Tomorrow Starts Here

Security Everywhere

James Mobley, Vice President

Cisco Security Solutions

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Market Trends

The World Has Gone Mobile

10X Mobile Traffic Growth 2013-2019

Ubiquitous Access to Apps

180 billion apps will download in 2015

Rise of Cloud Computing

Changing Business Models, Architectures & Service Delivery

Massive Increase in Connected Devices

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1K
1M
1B
10B
50B
CONNECTED THINGS

Internet of Things
…and Everything
Every company becomes a technology company…
Every company becomes a security company

IoT Challenges

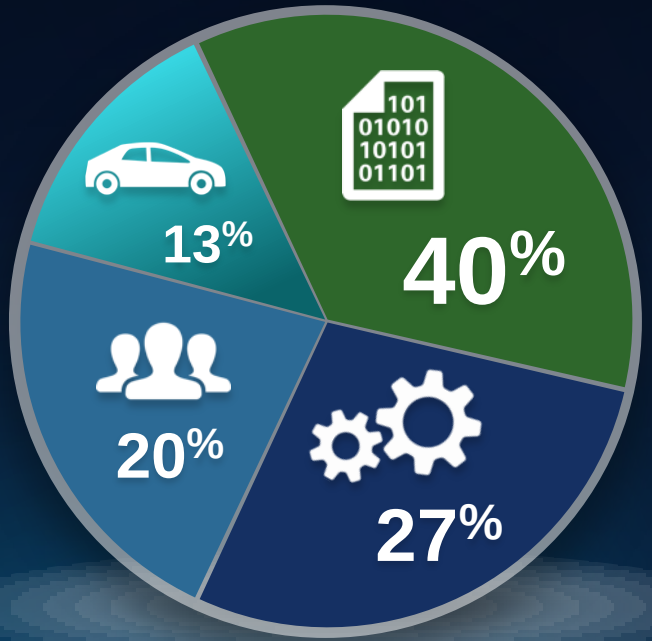
Which Areas Does Your Organization Need to Improve to Capitalize on IoT?

Things

Connect to capture useful data

Data

Capture, store, and analyze data



People

Enable workers

Process

Business and operational benefits

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Source: Cisco Consulting Services Global IoT Study, 2014 1230 Respondents

The Security Problem

Changing
Business Models

Dynamic
Threat Landscape

Complexity
and Fragmentation

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Security Challenges

Increasing Connectivity Drives New Business Models

Changing Business Models

Dynamic Threat Landscape

Complexity and Fragmentation

BYOD

90%
of organizations are not fully aware of all network devices

Social Media

14%
of organizations had malware enter the corporate network through social media/web apps

Cloud

5-10
times more cloud services are being used than known by IT

App Stores

92%
of top Android apps carry security/privacy/risk

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Security Challenges
Complicated and Fast-Moving Threat Landscape

of data is stolen in **HOURS**

27

of point-of-sale intrusions aren't discovered for **WEEKS**

of breaches remain undiscovered for **MONTHS**

2015

increase of companies reporting a $10M loss or more in the last **3 YEARS**

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Security Challenges

Security Silos Complicate Protection

Changing Business Models

Dynamic Threat Landscape

Complexity and Fragmentation

Complexity

45

Security Vendors for Some Customers

Fragmentation

480

Security Vendors at RSA

Talent

12x

Demand for Security Talent

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Growth in Security

Total Security Market

Security Product Market

Security Services Market

Source: Gartner

Cisco Security Hypothesis

Security Challenges

+

Operational Focus

+

Talent Shortage

Requires Improved Outcomes

Visibility-driven

Threat-centric

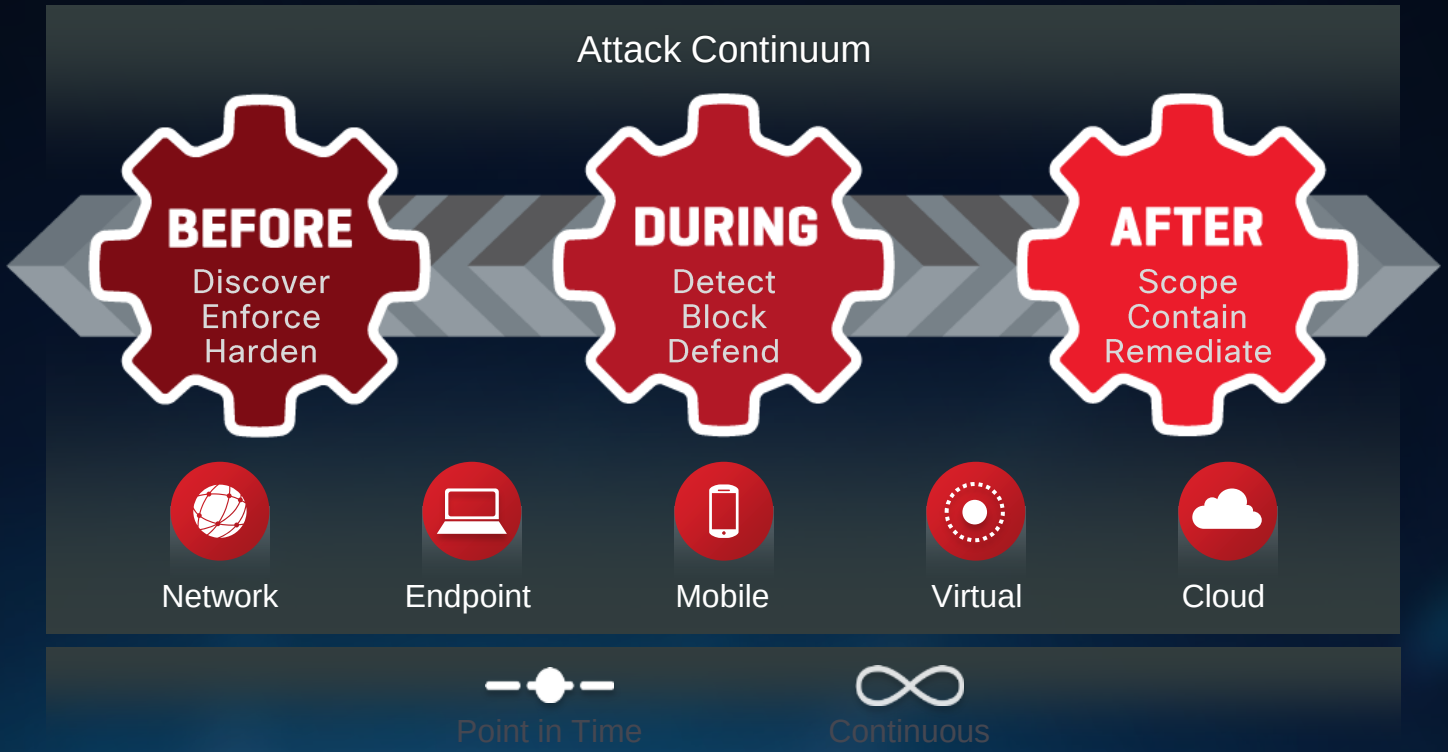
Platform-based

Advisory

Integration

Managed

A Threat-Centric Security Model



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Why Cisco for Security?

Architecture	Intelligence	Analytics	Expertise
Agile and Open Platforms, Built for Scale, Consistent Control, Management	Continuous Advanced Threat Protection, Cloud-Based Security Intelligence	Network-Integrated, Broad Sensor Base, Context and Automation	Security and Risk Consulting with Proven Outcomes

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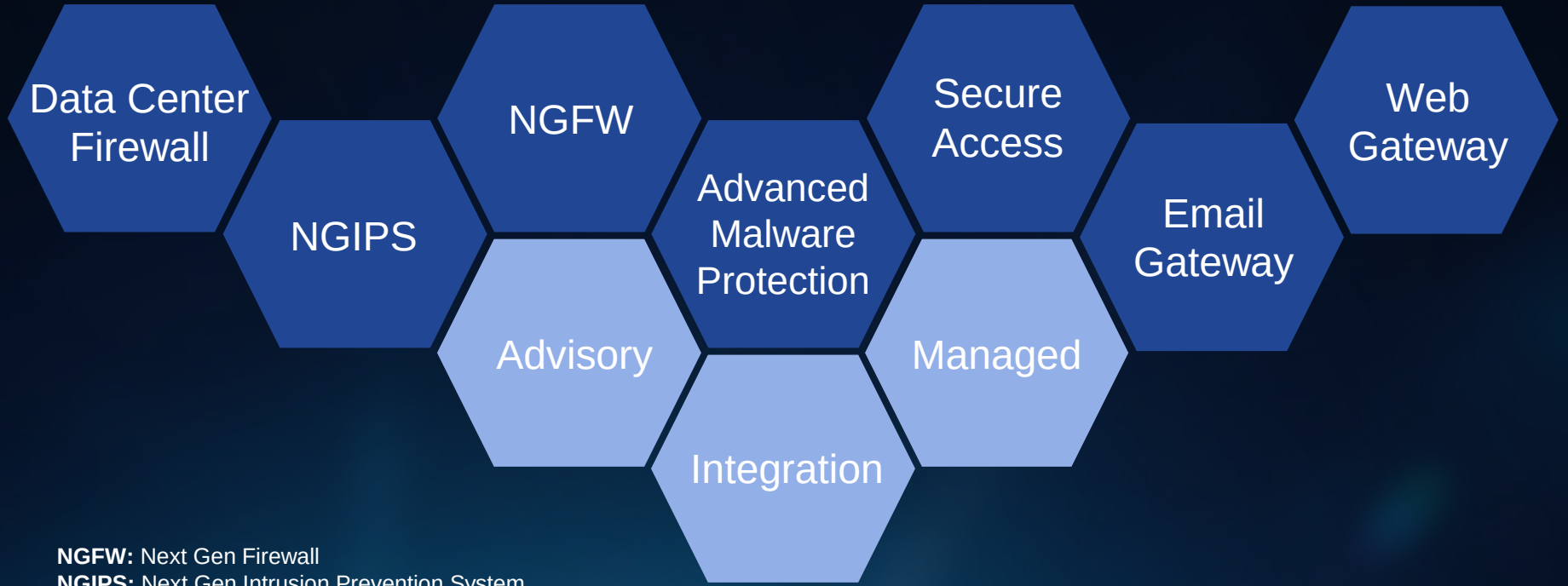
Comprehensive Cisco Security Portfolio



NGFW: Next Gen Firewall
NGIPS: Next Gen Intrusion Prevention System

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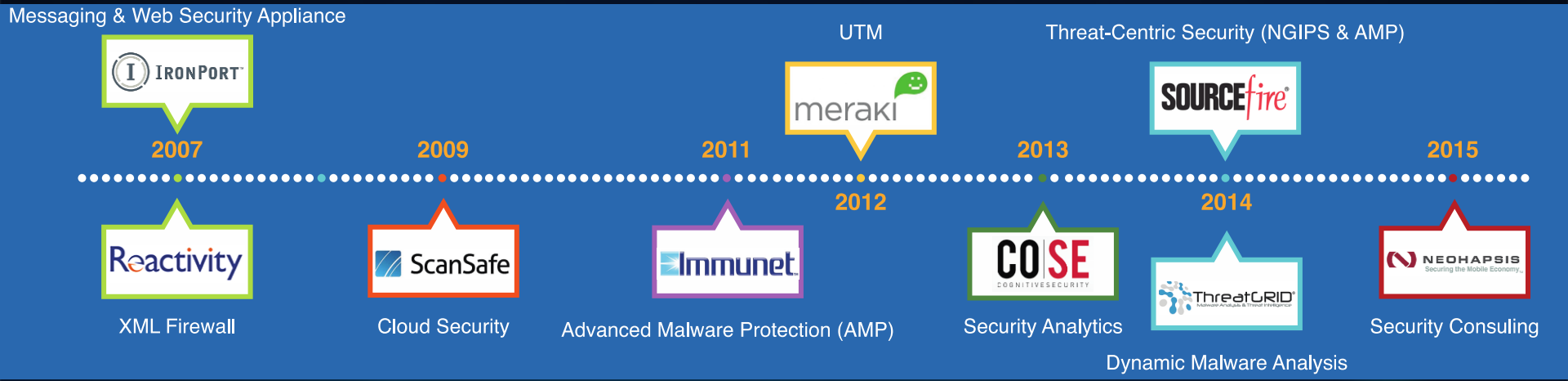
Continued Security Technology Innovation



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Cisco Threat Intelligence
Unprecedented Breadth & Depth

100TB Security Intelligence	**150,000** Micro-applications	**5,500** IPS Signatures	**5B** Daily Email Connections
1.6M Deployed Devices	**93B** Daily Email Messages	**150M** Deployed Endpoints	**1,000** Applications
13B Web Requests	**35%** Enterprise Email	**3-5 min** Updates	**4.5B** Daily Email Blocks
120K Sandbox Reports	**75,000** FireAMP Updates	**6,000** New Clam AV Sigs	**14M** Deployed Access Gateway

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Market Leadership

ESG

..do any network security vendors understand data center and what's needed to accommodate network security? Cisco certainly does

IDC

…no qualms in stating that Cisco is serious about security services and competitors should duly take note

Infonetics RESEARCH

#1 Market Share

- Network Security
- Email (Appliances & SW)
- Web (SaaS)

NSS LABS

Security Value Map Leader

- Breach Detection
- Next-Gen Firewall
- Intrusion Prevention System

Gartner

Magic Quadrant Leader

- Intrusion Prevention System
- Secure Access
- Email Gateway
- Web Gateway

FORRESTER®

… AMP will be one of the most beneficial aspects of the [Sourcefire] acquisition

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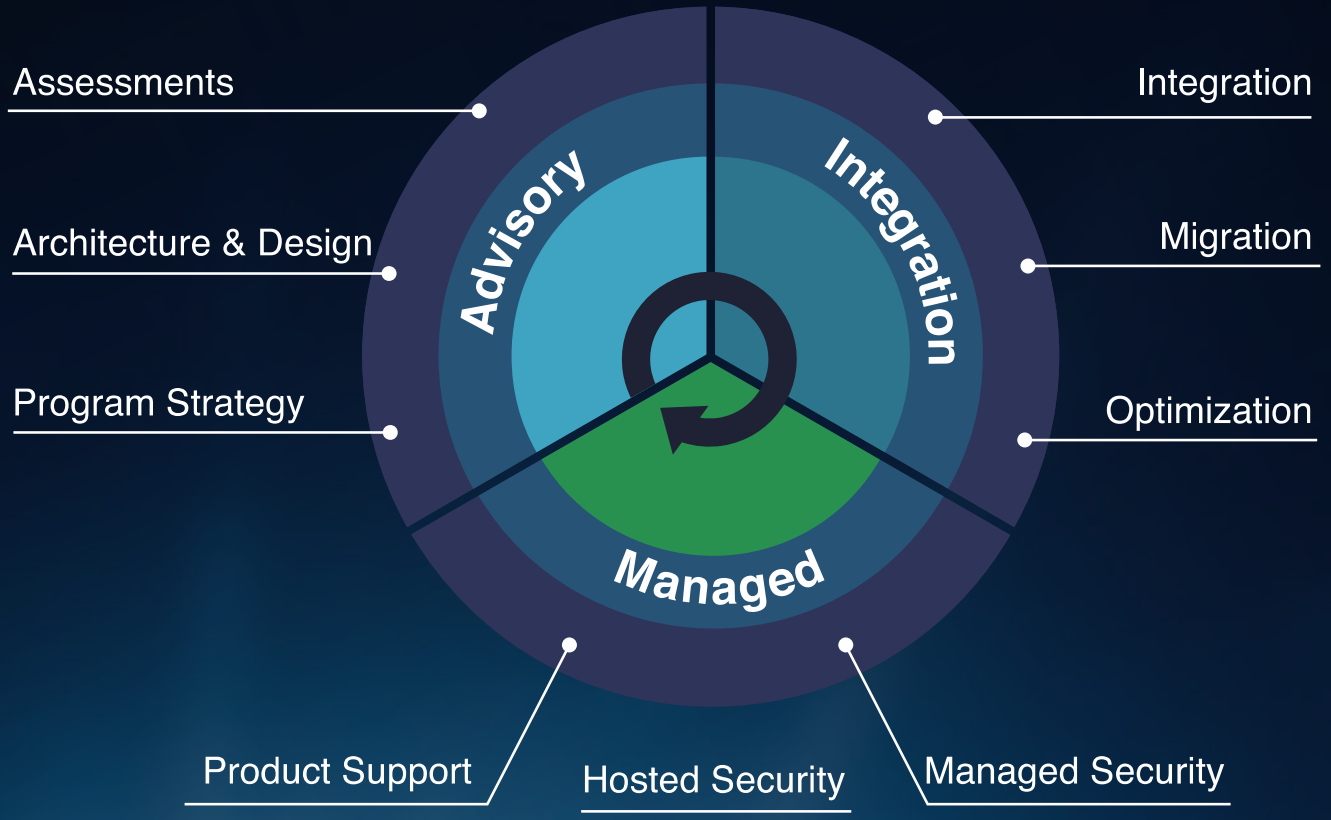
Security Service Portfolio



Cisco Advisory Services

Governance and Strategy

Defining nimble governance, strategy, and policy to support business goals

Risk and Compliance

Aligning security with risk management and compliance processes

Cyber Security Assessment

Ensuring security diligence and programmatic efficiency

Threat Management

Understanding the threat landscape, continuously improving operations and effectively responding

Managed Threat Defense (MTD)
Organic Innovation

Analytics

reduction

People

resources

Intelligence

- Publicly available intelligence

Technology

leverage and accountability

MANAGED

Managed Threat Defense (MTD)

Challenge

- Uneven visibility into multiple threat vectors
- Shortage of operational security expertise
- Limited real-time security analytics capabilities
- Need for better threat intelligence

Solution

- Predictive analysis and behavior-based tools
- 24/7 real-time expert staffed SOCs
- Incident prioritization and event correlation
- Industry leading hybrid intelligence

Outcomes

- 34% savings on information security management through leverage of MTD SOC
- 95% decrease in redundant investigations due to higher fidelity detection
- 70+ high priority threats remediated per day

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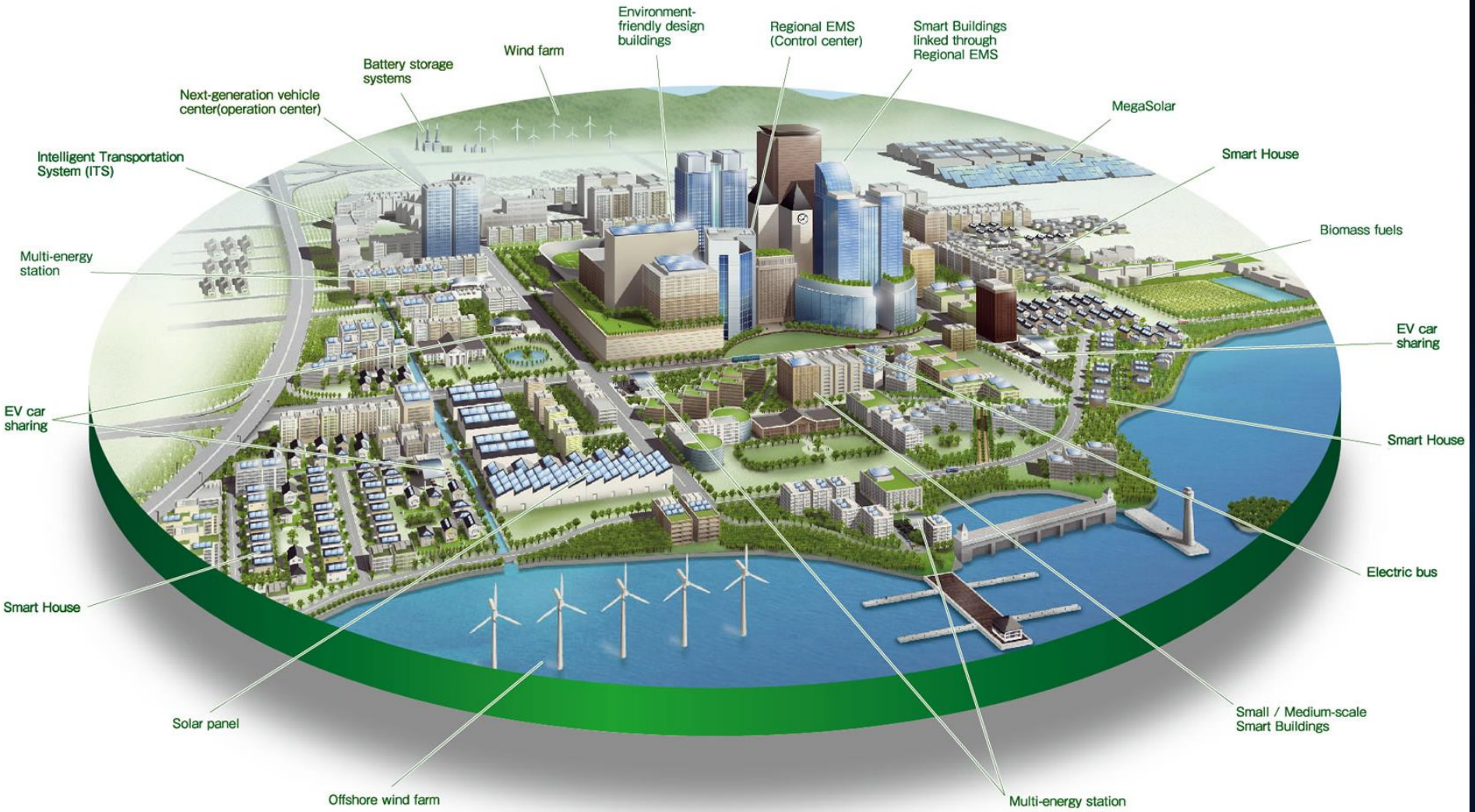
Environment-friendly design buildings
Regional EMS (Control center)
Smart Buildings linked through Regional EMS
Wind farm
Battery storage systems
Next-generation vehicle center(operation center)
MegaSolar
Intelligent Transportation System (ITS)
Smart House
Biomass fuels
Multi-energy station
EV car sharing
EV car sharing
Smart House
Electric bus
Smart House
Small / Medium-scale Smart Buildings
Solar panel
Offshore wind farm
Multi-energy station

TOMORROW starts here.