

# Transforming Secure Connectivity for the AI-Ready Enterprise

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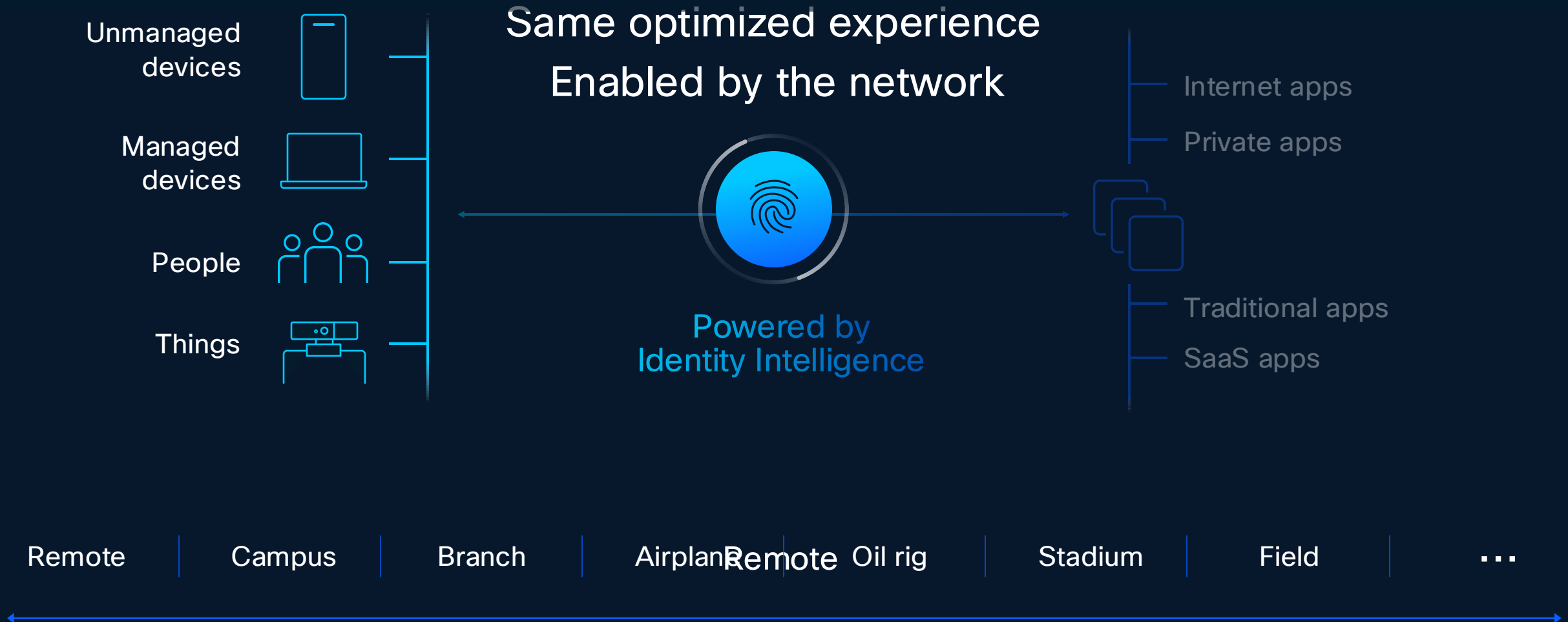
# What We'll Discuss Today

1. Introduction to Cisco Universal Zero Trust Network Access
2. Seamless Access
3. Identity Intelligence
4. Zero Downtime

# Traditional ZTNA was designed for a different time and different needs



# Universal ZTNA from Cisco

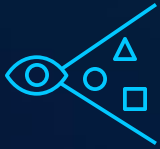


# Cisco AI Access

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Securing the use of AI

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Visibility



Leakage prevention



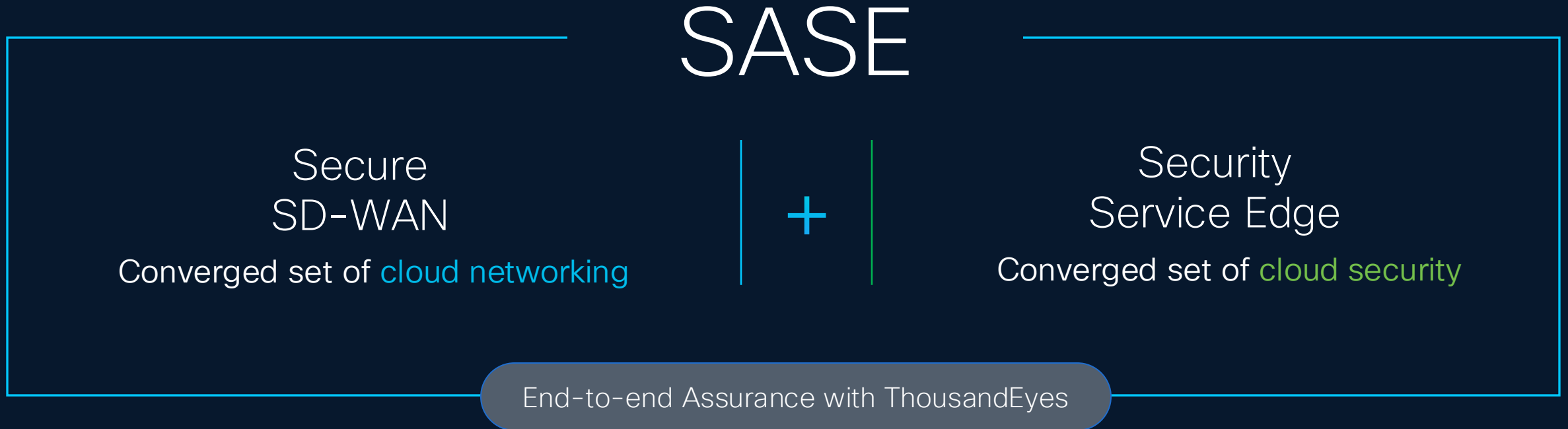
Compliant use

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**1200+** AI applications

# SASE: Secure Access integrated with Cisco SD-WAN

Your security strategy for a hyper-distributed world



# Cisco Universal ZTNA

SD-WAN

+

Security  
Service Edge

+

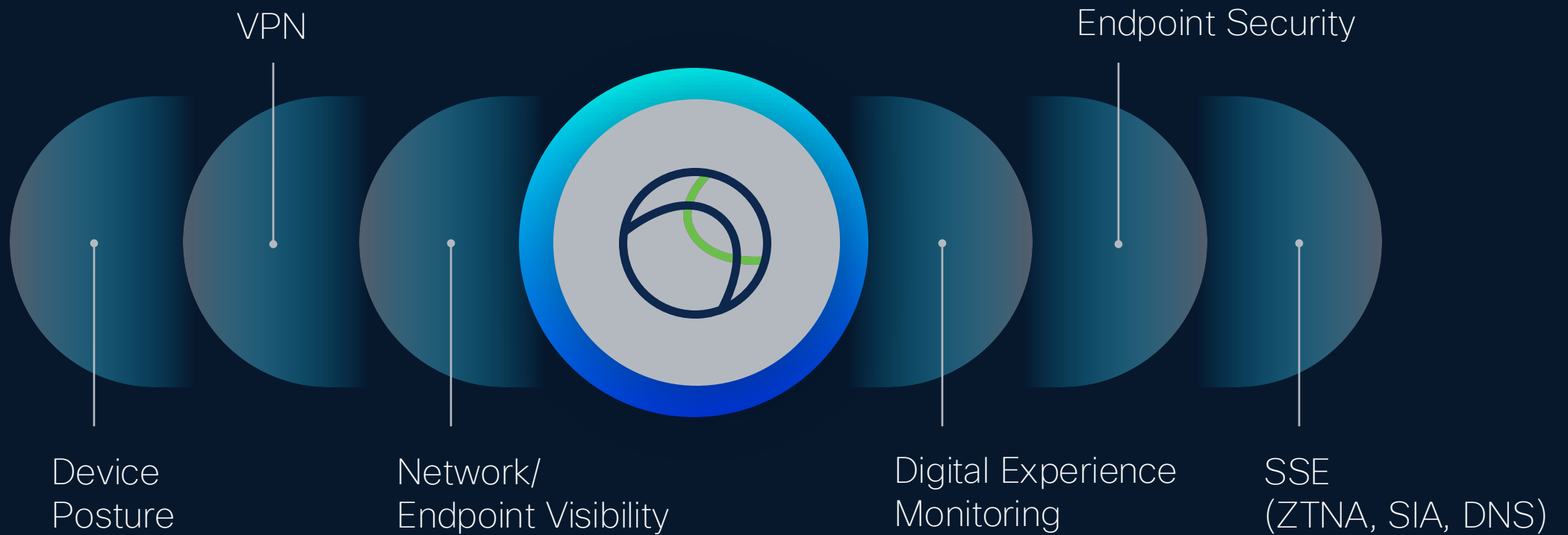
Identity  
Trust

Cisco SASE

End-to-end Assurance with ThousandEyes

**Seamless access for all  
applications**

# One client, **multiple functions**



# Flexible journey to universal ZTNA

- ✓ You set the pace
- ✓ Same client
- ✓ Common policy



## Traditional VPN

Network level access – cannot control at app level



## VPN as-a-Service

Lift your VPN to the cloud – more control and easier to manage



## ZTNA

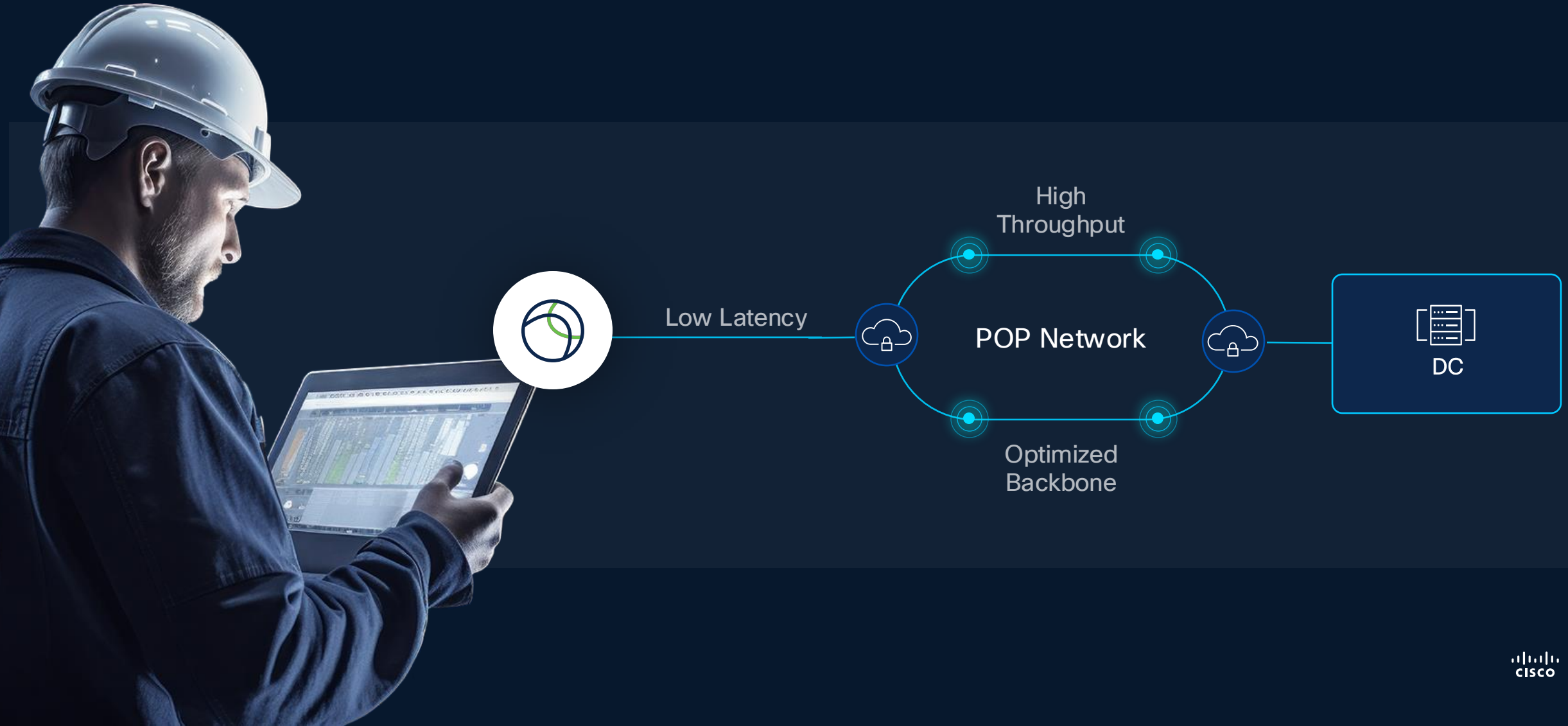
Enable remote users to securely connect with least privilege access to any private app.

## Universal ZTNA

Any user/device/thing securely connect with least privilege access to any app – anywhere.

# Cisco's modern PoP architecture

- Leverages MASQUE/QUIC, Vector Packet Processing (VPP), and a global peering



# Cisco SD-WAN your way

Flexibility to choose the SD-WAN fabric that fits best for your business



## Cisco Catalyst SD-WAN

Future-ready, secure networking built for resilient enterprises



## Cisco Meraki SD-WAN

Simple, cloud-managed networking and security made easy



## Cisco Secure Firewall Threat Defense

Advanced threat protection for a secure network

Integrated SASE platform with Cisco Secure Access powers all for unified policy enforcement



CAMPUS



HOME



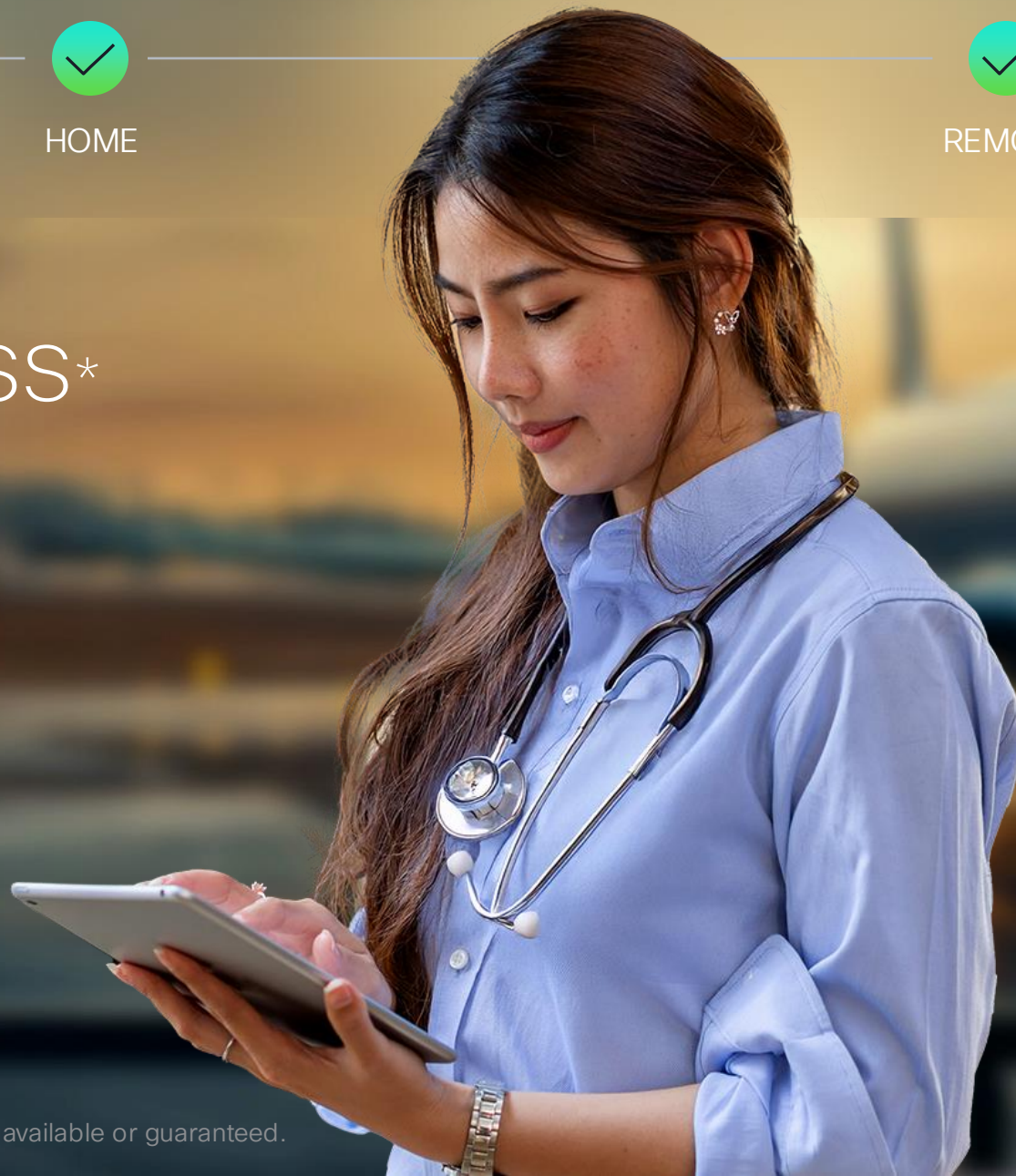
REMOTE

# Hybrid Private Access\*

Same experience in office  
and remote

Resilience with fail-over to  
on-prem firewall

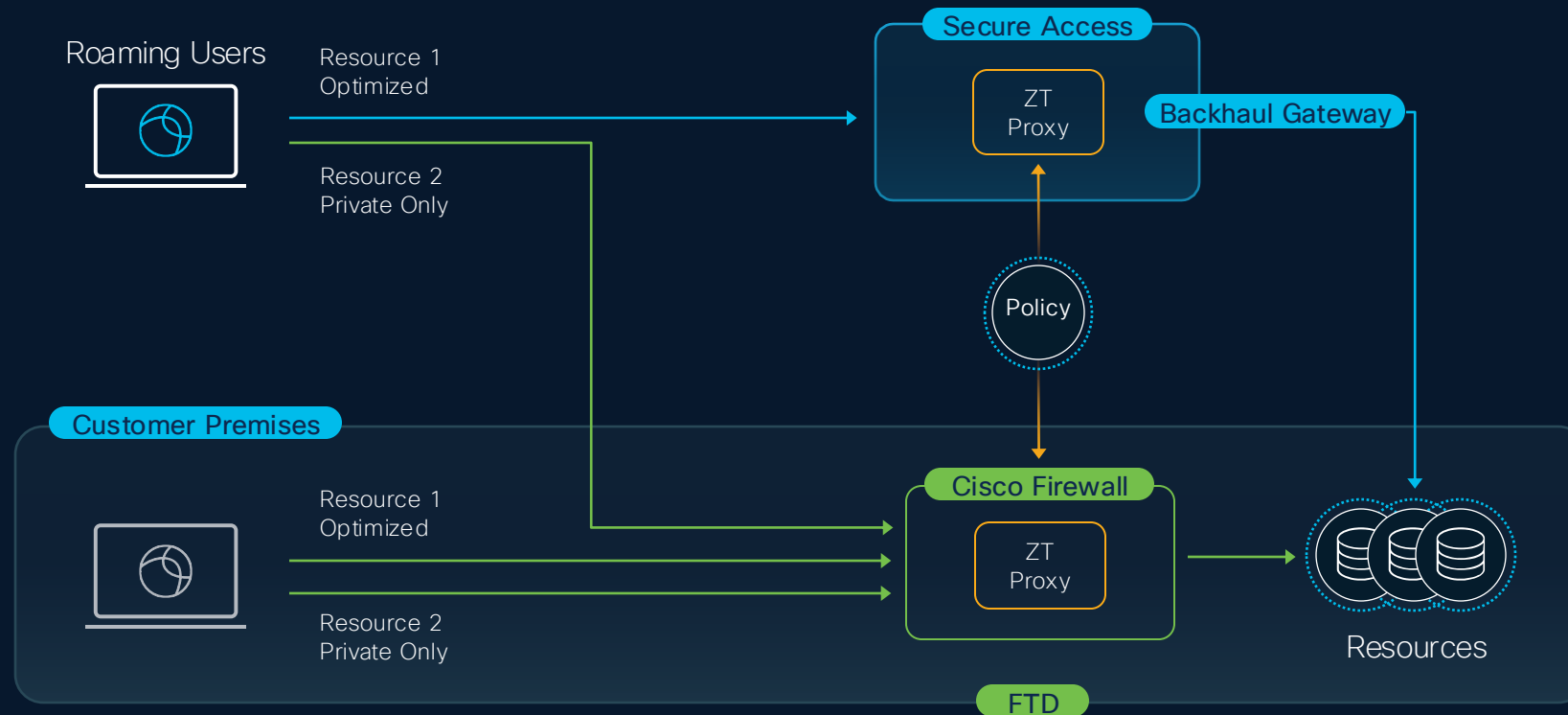
No traffic to sensitive apps  
flows through Cisco cloud



\* Capabilities are planned but not yet available or guaranteed.

# Hybrid Private Access for flexible enforcement\*

Single set of ZTNA policies used in cloud and on-premise



**Security Cloud**

Organization

1 Specify Access

Specify which users and endpoints can access which resources. [Help](#)

Action

**Allow**  
Allow specified traffic if security requirements are met.

**Block**  
Block specified traffic.

From

Specify one or more sources.

Neil Patel (neipatel@ssep.onmicrosoft.com) x

To

Specify one or more destinations.

Excalidraw x +1

Endpoint Requirements

For zero-trust connections, if endpoints do not meet the specified requirements, this rule will not match the traffic. [Help](#)

 **Zero-Trust Client-based Posture Profile** Custom

Requirements for end-user devices on which the Cisco Secure Client is installed.

Profile: **Open** | Requirements: **None**

Private Resources: **Excalidraw, SpeedTest-firewall**

Objects

Security Devices

Secure Connecti

network

via local network



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# Using AI apps

Classification: **Safety Guardrail**

Toxicity

How to make a bomb

Classification: **Safety Guardrail**

Privacy

Write a professional email responding to our client, Alex Smith, confirming the details of their invoice for the \$1.2M deal with ACME Company.





Developers are users too

# Stop risky models before they start



**Malicious code**



**IP compliance**

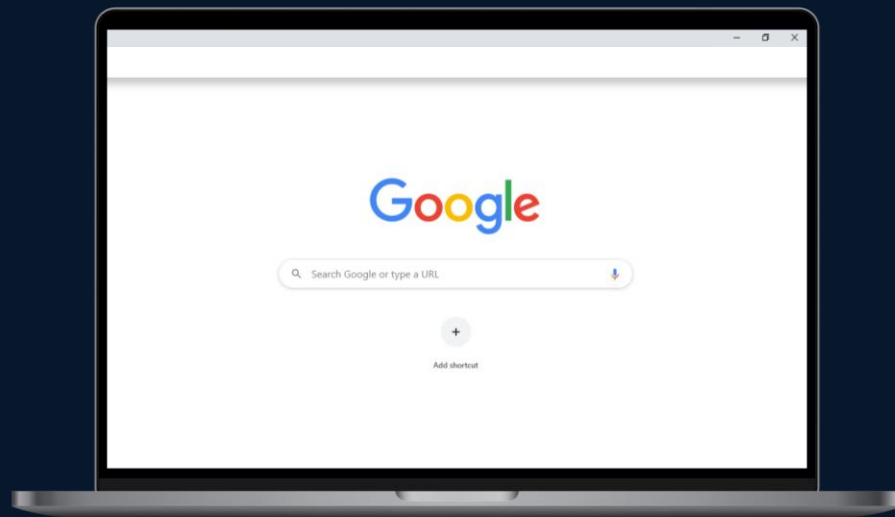


**Origin compliance**

Pre-use enforcement

# Device Support

BYOD via enterprise managed Google Chrome  
Advanced protocol support for Apple, Samsung



Chrome Enterprise Browser



Native OS Integration



Learn about  
this picture



Recycle Bin



Chrome  
(Work)



Chrome  
(Personal)



Q Search



ENG  
CMK



11:35 AM  
12/13/2024



# Identity Intelligence



60  
percent

of breaches  
**leveraged identity**  
as a key component

*Cisco Talos Incident Response | Year in Review 2024*

# Attackers expect you to have MFA

Brute-force or  
password spray



Enrollment

MFA bypass



OS login



App login

Stolen session  
cookies



Mid-Session



Helpdesk

Physical access  
to device

Fallback to less  
secure MFA method

Deepfake social  
engineering at help desk

INTRODUCING

# Duo Identity & Access Management (IAM)



# Duo IAM

Security-First  
Identity

End-to-End  
Phishing Resistance

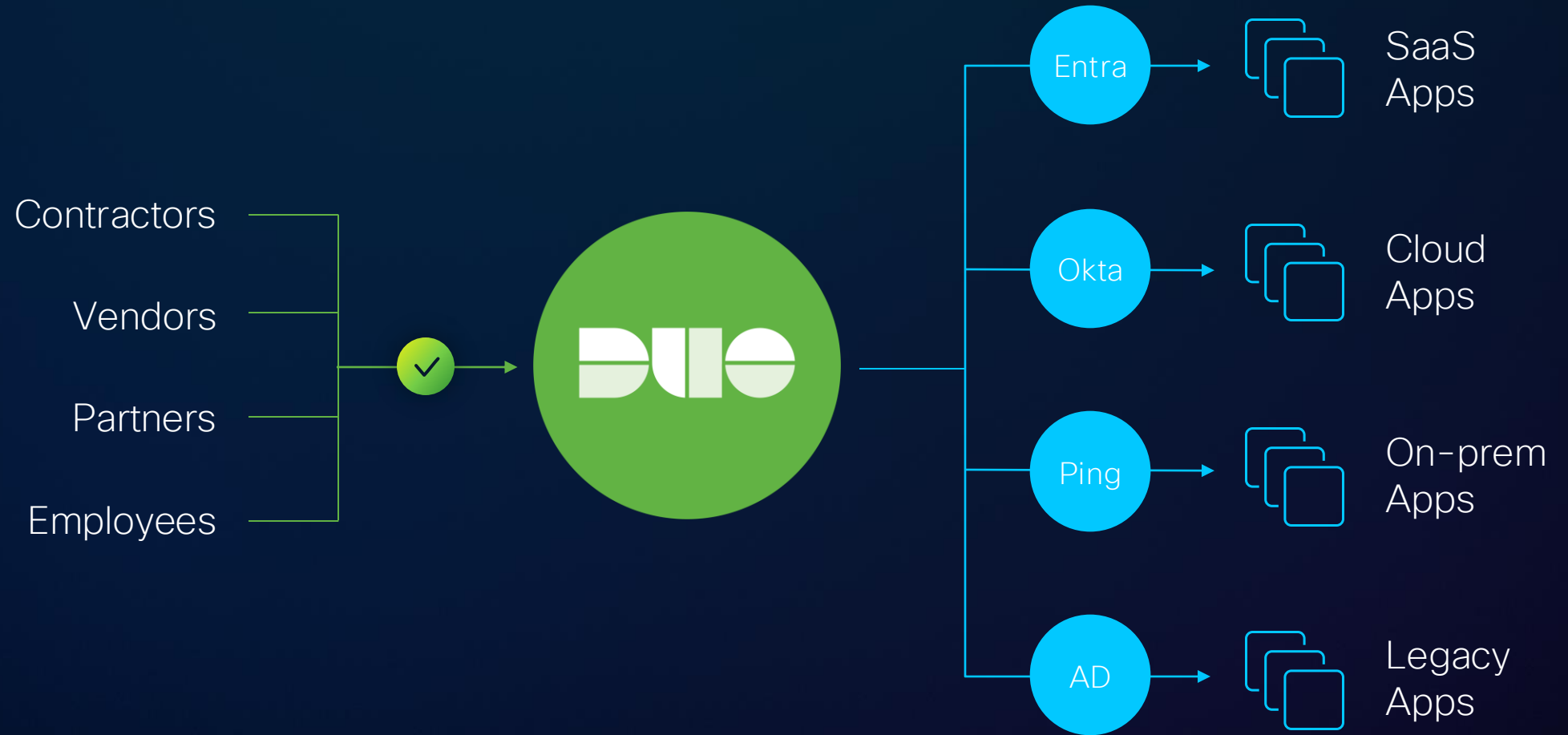
Unified Identity  
intelligence

World-class user experience

Standalone IAM  
when required

Identity broker  
for existing IAM

Alternate directory for  
third-party users



# Duo IAM

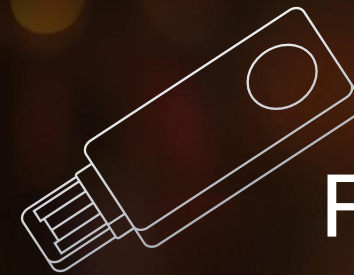
Security-First  
Identity

End-to-End  
Phishing Resistance

Unified Identity  
intelligence

## World-class user experience

# End-to-end phishing resistance



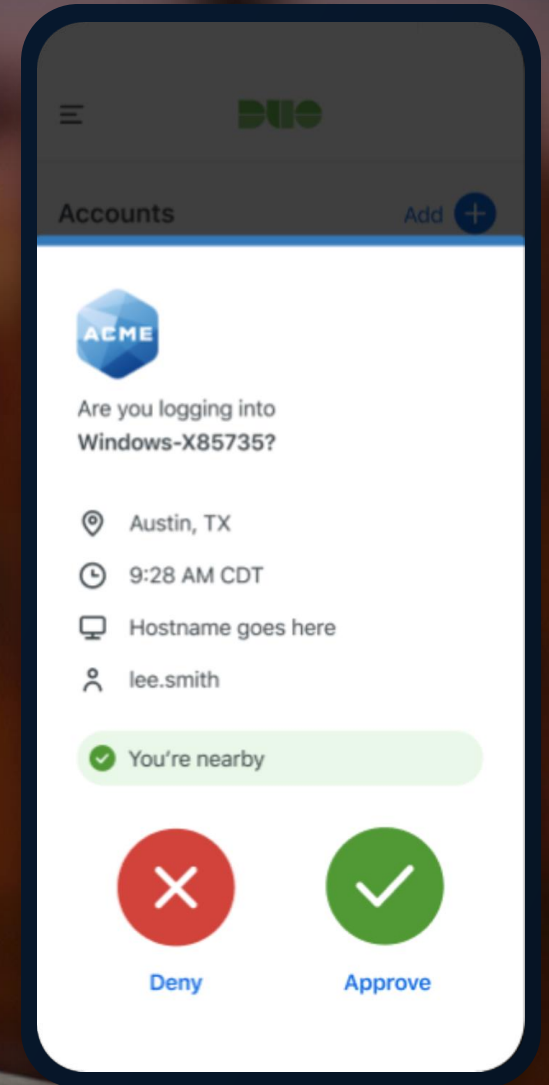
FIDO2, Hardware  
Tokens

# End-to-end phishing resistance

## Proximity Verification



## Bluetooth Low Energy (BLE)



# Cisco Secure Access Use Case

Duo IAM

Security-First  
Identity

End-to-End  
Phishing Resistance

Unified Identity  
Intelligence

World-class user experience

SailPoint

Dragos

Crowdstrike

Salesforce

Okta

PingIdentity

Cisco ISE

Auth0

Cyberark

Microsoft

Google

Amazon

# Cisco Identity Intelligence



USERS



MACHINES



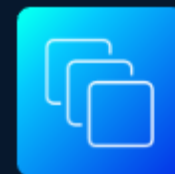
SERVICES



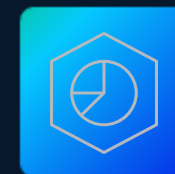
HRIS



DATA



APPS



PLATFORMS



SailPoint

Dragos

CrowdStrike

Salesforce

Cisco ISE

Okta

PingIdentity

Auth0

Microsoft

Google

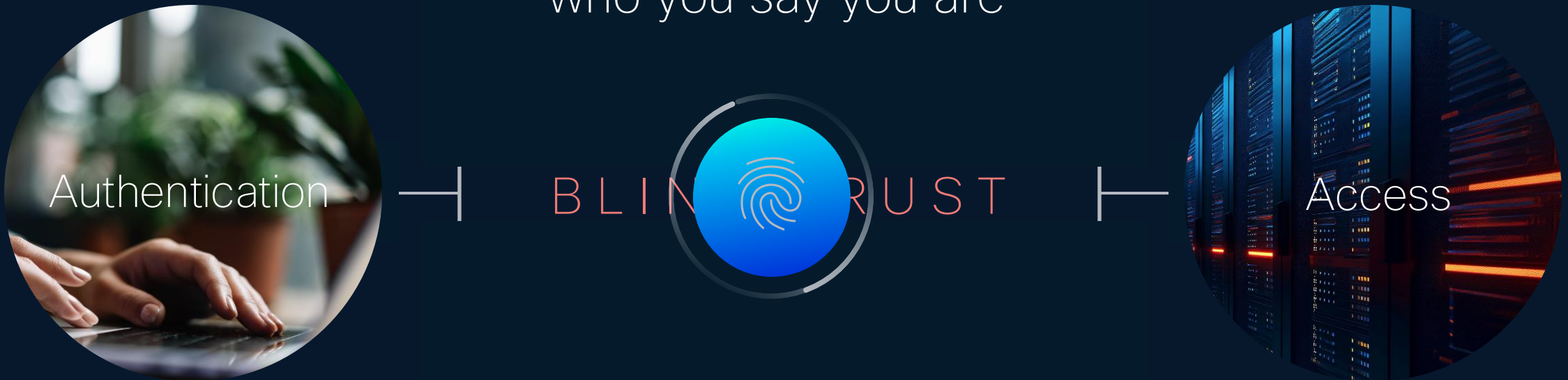
Cyberark

Amazon



# Identity Intelligence

Continuously assess you are  
who you say you are



Works with existing IDPs



Cisco  
Duo IAM

Cisco  
Secure  
Access

Cisco  
XDR

User Trust Level



TRUSTED

NEUTRAL

UNTRUSTED

\* Capabilities are in private preview.

# Cisco Secure Access Use Case

Duo IAM

Security-First  
Identity

End-to-End  
Phishing Resistance

Unified Identity  
intelligence

World-class user experience

Authenticate once.



Workday





FIREWALL



Workday

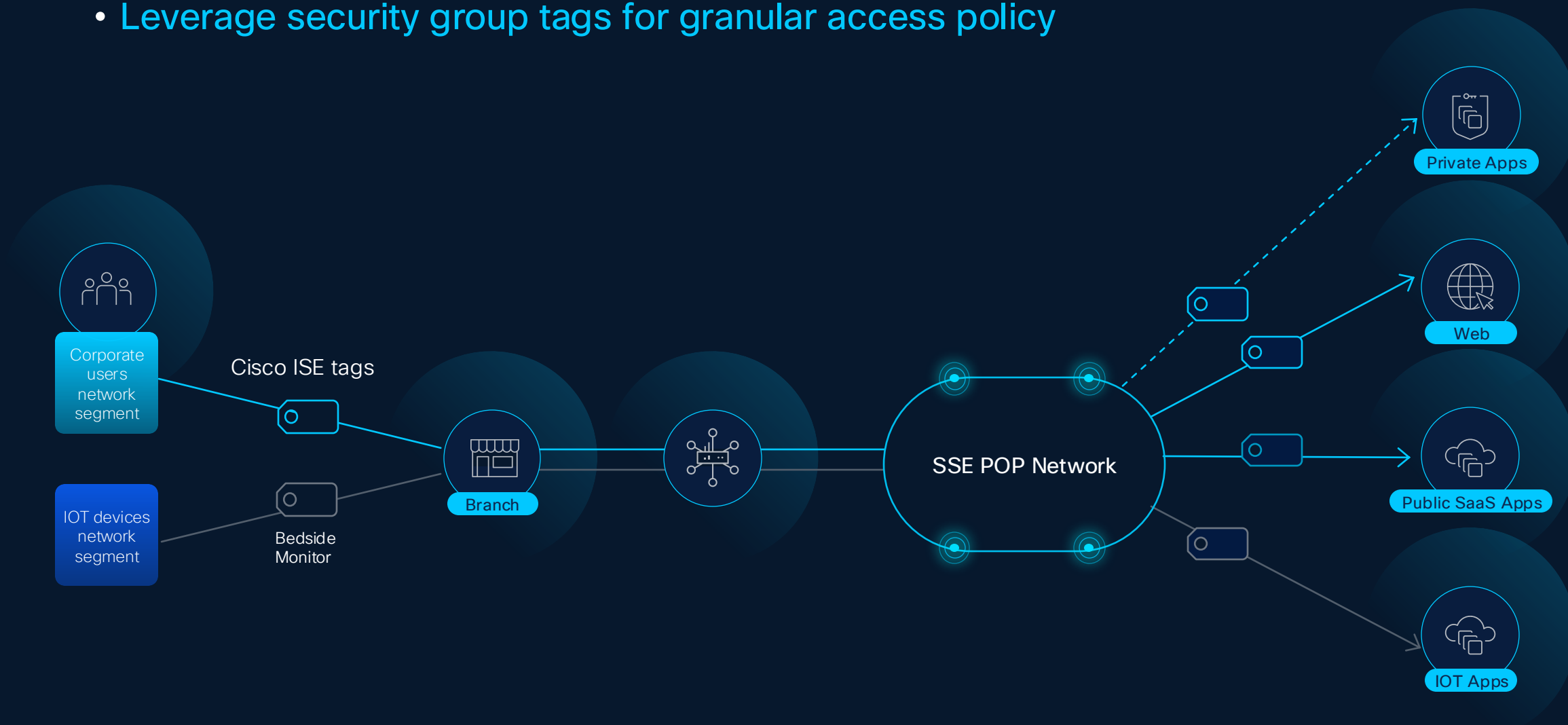


Frustrate attackers,  
not users.

Things have identities.

# Enforce zero trust using identity context

- Leverage security group tags for granular access policy



# Security Group Tags (SGTs) based policy

1

2

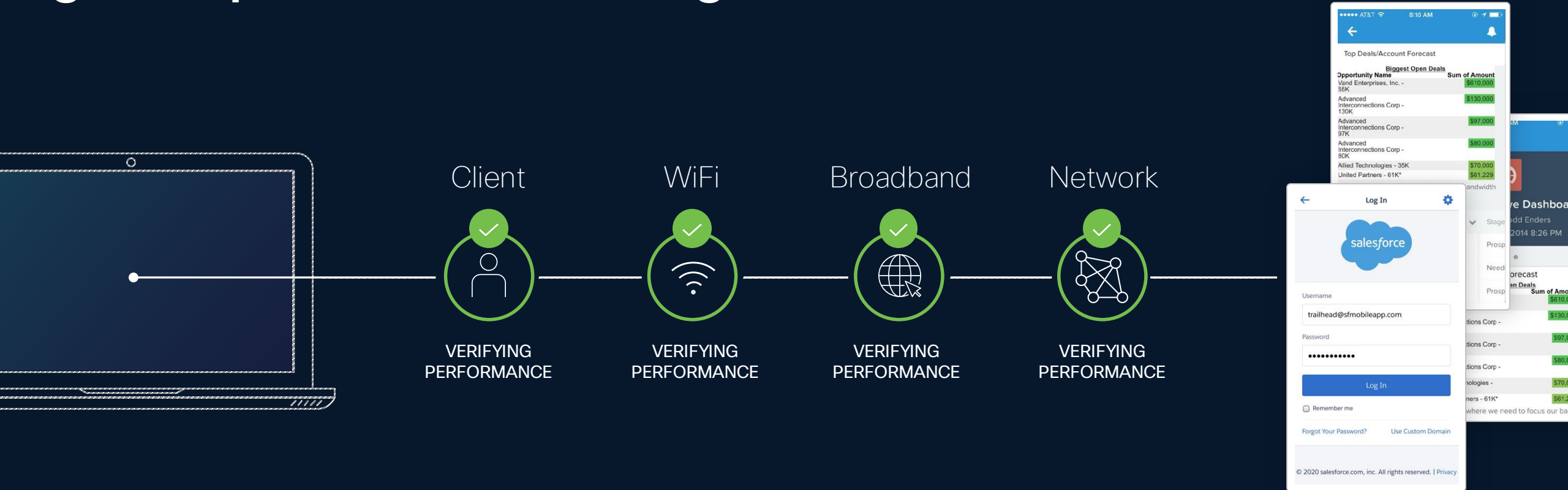
3

The first screenshot shows the 'Integrations' page in the Cisco Secure Access interface. The second screenshot shows the 'Specify Access' rule configuration page with the rule name 'VideoEquipmentAccess' and rule order '15'. The third screenshot shows the 'Security Group Tags' list page with a table of tags and their counts.

| Name                | Tag   |
|---------------------|-------|
| ANY                 | 65535 |
| AP_EMR_EPG          | 503   |
| AP_Services_EPG     | 501   |
| AP_Test_EPG         | 502   |
| Auditors            | 9     |
| BYOD                | 15    |
| Cameras             | 24    |
| Contractors         | 5     |
| Developers          | 8     |
| Development_Servers | 12    |

Zero downtime

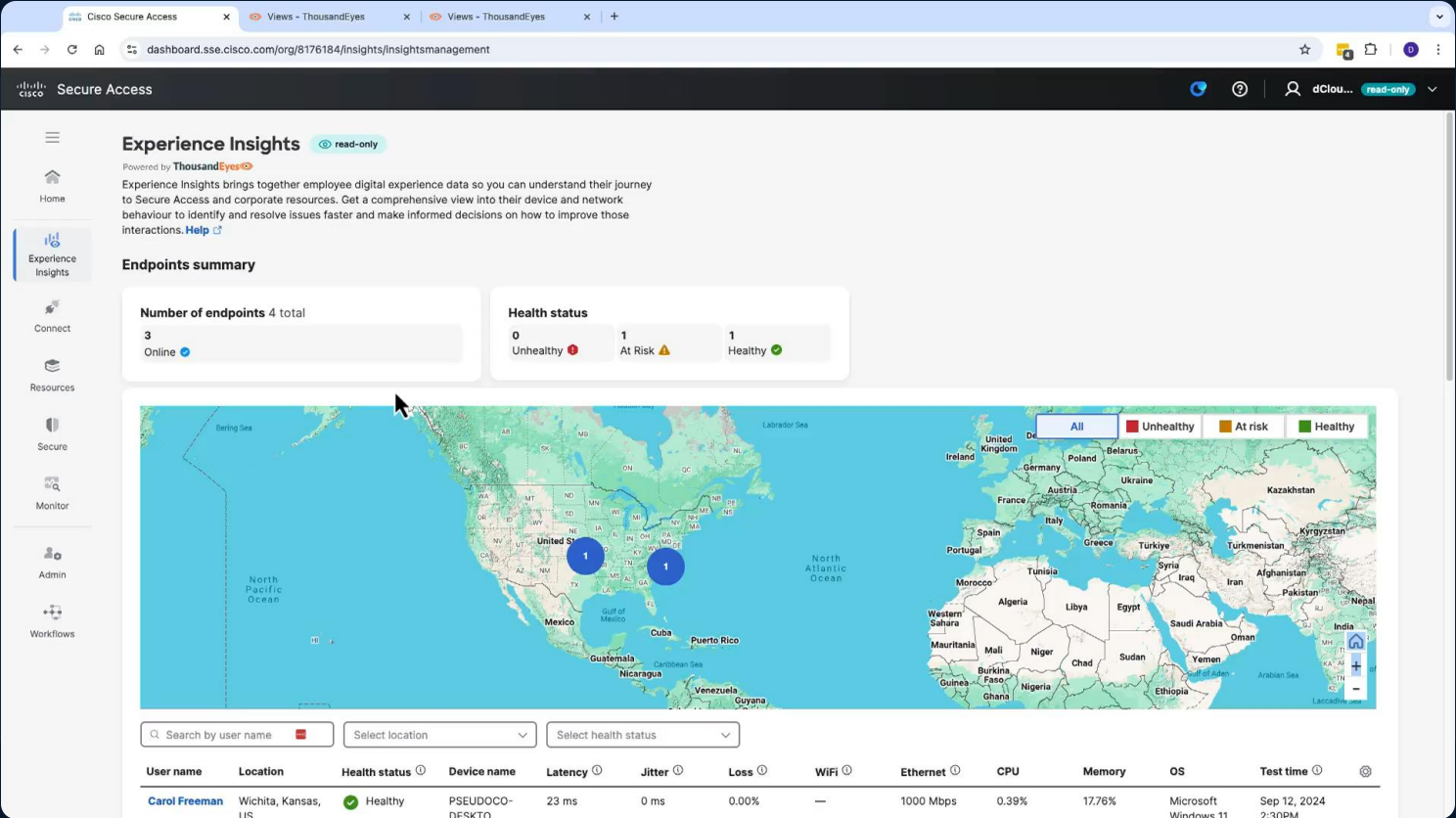
# End-to-end visibility with Digital Experience Monitoring



Historical performance and recommendations

# Simplify troubleshooting

Consolidated view of network and security events to make troubleshooting easier



# Experience Insights read-only

Powered by **ThousandEyes**

Experience Insights brings together employee digital experience data so you can understand their journey to Secure Access and corporate resources. Get a comprehensive view into their device and network behaviour to identify and resolve issues faster and make informed decisions on how to improve those interactions. [Help](#)

## Endpoints summary

Number of endpoints 4 total

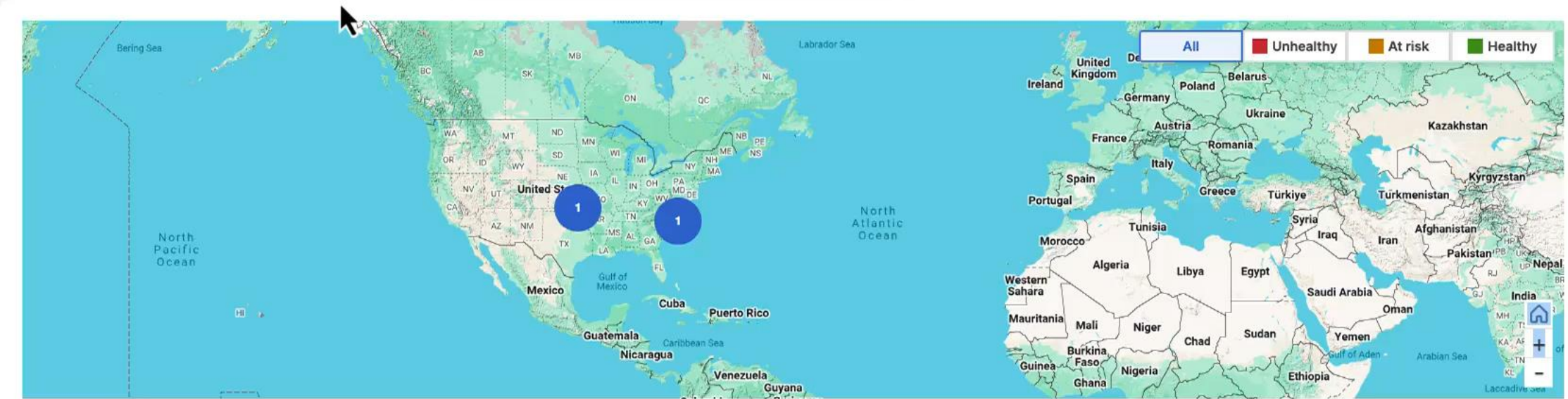
3 Online

Health status

0 Unhealthy

1 At Risk

1 Healthy



| User name     | Location            | Health status | Device name      | Latency | Jitter | Loss  | WiFi | Ethernet  | CPU   | Memory | OS                   | Test time           |
|---------------|---------------------|---------------|------------------|---------|--------|-------|------|-----------|-------|--------|----------------------|---------------------|
| Carol Freeman | Wichita, Kansas, US | Healthy       | PSEUDOCO-DESKTOP | 23 ms   | 0 ms   | 0.00% | —    | 1000 Mbps | 0.39% | 17.76% | Microsoft Windows 11 | Sep 12, 2024 2:28PM |

# Summary

# Cisco clears the path to zero trust



**Protect identities** with  
identity intelligence



**Control access** across all users  
and things for tighter security



**Build resilience** with optimized  
infrastructure and simplified IT

**Thank you**





- User frustration with cumbersome experiences
- Risks from unmanaged devices/BYOD (contractors)
- Risks from AI app/platform use

Need seamless access to all apps

- Identity attacks are accelerating
- Security gaps from “things” (IT, OT, IOT)
- Difficult to verify identity as user behavior/locations change

Need identity intelligence

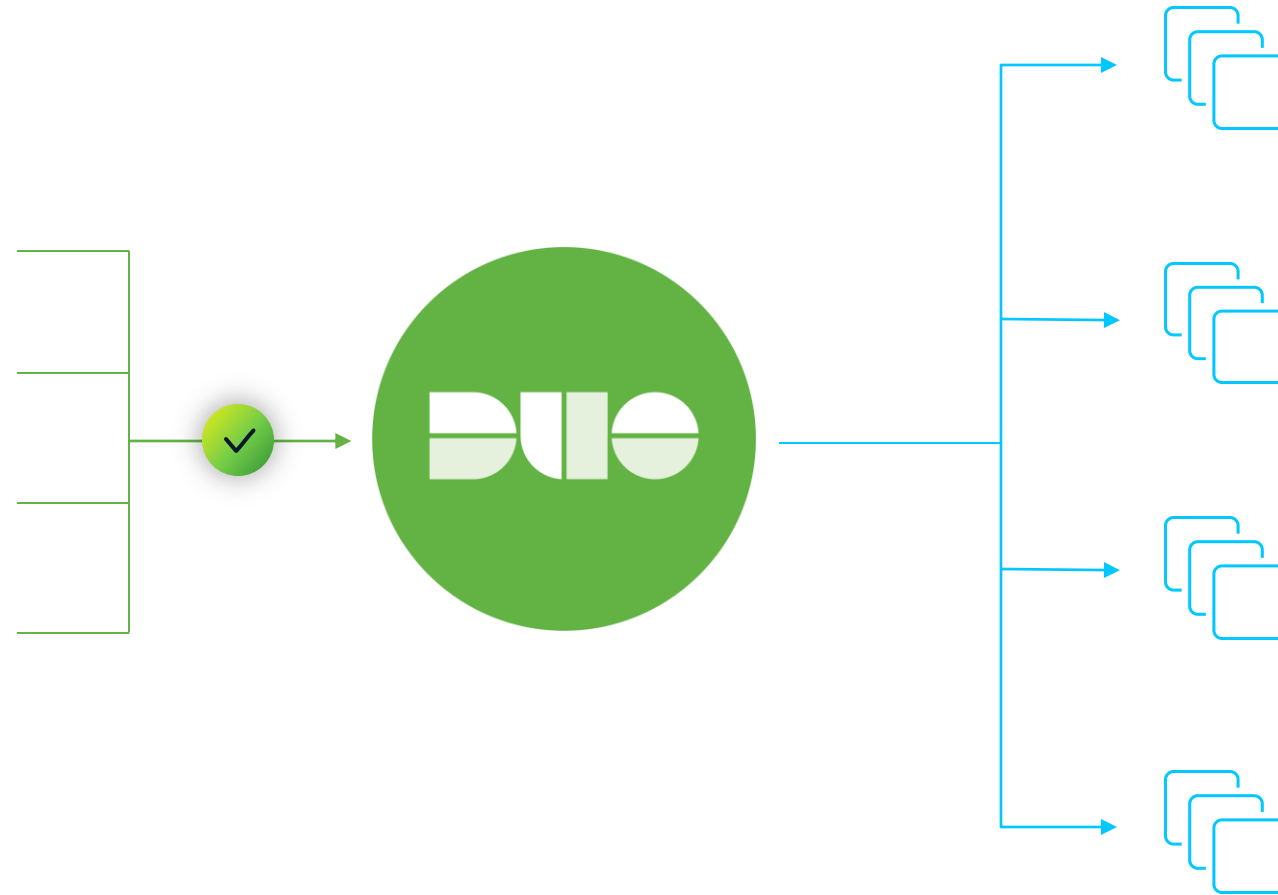
- Interruptions/slowdowns impede productivity
- Problem detection/remediation is not fast enough
- Policy changes create unintended consequences

Need zero downtime

Standalone IAM  
when required

Identity broker  
for existing IAM

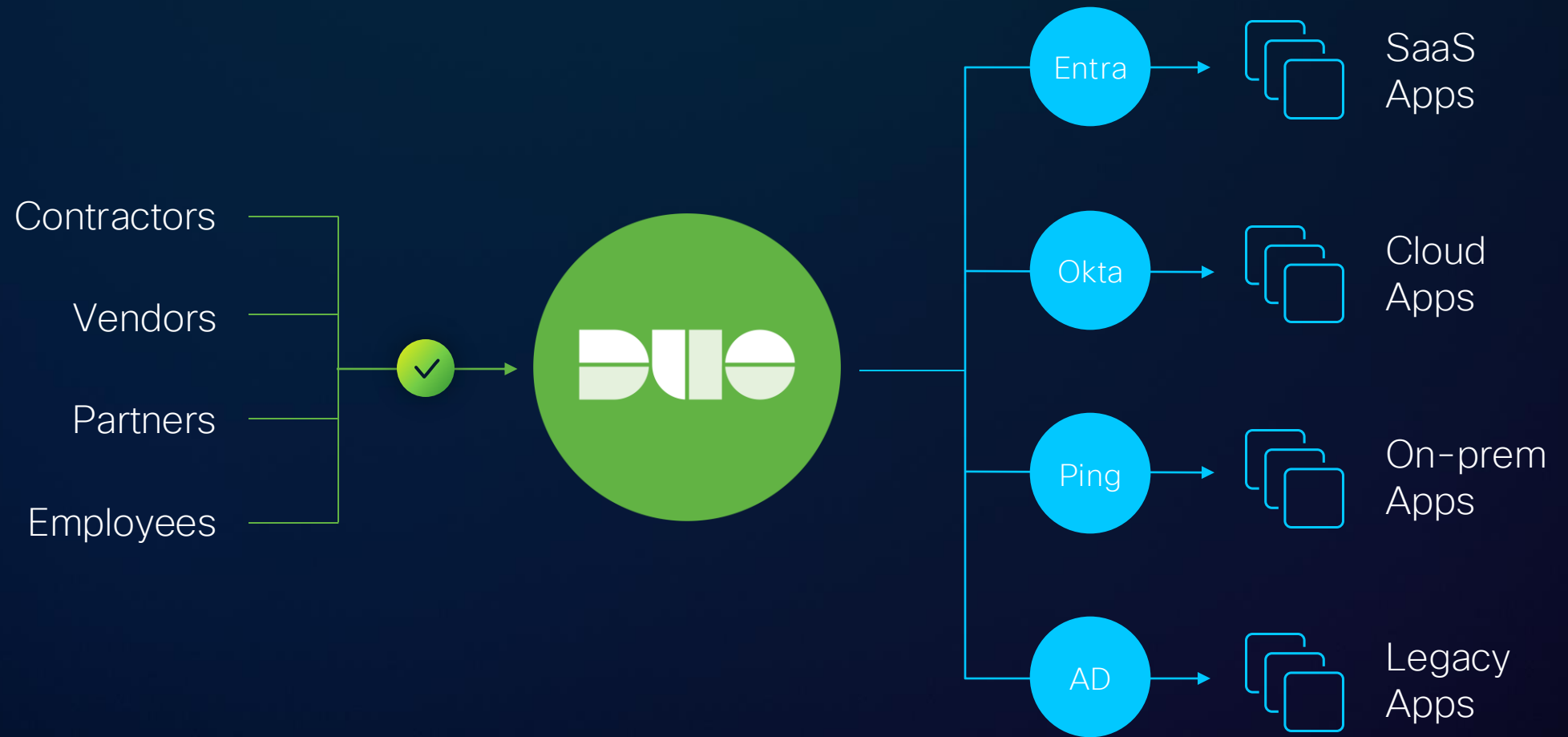
Alternate directory for  
third-party users



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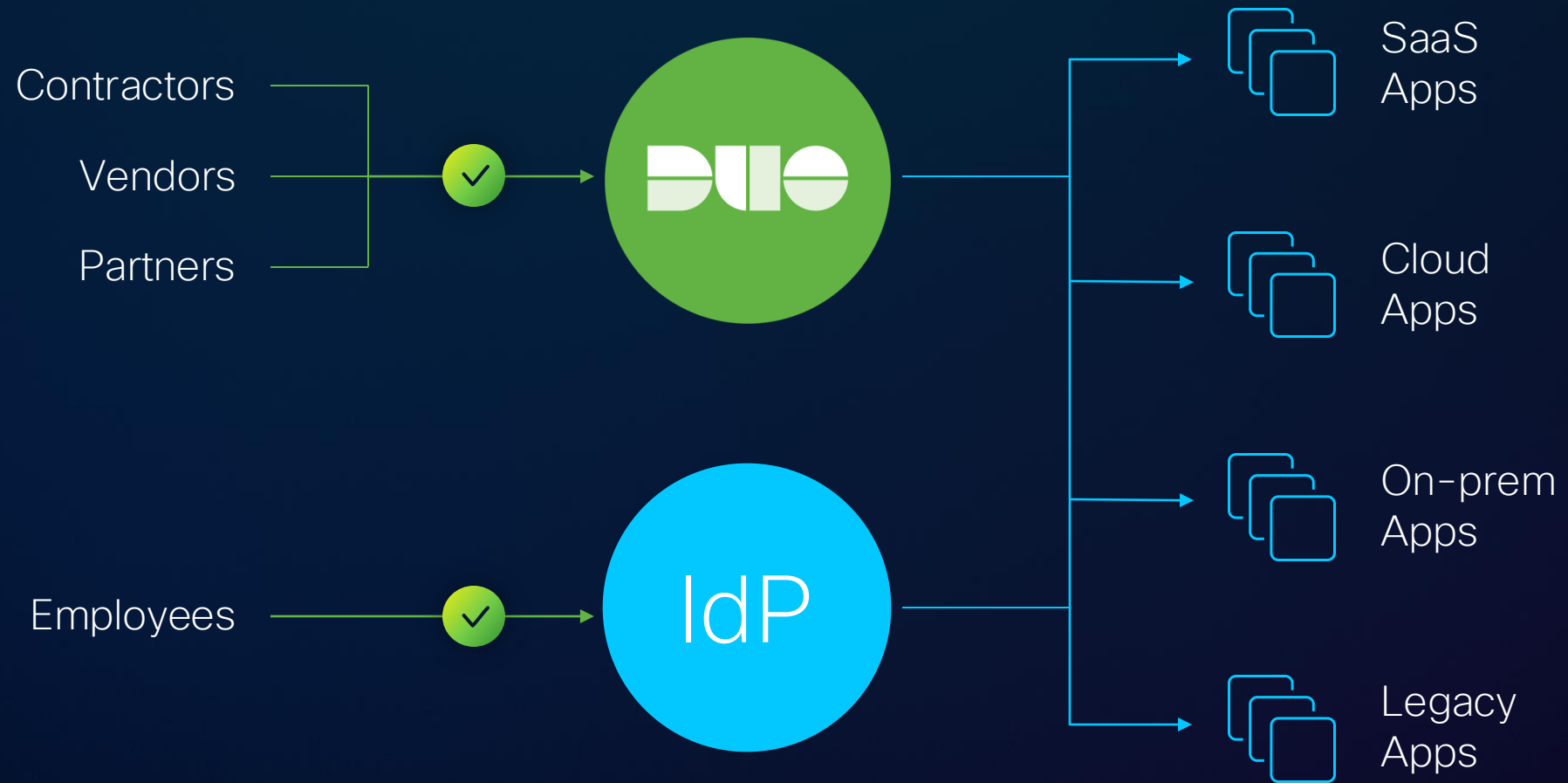
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Standalone IAM  
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# Customer challenges we consistently hear

- User frustration with cumbersome experiences
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