



A New Approach to Security..... Enabling Today's Businesses

Gordon Thomson

Director, Cisco Security

Europe, Middle East, Africa & Russia

What has happened during the last 10 years?

The Google logo, consisting of the word "Google" in its signature multi-colored font.

1999



2001



2003

The LinkedIn logo, with the word "LinkedIn" in black and the "in" part enclosed in a blue square with a white border.

2003

The Flickr logo, with the word "flickr" in a blue, lowercase, sans-serif font.

2004

The Facebook logo, featuring the word "facebook" in white lowercase letters on a dark blue rectangular background.

2004

The YouTube logo, with the word "YouTube" in white lowercase letters on a red rounded rectangular background.

2005

The Twitter logo, with the word "twitter" in a red, lowercase, sans-serif font with a white outline.

2006

The Impact the Internet has on our Life

“I cannot imagine a life without...”

- A mobile phone: 97%
- The Internet: 84%
- A car: 64%
- My current partner: 43%

% of the 14-29 year population

Source: BITKOM – Bundesverband Informationswirtschaft, Telekommunikation und neue Medien e.V., 2010

Predicting the future is not easy



- “ Prediction is very difficult, especially about the future.” - *Niels Bohr, Nobel Laureate*
- “ Everything that can be invented has been invented“ - *Commissioner, U.S. Patent Office, 1899*
- “ This 'telephone'... is inherently of no value to us.” - *Western Union memo, 1886*
- “ We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten” - *Bill Gates*
- “ The best way to predict the future is to create it.”
Peter Drucker

The Extinction Timeline

2012: Fax machines

2014: Getting lost

2017: Wired Ethernet for endusers

2018: Laptop (replaced by Thin Client)

2020: Copyright

2021: Dialtone

2027: Phone numbers

2030: Keys

2033: Coins

2045: Employment (“personnel” cloud – mturk.com)

2049: Physical newspapers

2050: Office buildings



So what does this mean for YOU and your business?



- Future of Enterprise networks and -services
Commodity – just like water and power, managed utility



- Consider cloud and virtual desktop
Your current laptop upgrade may be the last



- Think about security and identity management
The physical office won't help you for much longer

Today's Agenda

- Security Top of Mind Again in Europe
- Why is this??
- The 'Security Pressure Point'
- The Security Challenge
- The Security Architecture
- Conclusion

Security is Top of Mind Again in Europe

Market Validated: Security Top of Agenda

IT solution priorities by vertical market

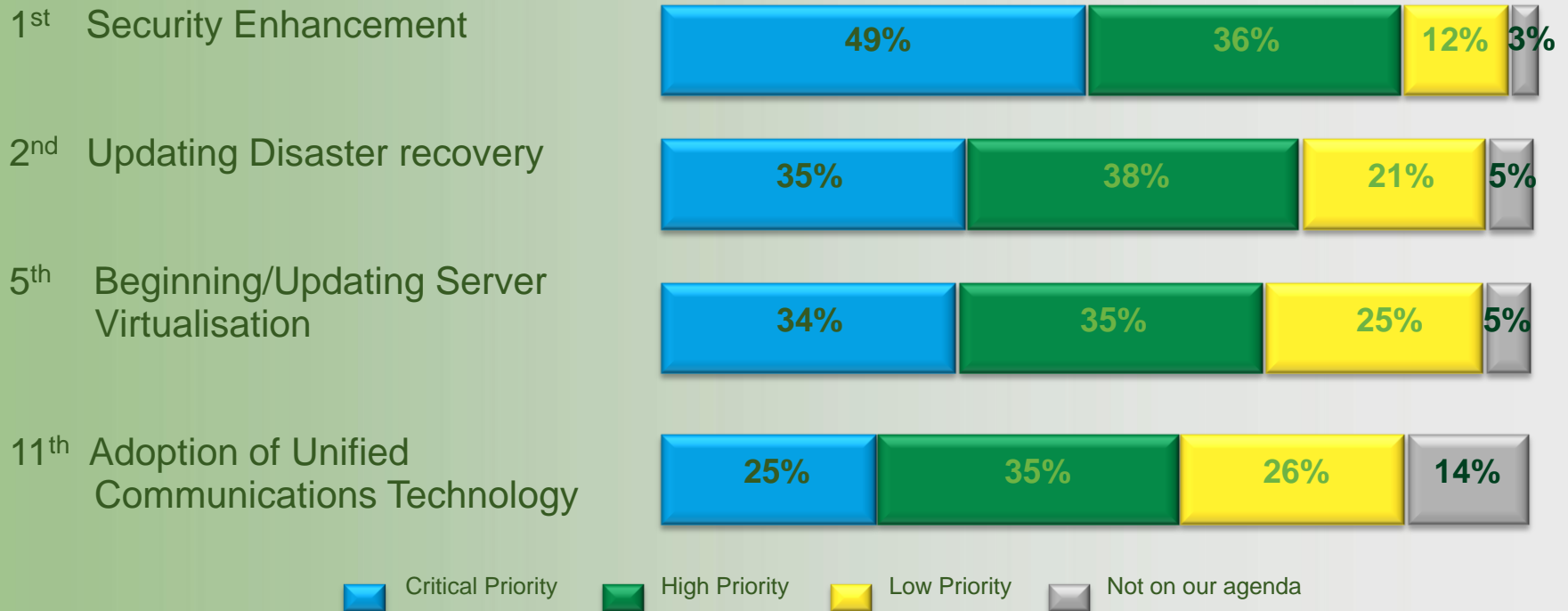


Priority	#1	#2	#3	#4
Financial Services	Security	Storage Software	BI & Analytics	Content/Document Management
Manufacturing	Security	ERP	Storage Software	Content/Document Management
Retail/Wholesale	Security	Storage Software	Content/Document Management	ERP
Telecommunications and Media / Printing & Publishing	Storage Software	Security	ERP	Content/Document Management
Transportation	Security	Content/Document Management	BI & Analytics	Storage Software
Utilities / Oil & Gas	Security	Storage Software	Content/Document Management	ERP
Business Services	Security	Storage Software	Content/Document Management	BI & Analytics
Government and Education	Security	Storage Software	Content/Document Management	UC / Collaborative
Healthcare	Security	Storage Software	Content/Document Management	BI & Analytics
Total	Security	Storage Software	Content/Document Management	ERP

Source: IDC „Post Crisis: improving business environment and the IT market” Oct, 2010

Market Validated: Security Top of Agenda

How important are each of the following IT initiatives to your organizations business or corporate initiatives for the coming year?'



IT Managers place highest priority on adoption of security

Source: Wedbush Morgan, Jan. 2010,

Why is Security Top of Mind?

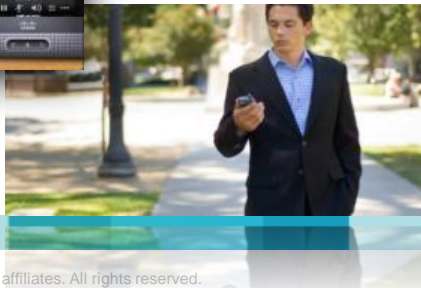
Why is Security Top of Mind?



Threats Increase in times of Economic downturn

- Cyber crime, Industrial espionage

Regulations and Compliance increasing in most industries
Cloud and SaaS changing our business process



The demands of employees to collaborate on any device from anywhere

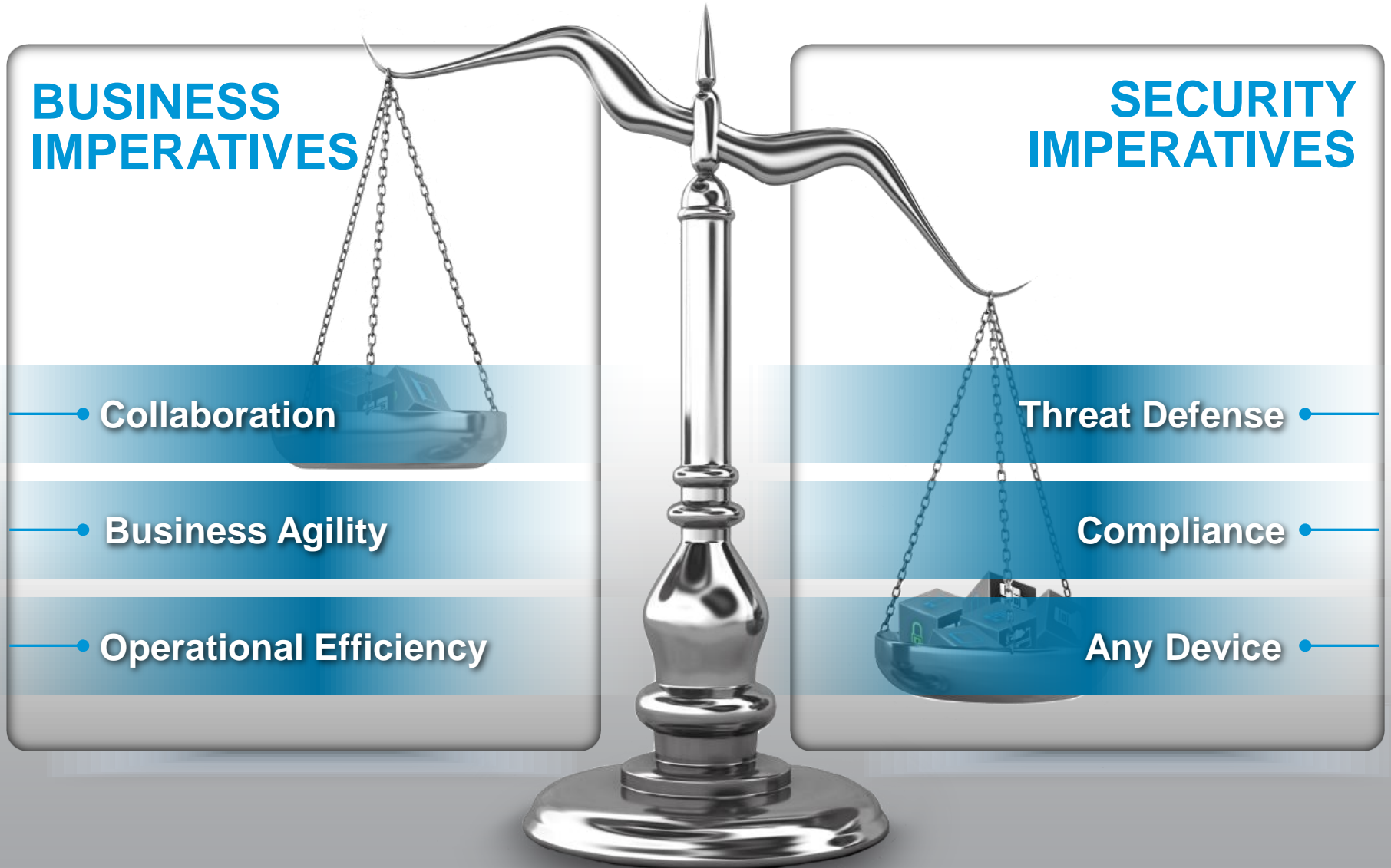
The 'Security Pressure Point'

The Security 'Pressure Point'

Improve Security AND Control Costs



Opposing Forces



The 'Security Challenge'

Security Challenge



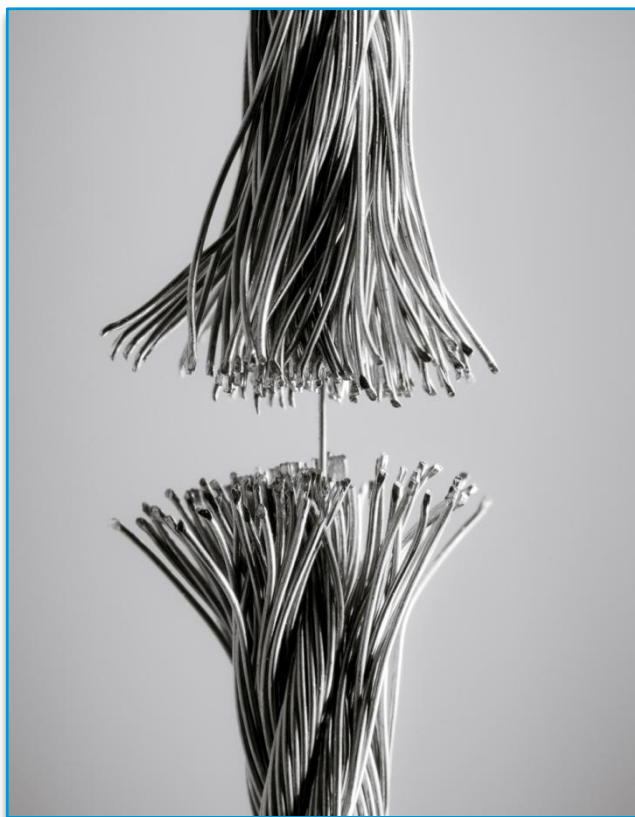
How Do I Secure?

- Any device: tablet, smartphone
- New collaboration and social media Applications
- Data moving to the Cloud
- Data Center and Desktop Virtualization

Multi-dimensional Challenge



The Need For A New Approach To Security



- Shift from piecemeal security approach to architecture-based
- From physical structure-based security to distributed security enforcement for virtual environments
- Enable always on security for any user, any device, any access (wired, wireless, mobile, remote)
- Provide greater visibility and control, enable compliance

A New Approach To Security

1

From piecemeal security approach to architecture-based

4

Consistent policy and management for any access: wired, wireless, mobile, remote

3

Secure any user device, always on

2

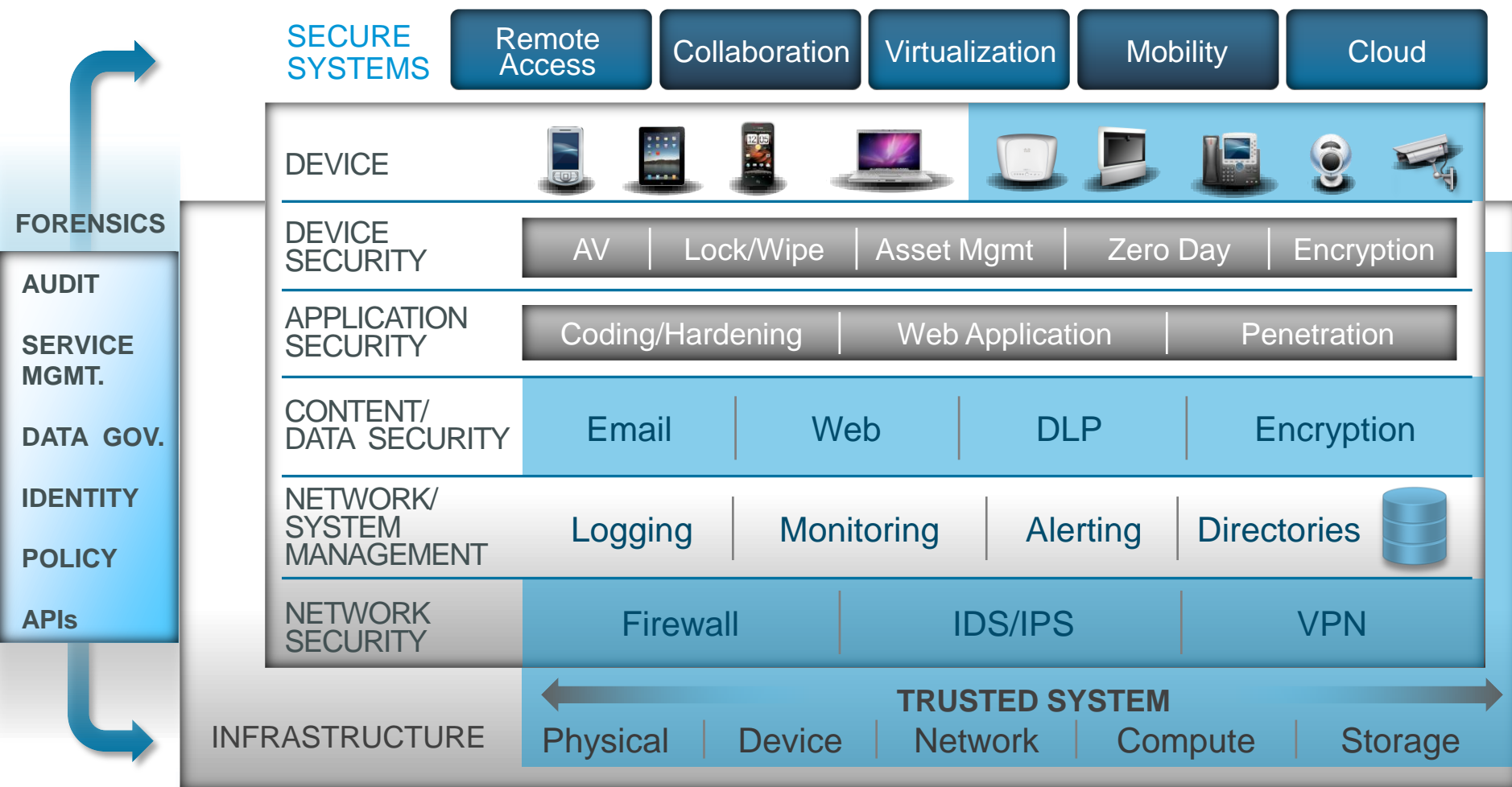
From physical structure-based security to secure distributed and virtual environments

5

Visibility and compliance: reporting, end-to-end encryption, management

A Security Architecture

An Industry Model of a Security Architecture*



* Based on common industry models by Gartner, SANs Institute and various customer interviews

Cisco SecureX Architecture



The Ultimate Security Solution



Keep Bad
Stuff Out

Protect the
Good Stuff

Keep Critical
Services Running

Be Compliant

Provide Visibility:
Users, Devices,
Activities

Cost Efficient

REQUIRES AN ARCHITECTURAL APPROACH

Cisco Security Solutions Portfolio

Threat Intelligence: SIO

Network Security

- Firewall
- IPS
- VPN
- Security management
- Virtual security
- Security modules



Access Control

- Policy Management
- 802.1x
- NAC
- Posture assessment
- Device profiling
- Identity Services
- Confidentiality



Secure Mobility

- VPN
- Mobile security client
- Wireless IPS
- Remote worker
- Virtual office
- Mobility security



Content Security

- Email Security
- Web Security
- Cloud-based content security services



Secure Cloud and Virtualization

Threat Intelligence

Global Visibility

SIO

GLOBAL INTELLIGENCE

Researchers, Analysts, Developers



Researchers,
Analysts,
Developers



Applied
Mitigation
Bulletins

ISPs, Partners,
Sensors

ScanSafe

IPS

ASA

ESA

WSA

ESA

Cisco AnyConnect



CISCO SOLUTION

Largest Threat Analysis
System - Blended Threat
Protection

700K+ Global Sensors
5 Billion Web Requests/Day
35% Of Global Email Traffic
Endpoint Threat Telemetry

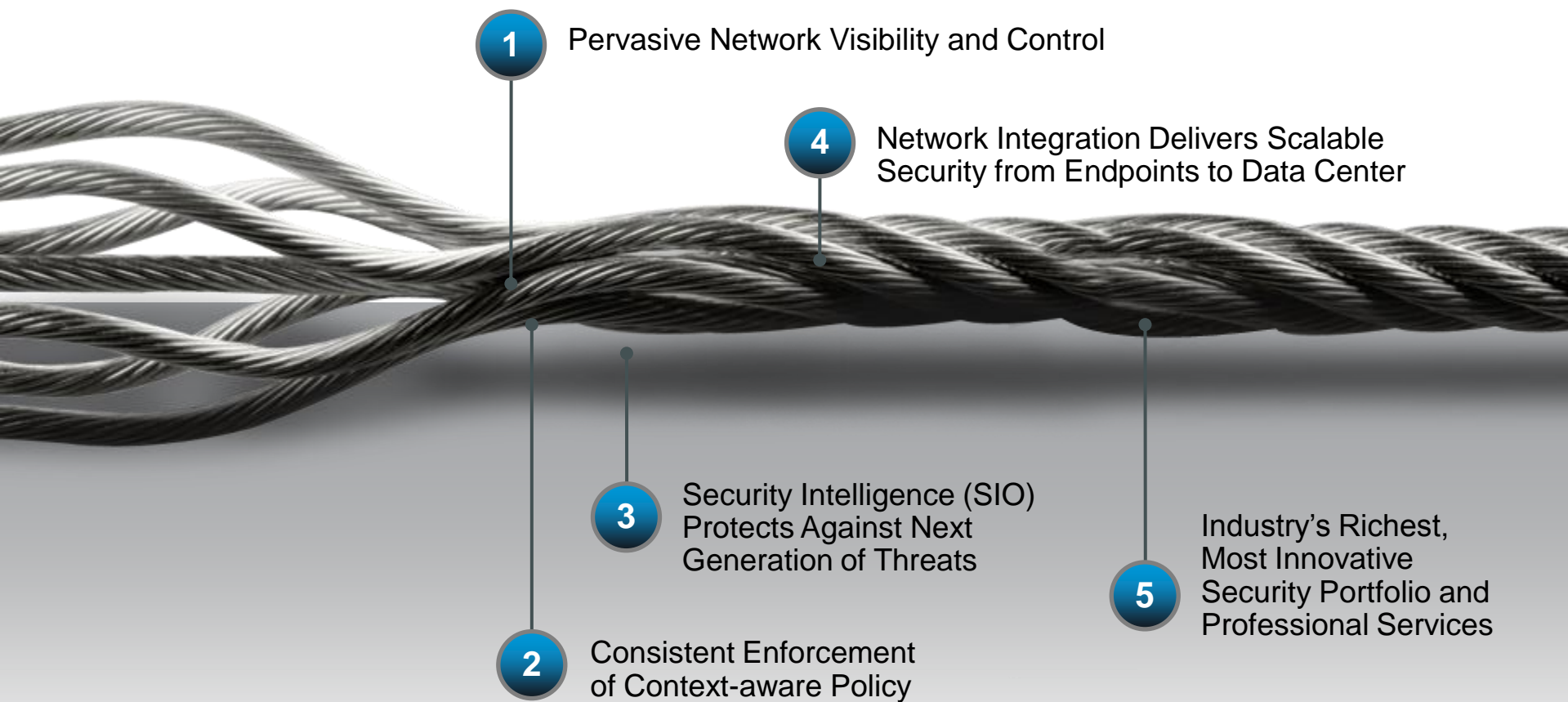
Reputation, Spam,
Malware and Web
Category Analysis, and
Applications Classification

Assess Your Organization's Security



- Are you exploring new business models in the cloud?
- Do your employees use their personal smart phones/tablets/PC/other for work?
- Are you protected against vulnerabilities introduced by collaboration tools and social media sites?
- Do you proactively protect your business against newest threats? How do you cope with zero day threats?
- What are your compliance needs? Are you meeting them?
- Are you enforcing the same security policies consistently across your organization?
- Are your security operational cost rising with increased security complexity?

Why Cisco SecureX



Next Steps

Assess Your
Security **Status**
Based on the 7
Security Questions

Learn more About
Cisco Security
Solutions from a
Cisco Security
Expert

Perform a
Security
Assessment
with Cisco or a
Cisco Partner

Thank you.

