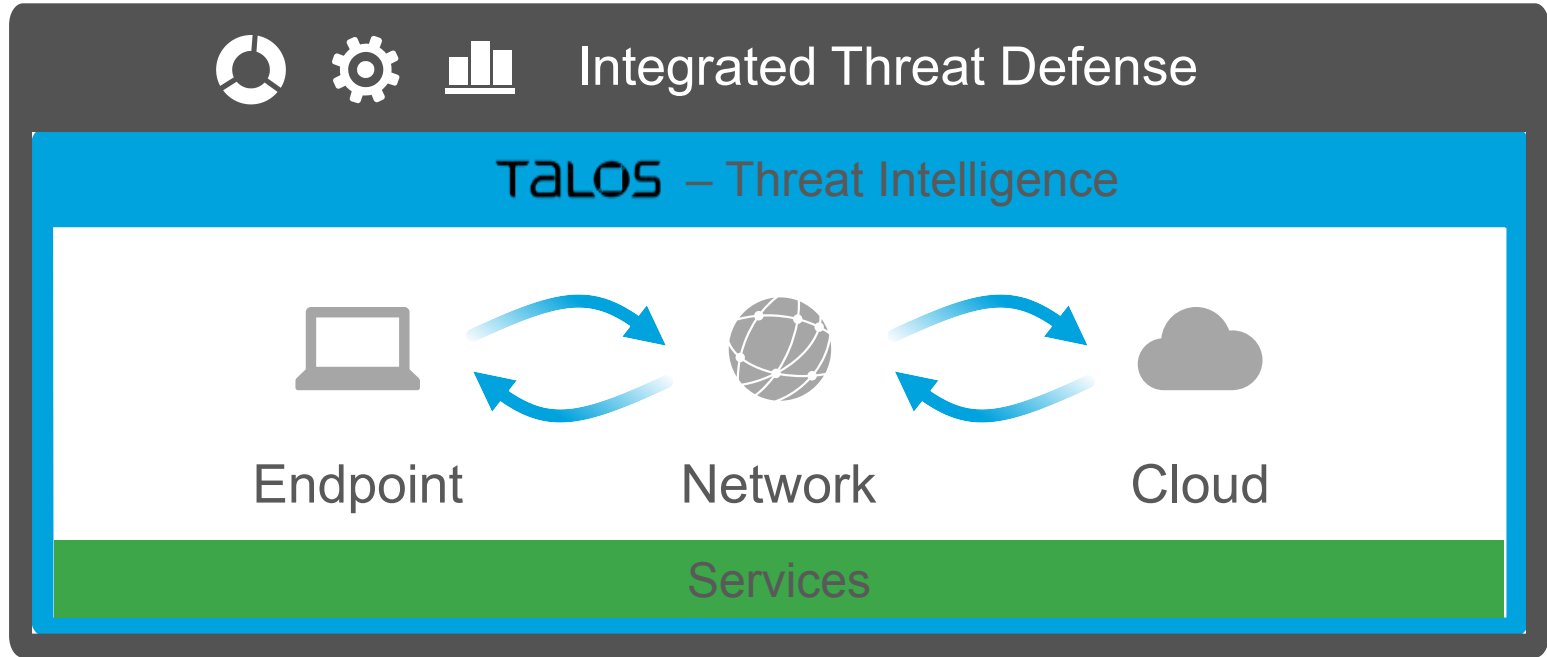


Next-Gen Security Needs An Integrated Approach

Stephen Dane, Managing Director, Global Security Sales Organisation,
Cisco, Asia Pacific & Japan

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

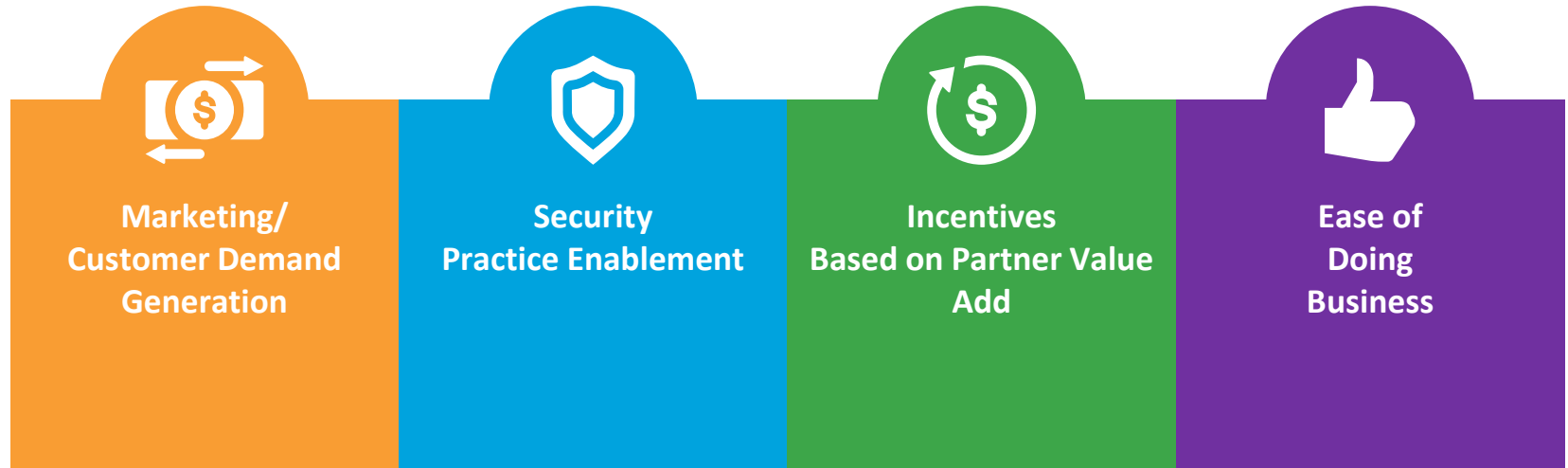
Campus

Data Center

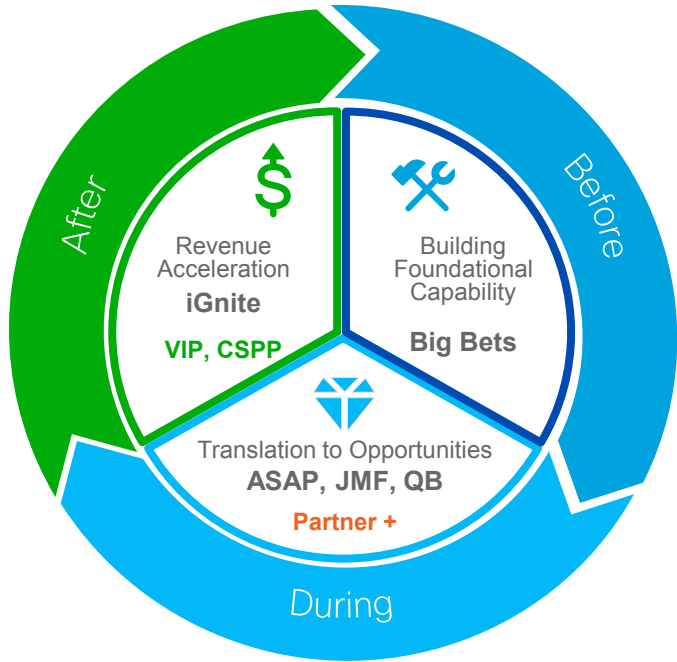
Cloud

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 Revenue¹



**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