



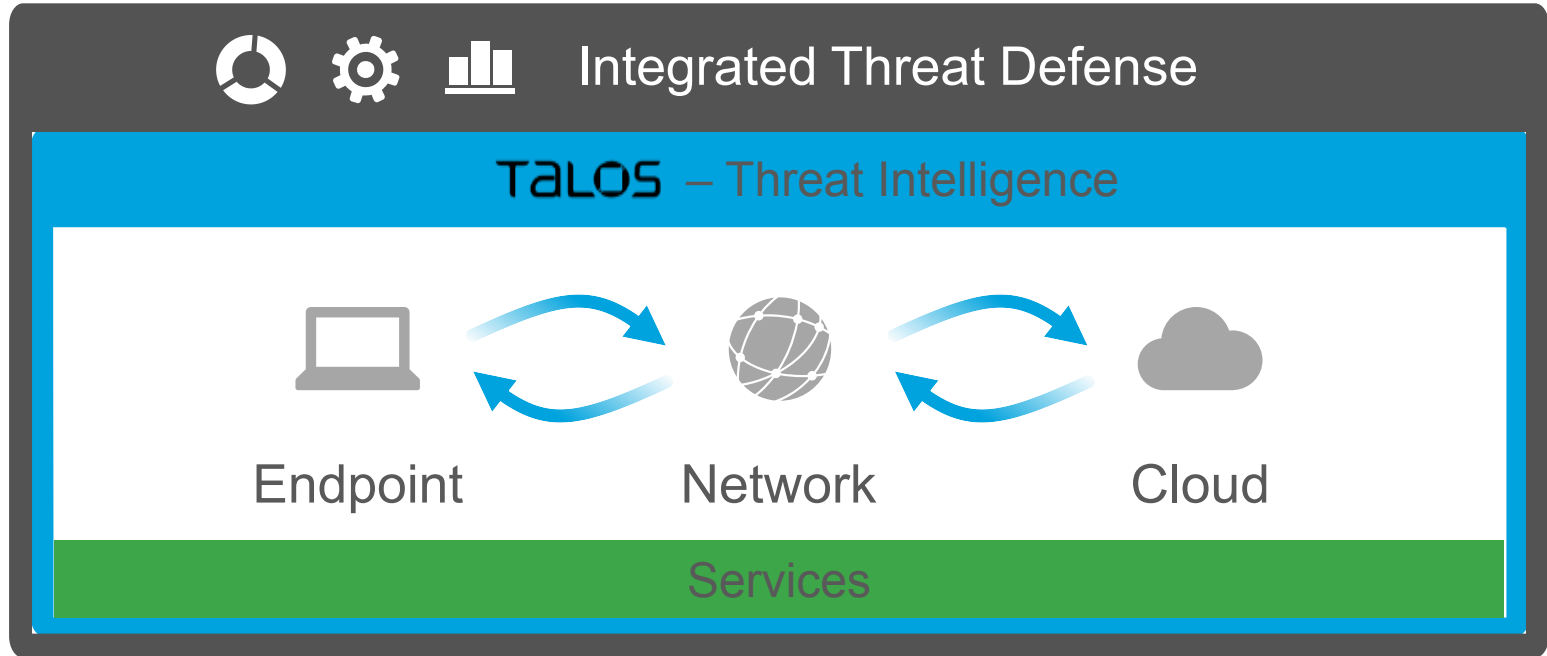
# Next-gen security needs an integrated approach

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A word cloud centered around the phrase "Security is hot...". The words are in various colors and sizes, set against a background of binary code (0s and 1s) that forms a perspective effect. The central text "Security is hot..." is in large red font. Other prominent words include "code" in blue, "internet" in green, "firewall" in red, "Data" in green, "virus" in blue, "Web" in green, "Boardroom conversation" in orange, "technology" in blue, "secure" in blue, "safe" in orange, "money" in blue, "password" in blue, "communication" in blue, "Software" in orange, "Cloud" in green, "Breach" in blue, "access" in orange, "Losses after an attack" in blue, "23% of organisations lost opportunity" in blue, "IoT" in blue, "More sophisticated attacks" in green, "video" in orange, "phishing" in orange, "access" in orange, "risk" in red, "vulnerability" in blue, "challenge" in blue, "complexity" in blue, "Guard" in blue, "privacy" in blue, "ransomware" in blue, "protection" in blue, "apps" in orange, and "cyber" in blue.

# Losses after an attack are real

# Industry's Most Effective Security Portfolio





# Security Everywhere Architecture – What's NEW

Before

Attack Continuum

During

After

NGFW + NGIPS

Web

Cloud Security

Email

Secure Internet Gateway

Advanced Malware

Policy & Access

Network Analytics

UTM

TALOS



Endpoint

Branch

Edge

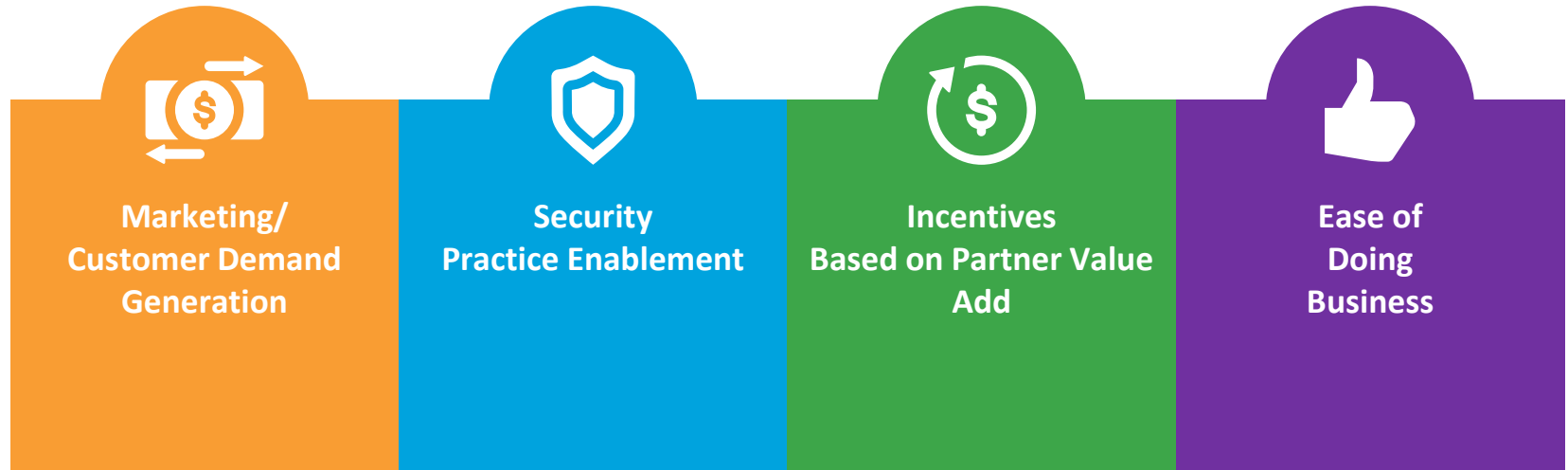
Campus

Data Center

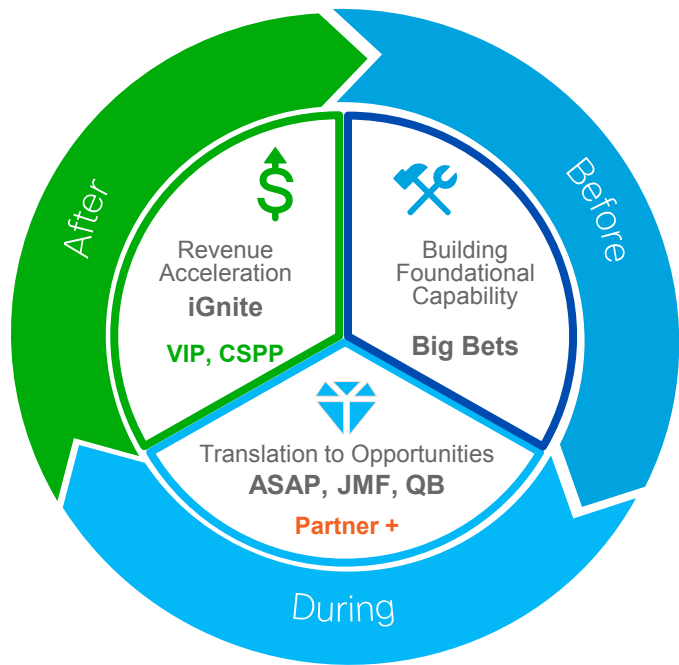
Cloud

IoT

# Cisco Is Investing In Partners Security Practice



# FY17: APJ Partnering For Profitability In Security



## Increased Front End Margins

- Deal Registration
- New Account Breakaway
- Migration Incentives

## Maximized Back End Rebates

- New VIP 29
- Ignite *Backend*
- SIP / TIP / CSPP

## Security Rewards & Promotions

- Cisco Funded PoV
- DNA
- SVP
- FireJumper 2.0
- Refresh
- Migration 2100, ISE

# Security Leads To Higher Profitability

Provides upsell, cross sell and migration capabilities plus Network Refresh

Most profitable partners sell solutions



**Expanded  
deal size**

**+400%**

Increased Revenue<sup>1</sup>



**Increased  
Services & Margins**

**+40%**

Professional Services



**Increase cross  
architecture sales**

**+30%**

Gross Margin



**Recurring,  
Incumbency  
Protection**

**Business Outcome Selling**



# Call To Action

**#1 Accelerate  
Your Security  
Capabilities**

**#2 Sell  
End-to-End  
Security Portfolio**

**#3 Focus on  
Security Led  
Network Refresh**

**#4 Utilise Our  
Profitability  
Programs**

Together we will win the Security business and be the #1 trusted security partner for our mutual customers

# Thank you





Partner Insight  
at **Cisco** *live!*

Your Time Is Now