CISCO Engage | Tech Day

Securing the New Era of AI-Powered Collaboration

Future-Proofed Workplaces – Session 4

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Agenda

1. Intro
2. Access Control and Compliance
3. Deepfake and Spam Detection
4. AI for On-Prem
5. Digital Resilience for Collaboration

Connected Intelligence

Building the Workplace of Today, for the Workforce of Tomorrow

Security and Trust

Most major cloud collaboration platforms provide a solid security baseline by default;

- Strong encryption for calls, meetings, messages, file sharing
- Administrative controls, MFA, SSO
- Meeting participant and lobby controls
- Security assessments and certifications – SOC 2/3 (global), IRAP (Australia) etc

For many organizations, the “default” is enough.

But.....

When Collaboration is Mission-Critical….

Collaboration can be mission-critical – e.g. emergency services, hospitals, operational areas

WAN communications may not always be reliable –e.g. deployed/remote locations

High SLA's won't help if your ISP has issues, or somebody forgets to "dial before they dig" outside your building

Customers can choose to keep services on-premises, but these deployments may not provide the feature set or integration with the wider enterprise that users have come to rely on

If You Need a Higher Level of Trust…

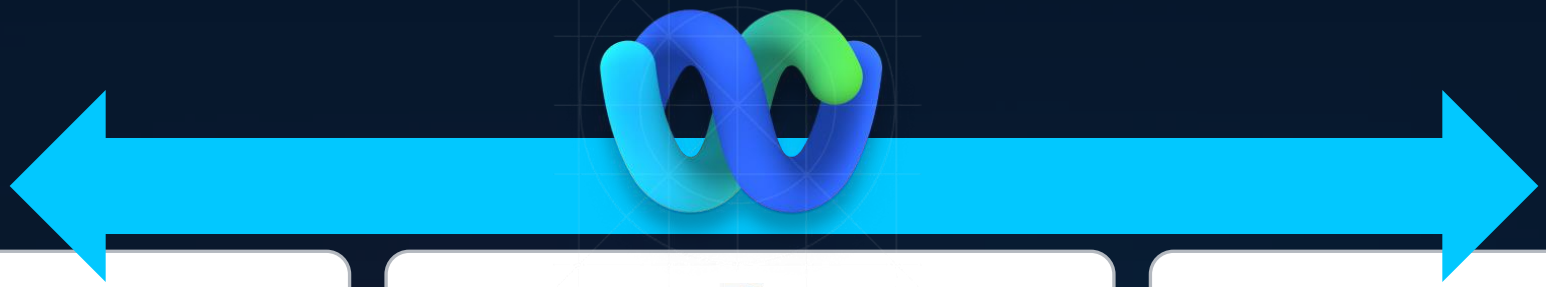
Trust in companies, governments and institutions is dropping – many organizations want to take security in their own hands

External and Internal threats, leaks, deepfakes and identity fraud are on the rise

How do we verify not only our own users, but external people we are meeting with?

Conflicting priorities between security and empowering your workforce with modern capabilities

Equip the Platform to Meet Your Needs



Identity

Security

Digital Resilience

Security Innovations in Webex Suite

Digital Resilience	Proactive Resiliency
RBAC and Compliance	Control Hub
Deepfake Detection	Pindrop
AI for On-Prem	Cisco AI Pods

Access Control and Compliance

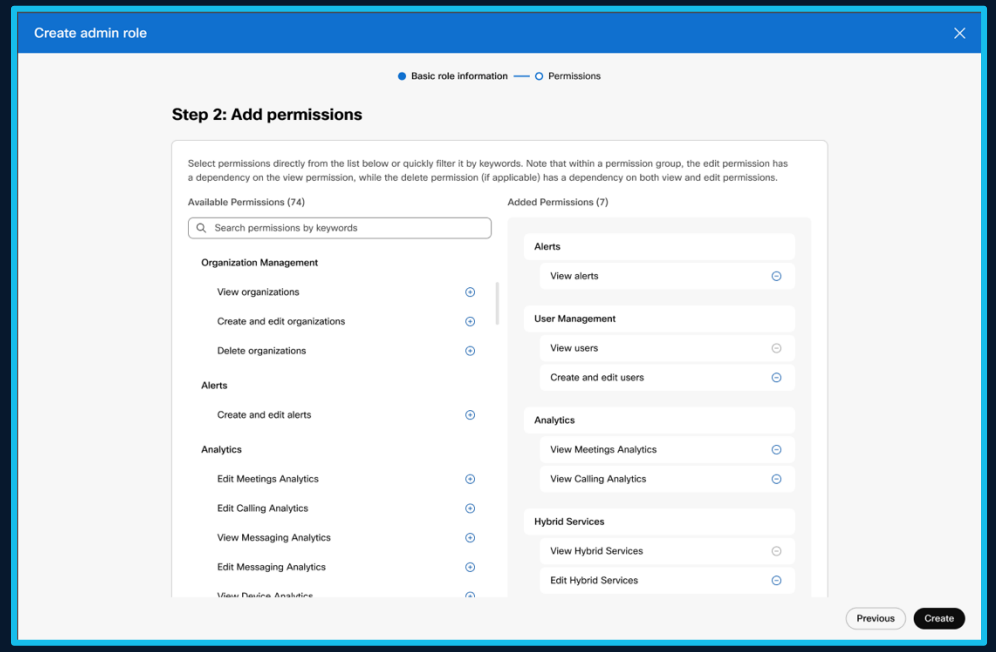
Webex Role Based Access

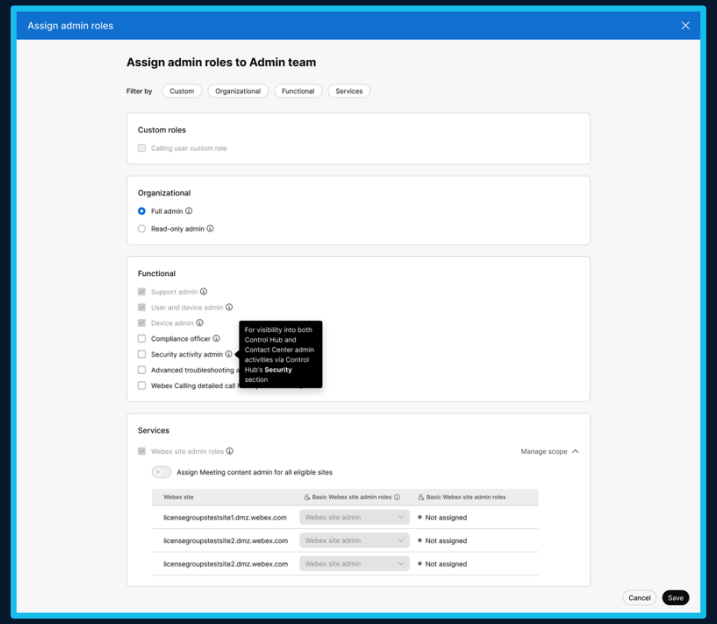
- Cisco is currently delivering a flexible, customer-defined RBAC solution to address current and future customer and partner administrative access requirements.
- Cisco's RBAC solution offers a custom role builder based on assigned permissions and a delegated administration solution to segment access to an organization's assets.

Custom Role-Based Access

Objectives:

- Maintain the existing set of Webex Static Roles
- Respect principle of least privilege allowing fine-grained control permissions
- Provide avenues to assign roles to groups of users
- Conditional rendering of control hub limited to the controls the admin has permission to use
- Customers have the ability to create and define their own custom roles





Custom RBAC – Current Status

Location Admin – Available NOW

- Restrict admin activities to one or more locations

Permission Groups – In Beta NOW

- User Management
- Device Management – Workspace Insights
- Calling
- PSTN
- Analytics
- Troubleshooting
- Reporting
- License Management
- Messaging

Permission Groups Coming Soon to Beta

- Meetings
- Audit Services
- Devices
- Contact Service
- Hybrid Calendar

https://gobeta.webex.com

Post Quantum Resistant Cryptography

Webex uses PQ resistant ciphers today for media and signaling
AES-256-GCM – preferred cipher for signaling and media
PQ resistant ciphers needed for key negotiation

Three phases of PQ support

1) Webex adoption of CiscoSSL version with PQ support
   - Provides support for TLS with PQ resistant key negotiation
2) Webex adoption of PQ resistant key negotiation for signaling to Webex KMS
   - Provides PQ resistant signaling encryption for user generated content (chat, files etc)
3) Webex adds support for PQ resistant deterministic key generation fo MLS
   - Provides PQ resistant key negotiation for media and content shared in E2EE'ed Meetings

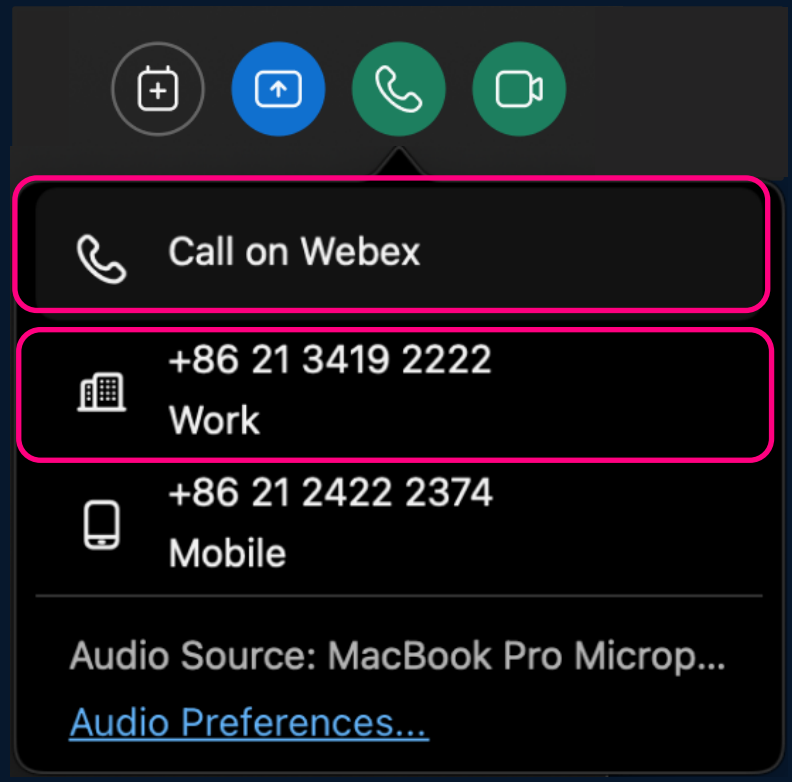
New Feature – E2E Encrypted Calls with Webex Calling

Webex App
E2E Encrypted 1:1 Calls

- Call on Webex
- Webex Calling

Today: Webex App (Desktop, Mobile)

Planned: Devices



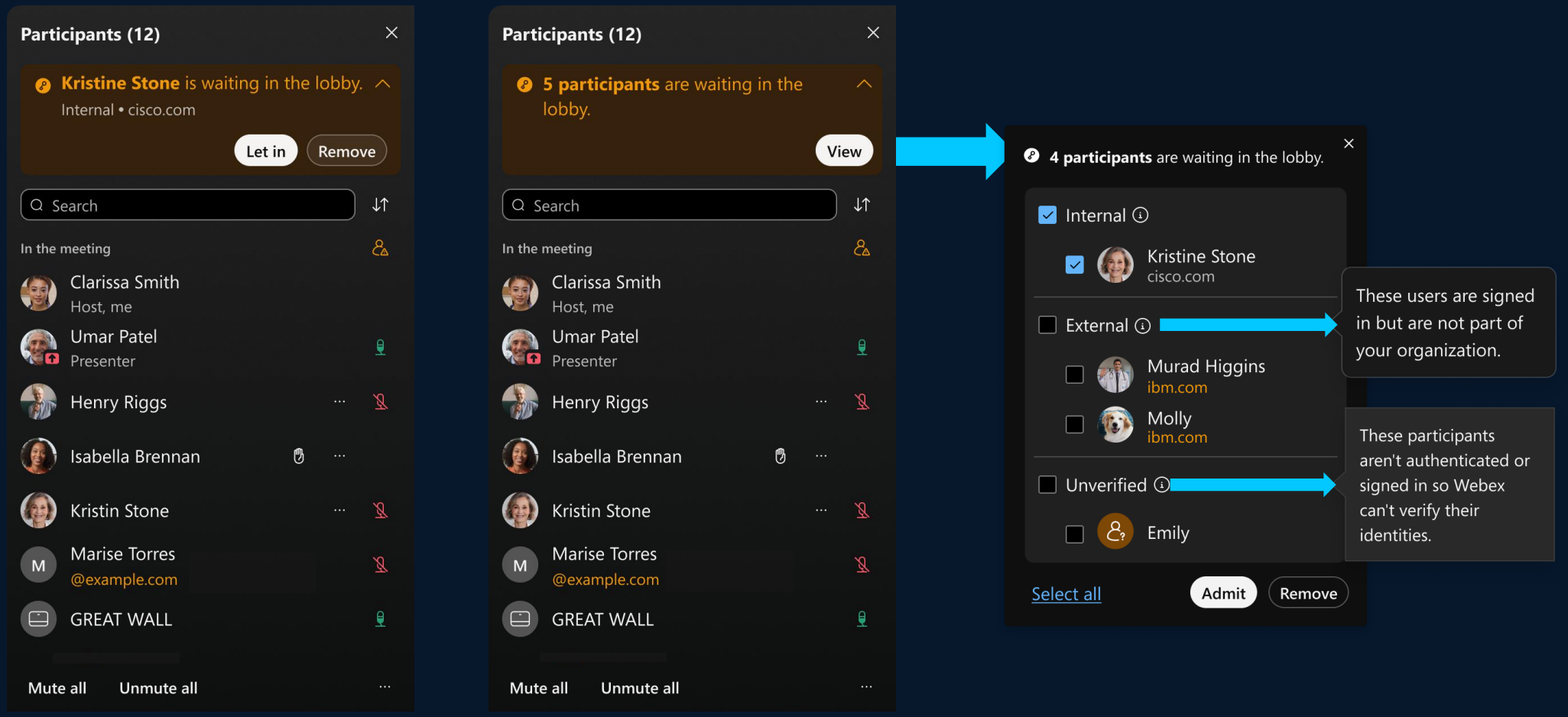
ENHANCED

End-to-End Encryption

Secure, feature-rich end-to-end encrypted meeting experiences

Zero Trust Security for Webex Meetings : E2E Identity

Webex Meetings : Lobby Controls and User Verification



Internal Users
(Authenticated)

External Users
(Authenticated)

Unverified Users
(Not Authenticated)
(Not Signed In)

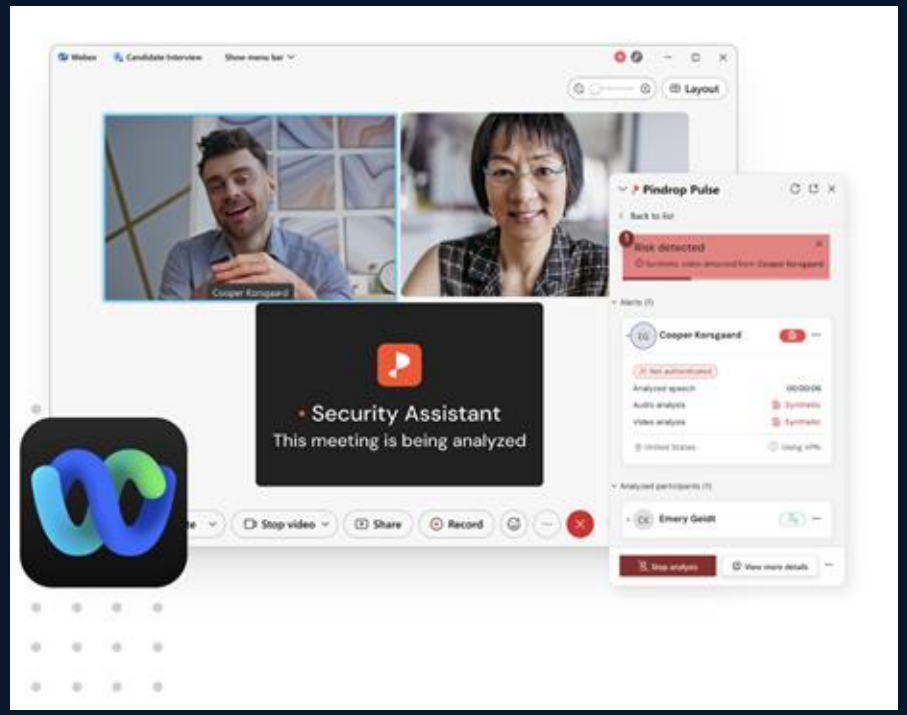
Deepfake and Spam Detection

Pindrop + Cisco Webex

Together we're defending your business channels

Calling

Meetings



Contact Center

What Makes Pindrop® Pulse for Meetings Different

Real Human

Deepfake / Content Forensics

Tech depth: 14 year head start; 75 deepfake patents; 650+ AI engines in training set

+

Right Human

Identity & Voice Auth

Industry-first and real-time, multi-factor analysis

+

Right Place

Location / IP Risk

Geolocation: industry-first location capabilities to detect location mismatch

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Multi-factor behavioral analysis

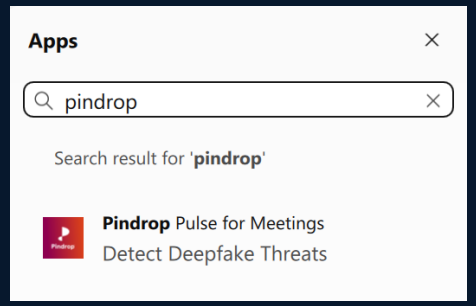
Is it a real human?	Something You Are	Something You Have	Something You Do	Something You Use
Liveness Deepfake Detection Analyze audio to identify AI-generated voices and block fraud attempts before they escalate—with 99% accuracy.	**Voice** Deep Voice® Engine Authenticate callers quickly and detect fraud early by analyzing over 250 vocal characteristics	**Device** Phoneprinting® Technology Create a unique device profile by analyzing 1,300+ audio features. Catch anomalies and verify callers without interrupting their experience	**Behavior** Behavior Analysis Spot suspicious behavior patterns in near real-time. Detect robotic activity to streamline authentication and reduce ATO	**Metadata** Caller ID Validation + Spoof Detection Validate phone numbers and assess the risk of caller ID spoofing even before the call connects

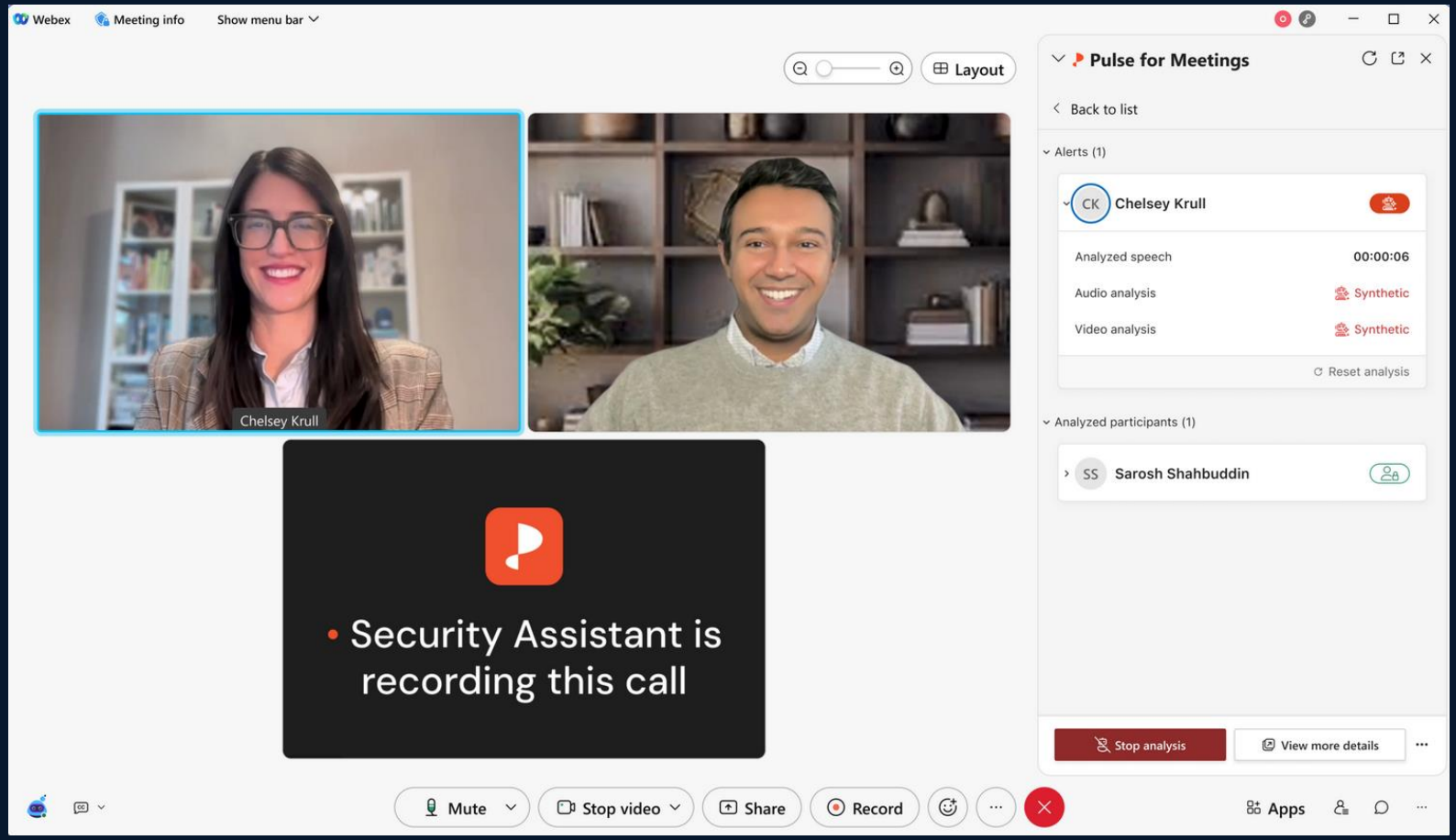
Beta

Webex Meetings Deepfake Detection

Webex is partnering with Pindrop to deliver Deepfake detection in Webex Meetings

Add Pindrop Pulse to Webex (Pindrop license required)





Pindrop

cisco

Roadmap

Deepfake Detection – Native Integration

Roadmap to more natively integrate deepfake detection capabilities into Webex

Pindrop®

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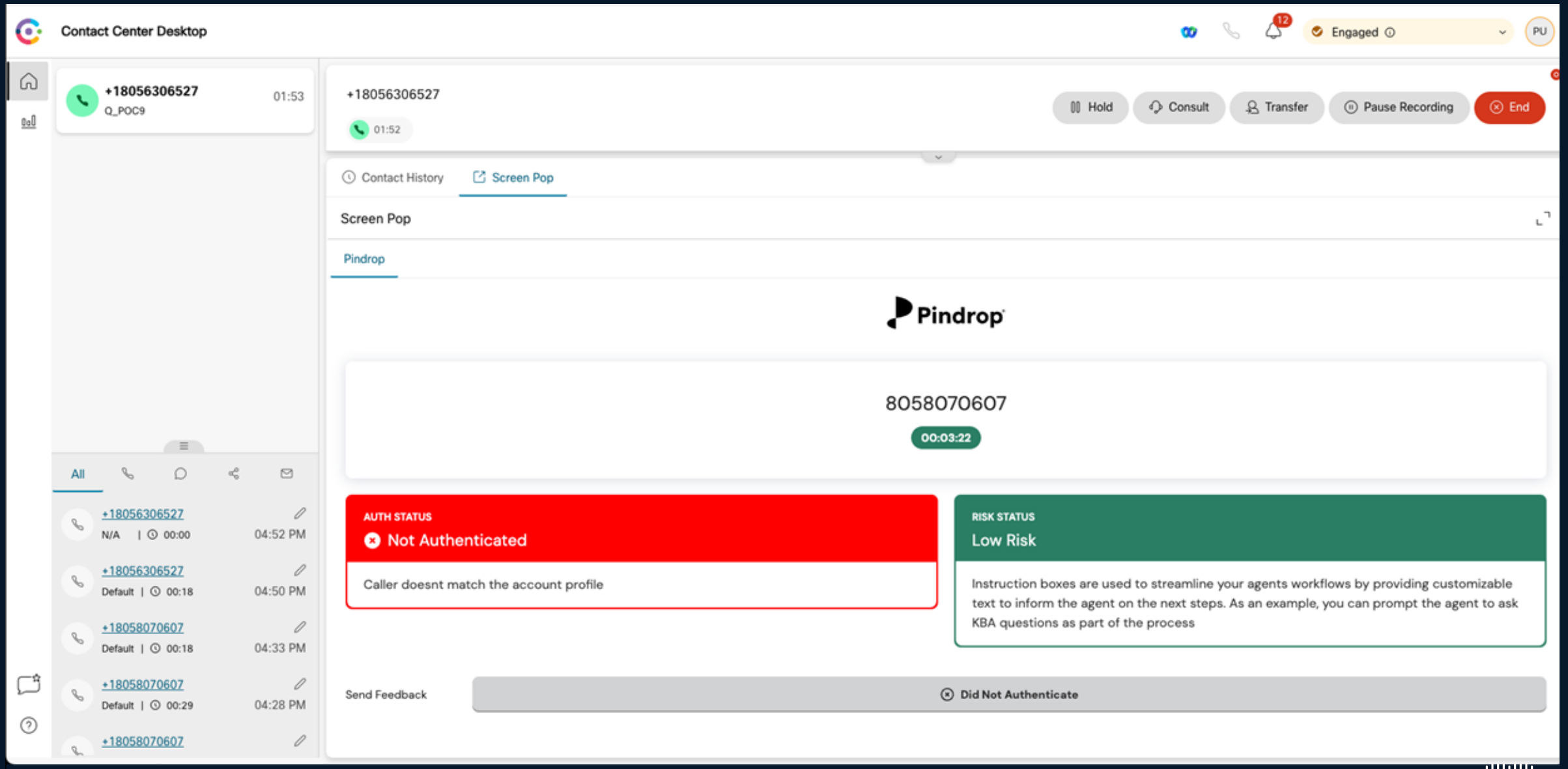
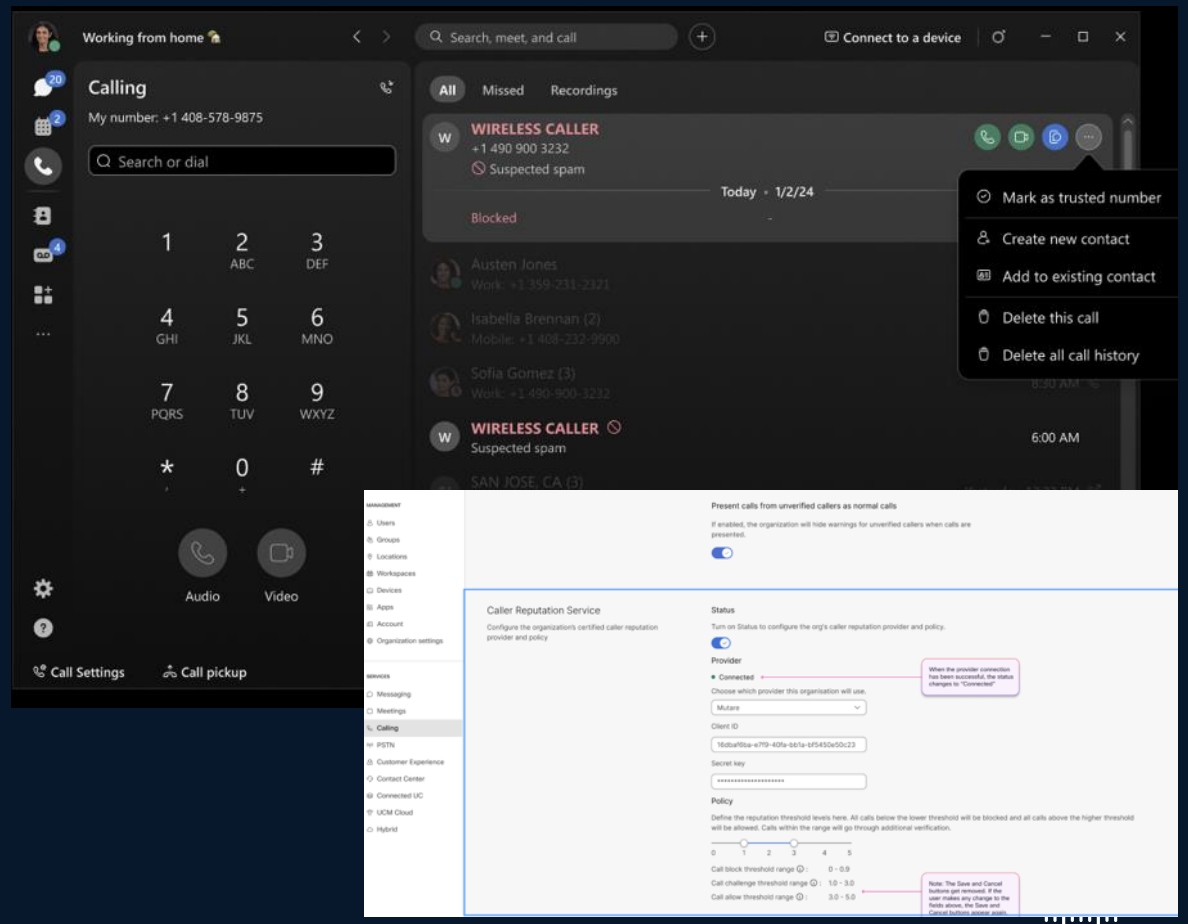
Webex CC Agent Screen Pop Available



Spam and DDoS protection on Webex Calling

Eliminate distractions and boost security by minimizing unwanted and fraudulent calls

- Proactively blocks SPAM calls to protect Webex Calling users from fraud, minimize distractions, and provide secure, reliable calls—powered by integration with Mutare, a certified Caller Reputation Provider partner (CCRP)
- Configured in Control Hub, the integration lets administrators set a reputation threshold for calling numbers—automatically blocking calls below the threshold to ensure only trusted calls reach users
- Supported in branch offices in all regions with organization hosted in North America



Customers need a commercial agreement with a CCRP to utilize this capability

AI for On-Prem

General Availability
Q2 CY26

NEW

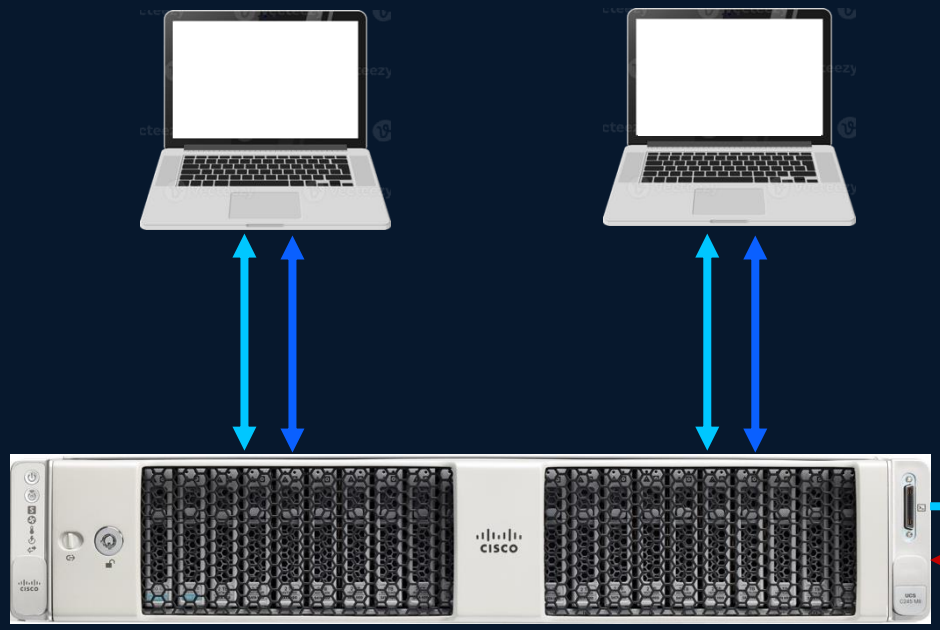
AI PODs for Webex

On-prem AI simplified – deploy, scale and innovate with confidence

Roadmap

Collaboration AI Pods

Leverage Cisco AI pods to deliver AI-driven collaboration capabilities internally, for cloud and on-premises meetings



Cisco Meeting Server (CMS) or Video Mesh

On-Prem/Air-Gapped

Deliver AI capabilities to on-prem Cisco Meeting Server – no cloud connection required.

Proposed capabilities:

- Real-Time Closed Captioning (committed)
- Transcription
- Translation
- Summarization

Webex w/Video Mesh

Deliver AI capabilities to Webex Meetings from on-prem infrastructure, for hyper-secure meetings.

Proposed Capabilities:

- Managed via Webex Control Hub
- **Zero Trust - End-to-End Encrypted gateway for cloud services**
- Transcription
- Translation
- Summarization

Cisco AI Pod
UCS C245 M8 Rack Server w/ NVIDIA H100 GPU

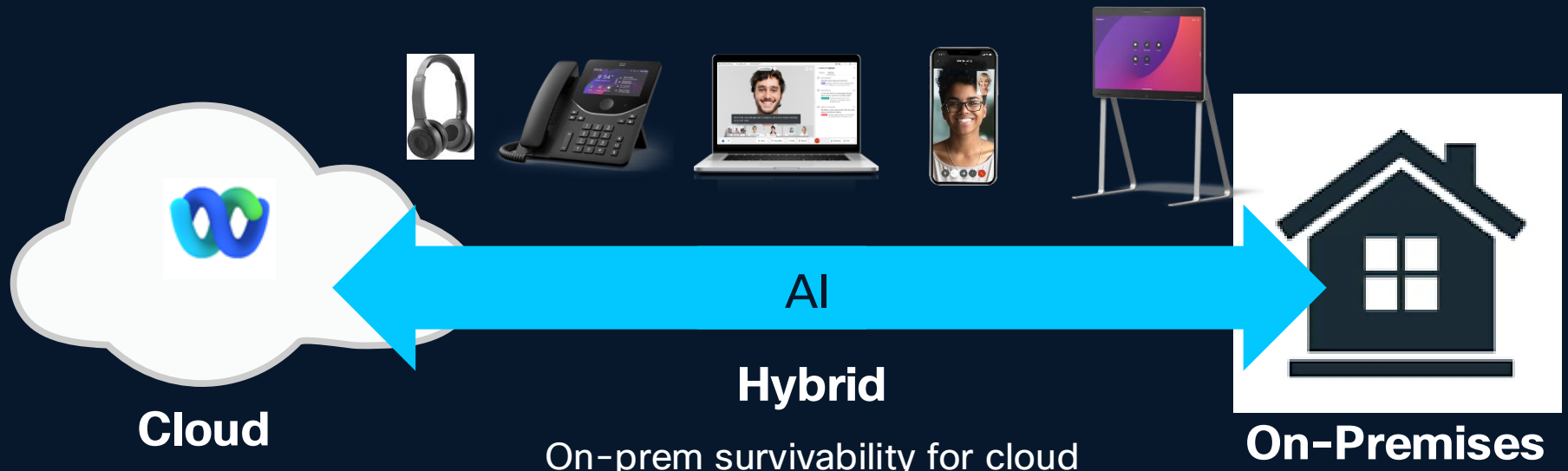
Digital Resilience for Collaboration

Digital Resilience

Digital Resilience is the ability of an organization to keep its business securely up and running despite any disruption.

For **collaboration technologies**, this can mean:

- keeping critical services running in spite of network, cloud or service disruptions
- providing additional assurance or higher security posture to your communications and data
- Extending cloud and AI capabilities to resilient on-premises deployments

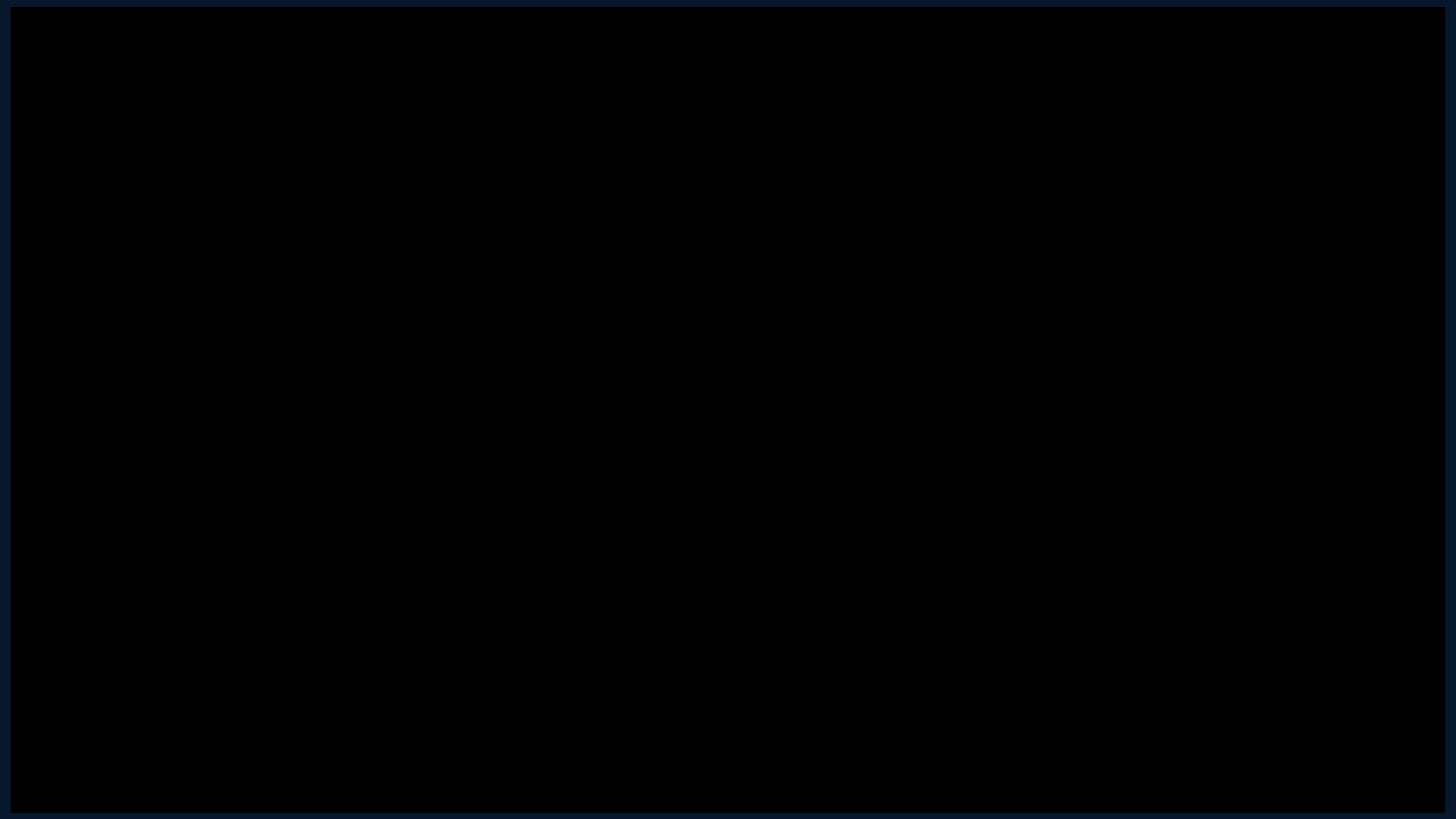


Packet Loss – Audio Disruption in Calls and Meetings

It’s very common for users to experience packet loss or poor network conditions, even during day to day use

The likelihood of these incidents can increase during emergencies – network interruptions, congestion

These are often when it’s most critical to be able to communicate clearly



Audio Resilience with Webex AI Codec

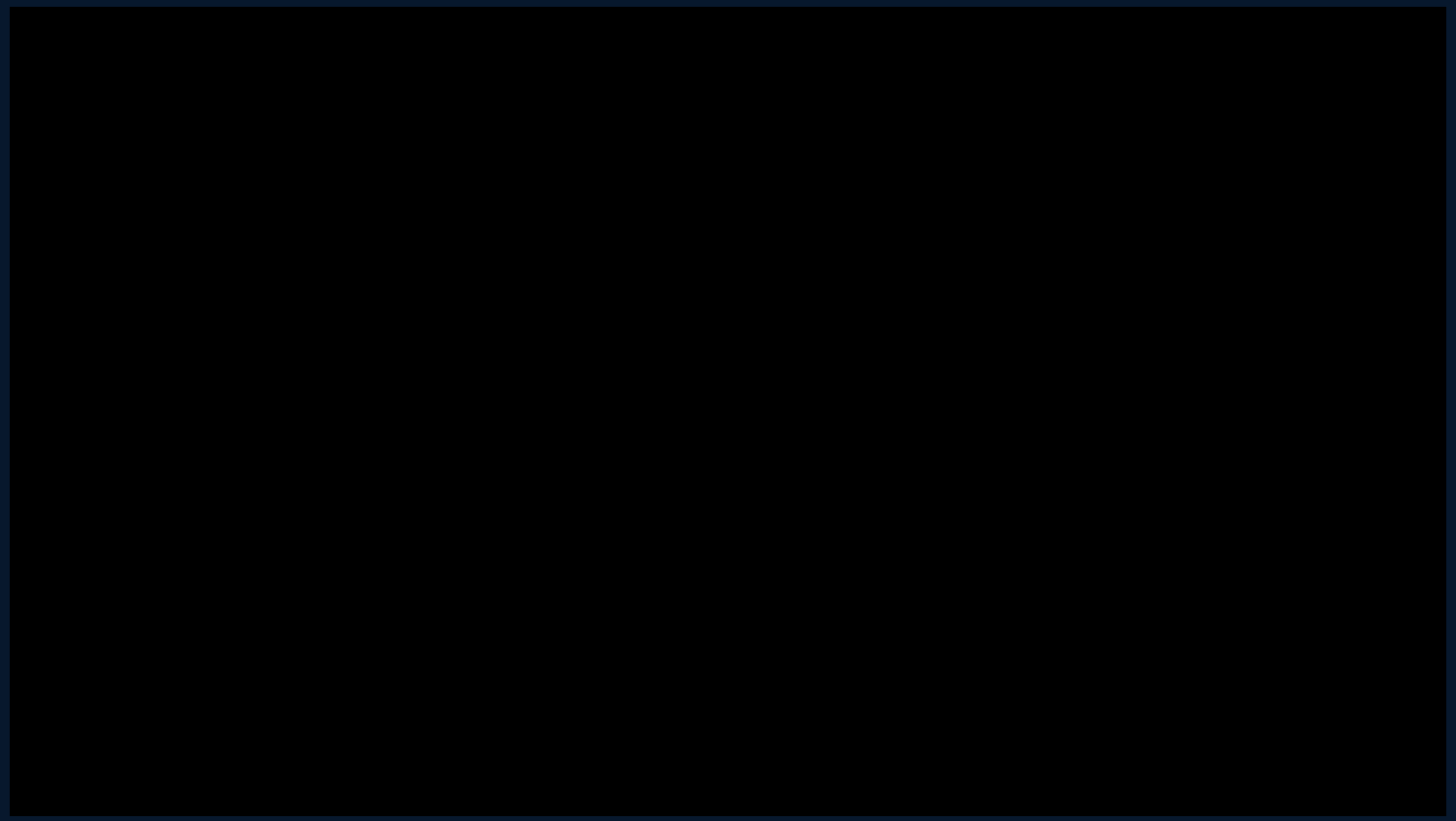
Webex AI codec uses advanced encoding, decoding and AI to reduce bandwidth usage and provide high audibility at up to 80% packet loss

Supports Webex Calling 1:1 and Webex Meetings between compatible devices (Webex App – desktop and mobile)

Calls and Meetings automatically switch to AI codec when packet loss detected

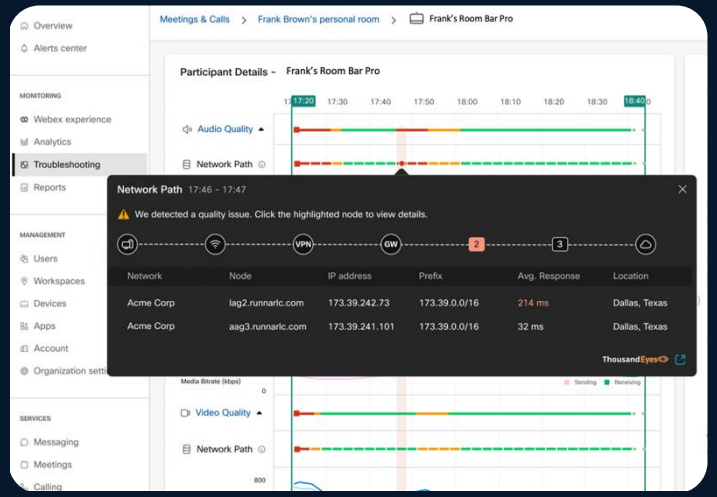
Roadmap:

Transcode for non-compatible devices, CUCM support

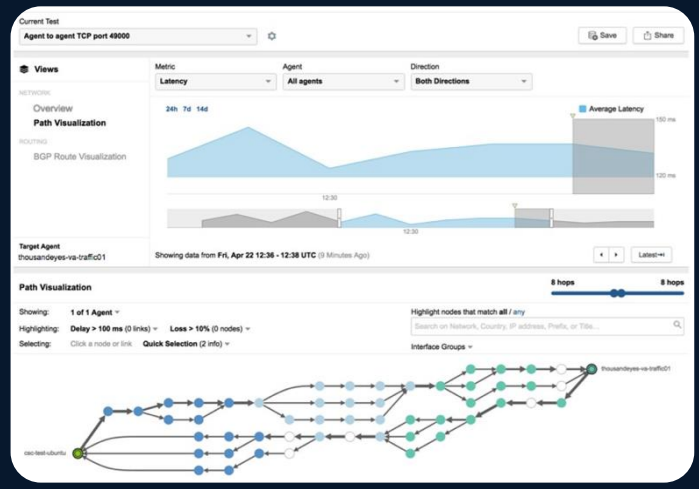


ThousandEyes now integrated into the Webex Suite

Webex Meetings



Webex Devices



Webex Calling

Troubleshoot Calling in Control Hub with the Thousand Eyes Endpoint Agent

Survivability in a cloud service

Each element of the service needs to be examined

Telephony connection

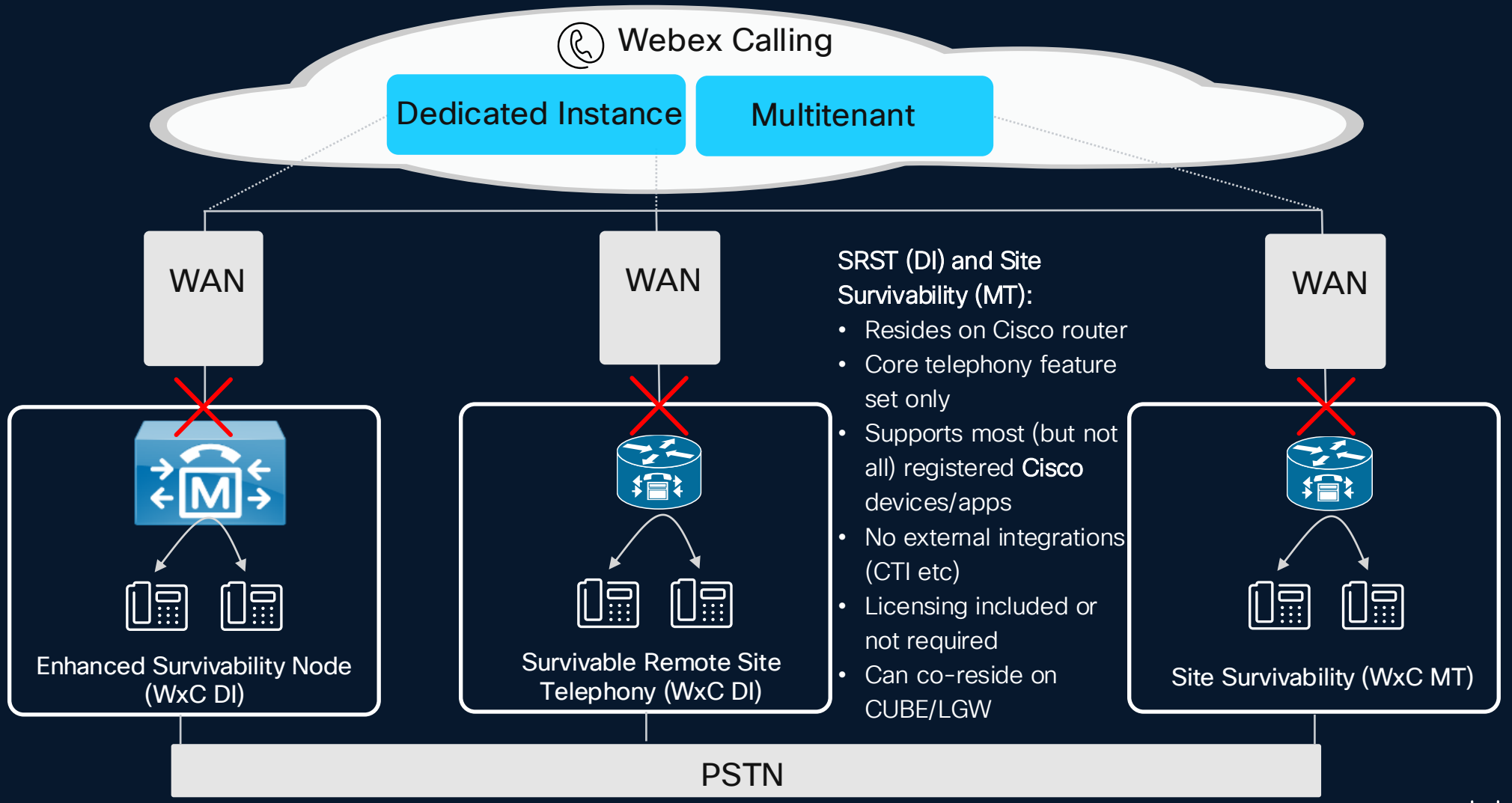
Platform

End user devices

Webex Calling On-Prem Survivability Options

Enhanced Survivability Node:

- Resides on Cisco or third-party server
- Near-full feature set
- All registered devices supported
- CTI and other third party/SIP integrations supported
- License required



SRST (DI) and Site Survivability (MT):

- Resides on Cisco router
- Core telephony feature set only
- Supports most (but not all) registered Cisco devices/apps
- No external integrations (CTI etc)
- Licensing included or not required
- Can co-reside on CUBE/LGW

Leader in Collaboration Security

TechVision RESEARCH

"Rated most secure" by TechxVision

Webex has the most security and privacy controls and is the only major UC&CaaS vendor that provides Ultra Secure Communications

NATIONAL SECURITY AGENCY
UNITED STATES OF AMERICA

Recognized by NSA as "best in breed"

No Jitter Dec.2021: Evaluating Cisco, Microsoft, Zoom on UCaaS Security | No Jitter

SOURCE: National Security Agency Cybersecurity Information - Selecting and Safely Using Collaboration Services for Telework

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