The bridge to possible

Secure the Cloud with curated solutions from Cisco and AWS

Faraz Khan
Sr. MP Customer Advisor, AWS

Agenda

- Know about AWS Marketplace
- Cisco and AWS – Better together
- How AWS and Cisco secure the cloud
- Key Use cases

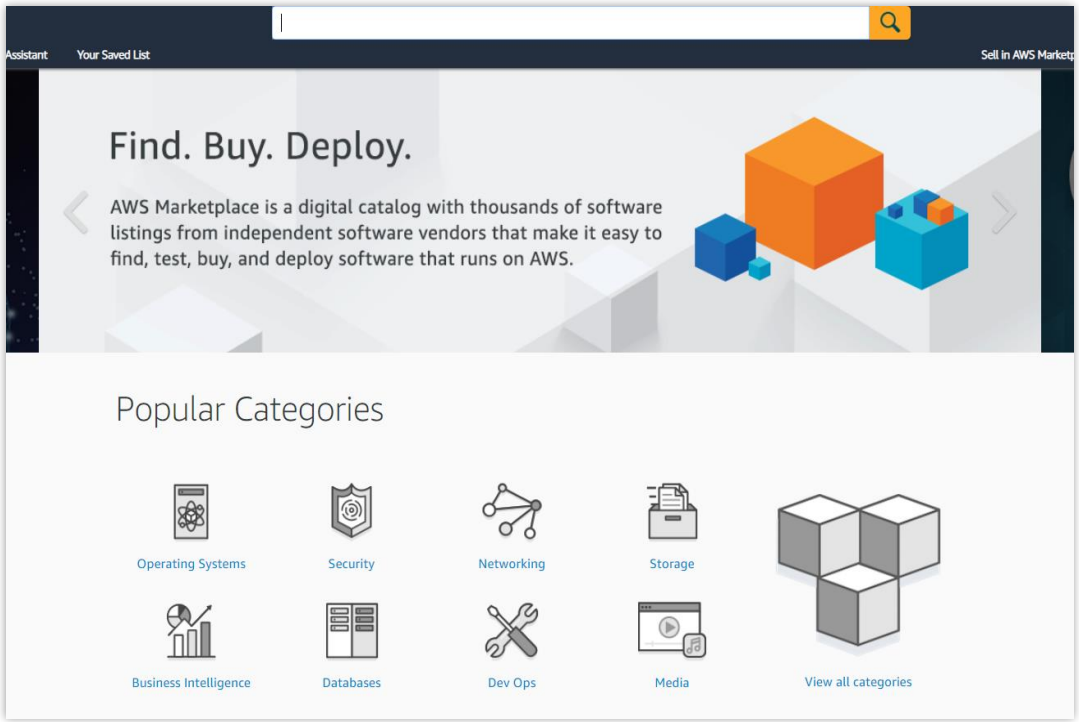
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AWS Marketplace

A powerful transaction engine

Think Amazon.com for third-party software, data, containers, machine learning models, and professional services

- Over 12,000 listings
- 1,900+ software vendors
- 325,000 monthly active customers
- 2 million+ current subscriptions
- 65+ software categories

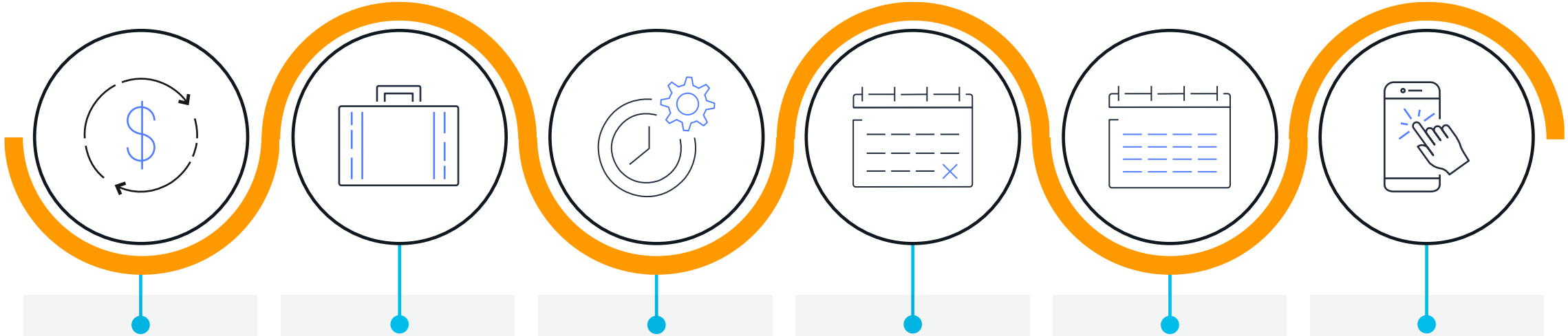


"Cisco is committing to AWS Marketplace as a **new route-to-market** model with channel partners."

Oliver Tuszik
SVP, Worldwide Channels
Cisco

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Flexible consumption and contract models



Free trial

Get started in AWS Marketplace with a free trial and no commitment

BYOL

Migrate to AWS with your existing product licenses.

Intended for pre-existing customers

Seconds/Hour

Pay for software and compute capacity by the second or hour with no long-term commitments

Monthly

Make a monthly payment and receive a discount on the monthly pricing charge

Annual & multi-year

Make a one-time payment and receive significant discount. Multi-year options are also available

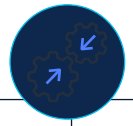
Private Offers

Negotiate a custom price with a software seller or Consulting Partner. Offer is reviewed and accepted in AWS Marketplace

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Embracing cloud with efficiency and simplicity

- Over 300,000 customers choose AWS Marketplace because it offers:



Efficiency and choice

- Quick and easy deployment
- Thousands of verified, ready-to-run software choices from the Amazon EC2 console
- Catalog of innovative, emerging technologies available on-demand
- Expertise assessing, deploying, managing, and supporting software with Professional Services.



Simplified procurement and provisioning

- Flexible consumption and contract models
- Retire AWS spend commitments*
- Consolidated billing
- Standard contracts
- Custom pricing and terms

Customer Benefits that help accelerate deals to close

*Where applicable. Ask your customer if they have an AWS agreement.

Customers Benefits:

1. Enable cloud users to rapidly and securely deploy solutions

Verified products

All software in AWS Marketplace are continuously scanned to ensure reliability.

Quick to try-deploy

Leverage free trials.
Deploy in a few clicks.

2. Accelerate Innovation

Seamless procurement

Simplified procurement experience from discovery to deployment to tracking.

Consolidated billing

All charges from AWS Marketplace are consolidated into one bill from AWS.- 1 billing relationship across multiple ISVs

Pay-as-you-go

Only pay for what you use through various payment options and receive discounts on longer or custom terms.

3. Improving Operational Oversight

Visibility & Governance

Monitor spend, licenses and updates, guardrails for governance via AWS Cost Management.

Financial Benefits for Customers

100% of spend on AWS Marketplace counts towards EDP/PPA Commitment.

*EDP= Enterprise Discount Program
*PPA=Private Pricing Agreement
*Contribution to EDP cap at 25% of total EDP value

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Why customers buy in AWS Marketplace

SPEED, SIMPLICITY, AND SCALABILITY

FLEXIBLE CONSUMPTION AND CONTRACT MODELS	"One benefit of the pay-as-you-go model is the ability to deploy anywhere without having to do a capital approval process to pay for infrastructure that may or may not be used." Rob Gillan CTO, SimplePay
EASY AND SECURE DEPLOYMENT, ALMOST INSTANTLY	"The ability to deploy software instantaneously anywhere in the world means we're able to scale immediately and stretch or shrink the environment to accommodate our needs." Briley James Yetter Director of Technology, Goodwill Industries
CONSOLIDATED BILLING FROM AWS	"Integrated billing on AWS Marketplace is very slick, very straightforward. One place, one dashboard where all my costs appear." Richard Williams Sr. Engineer, MakerBot

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Cisco in AWS Marketplace

- 58 Cisco listings
- 21 SaaS listings

aws marketplace

Product	Pricing Type		Product Type		
	Paid	BYOL	AMI	SaaS	Container
Cisco XRv9000 Virtual Router		X	X		
Webex Suite	X			X	
AppDynamics	X			X	
Cisco Secure DUO	X			X	
Umbrella DNS Security	X			X	
ThousandEyes	X			X	
Cisco Intersight Workload Optimizer (IWO)	X			X	
Cisco Secure Cloud Analytics (Stealthwatch Cloud) - Metered	X			X	
Cisco C8000v	X	X	X		
Cisco Cloud Services Router (CSR) 1000V	X	X	X		
ASAv	X	X	X		
Cisco Firepower NGFW Virtual (NGFWv)	X	X	X		
Cisco Business Dashboard	X	X	X		
Snort 3 Anywhere	X				X
Cisco Meraki vMX		X	X		
Cisco Identity Services Engine (ISE)		X	X		
Cisco Secure Firewall Cloud Native		X			X
Cisco Application Services Engine		X	X		
Cisco Catalyst 9800-CL Wireless Controller for Cloud		X	X		
Cisco Cloud Application Policy Infrastructure Controller		X	X		
Cisco Content Security Management Appliance M100v		X	X		
Cisco Content Security Management Appliance M300v		X	X		
Cisco Content Security Management Appliance M600v		X	X		
Cisco Cyber Vision		X	X		
Cisco DNA Spaces Connector		X	X		
Cisco Firepower Management Center 300 (FMCv300)		X	X		
Cisco Firepower Management Center (FMCv)		X	X		
Cisco Nexus Dashboard - Cloud		X	X		
Cisco Secure Web Appliance S100v		X	X		
Cisco Secure Web Appliance S300v		X	X		
Cisco Secure Web Appliance S600v		X	X		
Cisco vEdge Cloud Router		X	X		
Cisco Virtual CUBE Session Border Controller		X	X		

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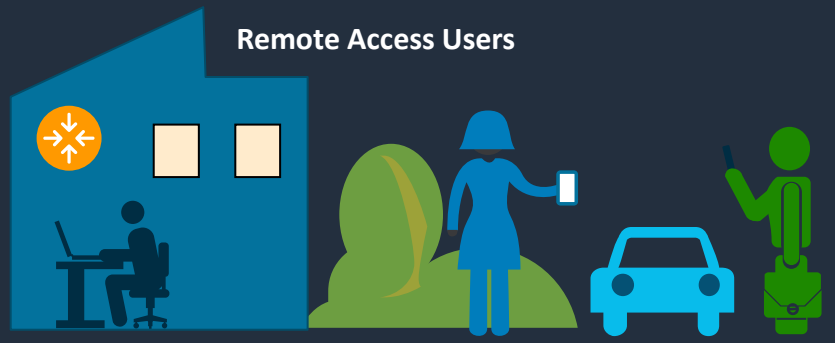
The bridge to possible

Secure the Cloud with curated solutions from Cisco and AWS- Cisco and AWS – Better Together

Bhishm Narayan Sharma
Technical Solutions Architect (TSA)
Cyber Security Sales at Cisco

Cisco and AWS Solutions Framework

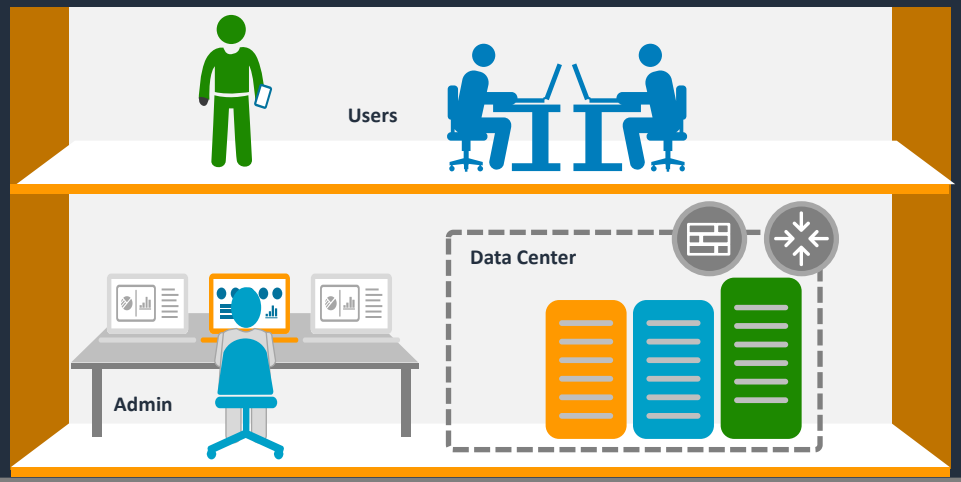
Cisco and AWS have solutions across 4 Pillars
to quickly deploy cloud based applications consistently







Headquarters Network



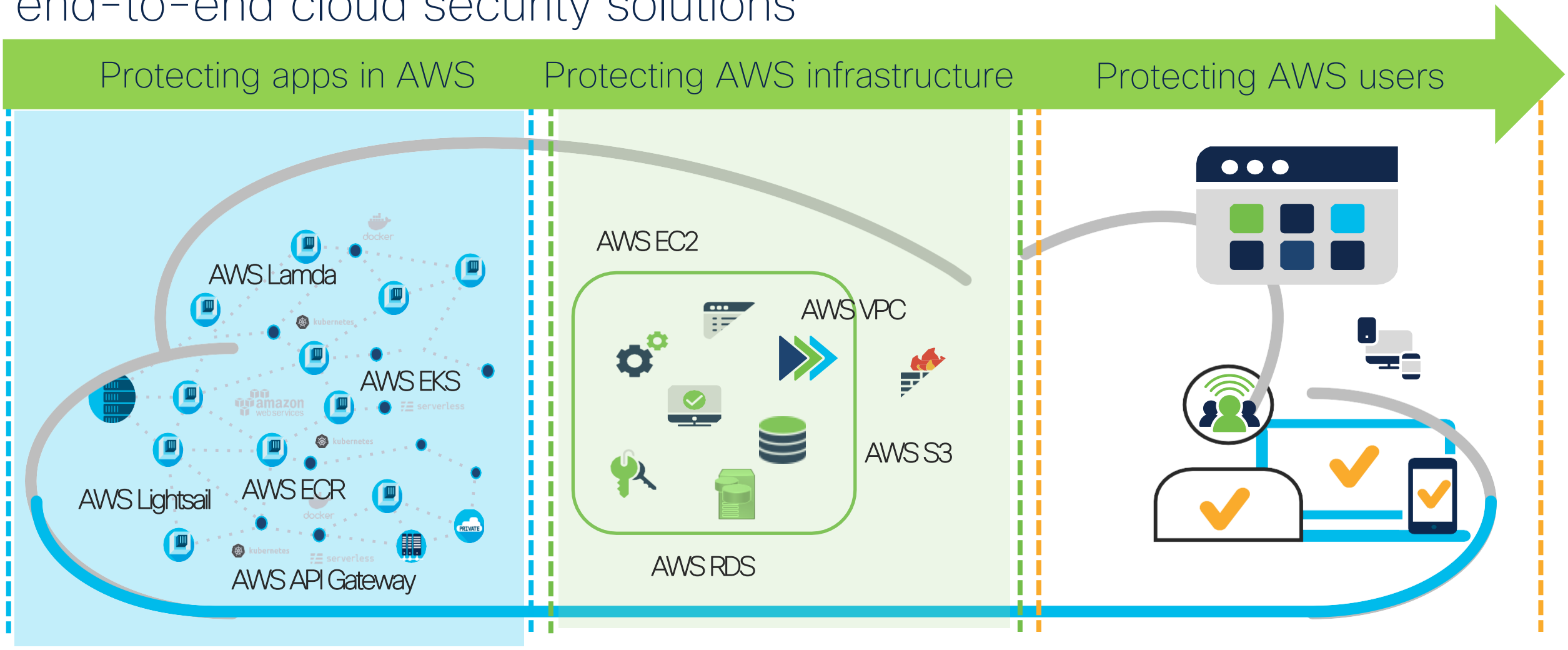
Security Shared Responsibility Model

- Full Stack Observability
- Security
- Collaboration — New
- Networking

- SaaS, BYOL models
- On-premises and in the cloud
- Secure, zero trust approach
- Open architecture
- Enterprise-class support

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AWS and Cisco deliver a suite of integrated end-to-end cloud security solutions



Panoptica	Calisti	Secure Firewall	Secure Analytics	Umbrella	Duo	Secure Email
Secure Cloud Insights		Secure Workload		Secure Endpoint		Secure Client
SecureX						



Cisco Security

Gain visibility and control through seamless security, threat protection, detection and response

- **Cisco Duo Security on AWS** — Gain visibility and secure access for any user, device, or location
- **Cisco Multicloud Defense** — Cloud-native network security platform
- **Cisco Secure Firewall Threat Defense Virtual on AWS (NGFWv)** — Extend next-gen IPS/IDS, malware protection, threat defense to AWS
- **Cisco Defense Orchestrator** — Unified firewall policy management and threat visibility
- **Cisco Secure Firewall Adaptive Security Virtual Appliance (ASAv)** — Extend Secure Remote Access to AWS
- **Cisco Secure Application Cloud (Panoptica)** — Visibility and remediation for containerized and serverless applications
- **Cisco XDR Extended Detection and Response (SecureX)** — Accelerated threat investigation and remediation
- **Cisco Secure Cloud Analytics** — SaaS-delivered contextual threat detection
- **Cisco Umbrella** — Simplified software-based cloud security
- **Cisco Secure Endpoint** — Integrated threat protection, detection & response
- **Cisco Identity Services Engine (ISE)** — End-to-end security with threat visibility across the network
- **Cisco Kenna** — Risk based vulnerability management
- **Cisco Secure Email Threat Defense** — Comprehensive defense for most damaging threats
- **Cisco Secure Workload** — Application protection with zero trust microsegmentation



Key use cases

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Cisco Duo and AWS Verified Access – Use Case & Benefits



End User | **AWS Verified Access** | **Duo SSO, OpenID Connect (OIDC) Compliant Identity Provider**

1. Improved Security Posture

- Duo serves as the IDP
- Authentication attributes sent to AWS Verified Access
- AWS Verified Access evaluates the attributes against the policies for each application to grant access

2. Seamless User Experience

- No VPN client needed
- AWS Verified Access supported browser allows users to connect to private apps for authentication & provisioning

3. Fast Onboarding

- No hardware or agents required
- Duo SSO and AWS Verified Access are fully hosted services supported by Cisco and AWS
- Duo SSO seamlessly interfaces with existing user directory

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Separate and secure your cloud apps and data

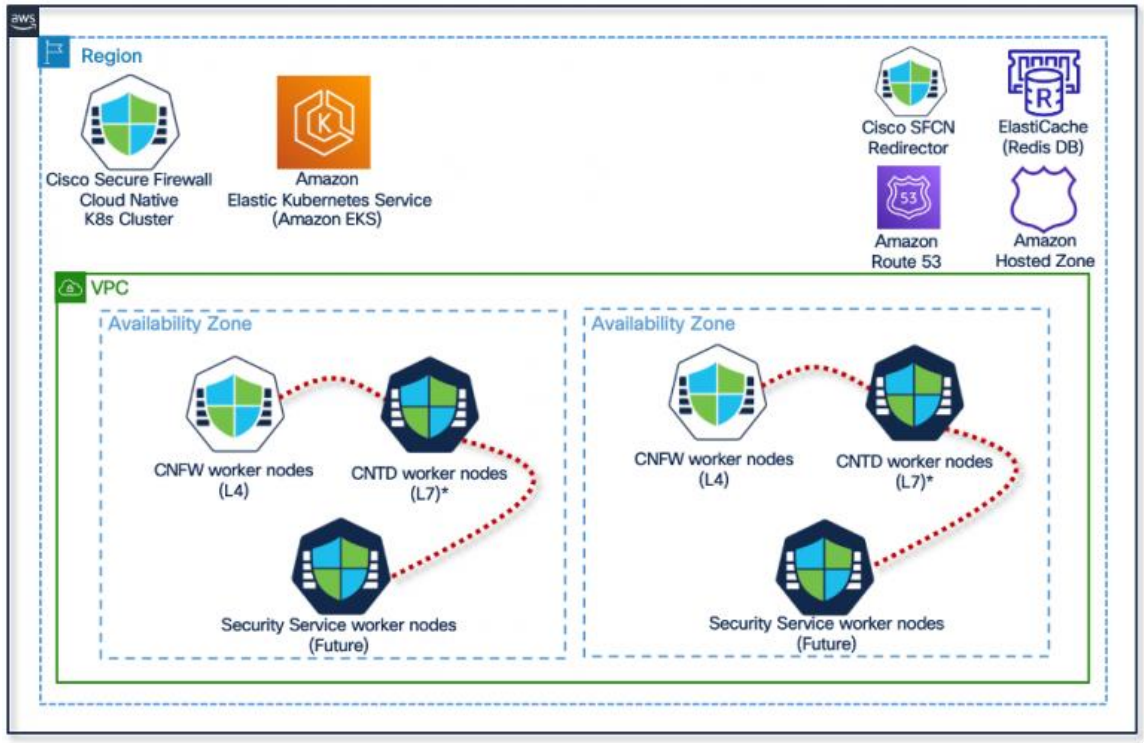
Network Security

Organizations need to separate critical apps and data (commerce) from those that are less critical (event registration) to ensure data is not lost or compromised.

Cisco Secure Firewall on AWS extends Cisco's industry-leading threat intelligence and protection to AWS.

Secure Firewall enables organizations to gain control across their cloud environments with consistent security policies to separate sensitive apps and data.

Secure Firewall seamlessly extends corporate security architecture into AWS.

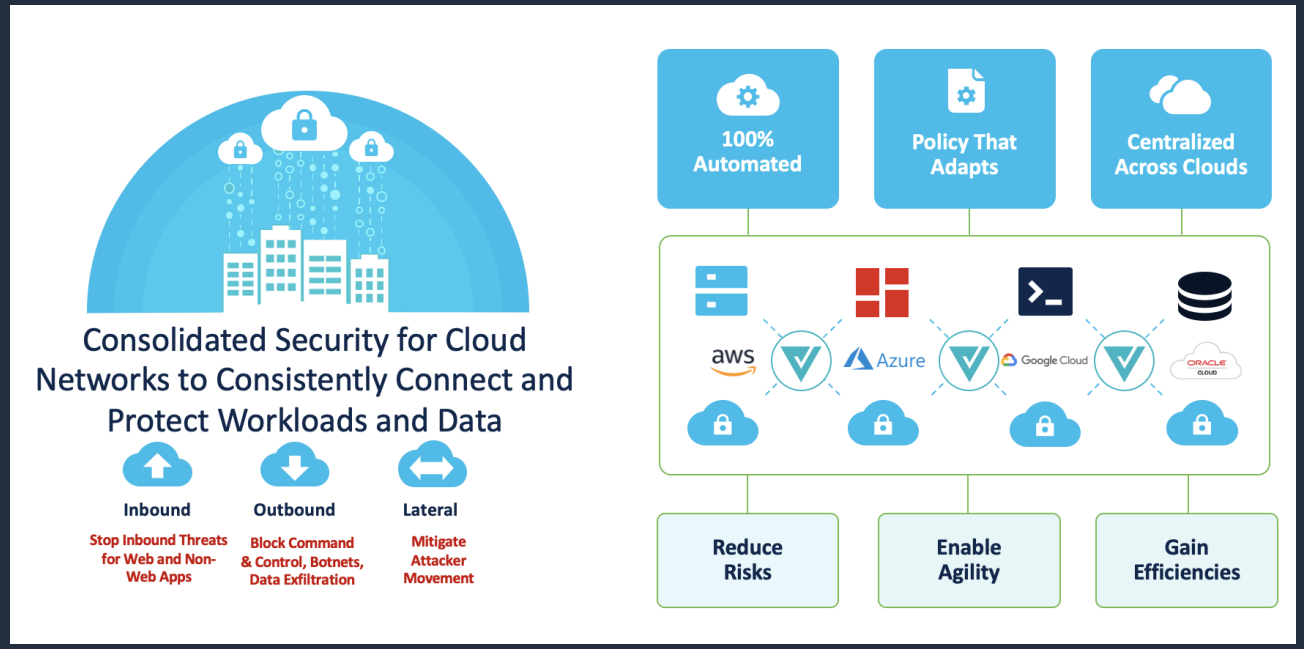


Integration:
Cisco firewall reports to Amazon Security Lake

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Cisco Multi-cloud Defense

Cloud-native network security platform



Key Customer Benefits

- Multi-cloud networking with unified security policy
- Automated orchestration with terraform and APIs
- Centralized egress, east west and distributed/centralized ingress architectures
- Single SaaS management plane for all enforcement points across the multiple-cloud
- In-built resiliency, HA and multi-tenancy
- Flexible licensing model based on gateway hours

AWS Integrations

- Amazon Transit Gateway
- AWS Gateway Load Balancer

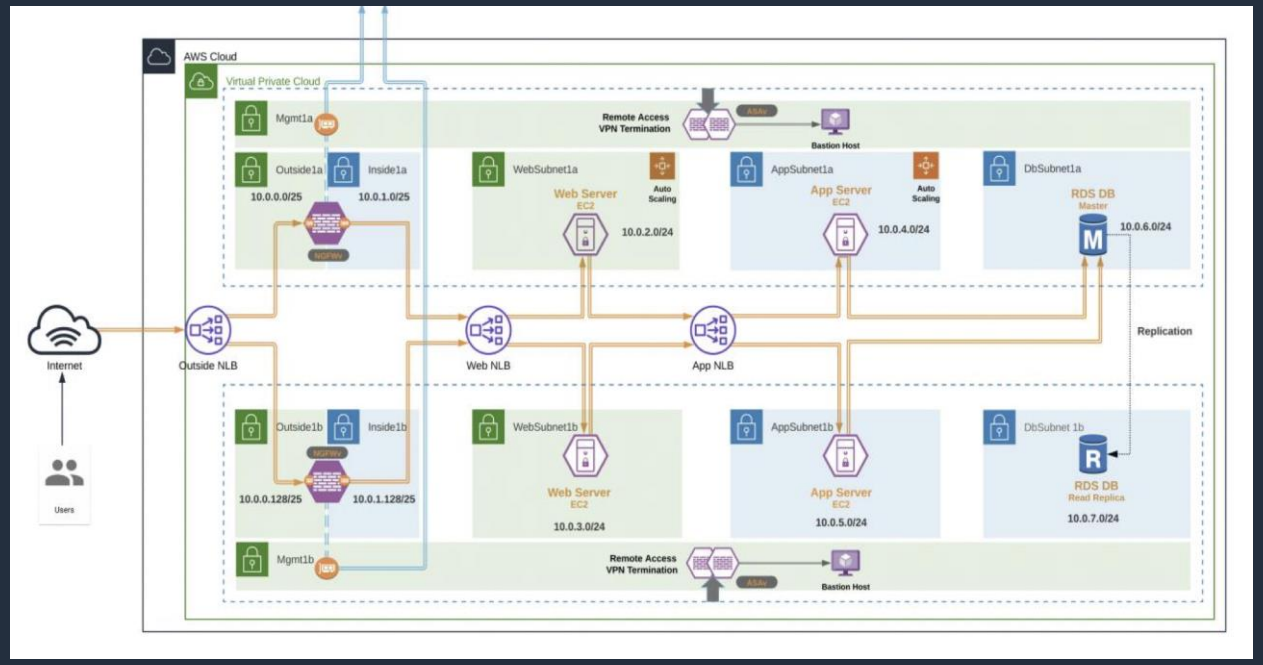
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Cisco Secure Firewall Threat Defense Virtual (NGFWv) on AWS

AWS Marketplace

SCAN ME

Extend threat protection to AWS



Key Customer Benefits

- Consistent policy and functionality across the on-premises data center and AWS
- Cisco® Advanced Malware Protection (AMP) protects against targeted, zero-day, and persistent advanced threats
- Enterprise management and analytics with Cisco Firepower® Management Center
- Programmability via REST API

What's New

- Support for AWS Gateway Load balancer
- Integration with AWS Security Lake
- Terraform automation
- AWS Workshop

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Stop bad actors before they compromise your cloud

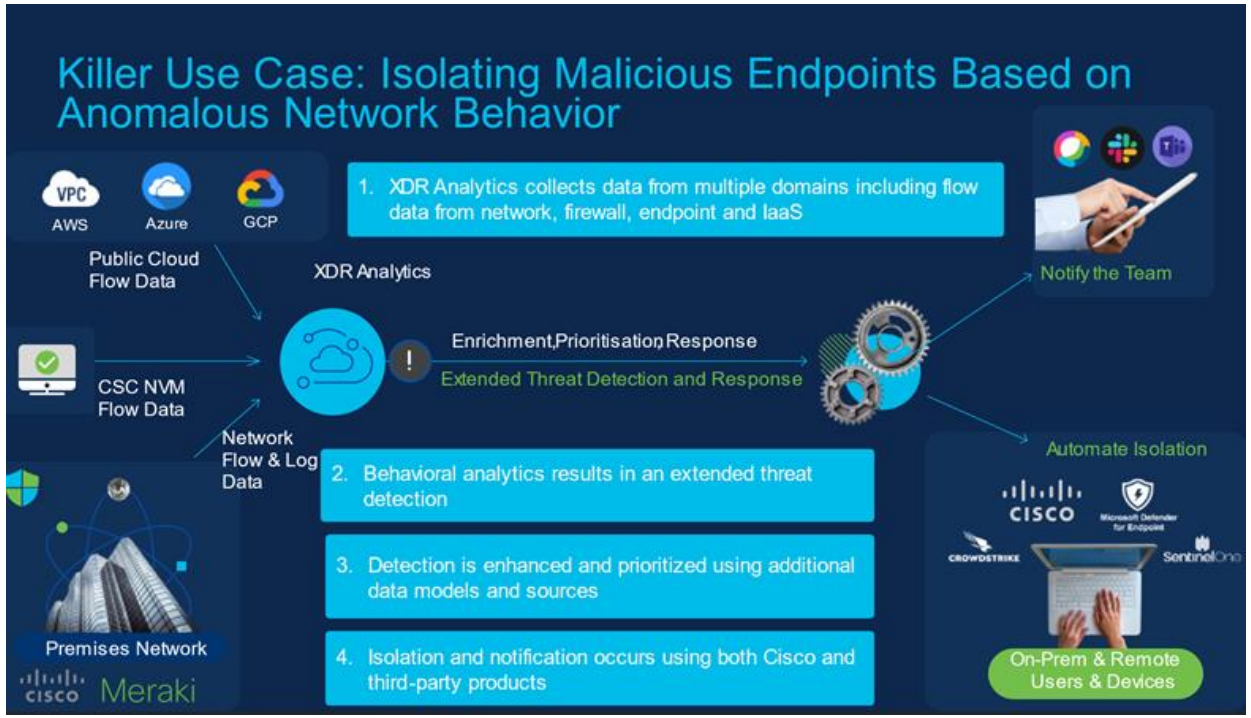
Visibility, Detection and Response

Organizations must identify anomalies and compromises across cloud to stop threat activity.

Cisco Secure Analytics (Stealthwatch Cloud) detects early compromise in the cloud or on-premises, including insider threat activity and malware, as well as policy violations, misconfigured cloud assets, and user misuse.

Panoptica provides security visibility and remediation for Container and serverless applications

Cisco XDR platform streamlines investigations, and empowers security teams to detect, prioritize, and respond to the most sophisticated threats



Threat detection, prioritization, and response at scale

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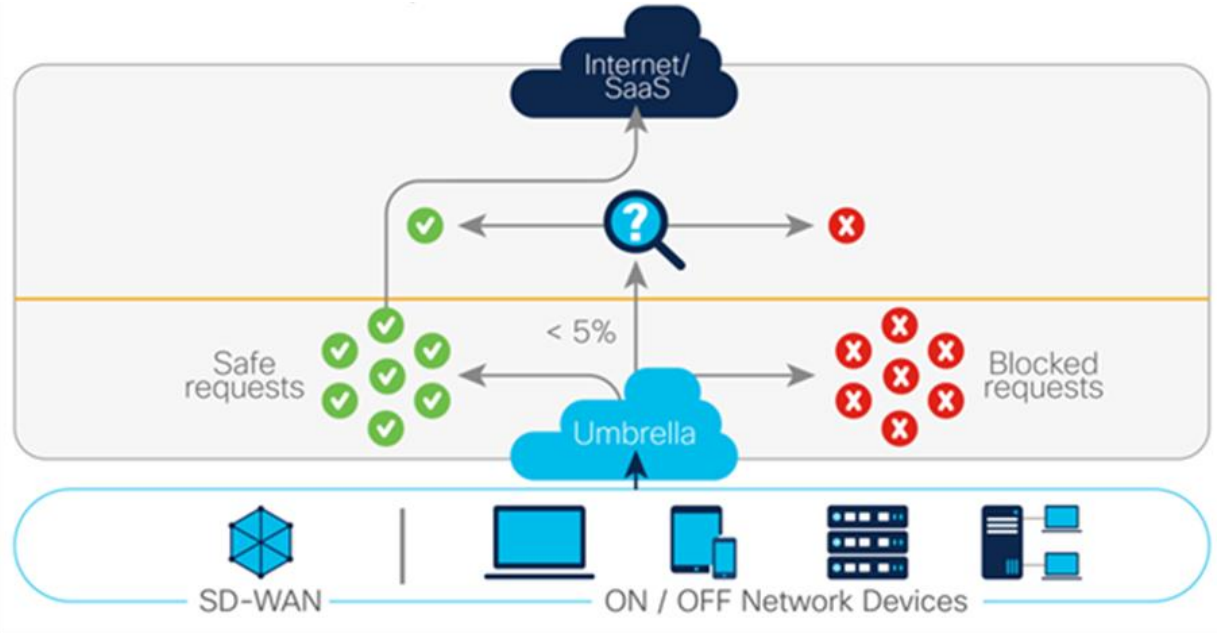
Stop attackers before they enter your cloud

Threat Prevention

At the most fundamental level, organizations need to protect users and devices from compromise.

Umbrella provides DNS level security to evaluate all requests from any device, cloud or location to prevent users and devices from being compromised.

Umbrella provides visibility into AWS hosted cloud apps used across your organization, giving you the ability to identify potential risks and easily block specified apps.



Integration:
Umbrella integrates with Route 53 to provide EC2 visibility

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