



Cisco Threat Awareness Service

Gain a New Level of Visibility into Malicious Activity in Your Network

Credit card numbers. Bank accounts. Social Security numbers. Addresses. Identity information. Small and midsize businesses (SMBs) often hold the same highly sensitive information as large enterprises. But they often forgo threat intelligence because it is hard to deploy, difficult to use, and costly to obtain and implement. SMBs need more effective security tools at a lower cost because they face an increasing number of security threats every day. As businesses of all sizes become increasingly connected, hackers see more opportunities to make a profit by targeting smaller companies along with larger ones. SMBs with tight budgets are often easier targets than large enterprises spending millions of dollars on security. Increasingly, hackers are focusing on SMBs because they pose less risk and have been easier to infiltrate. With the Cisco® Threat Awareness Service, SMB network security catches up to the reality of today's threats.

Based on Cisco's extensive network visibility and threat intelligence, Threat Awareness Service lets you see potential threats to your network through an external web portal. This round-the-clock service provides visibility into both inbound and outbound network traffic. As an add-on to the Cisco Smart Net Total Care™ Service, it requires no configuration changes, additional equipment, or software. You can deploy the service quickly, easily, and cost-effectively. Then enjoy the advanced security features and peace of mind it brings.

Reducing the Complexity and Enhancing the Scope of Threat Intelligence

Threat Awareness Service reveals a variety of activities taking place on your network by:

- Tracking customer domain names and IP addresses and observing suspicious activity or requests
- Delivering a daily snapshot of your network, with the data and graphs necessary to identify potential threats
- Giving you the ability to view threat awareness unique to your organization at any time through the web portal
- Presenting threat information and analysis in a straightforward way to make it accessible to technical and nontechnical audiences alike
- Operating outside your network, without a hardware or software footprint
- Activating quickly to avoid lags in service

Benefits

- **Improve threat visibility** with insight into malicious network activity
- **Reduce security complexity** by accessing threat data through an easy-to-use web portal
- **Enhance your understanding of threats** quickly, easily, and cost-effectively without configuration changes, added software, or capital expenditures
- **Scale the solution simply** through subscription levels priced for organizations of all sizes

“Small and midsized businesses are now the preferred targets for cybercriminals...automation makes it easy to attack them by the thousands.”

Taylor Armerding
CSO Magazine

A base offer of the service is included with Smart Net Total Care purchases. A premium offer is available with enhanced capabilities as a yearly subscription. The premium offer tracks an unlimited number of domain names and IP addresses to extend threat awareness across your entire network.

Next Steps

Threat Awareness is a part of the Cisco Security Advisory Services portfolio of services. Our security advisors can help your organization develop a strong strategy around security, compliance, and threat management.

To learn more about how Threat Awareness Service can benefit your business, contact your local account representative or authorized Cisco reseller.

For more information on how Cisco can help you protect your organization from today's dynamic threats, visit cisco.com/go/services/security.

Additional details on the Smart Net Total Care Service are available at cisco.com/go/total.