtwatch Enterprise) through AWS VPCflowlog translation to IPFIX.

2. Increased **reliability** through monitoring, dead consumer detection, and highly available services.

3. **Simplicity** and flexibility by implementing a pre-paid consumption licensing model – pay as you grow.

If you suffer from complex telemetry streams flowing to multiple consumers, expensive data ingestion costs, and work in the hybrid cloud, we want to hear from you!