Security, Intelligence and Platform: The Foundations of Successful Digital Businesses

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Today’s risk reality

- More interconnected than ever
  - Expanded attack surface

- Continuous operations
  - Must keep business running

- Workers connecting everywhere
  - Loss of control

Multi-cloud reality
- A software-defined world

Automated and sophisticated threats
- High likelihood of a breach
Attack landscape constantly evolving

- Advanced Persistent Threats
- Phishing
- Wiper Attacks
- Man in the Middle
- DDoS
- Spyware/Malware
- Credential compromise
- Cryptomining
- Supply chain attacks
- Ransomware
- Data/IP Theft
- Malvertising
- Drive by Downloads
- Rogue Software
- Botnets
impossibly complex
Security = Trust

Who do you trust more?
The Result?
Overwhelmed Businesses
From Overwhelmed to Empowered

*a new approach to security*
How Cisco Integrates Security

- **Threat Intel/Enforcement**
  - Increased Threat Prevention

- **Event Visibility**
  - Decreased Time to Detect

- **Context Awareness**
  - Decreased Time to Investigate

- **Automated Policy**
  - Decreased Time to Remediate

- Advanced Threat
- Secure Internet Gateway
- Web Security
- Next-Gen FW/IPS
- Network Traffic Security Analytics
- Cloud Access Security
- Enterprise Mobility Management
- Secure AS-WAN/ Routers
- Identity and Network Access Control
- Switches and Access Points
- Cloud Workload Protection
Intelligence: Data Driven Decisions
Data Deluge

2.5 quintillion bytes
or 2.5 exabytes
Daily Data Deluge

4 Times
The height of Eiffel Tower

90%
In the past two years
Intelligence
Harnessing the Power of Data
Intelligence
Powered by Analytics and Automation

Foundation
Achieve operational efficiency and high availability

Acceleration
Accelerate business agility

Transformation
Set your transformation agenda

Cross-Architecture
Platform: Bringing it all Together
Turn Data into Insights: End-to-End Assurance

On-boarding & connectivity

Visibility & performance

Configuration compliance

Network health

Mobile Clients

APs

Office Site

Local WLCs

WAN

Network Services DC

CUCM

DHCP

NMS

Cloud Apps

SFCDC

SNOW

BOX

Machine Learning Predicts Issues Before It Impacts the Business
THE NETWORK. INTUITIVE.

Informed by Context
Visibility into traffic and threat patterns
Who, What, When, Where, How

Powered by Intent
Translate Business Intent to Network Policy
Automate the management and provisioning millions of devices instantly

Driven by Intuition
Machine learning at scale to provide increasing intelligence
Predictive performance and assurance

The more you use, the wiser it gets

Built on Cisco DNA
Say hello to the future.

Cisco Connect 2019
Malaysia, Kuala Lumpur · 18 April 2019
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