


CISCO *Connect* Brasil

ALL IN

Ghassan Dreibi

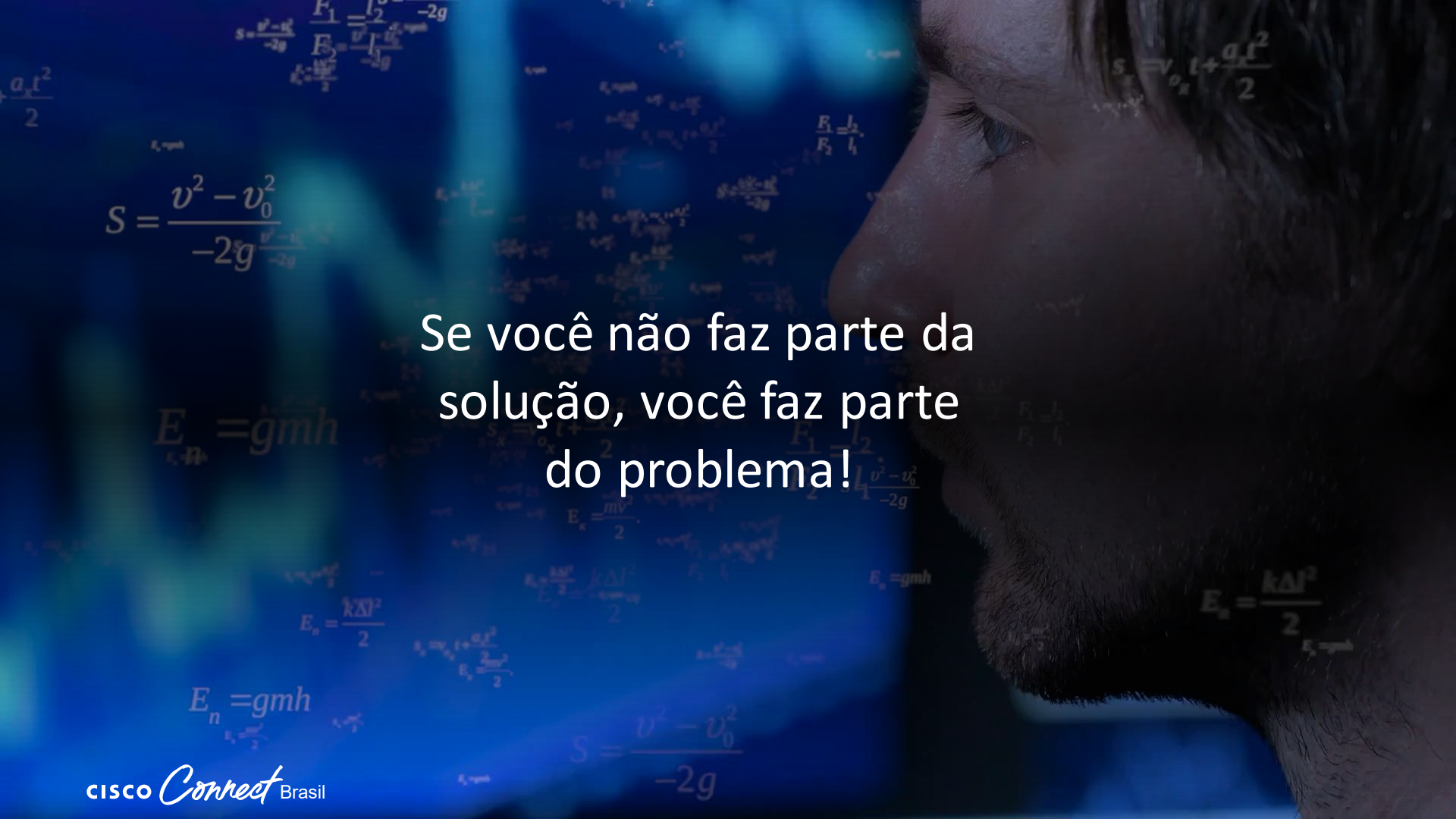
CyberSecurity Director,
Americas Service Providers
and Latin America at Cisco



Por que os clientes ficam
freeze?



+ 3000



Se você não faz parte da
solução, você faz parte
do problema!

Horizonte de 2 anos

7 Falha de Segurança Cibernética

The Global Risks Report 2022

17th Edition

INSIGHT REPORT




distopia



eutopia

2030



An aerial, grayscale photograph of a city street grid. A white crosshair is centered on a building in the middle of the frame, indicating a target. The image is slightly blurred, giving it a surveillance or reconnaissance feel.

Ataque aéreo em resposta a ataque cibernético

Ataque a uma planta de energia



Ransomware
causa morte!

Update | Defer



1990



US\$ +6.000.000.000 em M&A para
transformar a Cisco na maior empresa de
segurança do setor

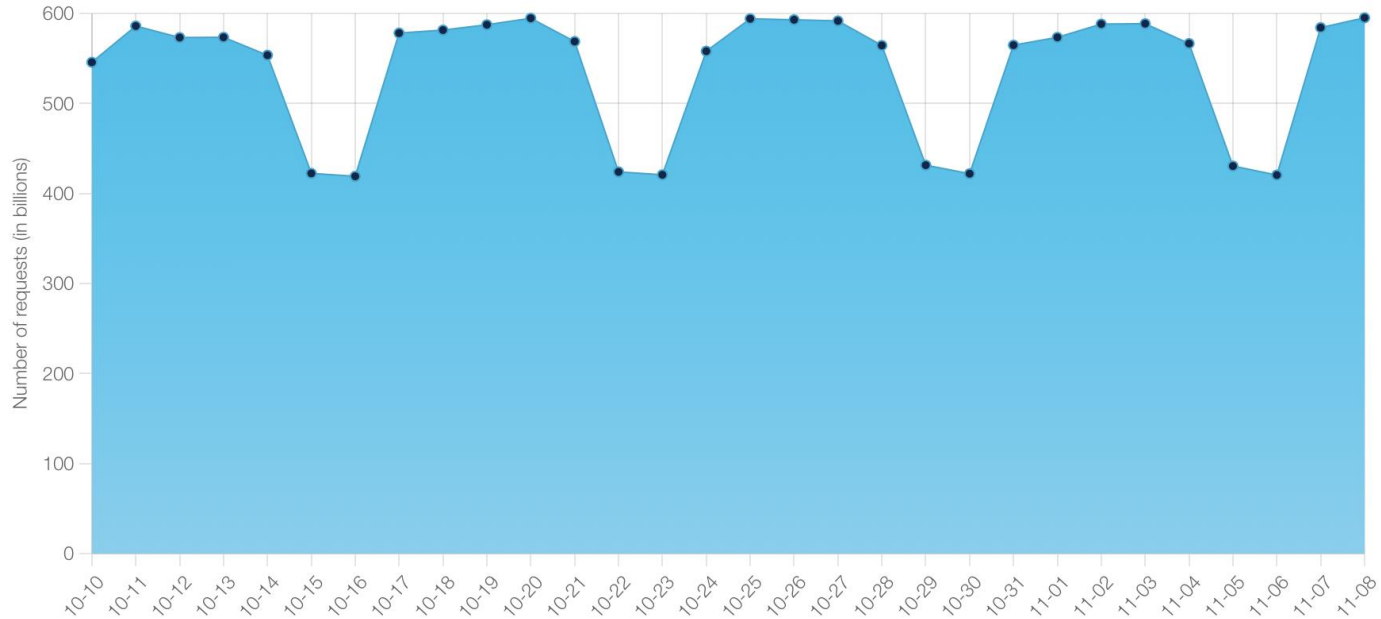
An underwater scene with a blue gradient background. Two hands are visible, one at the top and one at the bottom, both reaching towards each other. The hands are surrounded by a trail of bubbles that rise from the bottom hand towards the top hand. The word "emergir" is written in white, lowercase letters across the center of the image, partially overlapping the hands and bubbles.

emergir



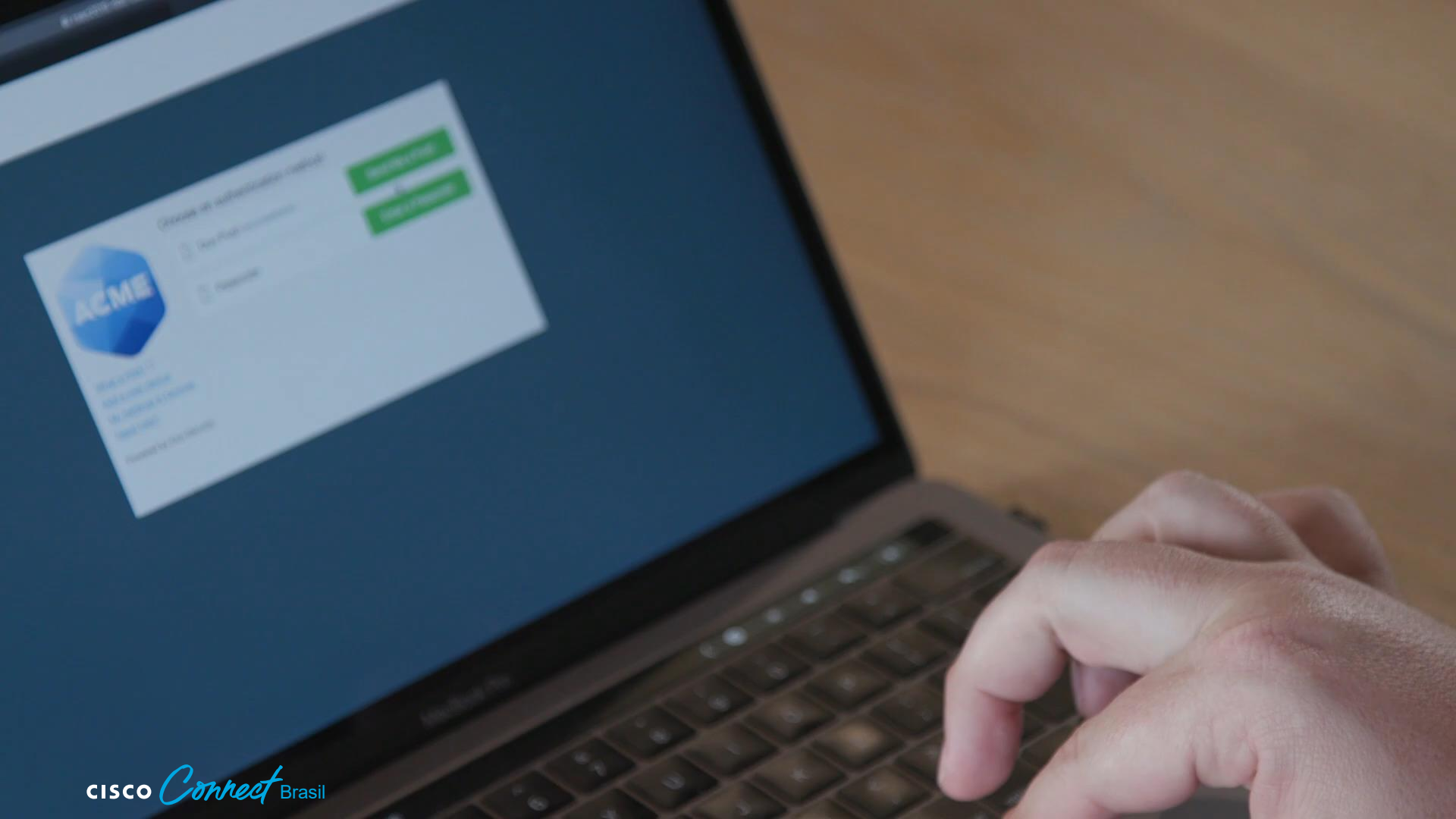
595,172,194,000

DNS requests yesterday



Cada mês...

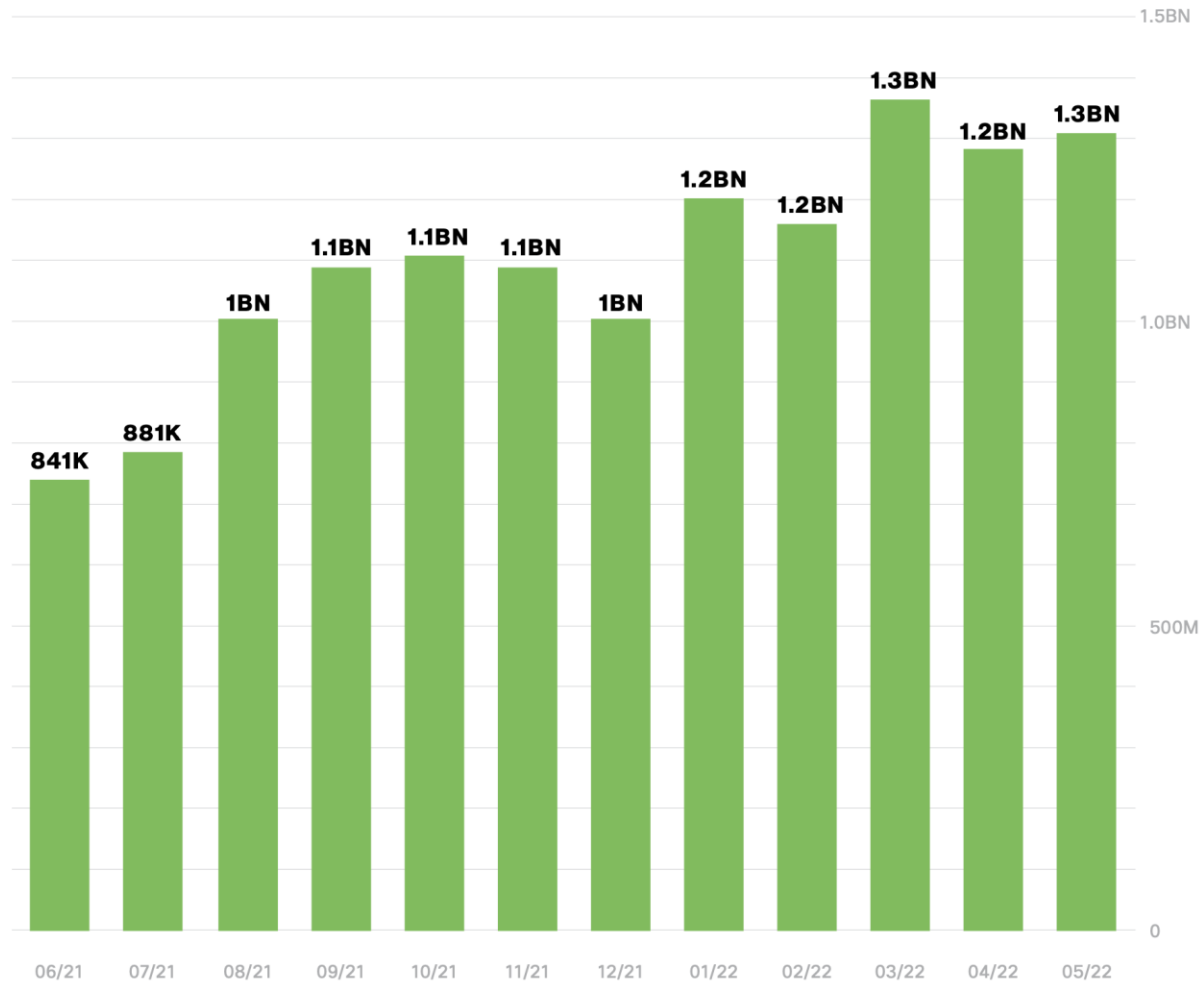
14,584,007,454	Malware
2,752,747,377	Cryptomining
1,337,594,957	Phishing
1,156,240,139	Command and control
96,819,003	Newly seen domains



Cada mês...

1.3B

1 autenticação
para cada 7
pessoas que
habitam o planeta



“Simplicidade é
trazer ordem à
complexidade”

Johathan Ive



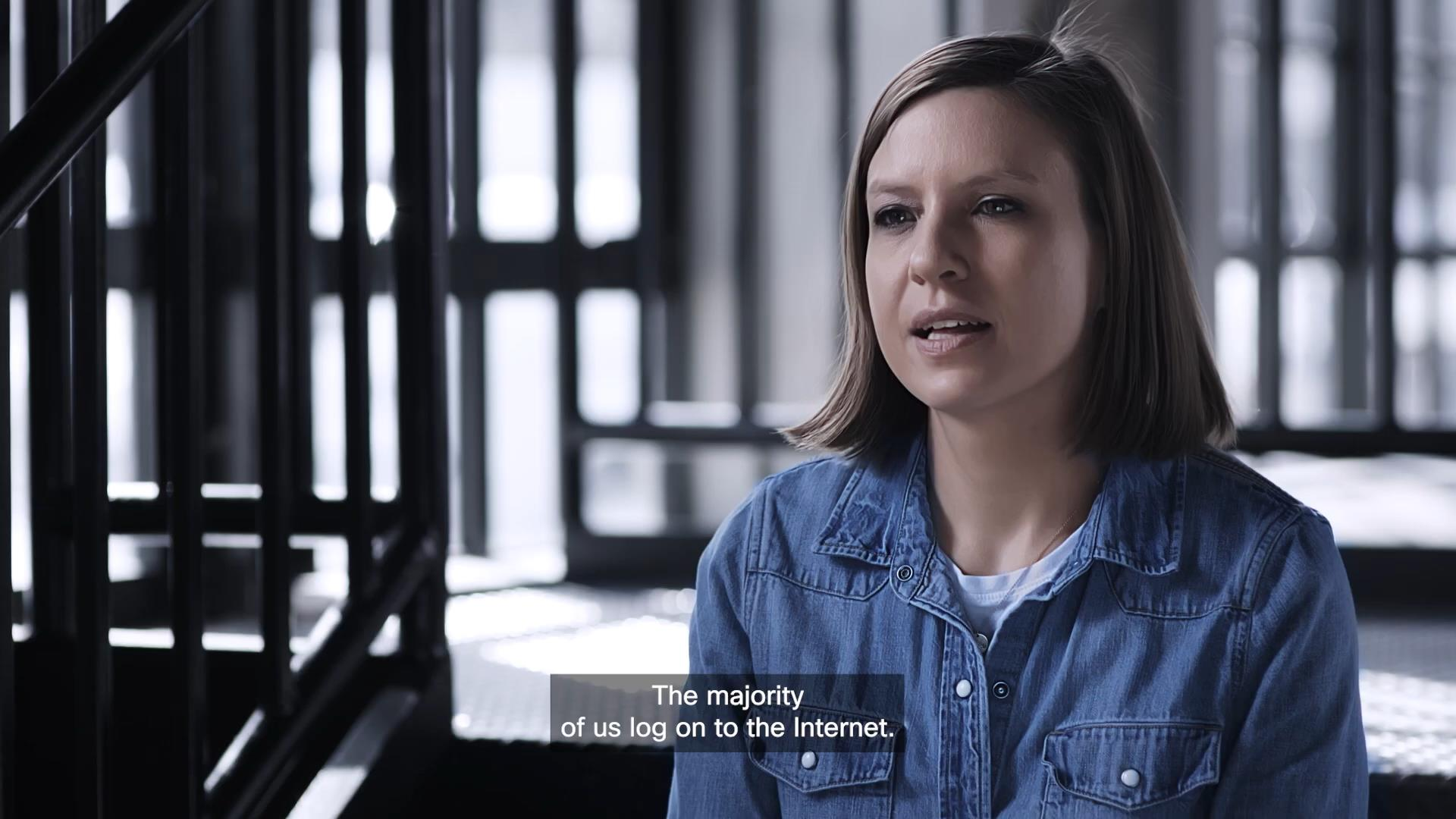
A world map with glowing green nodes representing data centers or network points. The nodes are concentrated in North America, Europe, and parts of Asia and Africa. The map is set against a dark blue background.

Arquitetura de nuvem
na América Latina

33%

melhor performance

Inteligência

A woman with shoulder-length brown hair, wearing a blue denim jacket over a white t-shirt, is shown in a medium shot. She is looking slightly to her right with a thoughtful expression. The background is a modern office interior with large windows and dark structural elements, creating a grid-like pattern of light and shadow. A semi-transparent black box with white text is positioned at the bottom center of the frame.

The majority
of us log on to the Internet.

ELIGE TU PROPIA AVENTURA

EL ES Y MA

POR R.



ELIGE
ENTRE
FINALES

ELIGE TU PROPIA AVENTURA

LA MAGIA UNICORN

POR DEBORAH LERM



ELIGE
ENTRE
FINALES

ELIGE TU PROPIA AVENTURA® 6

LA CASA DEL PELIGRO

POR R. A. MONTGOMERY



ELIGE
ENTRE 20
FINALES

privacidade

compliance

segurança

Zero Trust

SASE

XDR

NIST

PCI

MITRE

identificar

proteger

detectar

responder

recuperar

dispositivos

aplicações

redes

dados

usuários

Matriz de Capacidades

Usuários

Dados

Redes

Aplic.

Disp.

Identificar

Proteger

Detectar

Responder

Recuperar

Pré-evento

Pós-evento

Matriz de Capacidades

Usuários

Dados

Redes

Aplic.

Disp.

Identificar

Proteger

Detectar

Responder

Recuperar

Disp.	Orange	Green	Orange	Red	Orange
Aplic.	Orange	Orange	White	White	White
Redes	Green	Green	Orange	Red	White
Dados	White	Orange	Red	White	Orange
Usuários	Orange	Orange	Red	White	White

Pré-evento

Pós-evento

XDR

Usuários

Dados

Redes

Aplic.

Disp.

Identificar

Proteger

Detectar

Responder

Recuperar



Pré-evento

Pós-evento

Gaps

Usuários

Dados

Redes

Aplic.

Disp.

Identificar Proteger Detectar Responder Recuperar



Pré-evento

Pós-evento

Priorização

Usuários

Dados

Redes

Aplic.

Disp.

Identificar Proteger Detectar Responder Recuperar

			★	
			★	

← Pré-evento Pós-evento →

Cisco Secure Product Portfolio

Usuários

Dados

Redes

Aplic.

Disp.

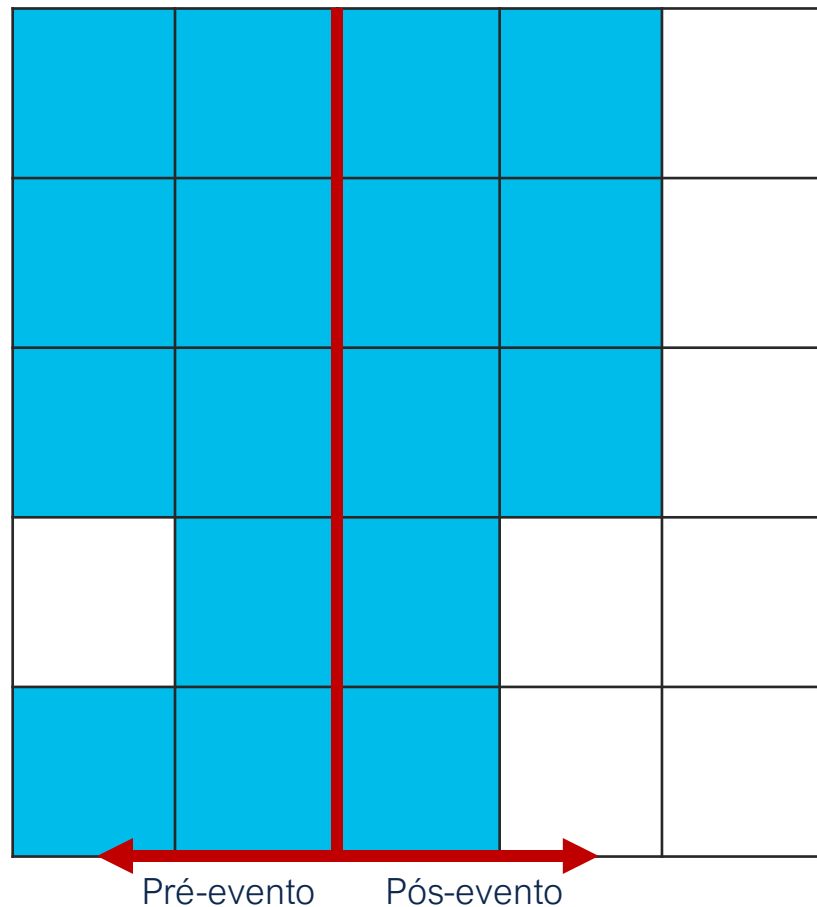
Identificar

Proteger

Detectar

Responder

Recuperar



Cisco Secure Service Portfolio

Usuários

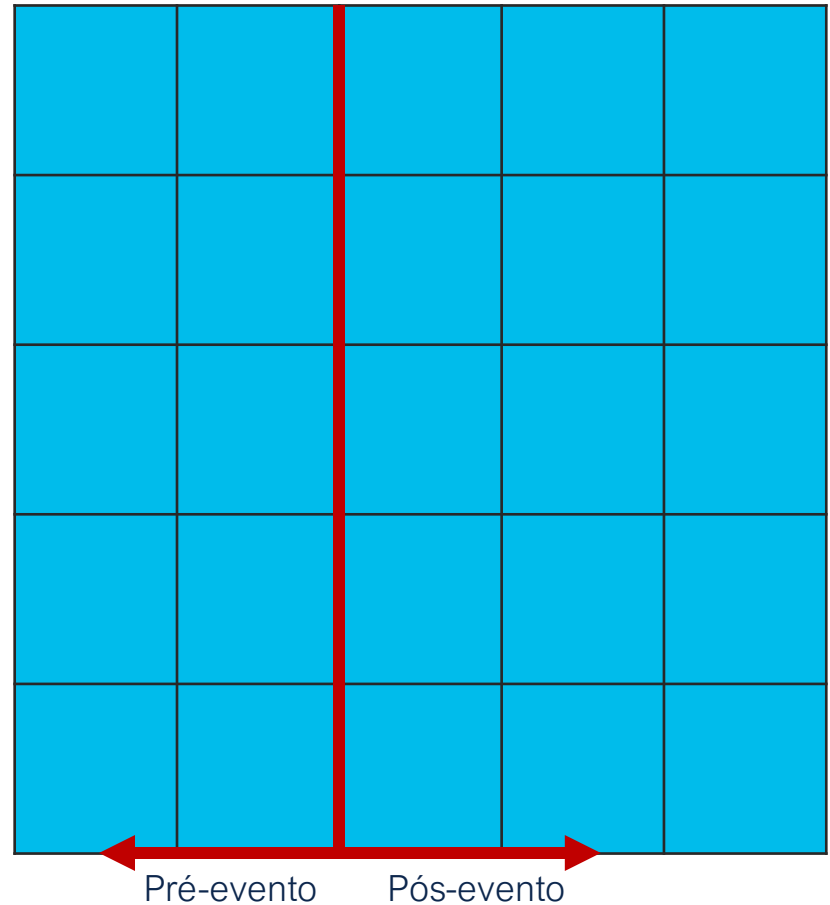
Dados

Redes

Aplic.


Disp.

Identificar Proteger Detectar Responder Recuperar



Demos no Stand Cisco


CISCO



Estou fazendo o correto?

Estou preparado?

Tenho o apoio suficiente?

Espelho, espelho meu...



SECURE