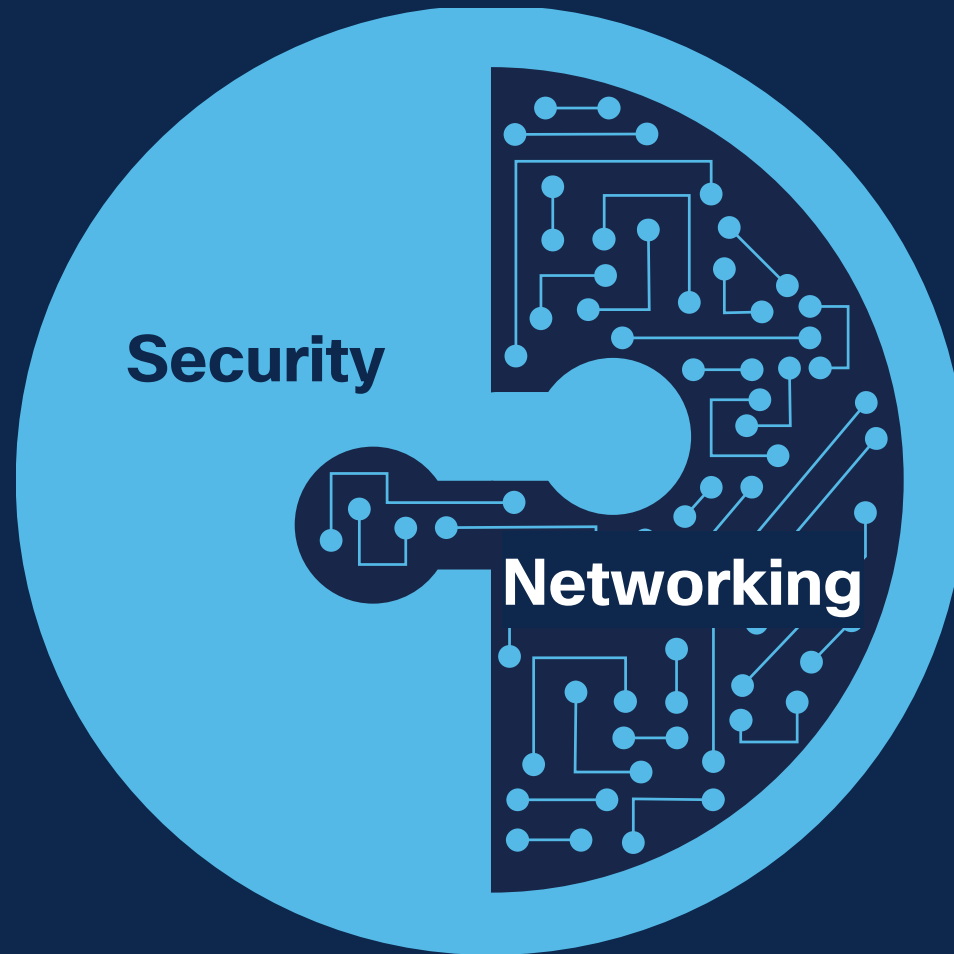# Security Experiences, **Simplified**
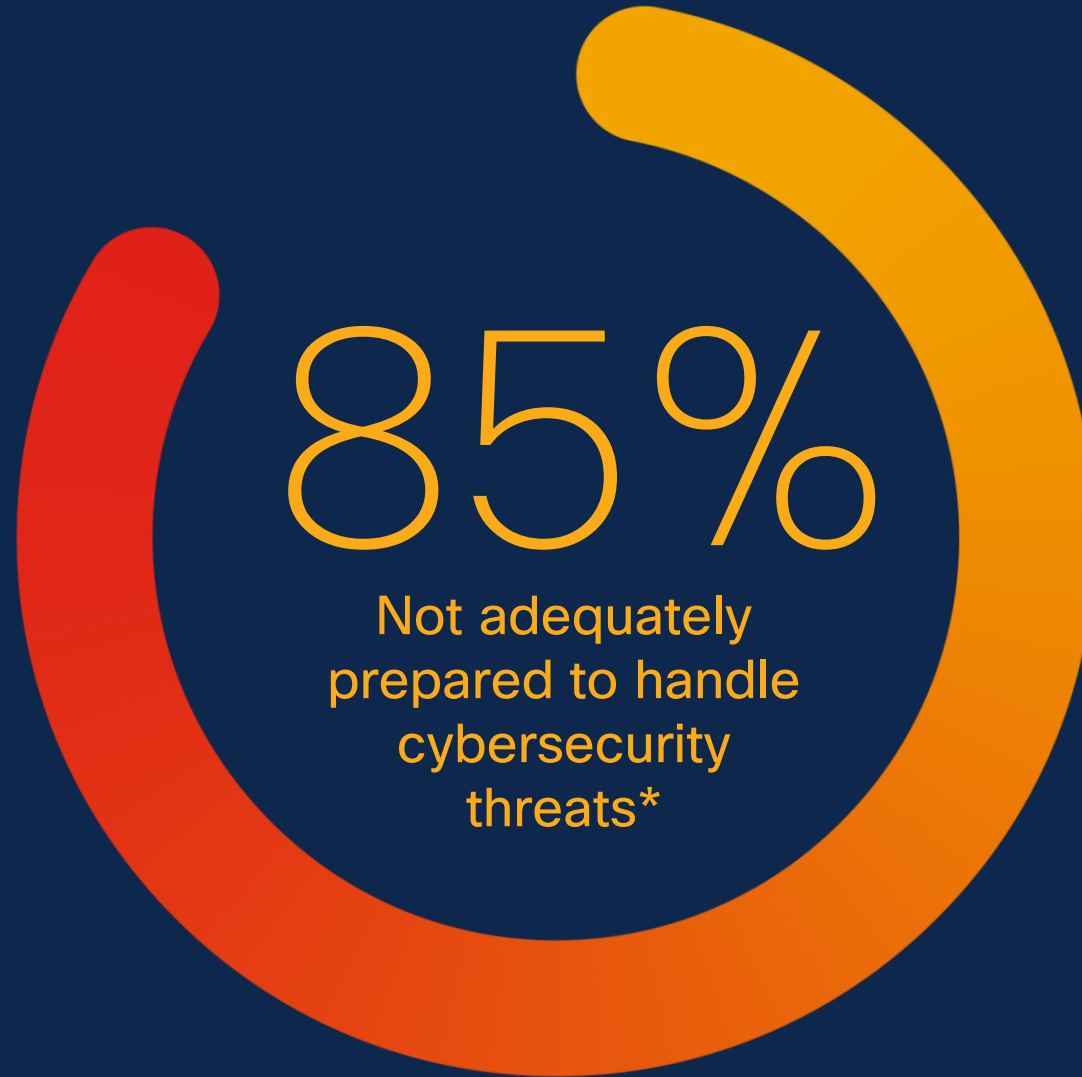
December 15, 2023

Emma Carpenter
Security Chief Revenue Officer

Timothy Sherman
Vice President, Security Sales Engineering, Cisco

Cisco Security Differentiation

85%

Not adequately prepared to handle cybersecurity threats*

Breakthroughts that will define the next era
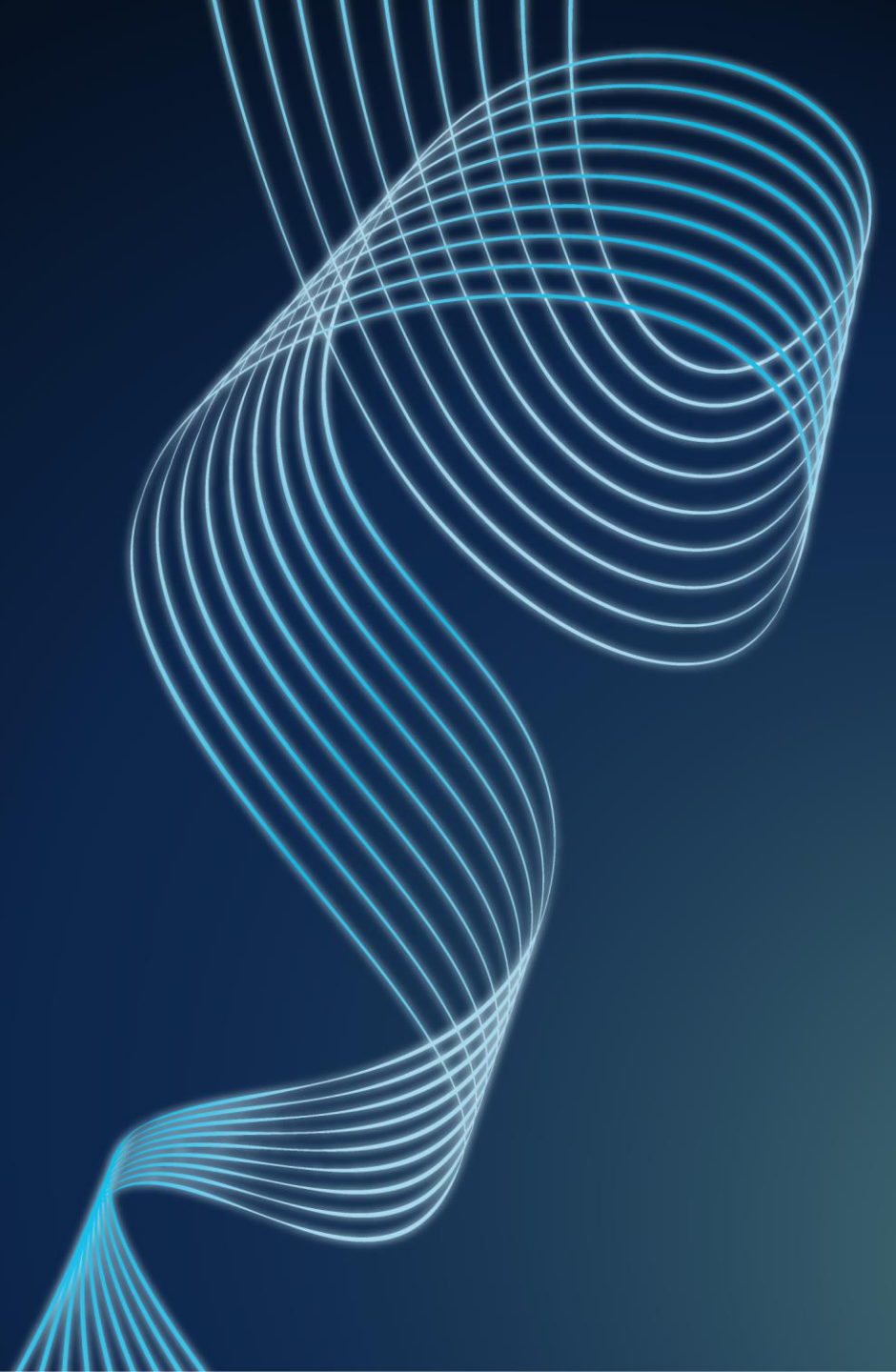
Artificial Intelligence

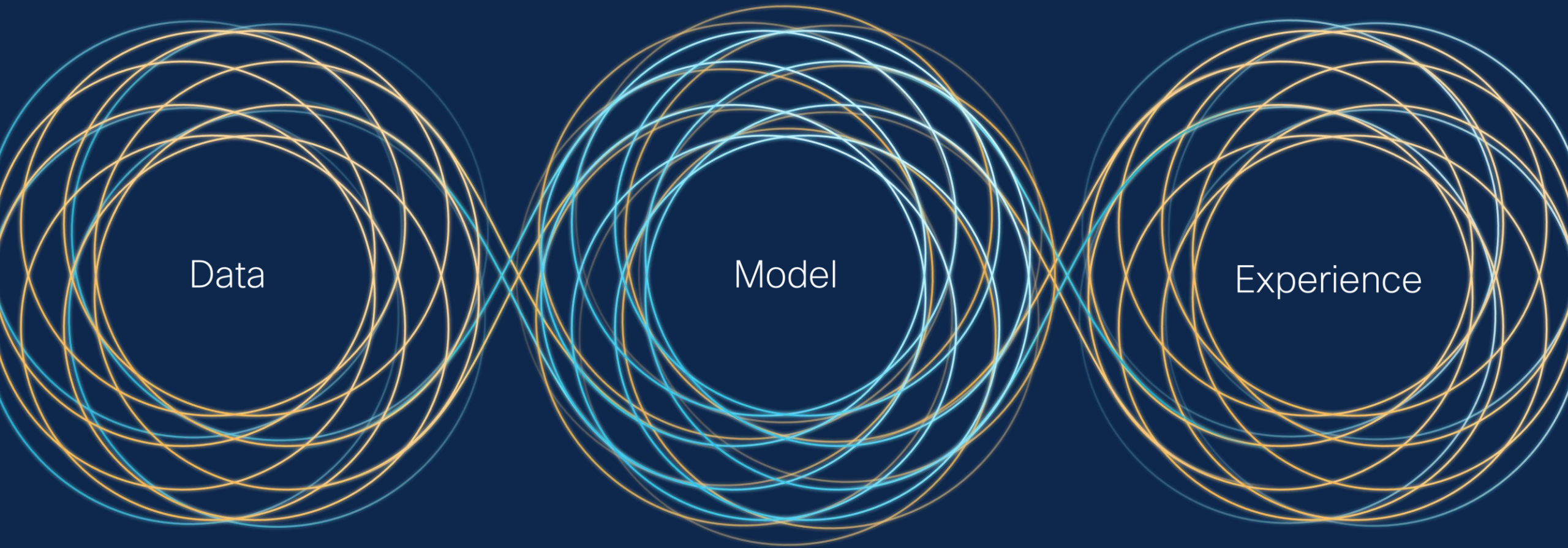## Cross-domain Native Telemetry

Core Security Innovation

Innovation that creates stronger security needs an experience that is easier and safer for everyone

Artificial
Intelligence

AI boosts security efficacy & operational efficiencies

Data

Model

Experience

Cross-Domain
Native Telemetry
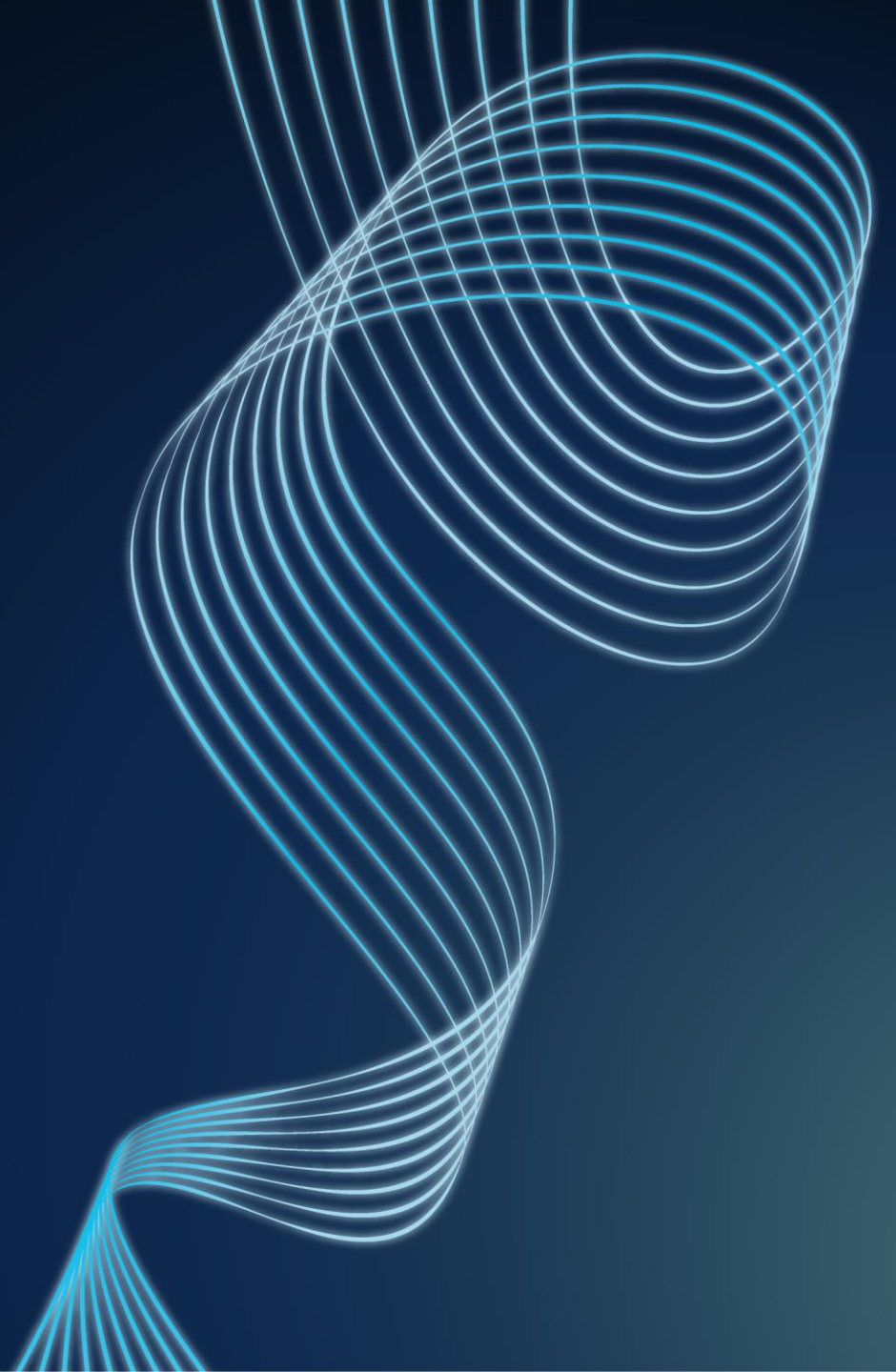
Security efficacy is limited by siloed telemetry

Email

Web

Endpoint

Network

Cross-native telemetry enables deep insights and better security efficacy
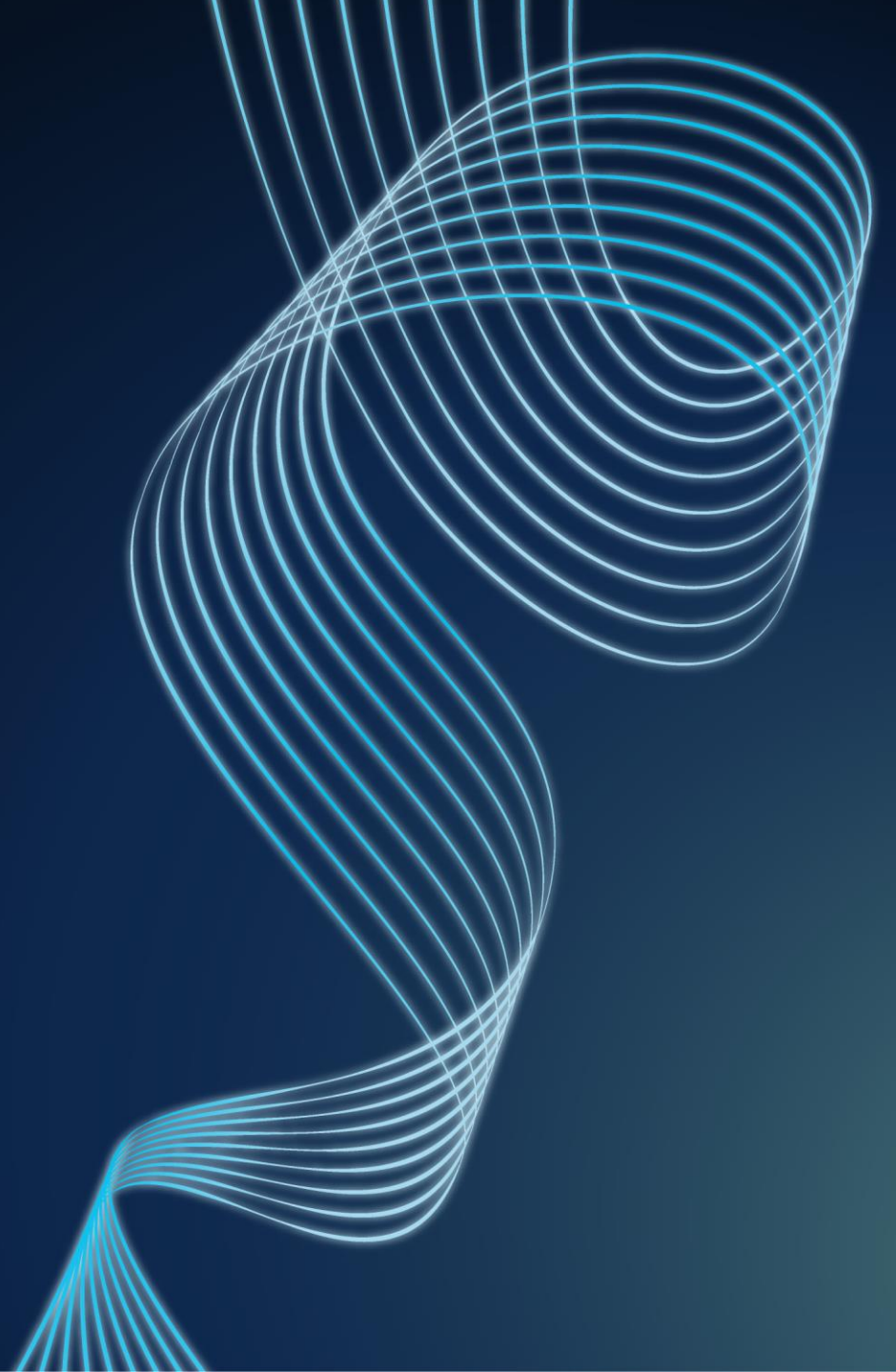

Email

Web

Endpoint

Network

Core Security
Innovation

Security Innovation is Patchwork

Exfiltration

Ransomware

Lateral movement

Web threats

Stolen credentials

Spam

Proofpoint

Palo Alto Networks

Darktrace

Zscaler

Okta

CrowdStrike

New threats spawn new vendors, putting the burden on customers

Hybrid Multicloud Future

Software as a Service
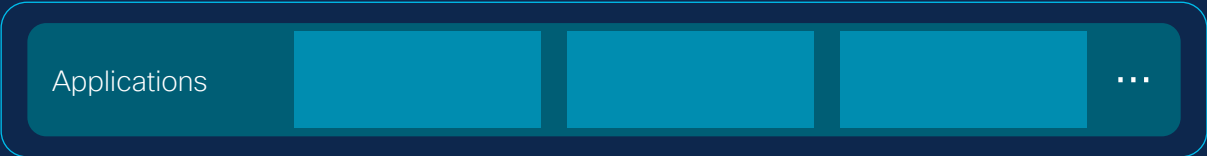
Platform as a Service

Infrastructure as a Service

| Applications | | | | ... |

| Services | | | | | ... |

Security				
Network				
Compute	Microsoft Azure	Amazon AWS	Google GCP	Private
Storage				
Other Services				
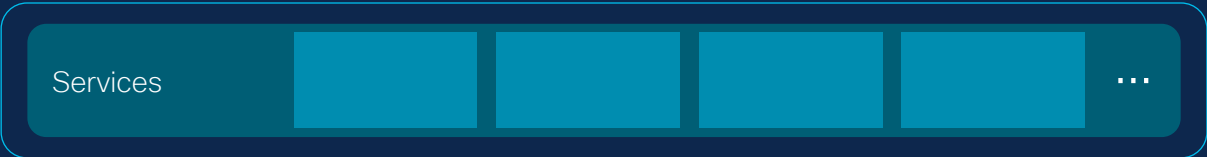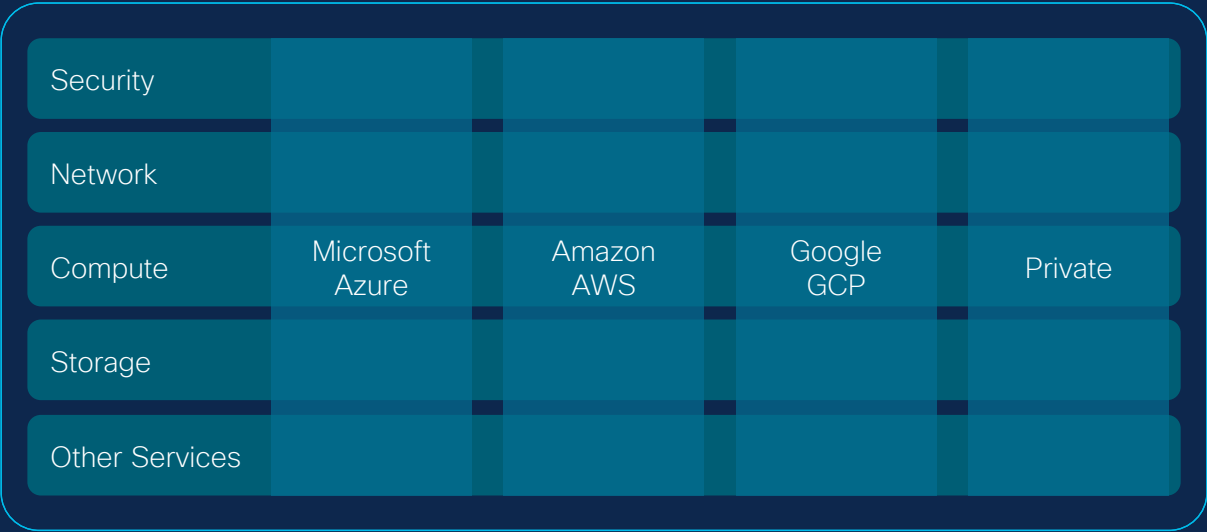
Expect a different patchwork of
security tech in a multicloud world

Cisco Security Cloud

Software as a Service

Platform as a Service

Security & Networking as a Service
Optimizes performance & security of every connection

Infrastructure as a Service

Applications				...

Services					...

Security	Cisco Security Cloud
Network	

Compute				
Storage	Microsoft Azure	Amazon AWS	Google GCP	Private
Other Services				
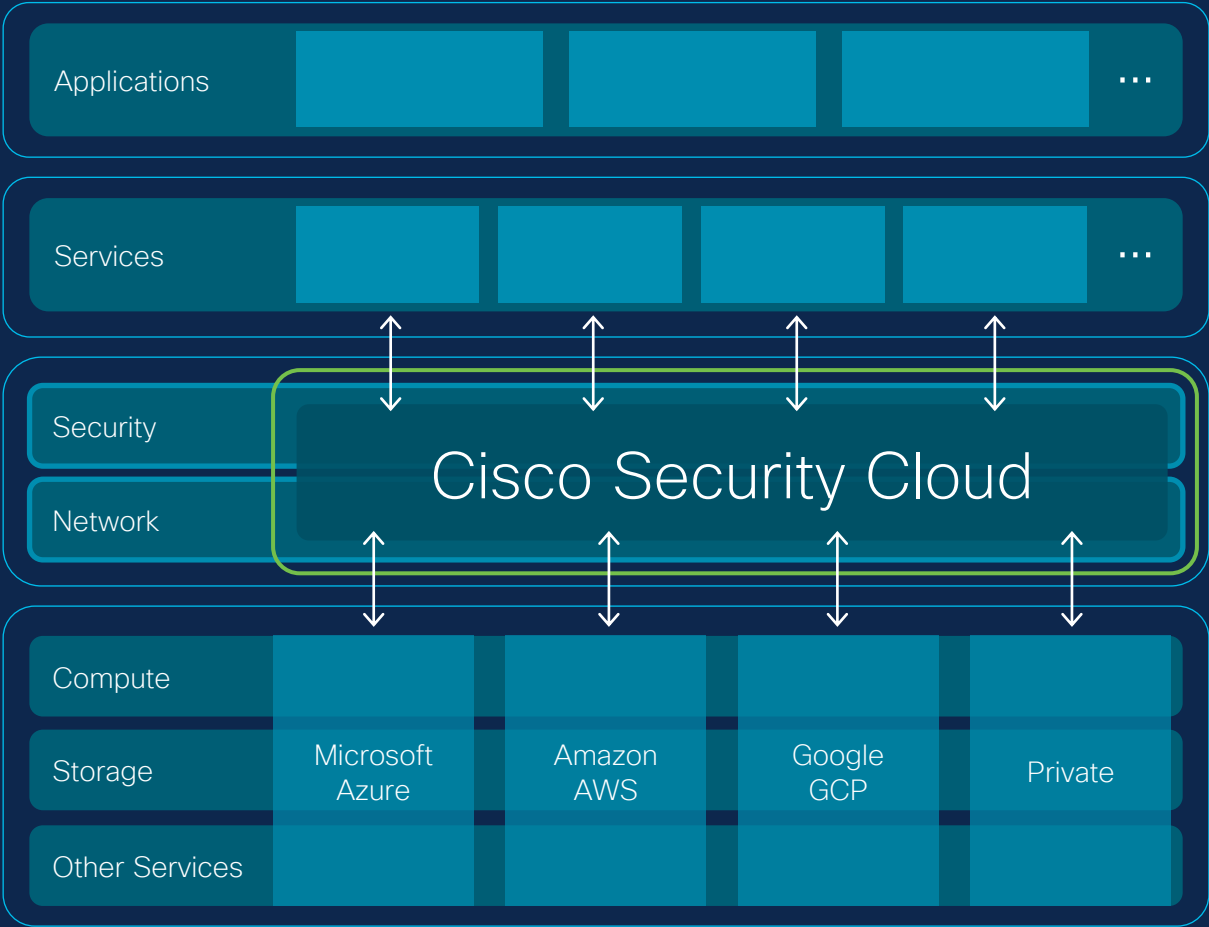
Cisco Security Cloud delivers

Users

IT

Developers and DevSecOps

Security Ops Center

Simplified
Experiences
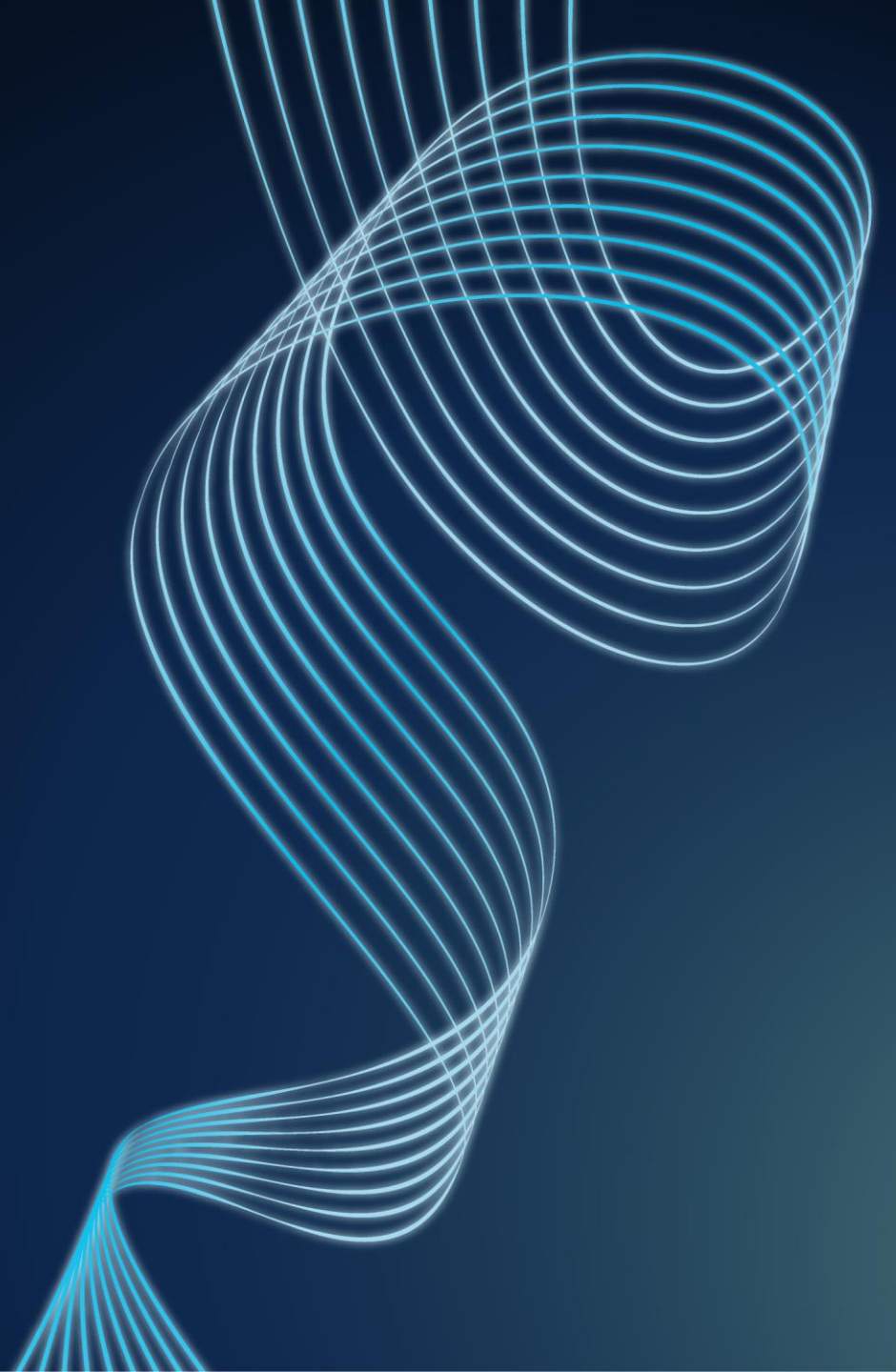
Innovation

Security that only Cisco can deliver
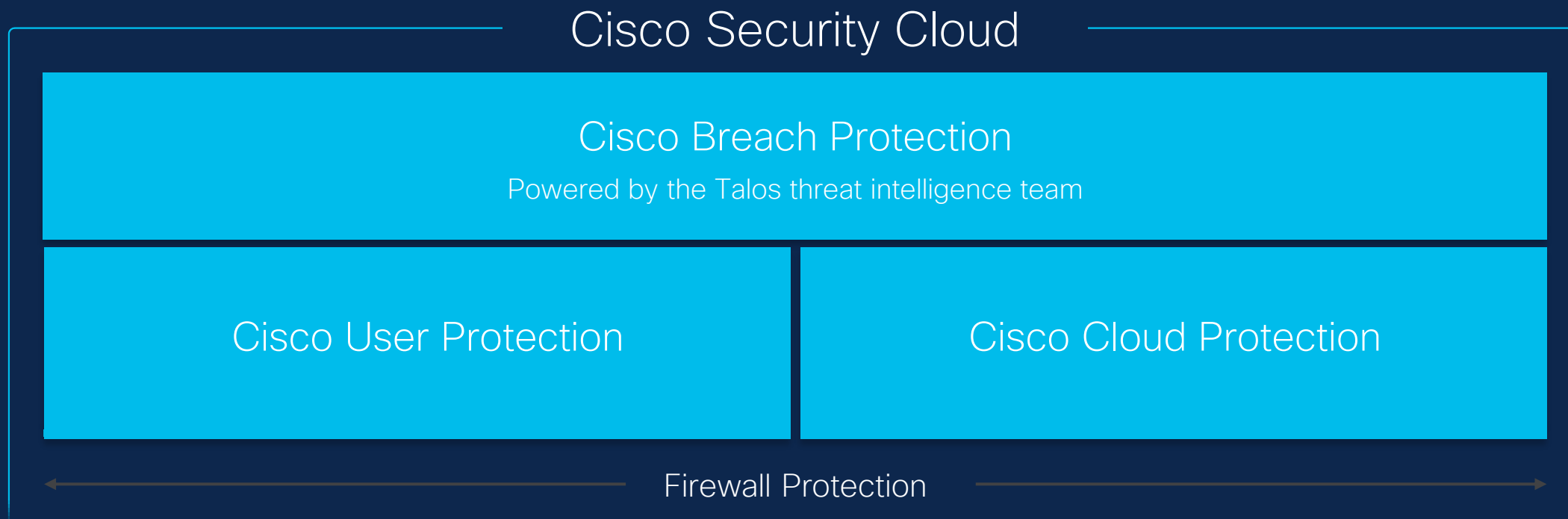
Cisco Security Cloud

Cisco Breach Protection

Powered by the Talos threat intelligence team

Cisco User Protection

Cisco Cloud Protection

Firewall Protection

VISION
Empower the world to reach its full potential, securely.
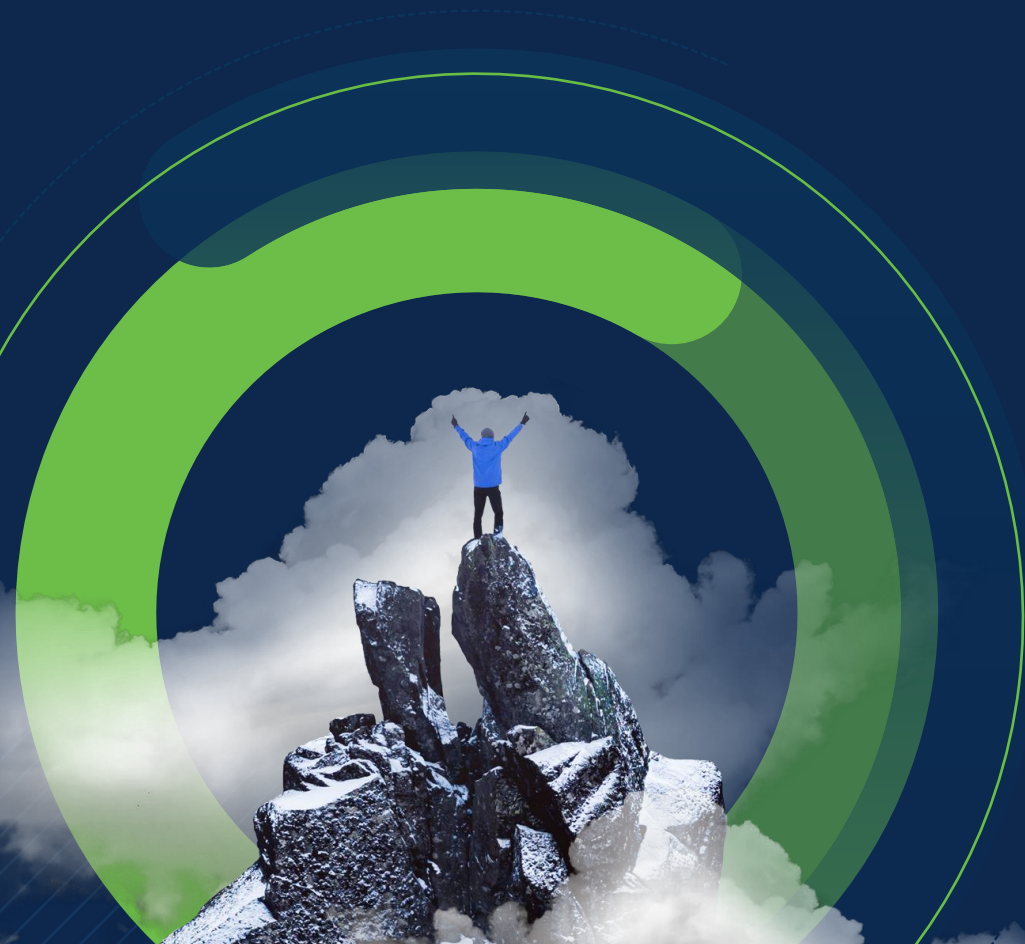
MISSION
Be our customers' most trusted partner by providing effective security solutions.

Our Security Strategy

1 Scale and Quality

2 Experience

3 Platform

4 Core Features

Cisco Security Cloud

Secure Connectivity

Network Security

Zero Trust

Cloud Application Security

Threat Detection & Response

Platform / Talos Threat Intelligence

Top Trends for Cybersecurity in 2024

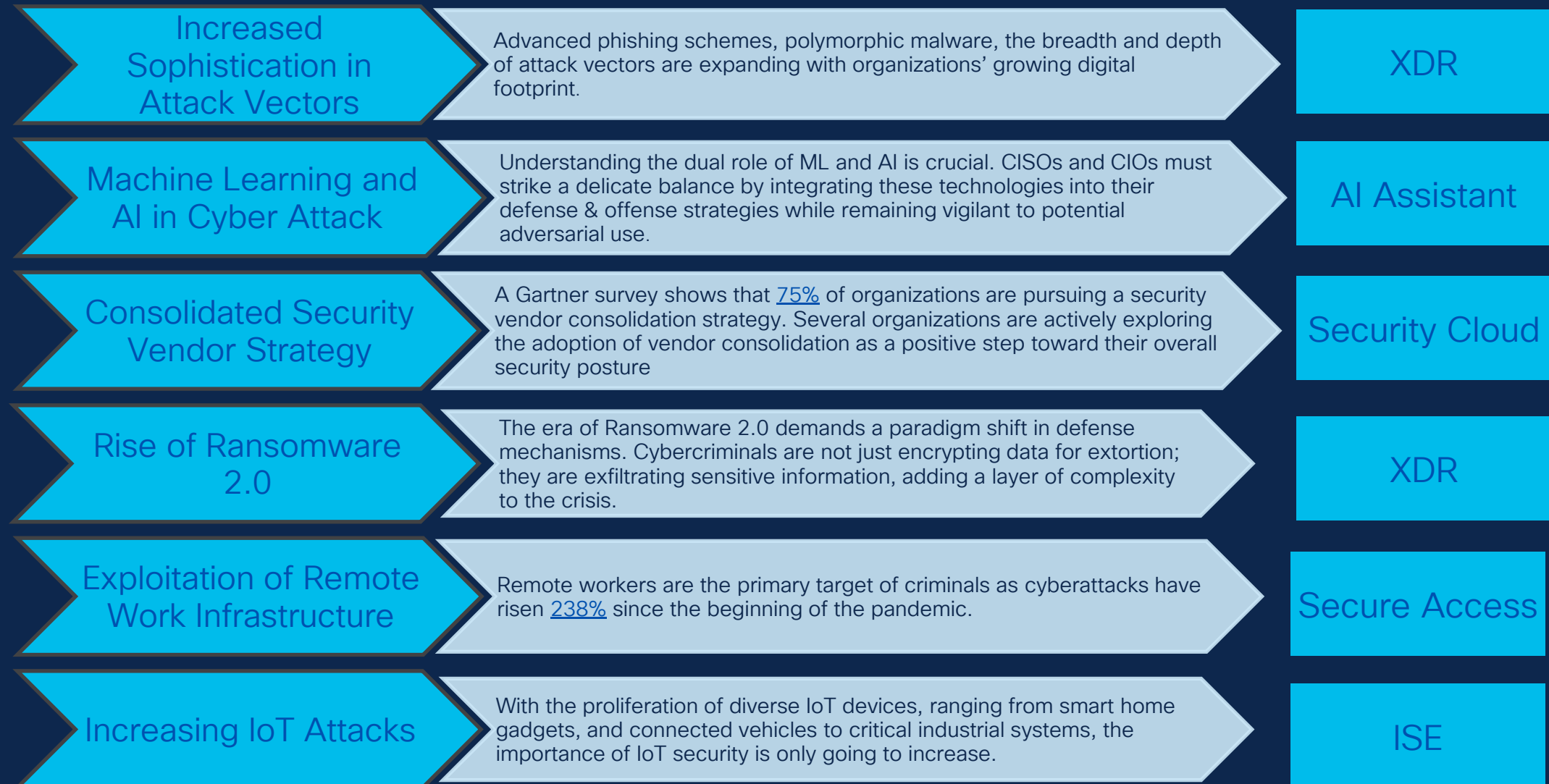| Increased Sophistication in Attack Vectors | Advanced phishing schemes, polymorphic malware, the breadth and depth of attack vectors are expanding with organizations' growing digital footprint. | XDR |
Machine Learning and AI in Cyber Attack	Understanding the dual role of ML and AI is crucial. CISOs and CIOs must strike a delicate balance by integrating these technologies into their defense & offense strategies while remaining vigilant to potential adversarial use.	AI Assistant
Consolidated Security Vendor Strategy	A Gartner survey shows that 75% of organizations are pursuing a security vendor consolidation strategy. Several organizations are actively exploring the adoption of vendor consolidation as a positive step toward their overall security posture	Security Cloud
Rise of Ransomware 2.0	The era of Ransomware 2.0 demands a paradigm shift in defense mechanisms. Cybercriminals are not just encrypting data for extortion; they are exfiltrating sensitive information, adding a layer of complexity to the crisis.	XDR
Exploitation of Remote Work Infrastructure	Remote workers are the primary target of criminals as cyberattacks have risen 238% since the beginning of the pandemic.	Secure Access
Increasing IoT Attacks	With the proliferation of diverse IoT devices, ranging from smart home gadgets, and connected vehicles to critical industrial systems, the importance of IoT security is only going to increase.	ISE

Talos powers the Cisco portfolio with intelligence

TALOS

500 threat researchers

AI powered algorithms

550B security events observed daily

- Reduce Complexity with **Network Assistant**
- Detect & Remediate with **SOC Assistant**

Cisco Security Innovation Momentum
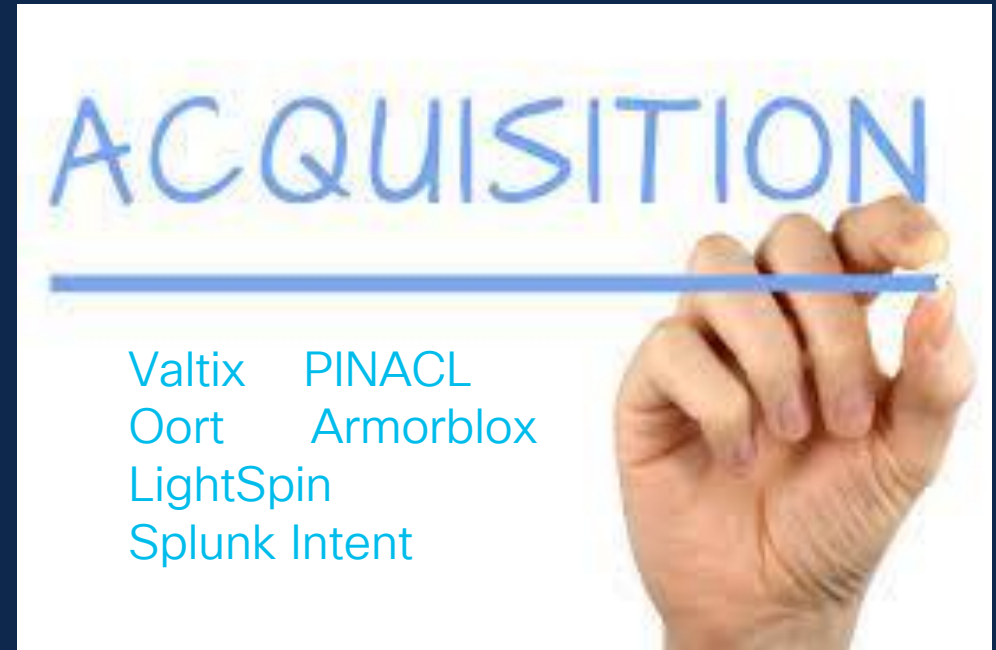
Cisco Secure Access
Secure connectivity from anything to anywhere from everywhere

Cisco XDR
Simplifying investigating incidents and enable security operations centers (SOCs) to immediately remediate threats

Multicloud Defense
Discover, deploy, and defend with advanced cloud network security

ACQUISITION

Valtix   PINACL
Oort   Armorblox
LightSpin
Splunk Intent

Delivering a better way to connect

INTRODUCING

Cisco Secure Access

- One click access to any application or data
- Intelligently connects using the best protocol
- Un-matched ease of use for your workforce

Cisco Secure Access

Modernize your defense with converged cloud security grounded in zero trust

Better for Users
Empower their best work with a frictionless user experience

Easier for IT
Lower cost and increase efficiencies

Safer for Everyone
Reduce risk and improve business resilience

Imagine cybersecurity that's
safer and easier for everyone

A better way for successful threat detection and response

INTRODUCING

Cisco XDR

- Clear Event Prioritization
- Threat Correlation
- Guided Incident Response
- Advanced Automation
- Infused Threat intelligence
- Single Pane of Glass
- 3rd Party Integration

The Cisco approach to XDR

Detect more, act faster, elevate productivity, build resilience

Detect the most sophisticated threats

- Multi-vector detection: network, cloud, endpoint, email, and more
- Enriched incidents with asset insights, threat intel
- Optimized for multi-vendor environments

Act on what **truly** matters, faster

- Prioritize threats by greatest material risk
- Unified context to streamline investigations
- Evidence-backed recommendations

Elevate productivity

- Focus on what matters and filter out the noise
- Boost limited resources for maximum value
- Automate tasks and focus on, strategic tasks

Build resilience

- Close security gaps
- Anticipate what's next through actionable intel
- Get stronger, everyday with continuous, quantifiable improvement

Cisco is simplifying multicloud security

INTRODUCING

Cisco Multicloud Defense

- Increased security and efficiency while eliminating costly point solutions
- Orchestrate network and security controls across any cloud
- Rapidly spin up security for any cloud environment from a single controller
- Ensure compliance by maintaining control of your data in motion

In a multicloud world, organizations need:

Simpler, unified security across clouds

Security that serves as both translator and protector, minimizing complexity due to fragmented and inadequate security tools.

Greater visibility and control

See more across all environments, understand network behavior, and detect threats faster.

Bias towards efficiency

Simpler security delivered at cloud speed and scale that keeps up with business velocity.
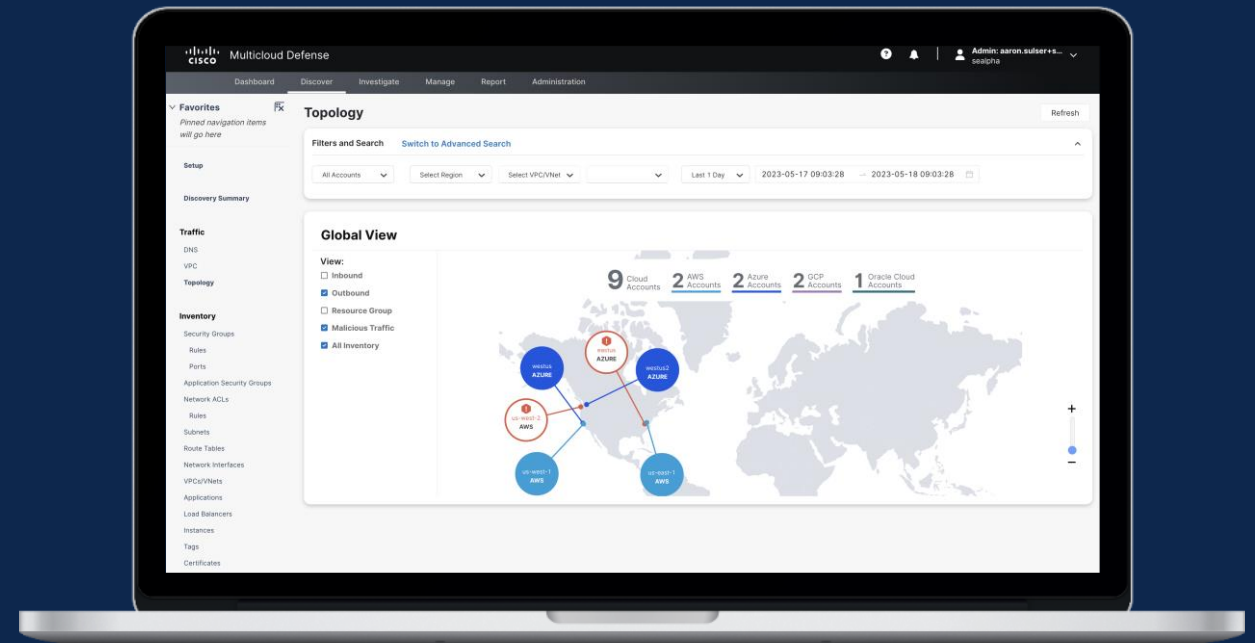
Gain multi-directional protection

Ingress security: Stop inbound threats targeting web and non-web apps.

Egress security: Detect and block command & control, botnets, and data exfiltration.

East-west security: Reduce blast radius and protect against ransomware by mitigating lateral movement.