

CISCO *Connect* Brasil

ALL IN



The bridge to possible

O muro entre IT e OT caiu!

E agora? O que isso significa?

Rodrigo Linhares, Head of IoT Sales – Latin America South

Agenda

- Where we are today
- From where we start
- What happens at the security context
- How we manage it at scale
- And what is the magic behind it all
- Conclusion



Where we are
today

Industrial organizations are accelerating their digital agility for a sustainable future



Sustainability is a rapidly growing business priority



```
print "Current date and time"
str method of datetime object:
print str(now)
```

```
print
print "Current date"
attributes: "
print "Current year"
print "Current month"
print "Current day"
print "Current hour"
print "Current minute"
print "Current second"
```





But there are some challenges

Blind spots
increase security risks



55% of organizations do not have an accurate inventory of assets¹

Industrial networks
are complex to
manage at scale



25 billion connected things
in use by 2021²

IT-OT partnership is
critical for success



Goals and priorities are different
yet similar business objectives

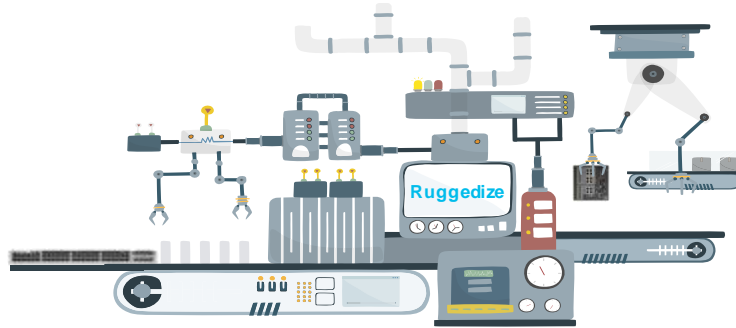


From where we
start

IE Switches are the same as Enterprise Switches



Catalyst Switches



IE Switches

Purpose-built products with consistent management and security features

Cisco DNA Center



Policy



Automation



Analytics



ISE












ISE: Identity-based security and policy

Stealthwatch



Visibility and contextual insights with Netflow

IoT Switching is also OT environment friendly

Industry Protocols	Industry Certifications
  	 Manufacturing <ul style="list-style-type: none">✓ EN/IEC 61000-6-2✓ EN/IEC 61000-6-4✓ EN/IEC 61326✓ EN 300-328
	 Mining <ul style="list-style-type: none">✓ EN/IEC 61000-6-2✓ EN/IEC 61000-6-4✓ EN/IEC 61326✓ EN 300-328
	 Energy-Utility <ul style="list-style-type: none">✓ EN 61850-3✓ IEEE 1613✓ KEMA✓ EN 300-328
	 Oil and Gas <ul style="list-style-type: none">✓ EN/IEC 61000-6-2✓ EN/IEC 61000-6-4✓ EN/IEC 61326✓ EN 300-328
	 Transportation <ul style="list-style-type: none">✓ EN 50155✓ EN 50125-1✓ EN 50121-3-2✓ EN 61373 -61375
	 City <ul style="list-style-type: none">✓ NEMA TS-2✓ EN 300-328



A single Operating System for both IT and OT



Industrial Router Series

Rackmount

IP67

DIN-Rail



Cisco Catalyst IE9300 Rugged Series



Cisco Catalyst IE3400 Heavy-Duty Series



Cisco Catalyst IE3400 Rugged Series



Cisco Catalyst IE3300 Rugged Series



Cisco Catalyst IE3200 Rugged Series



Cisco Catalyst IE3100 Rugged Series



IOS-XE Operating Software



Cisco DNA Center Management

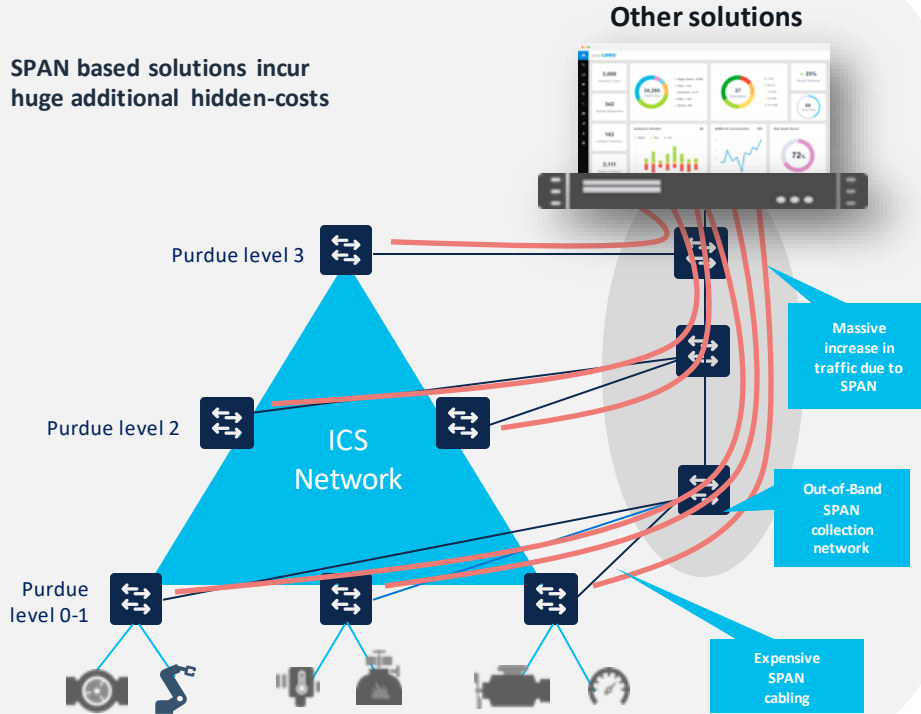


Advanced Visibility and Security

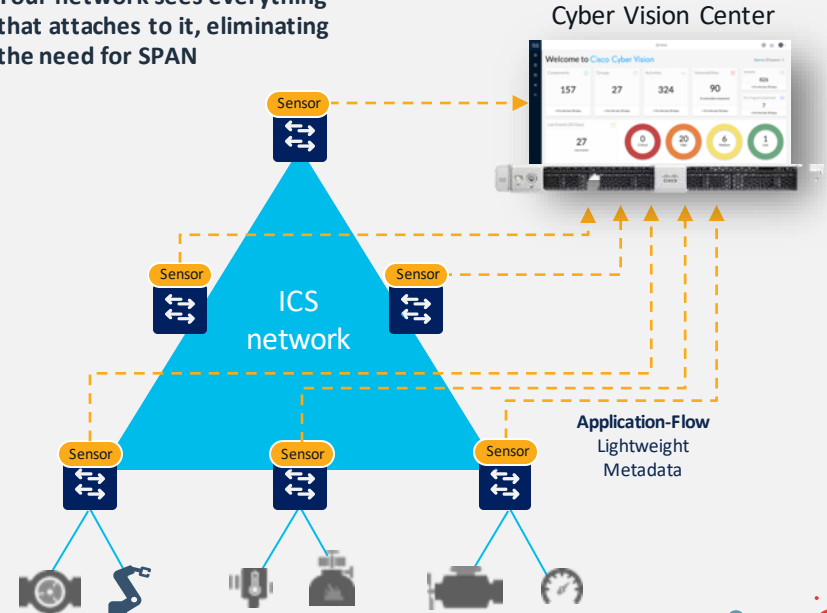
What happens at the security context

Make the Network a Sensor

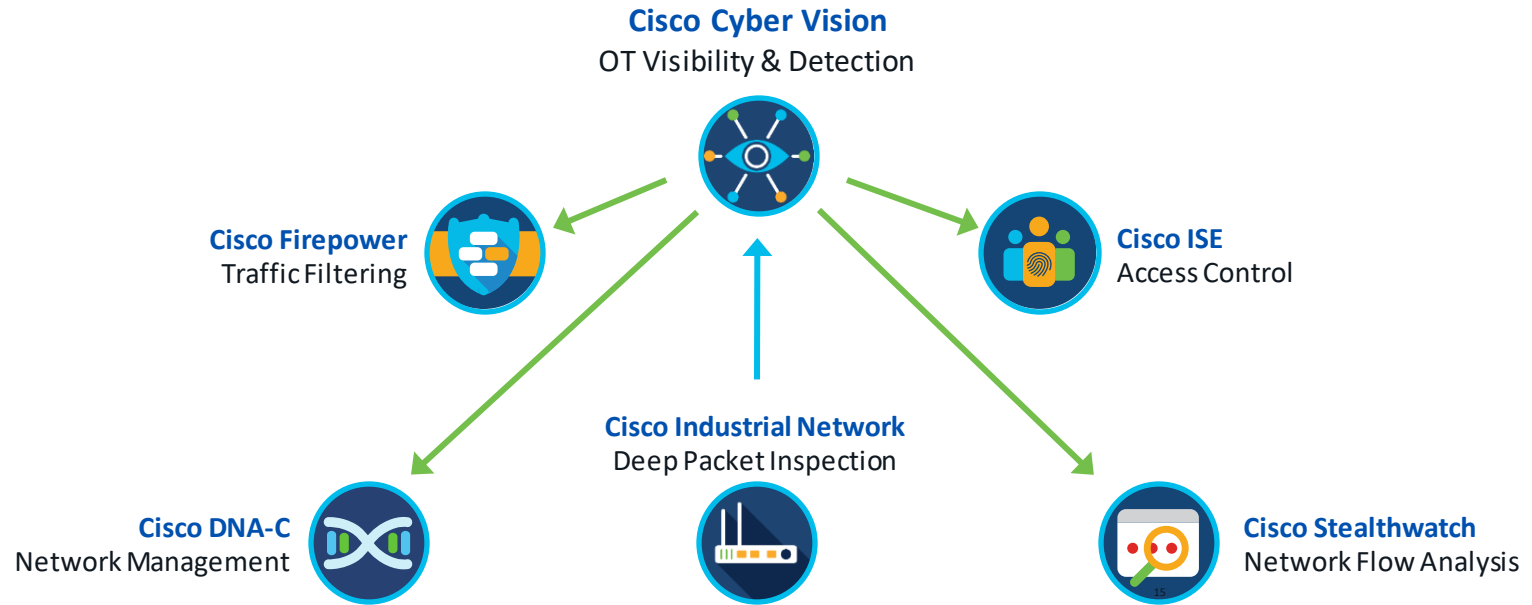
SPAN based solutions incur huge additional hidden-costs



Your network sees everything that attaches to it, eliminating the need for SPAN



And turn it into a fully integrated IT-OT security solution

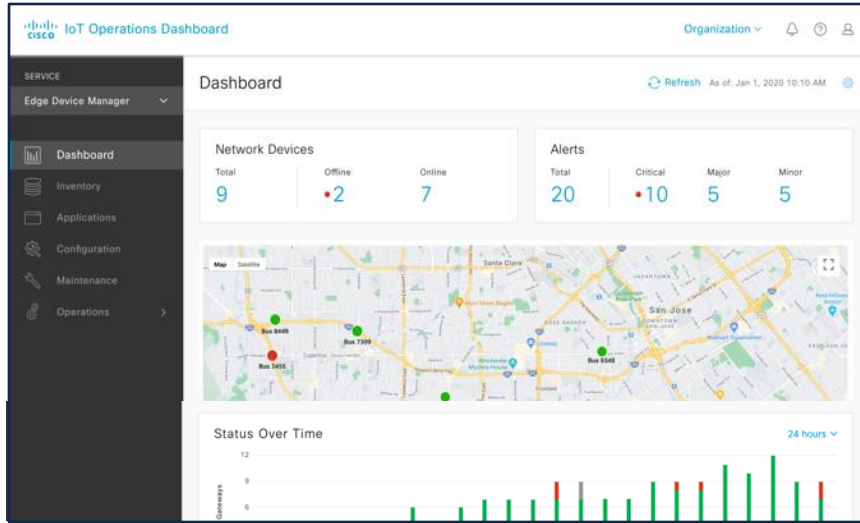


Working together to define and apply IoT security policies

How we manage it
at scale

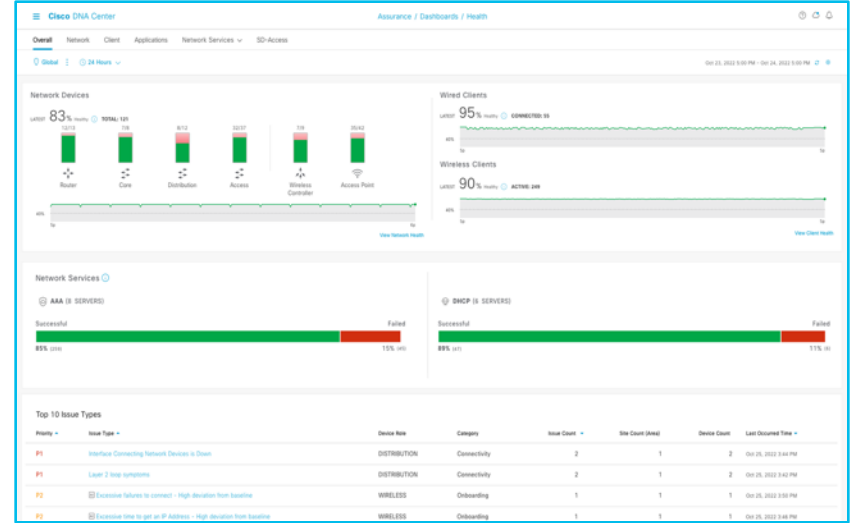
Be flexible and consistent to manage IT and industrial networks

Cloud delivered OT services
for industrial networks



Cisco IoT Operations Dashboard

Enable IT teams to manage
campus and industrial networks

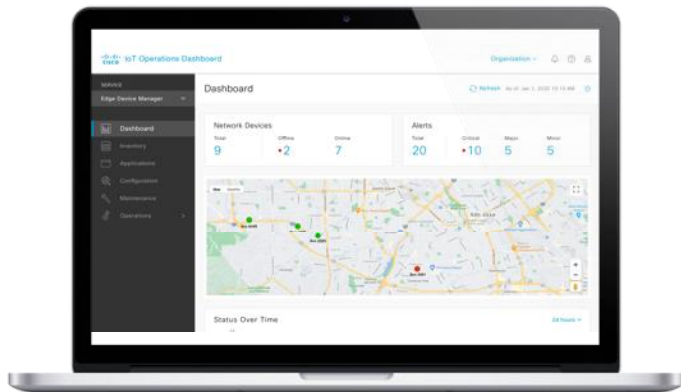


Cisco DNA Center
vManage for SD-WAN

Support massive scale and manage distributed industrial networks

Talk the OT language

Cisco IoT Operations Dashboard



Deploy and monitor industrial networks

Accelerate deployment across industrial routing and industrial wireless backhaul networks and scale up quickly.



Reduce truck rolls and enhance reliability

Allow operations teams to monitor devices and manage access to troubleshoot and upgrade connected assets.



Protect your network

Maintain visibility into everything on your network and help ensure compliance with IT policies.



Improve business efficiency

Access and leverage insights from your industrial assets with edge applications and IoT sensors to improve business efficiency and deliver new services.

Empower operations teams to deliver and remotely manage industrial IoT securely, flexibly, and at scale

But also allow managing with tools familiar to IT staff

Leverage your existing knowledge and investments



Reduce downtime

Improve network visibility and performance with AI/ML and machine reasoning



Increase efficiency

Automation and workflows simplify, empower, and streamline network management



Stay compliant

Track updates, ensure SW images comply, and remain aware of security updates

Cisco DNA Center

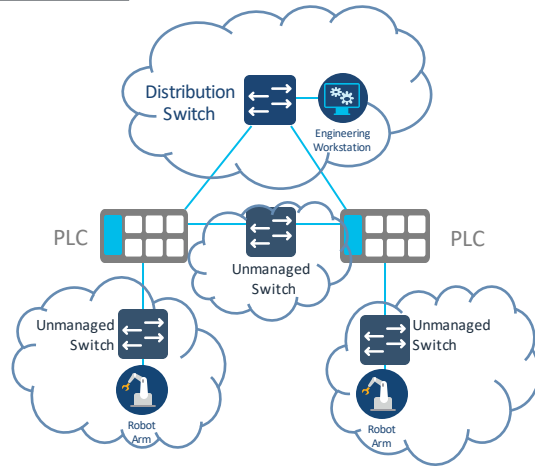


Streamline and secure operations networks with a modern, intelligent, and proven network controller

And what is the
magic behind it all

Evolving from a legacy to a future-proof deployment

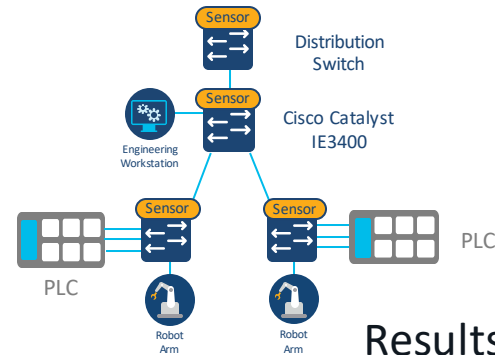
PLC Centric Model



Results in:

- Lack of visibility
- PLC is ineffective as a switch, router & firewall
- Security by obscurity

Network Centric Model



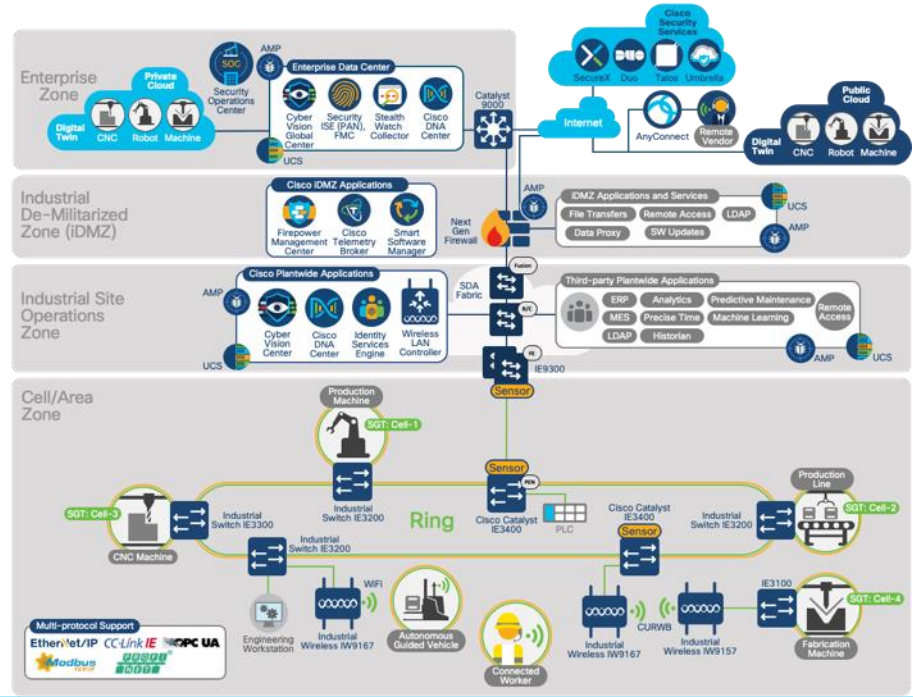
Results in:

- Visibility of all devices and data
- Network infrastructure as switch, router & firewall
- Security by design



Industrial Automation CVD – Your blueprint for it all

Cisco DNA-Center Network Assurance & Automation in Industrial Automation



Outcomes

- Improve uptime, OEE and asset utilization
- Reduce support effort & deployment errors
- Reduce risk from cybersecurity threats

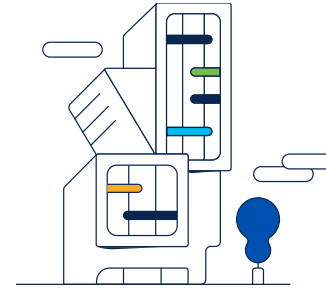
New Features

- IT/OT specific views and functions within one network management tool
- Discover and monitor network infrastructure and end-devices
- Proactively identify issues and receive remediation suggestions
- Configure and maintain network infrastructure at scale
- Maintain compliance of configuration and SW images

Proven to work with:



Cisco IoT solutions meet the needs of IT and Operations



Industrial Grade

Purpose built for Operations



Enterprise IT Grade

Leverage existing knowledge and investments

- Built for harsh and outdoor environments
- Industry use-cases and certifications
- Industrial protocol support and integrations

- Industry-leading end-to-end Cisco security architecture
- Less complexity at scale: one network architecture
- Consistent commercial model – software, licensing

Cisco Catalyst
Industrial Networking



Conclusion

*“Digital transformation is a reality and it happens throughout the company. Like the rest of the company, **Operations** has become more **dynamic**, more **agile** and more **open**. Infrastructure has to **keep pace** with this change. This is a journey of **permanent evolution**. We are building the **foundation** that will make this transformation **simple** today and for years to come.”*





Conclusion

Would it be possible with no IT+OT synergy?

In what pace?

At what cost? Double?

BELIEVE ME, IT'S BETTER TOGETHER!



The bridge to possible

Thank you
& CHEERS !!



Fale Conosco !



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