Increasing Recurring Revenue with Cisco-Based Cloud Managed Security Offers

Cisco Knowledge Network
February 11, 2020

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Sachin Gorde, *SP Technical Solutions Architect
Welcome

Opportunity and growth drivers

Security leadership

Managed security solutions

Profit and grow with Cisco

How to get started
Opportunity and growth drivers
MSSP Market Segmentation

Communications Service Providers (CSPs)
- Tier 1
- Tier 2 & 3

IT Service Providers (ITSPs)
- Global Managed Service Providers / Strategic Integrators
- Regional Managed Service Providers / Strategic Integrators
- Pure-Play MSSPs
- Managed Detection & Response (MDR) Providers

Value Added Resellers (VARs)
- D-VARs
- Resellers

Small and Medium Business
- MSPs
- Distribution

$13.5B in estimated cloud opportunities as businesses shift to IaaS and SaaS models for speed and cost.

*SP

85% of Cisco’s business comes through partners like you.
Breaches increasing in frequency and scale

Reported breaches and records lost

Records compromised (billions)

Breaches
Records lost
Average records lost (millions)

*2019 year to date
Source: Public sources


Reported breaches

Breaches

Records lost

Average records lost (millions)

2019*
Threats encountered by the channel intensify

- Email spam: 83%
- Ransomware: 71%
- Phishing: 74%
- Malware: 72%
- Cryptojacking: 28%
- Web attacks: 32%
- Identity theft: 42%
- Insider threat: 29%
- Info leakage: 38%
- Denial of service: 43%
- Botnets: 35%
- Cyber espionage: 24%

Source: Candefero survey, 95 channel respondents, September 2019
Customers are under pressure, especially SMBs

- Complexity
- Speed
- Regulations
- Costs
- Ecosystems
- Skills
What's on your mind?

- Which vendors should I align with?
- Which tools should I use?
- How do I implement policies and controls?
- How can I get more out of my security investments?
Security leadership
The dynamics of the *SP market

$13.5 billion in estimated cloud opportunities as businesses shift to IaaS and SaaS models for speed and cost.

Source: IHS Markit Report 2020
Cisco is investing in CLOUD security growth

*Source: Canalys estimates, Cybersecurity Analysis, March 2019*
Cisco is a recognized leader in security

- **Enterprise Network Firewall Magic Quadrant 2020 Leader**
- **Secure Web Gateway Magic Quadrant 2018 Challenger**
- **Zero Trust Forrester Wave 2020 Leader**
- **Email Security Forrester Wave 2020 Leader**
- **Endpoint Security Suites Forrester Wave 2018 Visionary**
Stop global threats more effectively with integrated threat intelligence

Cloud – Public, Private

Massive Volume

- 600 billion Email samples
- 1.5 million Daily malware samples
- 16 billion Daily web requests
- 3.4 billion AMP Queries

Unparalleled Expertise

- 300+ threat intel researchers; 24 – 7 – 365
- Over 100 Threat intelligence partners

Integrated Accelerated Profitability

20 billion Threats blocked daily
The cybersecurity vendor landscape is crowded

2,500+ vendors

Start ups +180 a year

Consolidation -150 a year

Source: Canalys estimates, Cybersecurity Analysis, September 2019
CSTA-Engineered integrations across the breadth of security

<table>
<thead>
<tr>
<th>CASB</th>
<th>EMM/mobility</th>
<th>Endpoint and custom detection</th>
<th>Forensics and IR</th>
<th>Orchestration</th>
<th>Cloud software and infrastructure</th>
<th>NPM/APM and visualization</th>
<th>SIEM and analytics</th>
<th>Threat intelligence</th>
<th>Vulnerability management</th>
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<tbody>
<tr>
<td>elastica</td>
<td>netskope</td>
<td>BlackBerry</td>
<td>Absolute</td>
<td>Arxan</td>
<td>Symantec</td>
<td>DFLabs</td>
<td>BlackStratus</td>
<td>AlienVault</td>
<td>ANOMALI</td>
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<td>skyhigh</td>
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<td>MobileIron</td>
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<td>LogRhythm</td>
<td>Infocenter</td>
<td>INTSIGHTS</td>
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<td>Recorded Future</td>
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<td>TrendMicro</td>
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<td>VISA</td>
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<td>TRAPX Security</td>
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<td>REDSEAL</td>
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<tr>
<th>Firewall and policy management</th>
<th>Infrastructure</th>
<th>IAM/SSO</th>
<th>IoT visibility</th>
<th>Other</th>
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<tbody>
<tr>
<td>Acalvio</td>
<td>Infoblox</td>
<td>Centrify</td>
<td>arms</td>
<td>Other</td>
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<tr>
<td>BlackBerry</td>
<td>Intellimail</td>
<td>Duo Security</td>
<td>BlackStratus</td>
<td>ALEF</td>
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<td>MobileIron</td>
<td>Check Point</td>
<td>Okta</td>
<td>Cyneric</td>
<td>BlackStratus</td>
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<td>Sophos</td>
<td>Bayshore</td>
<td>OneLogin</td>
<td>MSIX</td>
<td>BlueVector</td>
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<td>TRAPX Security</td>
<td>VMware AirWatch</td>
<td>Security Associates</td>
<td>Symantec</td>
<td>LIGHTSPEED</td>
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<td>Symantec</td>
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Multiple ways to partner

- Manage it myself
- Manage it together
- Manage it for me
Managed security solutions
Turning business needs into today’s technology

- Single Pane of Glass for operator & tenant
- Multi-tenant
- User Pricing & Automated Billing
- Hierarchical & Role Based Access Control
- Open Platform (API integration with OSS & BSS)
- Flexible Delivery Models
- One-Touch Provisioning & Orchestration
- Scalable Architecture Investment

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Managed security services offers
Protection with reliable recurring revenue

Network
- Managed Next Generation Firewall (FTD)
- Managed UTM (Meraki MX)
- Secure Wifi (Meraki MR + Umbrella)
- Secure SD-WAN

Endpoint
- Managed Endpoint (AMP for Endpoints (A4E))
- Managed Email (Email Security Appliance)

Cloud
- Managed DNS Security (Umbrella MSSP, Easy Protect, Mobile Protect, Secure Internet Gateway)
- Managed Behavioral Analytics (Stealthwatch Cloud)
- Managed Email Security (SMP with ESAv)
Cisco security management platform – a white labeled platform for partners to manage and build a security business

<table>
<thead>
<tr>
<th>Interfaces</th>
<th>Security Management Platform</th>
<th>Technology Modules</th>
<th>Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tenant Hierarchy &amp; Operator Portal with RBAC modules</td>
<td>Portal &amp; Apps Service View Catalogue</td>
<td>PaaS (AWS) or SP Managed Data Centers</td>
</tr>
<tr>
<td></td>
<td>Integration Modules (Ordering, Billing)</td>
<td>Customer Onboarding</td>
<td>Email</td>
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<td></td>
<td>APIs</td>
<td>Orchestration &amp; Provisioning</td>
<td>WSA</td>
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<td></td>
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<td>Events, Monitor, &amp; Reporting</td>
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<td></td>
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<td>Log Export SIEM Feed</td>
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<td></td>
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<td>Orchestration Support Services &amp; Business Support Services</td>
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</tbody>
</table>
Cisco threat response
The unifying force powering Cisco’s integrated security architecture

**Simple**
Detect, investigate, and remediate across multiple integrated security technologies

**Fast**
Reduce time spent on security operations functions up to 85%*

**Effective**
Aggregate threat intelligence into immediate action

…and it’s FREE with existing Cisco Security licenses

*based on internal simulations
Threat response integrates across Cisco’s security platform

Included FREE with the following licenses

- Cisco AMP for Endpoints
- Cisco Umbrella
- Cisco Email Security
- Cisco Threat Grid
- Cisco Firepower

…and more integrations to come!
Poll Question 1
Umbrella has expanded to a full secure internet gateway

- Secure web gateway
- Cloud access security broker
- Cloud-delivered firewall
- Interactive threat intelligence
- DNS-layer security

Cisco Umbrella
Secure Internet Gateway

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Securing the Enterprise in the SDWAN and Cloud Era
Cloud migration opens floodgates to Wild Wild Web

**Typical legacy Enterprise Architecture**

- Internet to Cloud
- Central Security Stack
- Enterprise DC
- Branch

**Direct Internet Access Enterprise Architecture**

- Internet to Multi-Cloud
- Unprotected Branch Traffic
- Legacy Security Stack
- Enterprise DC
- Branch

**Direct Internet Access for SaaS/IaaS opens new attack vector**
### Customer Pain Point

<table>
<thead>
<tr>
<th>SDWAN Distributes the attack surface</th>
<th>Cisco Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Distribute the security stack</td>
<td>Small/SMB – MX and/or SIG</td>
</tr>
<tr>
<td>- Maintain same Security posture across</td>
<td>Mid/Large – NGFW + IPS + UMB + AMP + TG + URL-F (Sec. SDWAN Stack)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Zero-Trust Network</th>
<th>Cisco Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Work-load moving to Cloud</td>
<td>AnyConnect for VPN</td>
</tr>
<tr>
<td>- SaaS</td>
<td>UMB for DNS-Layer security</td>
</tr>
<tr>
<td>- BYOD, Contractor, customer access</td>
<td>AMP4E – Detect and protect</td>
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<tr>
<td></td>
<td>DUO – Secure MFA access</td>
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<td></td>
<td>ISE – TrustSec and IAM</td>
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<table>
<thead>
<tr>
<th>Multi-Cloud</th>
<th>Cisco Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>- SaaS – authenticate and Authorize</td>
<td>UMB &amp; CloudLock, WSA – Secure access, App Discovery &amp; Control</td>
</tr>
<tr>
<td>- IaaS – security posture as on-prem</td>
<td>DUO for Authenticate, Authorize and enforce sec Posture</td>
</tr>
<tr>
<td>- Public + Private + On-prem DCs</td>
<td>FTD(v) with DDoS, AMP and Umbrella</td>
</tr>
<tr>
<td></td>
<td>Tetration - Secure the workload / Applications</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Email</th>
<th>Cisco Solution</th>
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</thead>
<tbody>
<tr>
<td>- Most exploited for Malware, Ransomware, Phishing</td>
<td>ON-Prem (ESA), Cloud-based (CES, SMP) with AMP, UMB</td>
</tr>
<tr>
<td></td>
<td>Secure emails, remove malware, block unwanted access and exploits</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Regain the control</th>
<th>Cisco Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>- 24/7 ML assisted monitoring and alerting</td>
<td>Stealthwatch (Ent / Cloud) – Network-wide visibility 24/7 monitoring, ML based Alerting, 98% accuracy (reduce false +ve)</td>
</tr>
<tr>
<td>- Threat-hunting and Remediation</td>
<td>CTR – Threat hunting and Remediation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Management</th>
<th>Cisco Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Easy to manage multiple different components</td>
<td>CDO for NGFW management (ASA, FTD, MX, ISR)</td>
</tr>
<tr>
<td>- Cross components analytics/investigation</td>
<td>vManage for secure SDWAN</td>
</tr>
<tr>
<td></td>
<td>MSSP Portals for Umbrella, AMP4E, StealthWatch, SMP (email)</td>
</tr>
</tbody>
</table>
## Secure Enterprise - Sample Offer Matrix

<table>
<thead>
<tr>
<th></th>
<th>Basic (Legacy-equivalent)</th>
<th>Enhanced (mitigate evolved threats)</th>
<th>Ultimate (Comprehensive futuristic protection)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SDWAN</strong></td>
<td>DNA Advantage</td>
<td>DNA Advantage + UMB (SIG) Insight (Essential) WSA (for OnPrem)</td>
<td>DNA Premier (incl. UMB, TG, StealthWatch) + UMB (SIG) WSA (for OnPrem)</td>
</tr>
<tr>
<td><strong>End-Point (mobile user)</strong></td>
<td>AMP4E, UMB Insights, Anyconnect*, DUO (MFA)</td>
<td>AnyConnect* + Umbrella Advantage, AMP4E Connector, DUO (Access)</td>
<td>AnyConnect* + Umbrella connector, AMP4E Connector, DUO (Beyond)</td>
</tr>
<tr>
<td><strong>Multi-Cloud</strong></td>
<td>FTD(v)</td>
<td>FTD(v) + AMP + UMB + StealthWatch Cloud</td>
<td>NGFW + AMP + UMB + TG + DDos StealthWatch Cloud + Tetration + ISE</td>
</tr>
<tr>
<td><strong>Visibility and Control in Cloud (SaaS/Apps)</strong></td>
<td>SMP Email Security (ESAv)</td>
<td>SMP Email Security ESAv</td>
<td>SMP Email Security (ESAv), CES CASB</td>
</tr>
</tbody>
</table>

* ASAv for AnyConnect Terminations
## Security Needs Vary per Use-case/Profile/Cost

<table>
<thead>
<tr>
<th></th>
<th><strong>Basic</strong> (Legacy-equivalent)</th>
<th><strong>Enhanced</strong> (mitigate modern threats)</th>
<th><strong>Ultimate</strong> (Comprehensive Protection)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same security level as prior to SDWAN and cloud transition</td>
<td>Firewall • Application Control • URL Filter • IPS • Network AV • MFA • Remote Access</td>
<td>Firewall • Application Control • URL Filter • IPS • Network AV • MFA • Remote Access</td>
<td>Firewall • Application Control • URL Filter • IPS • Network AV • MFA • Remote Access</td>
</tr>
<tr>
<td>Modern Threat Protection</td>
<td>Phishing/Ransomware • DLP • BYOD – Device security posture • 24/7 visibility and alerting</td>
<td></td>
<td>Phishing/Ransomware • DLP • BYOD – Device security posture • 24/7 visibility and alerting</td>
</tr>
<tr>
<td>Complete security solution to address zero-trust, modern threats, multi-cloud transitions</td>
<td></td>
<td>Sandbox • CASB • Workload security • ETA/CTA** • Security Posture enforcement (MDM)</td>
<td></td>
</tr>
</tbody>
</table>
## Zero Trust Networking: Secure WorkForce aaS

<table>
<thead>
<tr>
<th>Offer</th>
<th>Solution Components</th>
<th>Customer profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic</td>
<td>Duo MFA</td>
<td>SMBs, Doctors/Dentist office, mom-pop shops</td>
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<tr>
<td></td>
<td>Umbrella Essentials AMP4E</td>
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<tr>
<td>Enhanced</td>
<td>DUO Access</td>
<td>Small and Mid enterprise branches</td>
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<tr>
<td></td>
<td>Umbrella Advanced AMP4E</td>
<td></td>
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<tr>
<td>Ultimate</td>
<td>Duo Beyond</td>
<td>Finance, Healthcare, Gov, Defense, Large</td>
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<tr>
<td></td>
<td>Umbrella SIG AMP4E</td>
<td>Enterprise</td>
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<tr>
<td></td>
<td>AnyConnect</td>
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</table>
Managed SD-WAN Leads to Managed Firewall
Managed services license agreement (MSLA)

- Initial three-year term
- Accommodates reuse and upgrades
- Greater licensing flexibility
- Utility pricing with monthly postpaid billing
- Shared risk with lower barrier to entry

A Utility-Based Buying Program - Shared Risk, Shared Success
Poll Question
Cisco Managed Detection and Response (MDR) can detect and respond to potential security threats with response actions that can protect your most critical assets and shield your organization from the high costs of a security breach.
Cisco Managed Detection and Response (MDR)

- **Expert team of researchers, investigators, and responders**
- **MDR Threat Intelligence and Automation Platform**
- **Defined investigations and response playbooks**
- **Integrated security architecture and automation**
- **Customer portal**
- **Talos® incident response**

**Talos**
Profit and grow with Cisco
Our *SP partner strategy

Partnering with SPs to deliver business outcomes

**Grow Revenue**
Make money through compelling B2B services

**Reduce Costs**
Save money by reducing complexity and automating operations

**Mitigate Risk**
De-risk the business with trust, security, support, and financial breadth
Value of driving integrated services together

**Innovation Rates**
- Drive rapid offer releases and feature velocity

**Drive Acquisition**
- Differentiate from connectivity competitors with business outcome-focused conversation

**Accelerate Sales**
- Joint GTM with proven digital marketing and dedicated sales resources

**Increase Margins**
- Low-friction sale, deployment, management, and support
- New incremental revenue to current customer base

**Increase Stickiness and Reduce Churn**
- Simplify IT while providing valuable business insights and customer engagement capabilities, along with the latest security solutions
- Three or greater services reduce churn by 75%
Cisco Cloud & Managed Services Program (CMSP)

**Partner Levels**
- **Express**
- **Advanced**
- **Master**

**Partner Benefits**
- Grow with incentives, promotions, and market development funds
- Reach new customers with marketing tools and resources
- Offer solutions that accelerate your customers’ digital transformation
Enabling your success

Your Practice
- Managed Services eBook
- Security Service Creation Playbook – *Coming Soon*
- SD-WAN Service Creation Playbook

Your Go to Market
- TruMethods vCIO eBook
- MSP University
- Secure SD-WAN Partner White Paper
- Firejumper Training

Ecosystem and Integrations
Get started
ebooks.cisco.com/story/managed
Poll Question
Questions?
Thank you!