



Cisco Security as a Service Solutions

The Value of Cisco Security as a Service Solutions

Cisco® Security as a Service solutions help service providers deliver cost-effective turnkey and hosted security services. As your customers move their services to the cloud, they want to control internal costs. Others lack security expertise and want to outsource these functions to service providers.

By adopting Security as a Service solutions, you can support these goals, helping your customers reduce IT security costs and complexity. They'll benefit from continuous up-to-date security protection and offload security management operations.

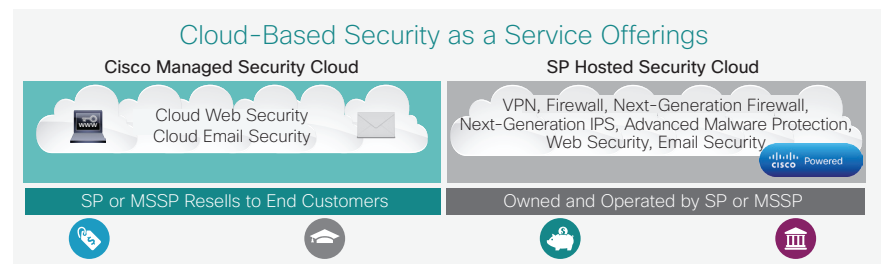
Benefits

- Avoid the financial, technology, and market risks associated with upfront investments in specific hardware and technology.
- Increase average revenue per user (ARPU) by bundling multiple service offerings for the same customer, improving existing customer revenue, and increasing the number of enterprise customers through broader service offerings.
- Reduce capital expenditures and operating expenses and accelerate time to revenue with lower initial costs and increased automation, standardization, and virtualization.
- Increase competitive differentiation by offering a variety of bundled services along with multiple service tiers and choices of service level agreements (SLAs).

Security as a Service Solutions

Along with solutions for the managed customer premises equipment (CPE) market, Cisco offers additional security solutions for service providers, including:

- Turnkey managed security cloud solutions operated by Cisco
- Hosted solutions that allow service providers to deliver cost-effective managed services operated from their own cloud infrastructure



The Cisco Managed Security Cloud Service

The Cisco Managed Security Cloud Service solution provides world-class web and email security without incurring the cost of building and operating a cloud. These solutions include Cisco Cloud Web Security and Cisco Cloud Email Security services, hosted in Cisco data centers with the option to be co-hosted in your data center and delivered to your customers over the Internet. The solutions align with your strategies to deliver cloud services to your customers. You can also attach subscription-based services to existing Cisco Integrated Services Router and Cisco Adaptive Security Appliance installed-base customers and retain market share by adding security services.

Cisco Powered Service Provider Hosted Security Cloud Services

Cisco Powered Service Provider Hosted Security Cloud Services use Cisco virtual appliances hosted in the service provider cloud to deliver managed security services to business customers.

Service Provider Challenges

Cisco Security as a Service solutions address the broad needs of today's service providers.

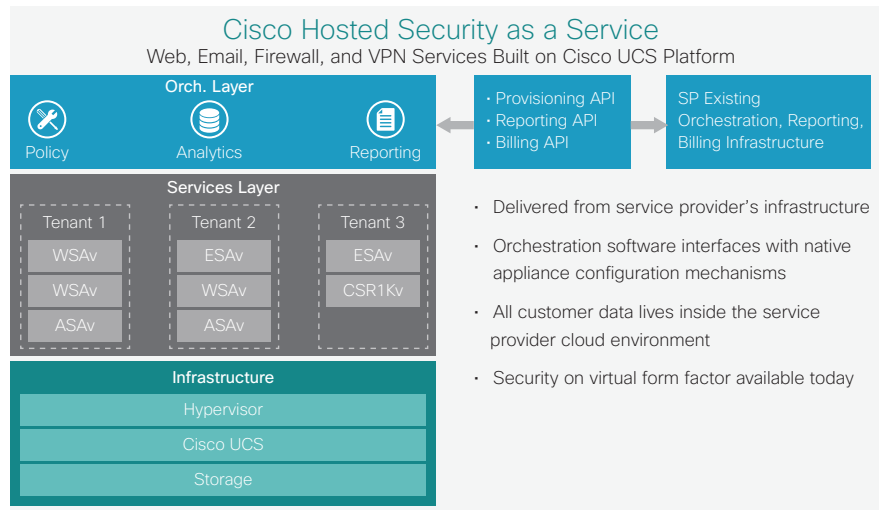
Managed security services providers (MSSPs) using dedicated physical security appliances face challenges related to the high cost of infrastructure and service delivery. They also may experience longer lead times to deliver new services. However, when they deliver these services from the cloud, they can reduce infrastructure and operating expenses, increase service agility, and accelerate time to revenue.

Cloud service providers (CSPs) who have made large investments in infrastructure need to quickly monetize their services. Plus they demand new and easily deployable security offerings beyond their existing computing and storage services. With cloud-based security, CSPs can extend additional premium services to enterprise customers. These enhanced offerings can bring the required return on investment. Additionally, CSPs often see rapid returns, since cloud security services can be provisioned quickly.

Next Steps

Find out more at <http://www.cisco.com/go/hss>.

These services include Cisco Hosted Security as a Service and Virtual Managed Services. Multiple services can be offered to a single business customer, including VPN, firewall, email security, and web security services. You can provide these services for all customers from a multitenant service delivery platform, enjoying significant economies of scale that can lead to lower CapEx and OpEx, competitive prices for your customers, and new revenue models.



Note: The services layer comprises various configurations of the Web Security Virtual Appliance, Adaptive Security Virtual Appliance, Email Security Virtual Appliance, and the Cloud Services Router 1000V.

Selecting the Right Solution

Each service provider's business and operational models will determine whether a turnkey cloud solution or a hosted solution is the best fit. This table highlights typical business use cases and corresponding recommended solutions:

Use Case	Recommended Solution
Web or email security services can be added to a service provider's other cloud-based services and incur operating-only expenses without capital expenditures.	Cisco Managed Security Cloud Services
Security services can be attached to current managed Cisco Integrated Services Router or Adaptive Security Appliance services to increase or retain market share for the service provider.	Cisco Managed Security Cloud Services
Firewall, web, and email security services are managed by the service provider and run in a virtual private cloud environment.	Cisco Powered Service Provider Hosted Security Cloud Services
Firewall, VPN, web, and email security services are managed by the service provider at a reduced cost.	Cisco Powered Service Provider Hosted Security Cloud Services
Firewall, web, and email security services are managed by customers and run on a virtualized platform provided by the service provider.	Cisco Powered Service Provider Hosted Security Cloud Services
Firewall, VPN, web, and email security services are provided with customer data hosted in data centers within a specific region.	Cisco Powered Service Provider Hosted Security Cloud Services