APJ Security Perfect Pitch Contest
Creating the story
Audio

• All participants will be muted on entry.

• If by any chance your audio is disconnected during the session, please go to the Communicate tab on the Webex session main menu and select Audio Conference.

Questions

• To submit Questions during the session, please use the Q&A box.
AGENDA:

- Welcome and Contest Overview
- Judging Criteria
- Creating your pitch: Tips and Insights
- Contest Details and Next Steps
- Q&A
Welcome & Contest Overview

Diwakar Dayal, Security Channel Leader – APJ &GC
Judging Criteria
Judging Criteria

The pitch duration is 10 minutes with no more than 15 slides, the contestant must be able to pitch Cisco Security solutions to a new customer, or for an existing customer, up-sell, cross-sell and refresh. The pitch should include at least 3 of the 5 key selling points of Cisco Security solutions:

- INTEGRATED ARCHITECTURAL APPROACH
- EFFECTIVE SECURITY
- UNMATCHED VISIBILITY
- REDUCED TIME-TO-DETECTION
- RETROSPECTIVE SECURITY

- Knowledge of LOB challenge (40%)
- Link Cisco Security solutions to resolve the LOB challenge: (40%)
- Creativity and Delivery (20%)
Creating your pitch: Tips and Insights
Creating your pitch

Examples, Resources

Lu Li
Partner Engineering EN & Security
APJ Partner Organization
• Judging Criteria
  • Perfect Pitch Goal
  • Key Selling Points & Examples
• Resources

Have you got the Perfect Pitch?
Cisco Security Perfect Pitch 2016
The contestant must be able to pitch Cisco Security solutions to a new customer, or for an existing customer, up-sell, cross-sell and refresh.
Selling Points (WHAT & SO WHAT)

<table>
<thead>
<tr>
<th>WHAT</th>
<th>SO WHAT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Integrated Architectural Approach</td>
<td>Reduce Complexity, Continuous Control</td>
</tr>
<tr>
<td>Effective Security</td>
<td>Simple to Use</td>
</tr>
<tr>
<td>Unmatched Visibility</td>
<td>Detect Potential Risk</td>
</tr>
<tr>
<td>Reduced Time-to-Detection</td>
<td>Reduce Risk</td>
</tr>
<tr>
<td>Retrospective Security</td>
<td>Advanced Threat Protection</td>
</tr>
</tbody>
</table>
Examples
Integrated Architectural Approach

BEFORE
Discover
Enforce
Harden

DURING
Detect
Block
Defend

AFTER
Scope
Contain
Remediate

Network
Endpoint
Mobile
Virtual
Cloud

Point in Time
Continuous

Attack Continuum
Effective Security – Advanced Malware Protection (AMP)
Meeting an organisations security requirements

AMP for Endpoints

AMP for Networks

AMP on ASA
Firewall with FirePOWER Services

AMP on Web & Email Security Appliances

AMP Private Cloud Virtual Appliance

AMP on Web & Email Security Appliances

AMP Threat Grid
Dynamic Malware Analysis + Threat Intelligence Engine
Effective Security - AMP
Cisco AMP Is a Leader in Security Effectiveness and TCO and Offers Best Protection Value

- Best Protection Value
- 99.2% Breach Detection Rating, the highest of all vendors tested
- Lowest TCO per Protected-Mbps
- Other Products Do Not Provide Retrospective Security After a Breach

NSS Labs Security Value Map (SVM) for Breach Detection Systems

TCO per Protected-Mbps
Security Effectiveness

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Retrospective Security & Visibility - AMP

Sandboxing → Detection

Initial Disposition = Clean

Initial decision

Sleep Techniques
Unfiltered Protocols
Encryption
Polymorphism
Obfuscation

Blind to scope of compromise

Actual Disposition = Bad = Too Late!!

Turns back time, Scope Known
Constant Analysis
Dynamic disposition updates

Actual Disposition = Bad = Blocked

Retrospective Detection, Analysis Continues
Malware Triage Nightmare
Responding to an infection = Headaches = Time = $$ = **Limited effectiveness**

Where do I start?
How bad is the situation?
What systems were impacted?
How do we recover?
How do we keep it from happening again?
Reduced Time-to-Detection

Threat Intelligence

Advanced Industry Disclosures
Outreach Activities
Dynamic Analysis
Threat Centric Detection Content
Snort IPS Rules
Sandbox
Vulnerability Updates
Security Intelligence
Email & Web Reputation

Research Response

100 TB Intelligence
1.6M sensors
150 million+ endpoints
35% email world wide
FireAMP™, 3+ million
13B Web Req

AEGIS™ & SPARK
Open Source Communities
1.1M+ Malware Samples per Day
1B SBRs Queries per Day
3.6PB Monthly though CWS
Open your Mind 😊
Intelligent Cybersecurity for the Real World

Creating your pitch

Boram Kim
GSSO Security Channel SE
What are we facing now? - The Security Problem

- Changing Business Models
- Dynamic Threat Landscape
- Complexity and Fragmentation
The security industry today
There is no Silver bullet

BEFORE
Discover
Enforce
Harden

DURING
Detect
Block
Defend

AFTER
Scope
Contain
Remediate

Gaps in protection as new attack vectors emerge
Point-in-time defenses can be evaded
Malware prevention is not 100%
The threat-centric security model
Visibility Across Threat Vectors
You can’t protect what you can’t see

BEFORE
Discover
Enforce
Harden

DURING
Detect
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AFTER
Scope
Contain
Remediate

Branch
Cloud
Operational Technology

Endpoint
Branch
Edge
Campus
Data Center
Cloud
Combined with the Best Threat Intelligence Capabilities

World-Class Threat Research

- **250** Threat Researchers
- **100TB** Threat Intelligence
- **19.7B** Threats Per Day

**Key Metrics**:

- 1.8B Spyware Blocks Per Month
- 1B Sender Base Reputation Queries Per Day
- 1.4M AV Blocks Per Day
- 8.2B Web Filtering Blocks Per Month
- 1.1M Incoming Malware Samples Per Day
Advanced Malware Protection

AMP Everywhere: See Once, Protect Everywhere

Visibility

AMP Intelligence Sharing

Threat Intelligence

Endpoint
Networks
Web
Email
Premiere Portfolio in the Industry

Integrated for Best Threat Protection

Best of Breed  |  Architectural Approach
Why Cisco Security

- Unmatched Visibility
  - Global Intelligence With the Right Context

- Consistent Control
  - Consistent Policies Across the Network and Data Center

- Advanced Threat Protection
  - Detects and Stops Advanced Threats

- Complexity Reduction
  - Fits and Adapts to Changing Business Models
Security for the Digital Economy

Creating your Pitch

Anshul Kaushik
CSE- Security
January 2017
If you knew you were going to be compromised, would you do security differently?

It’s no longer a question of *if* you’ll be breached, it’s a question of *when*.
Security as a Business Enabler
Cisco Is Investing in Security Growth

- Cisco’s #1 Priority
- Threat-Centric Security
- Billions Invested
- 5K People Strong
- Broad/Deep Portfolio
- Trusted Advisor
- Cognitive
  - Sourcefire
  - ThreatGRID
  - Neohapsis
  - OpenDNS
  - Portcullis
  - Lancope
- Expanding Services Capabilities
- #1 Cybersecurity Company
- Pervasive Security
SECURITY EVERYWHERE

Attack Continuum

Before
- Endpoint
- Branch
- Edge

During
- Campus

After
- Data Center
- Cloud
- Operational Technology

Services
More Effective Against Sophisticated Attacks

*Much Faster Than Most Organizations Discover Breaches*

Industry

200 DAYS

VS.

Cisco

Less than

1 Day

(13 Hours currently)

Cisco = Security
DISCUSS
Why Cisco

- Expanded deal size thru cross arch selling
- Increased Services’ revenues and margins
- Differentiation from other partners
- Full Suite of Profitability Programs & Enablement

Broolest, Most Effective Security Portfolio in the Industry
Contest Details and Next Steps
Amazing prizes await you!

Winners shall be selected from each Theatre. There shall be prizes in each theatre.
- 1st Prize in each Theatre shall be a trip to the Cisco Live! Melbourne Conference in March 2017
- 2nd Prize in each Theatre – iPad
- 3rd Prize in each Theatre – iWatch

All in local languages except for ASEAN final is in ENGLISH.
**Timeline**

- **December**
  - 12/16: Registration Opens

- **January**
  - 1/12: Enablement Session
  - 1/27: Eliminations

- **February**
  - 2/2: Semi Finals
  - 2/8: Finals

- **March**
  - March 7-10: Cisco Live! Melbourne
  - 2/9: Winners Announced
Next Steps

Start Building Your Perfect Pitch

Your local Cisco Security Account Manager will reach out to you

Leverage Perfect Pitch Website’s Resources
Resources

- Cisco Security Community: https://communities.cisco.com/community/technology/security