Security In The Digital Economy

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Get Ready For The Digital World –
Every country, city and business will become digital
45% of respondents say digital disruption is NOT a CXO level concern.

In general, what is the attitude of your company's leadership toward digital disruption?

- Does not recognize or is not responding appropriately
- Taking "follower" approach
- Actively responding by disrupting our own business

In the Digital Vortex, No one is Safe

- #1 Technology Products & Services
- #2 Media & Entertainment
- #3 Retail
- #4 Financial Services
- #5 Telecommunications
- #6 Education
- #7 Hospitality & Travel
- #8 CPG & Manufacturing
- #9 Healthcare
- #10 Utilities
- #11 Oil & Gas
- #12 Pharmaceuticals
- #43 Financial Services
- #5 Telecommunications
- #6 Education
- #7 Hospitality & Travel
- #8 CPG & Manufacturing
- #9 Healthcare
- #10 Utilities
- #11 Oil & Gas
- #12 Pharmaceuticals

43% 32% 25%
Digital Opens New Opportunities

- Branch Agility
- Workforce Experience
- Customer Experience
Digitization Changes Security & Risk Management.

… Must adapt to the new realities of this dynamic environment

… Implement a formal risk and security management program

… People, Process, Technology – add Safety to CIA objectives

… Develop an adaptive, context aware architecture

… Shift away from Prevention to Detection and Response
The company that securely goes Digital will have a strategic advantage in their industry.
Security as an Enabler
Typical Security Not Enough For Digital

App-Focused Approach Insufficient

Silo Products Challenges
…Less Effective During or After an Attack

Typical NGFW

Silos

Enable applications

Before

During

After
Cisco Integrated Security Architecture
Integrated Security For Digital
Integrated for best threat protection

Visibility

Pervasive | Integrated | Continuous | Open

Advanced Threat | NGFW/NGIPS | Network Integrated | Cloud

Email | WWW | UTM | Policy and Access

Best of Breed | Architectural Approach
Threat Intelligence For Digital Innovation

Analyze Network and Real World Data to Find and Stop Threats

Use Intelligence to Increase Security Efficacy

- Incoming Malware Samples per Day: 1.1M
- Web Filtering Blocks per Month: 8.2B
- AV Blocks per Day: 1.4M
- Sender Base Reputation Queries per Day: 1B
- Spyware Blocks per Month: 1.8B
- Total Blocks per Month: 9.9B
- Blocks per Second: 2.6M
- Malicious DNS Requests blocked daily: 80M

Reduce time to detection from ~ 100 days to 17.5 hours

Source: Cisco Annual Security report 2016
Protecting Digital Economies Across All Attack Vectors

Attack Continuum

Before | During | After

Endpoint | Branch | Edge | Campus | Data Center | Cloud | Operational Technology

Services
Security Services For Digital

- Assessments
- Architecture and Design
- Program Strategy
- Product Support

Advisory

Integration

Managed Services

Integration

Migration

Optimization

Managed Security

Hosted Security
Cisco is Investing to Win in Security

- Threat-Centric Security
- 5K People Strong
- Broad/Deep Portfolio
- Pervasive Security and Trust
- Security Everywhere
- Cisco’s #1 Priority
- Billions Invested
- Cognitive Sourcefire ThreatGRID Neohapsis OpenDNS Portcullis Lancope
- Expanding Services Capabilities
- #1 Cybersecurity Company
**“Cisco Is Going on a Security Push”**

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<td>Partnering with Cisco = A Smart Investment</td>
<td>Cisco’s Security Everywhere... “that’s pretty brilliant”</td>
<td>Cisco…best traction among security vendors</td>
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| Security Value Map Leader  
  - Breach Detection  
  - Next-Gen Firewall  
  - Intrusion Prevention System | 2015 Vendor Rating for Security: Positive | #1 Market Share  
  - Network Security  
  - Email (Appliances and software)  
  - Web (SaaS) |

**Cisco’s Network Security Portfolio Finally Stands On Its Own Merit**

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Why Cisco Security?

Market Leader

Strongest Portfolio & Architecture

Committed to Security Innovation
Let Cisco Security Enable Your Digital Journey
THERE’S NEVER BEEN A BETTER TIME
to GO SECURELY DIGITAL with Cisco!

Gain Full Visibility Across Your Digital Environment

Simplify and Automate Your Policy Enforcement

Protect Your Business & Customer Data

Detect, Contain, and Remediate Threats