



SAFE Executive Summary

- **SAFE is a flexible, comprehensive security blueprint that enables organizations to safely engage in e-business *today***
- **SAFE combines leading Cisco security solutions with a rich ecosystem of complementary programs, products, partners and services**
- **Under the SAFE initiative, Cisco will continue to introduce multiple new security products and programs that extend its market leadership**

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SAFE Defined

A comprehensive security blueprint that enables organizations to safely engage in e-business



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SAFE Extending Cisco Market Leadership

- **Cisco is the market leader in Security!**

PIX #1 with 60% of Q2CY00 Worldwide Total Firewall Market

(Calculated from Infonetics Research report, August, 2000.)

IDS #1 in market share with 270% revenue growth from '99 - '00

(Frost & Sullivan, April, 2000.)

- **Cisco is the market leader in VPNs!**

Cisco leads the total VPN market with 79% share

(Calculated from Infonetics Research report, August, 2000.)

Cisco's VPN-Enabled Routers lead the market with 92% share

(Infonetics Research, August, 2000)

Cisco VPN Gateways lead the market with 28% share

(Synergy Research Group, August, 2000.)

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SAFE Customer Benefits

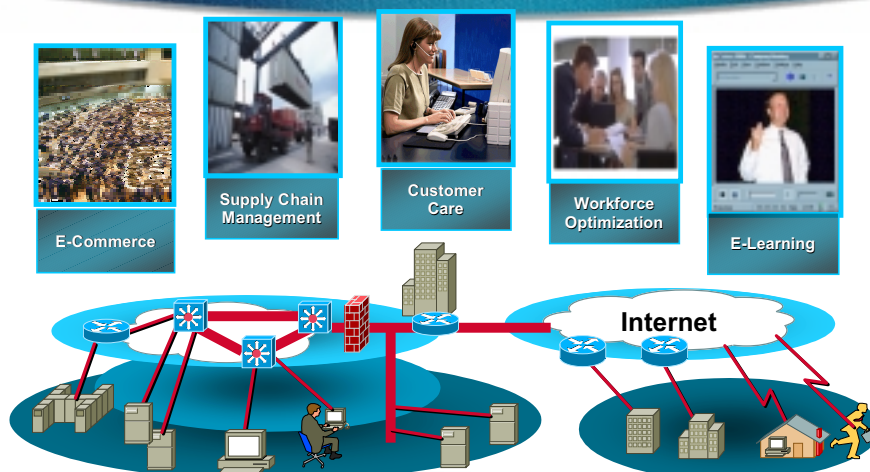
- Provides a proven, detailed blueprint to securely compete in the Internet Economy
- Provides the foundation for migrating to secure, cost-effective converged networks
- Enables organizations to stay within their budgets by deploying a modular, scalable security framework in stages
- Delivers integrated network protection by offering best-in-class security products and services

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Critical e-Business Solutions



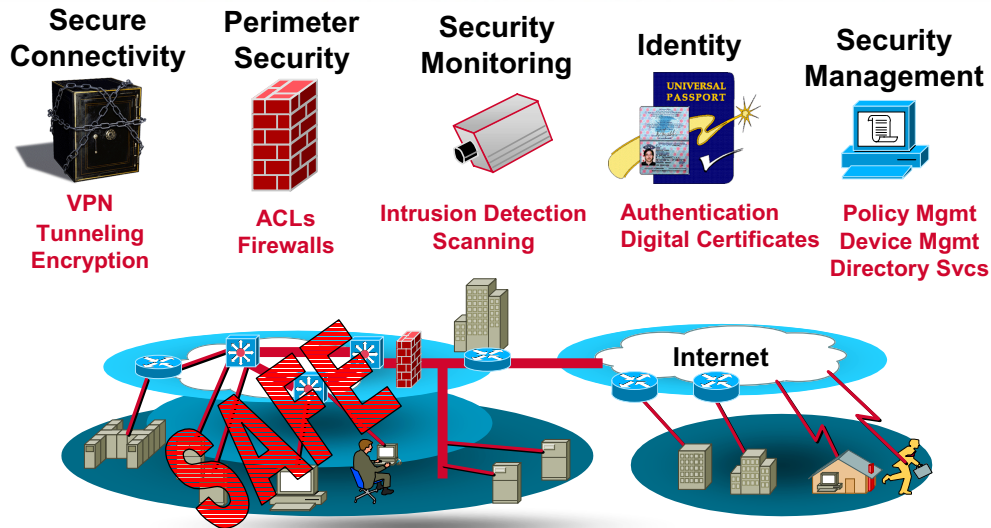
**An Intelligent and Secure Network
Infrastructure is Required for E-Business!!**

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Key Components of a SAFE Network



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Cisco Architecture for Voice, Video, and Integrated Data (AVVID)

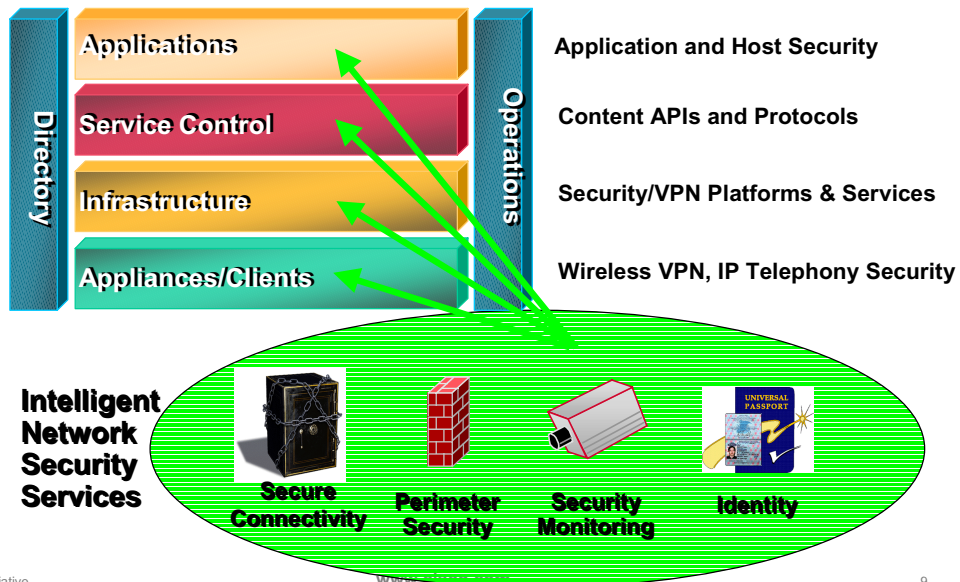


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Security Elements within AVVID

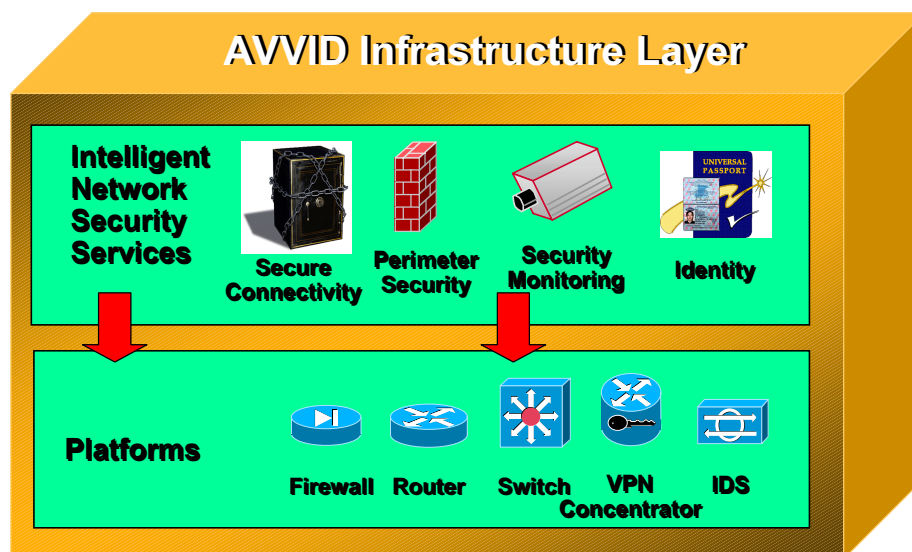


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Secure Cisco Infrastructure Components



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SAFE e-Business Solutions Framework

The diagram illustrates the SAFE e-Business Solutions Framework, structured as a series of concentric ellipses representing different layers of the system architecture. The outermost layer is yellow and labeled "Solutions" in red. It contains three main components: "Secure E-Commerce" (represented by a green dollar sign and a server icon), "Secure Supply Chain Management" (represented by a network of colorful building icons), and "Secure Intranet for Workforce Optimization" (represented by an icon of a person at a computer). The middle layer is green and labeled "Ecosystem" in red. It contains three components: "Integration Partners", "Security and VPN", and "Associate Solutions". The innermost layer is light blue and labeled "Cisco Programs & Services". At the bottom, a stack of four colored blocks (yellow, red, yellow, and light blue) represents the "AVVID System Architecture". The text "www.cisco.com" is visible at the bottom of the stack. The background of the diagram shows a stylized office environment with desks, chairs, and buildings.

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e-Business Solutions Framework

Solutions

- Secure E-Commerce
- Secure Supply Chain Management
- Secure Intranet for Workforce Optimization

Ecosystem

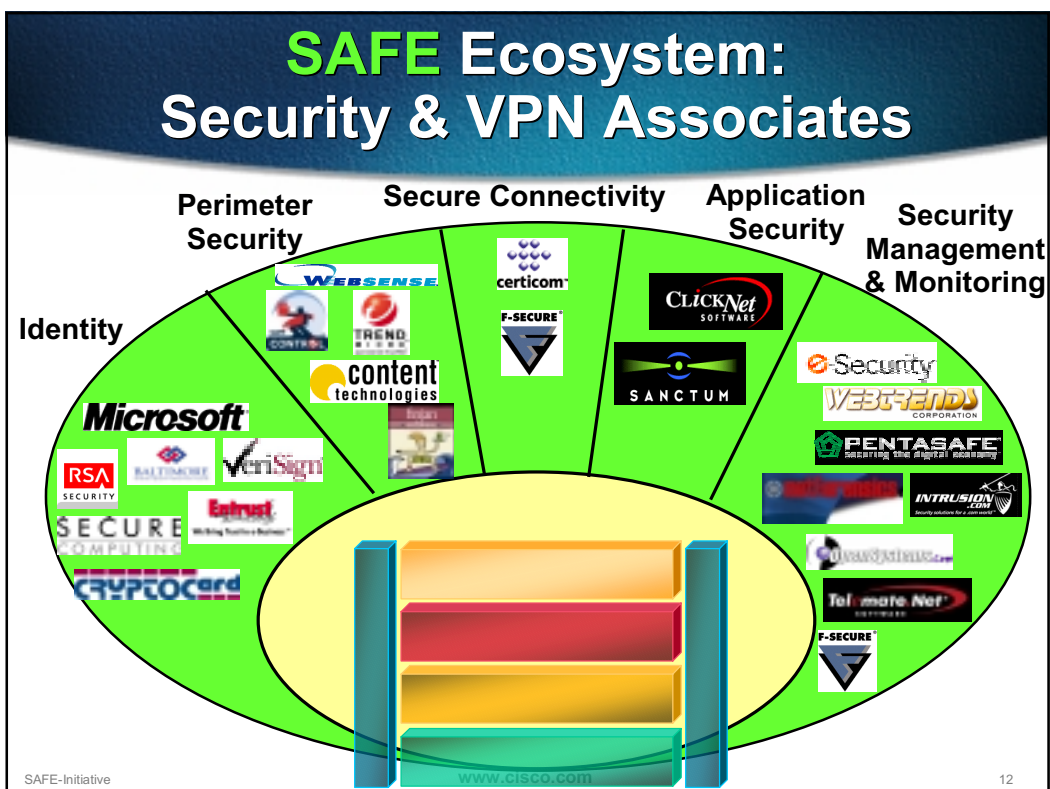
- Integration Partners
- Security and VPN
- Associate Solutions

Cisco Programs & Services

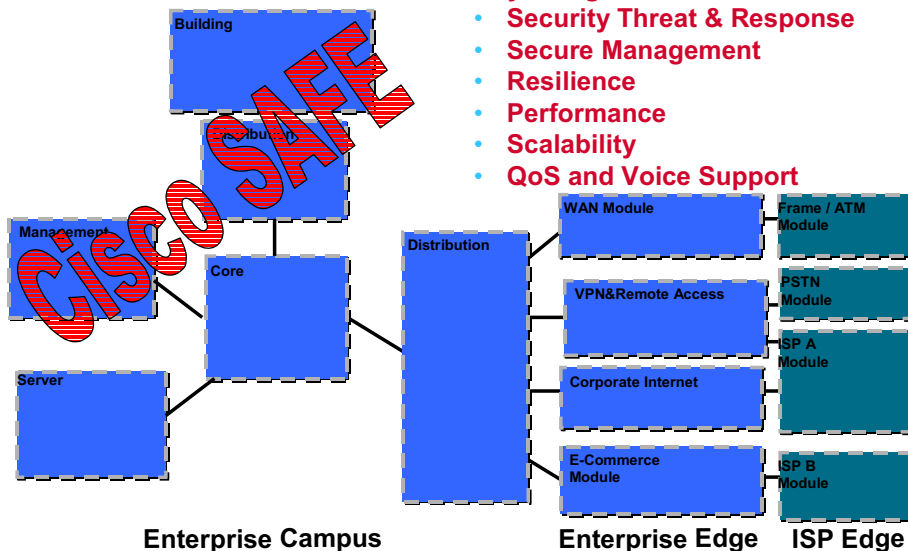
AVVID System Architecture

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SAFE Enterprise Network Design Guide



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SAFE Applied: ACME.com

- **The Scenario:**

ACME.com is an up-and-coming e-Retailer
Consumers will be ordering widgets via the Web



- **Some Critical Requirements:**

Secure the exchange of information between retailer and remote suppliers

Restrict access of "outsiders" to the corporate network

Enable orders to be placed and information to flow between Web servers and corporate systems

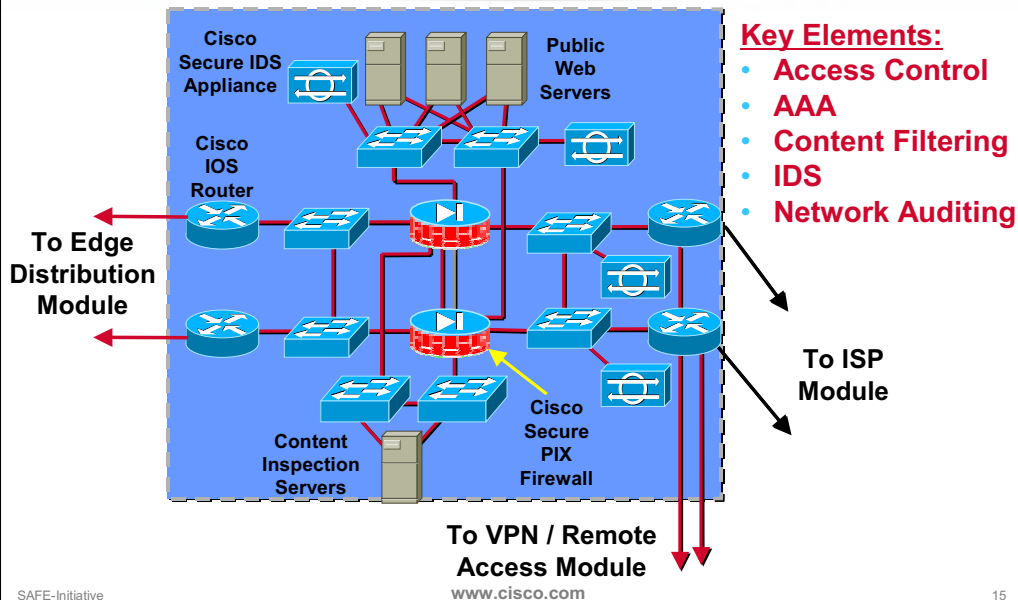
Protect against network attacks

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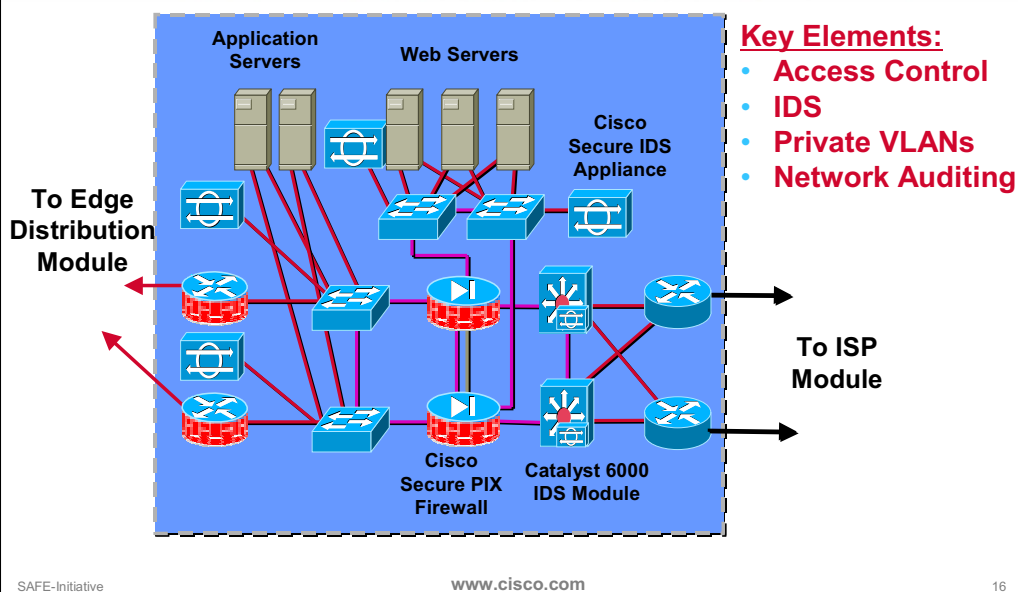
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SAFE “Corporate Internet” Module



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SAFE “E-Commerce” Module



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Cisco SAFE products - Firewall -

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What Is a Firewall?



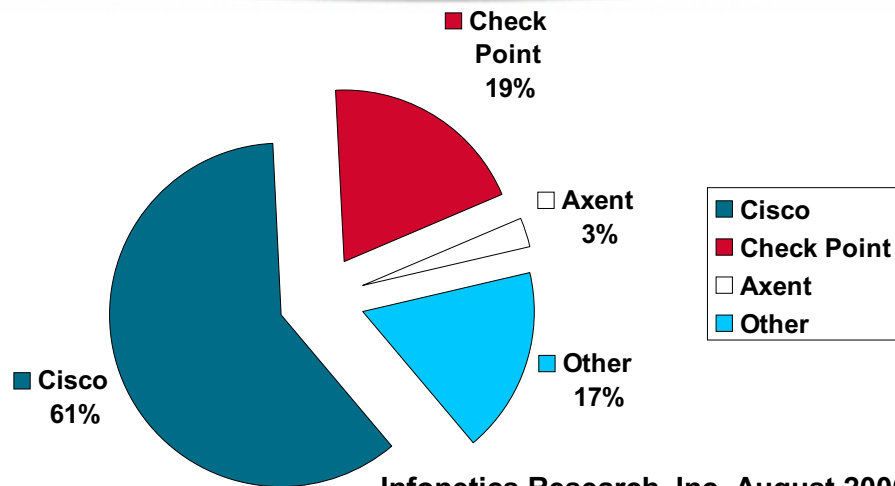
- A set of hardware and software enforcing security policy at a point on a network
- Perimeter security device
- Commonly capable of Virtual Private Networks (VPN)

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Total Worldwide Firewall Market Q2CY00



Infonetics Research, Inc. August 2000

Note: Figure gained from aggregating both the report's firewall categories and calculating the shares based on revenues).

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PIX is the #1 Firewall in the World!

- PIX Firewall has 61% of the worldwide total firewall market
- PIX Firewall has 89% of the worldwide hardware firewall market
- PIX Firewall Q2CY00 revenues of \$112M exceeded CheckPoint Software's total revenue of \$90.7M!

Sources: Infonetics Research, August 2000,
CheckPoint's Q2CY00 Report Press Release, July 19, 2000

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Uncompromised Security

- NSA TTAP Certification
- Common Criteria EAL4 (ITSEC E3) certification
- Check-Mark Certification
- SRI International testing
 - “SRI International failed to uncover any security vulnerabilities in the Cisco PIX firewall ”
- PRC Ministry of Public Security Approval - XKC33021

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Cisco Secure PIX Firewall Family



- **PIX 525:** Large enterprise
- **PIX 520:** Medium-to-large enterprise
- **PIX 515:** Enterprise branch office and small-to-medium businesses
- **PIX 506:** Small branch office and small businesses



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Cisco Secure PIX Firewall Market Leadership



- **#1 Market share**
- **Highest performance**
250,000 connections @370 mbps
- **Lowest overall cost**
- **Integrated appliance packaging**
- **Most secure**
- **Highest reliability**
- **#1 Service and support from Cisco!**

