Today’s Presenters

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Cisco Security Management Platform to build a Security Business

March 2019
Agenda

Market & Business Drivers

Cisco SMP offering with Email

Demo
Market & Business Drivers
A Market in Transition

Growing adoption of managed cloud security

Customer demand growing across the market spectrum

Cloud migration driving customer churn

CPE still has life but must be reborn as cloud-ready software

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What are End User Customer’s Saying to MSSPs?

“Protecting the enterprise is harder and more complex.”

“Management wants me to reduce budget and provide predictable operating expense.”

“I can’t find or keep good security people.”

“Meanwhile, I’m just trying to keep us safe.”

> 70 security vendors in my IT environment

Should I consider MSS?

0% Unemployment

The adversary is winning

What are your MSSP’s Demands of us?

- Management and visibility/interoperability
- Easy to do business with
- Minimize large, upfront capital investments
- Help us grow our bottom line
- Flexible licensing models
Cisco Security Management Platform

A white labeled platform for Service Providers to manage and build a security business
Top 10 MSSP Business Requirements

- Grow to Scale
- Access to New Markets
- Accelerated Time to Market
- Solutions Portfolio
- Deployment Options
- Flexible Management
- Single Plane of Glass
- Automate & Orchestrate
- Differentiated Offering
- Local Compliance

Source: Customer Research 2018
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Understanding the Operator’s Demands

<table>
<thead>
<tr>
<th>MSSP Management Tools</th>
<th>Multi-context Management</th>
<th>White label</th>
<th>Cisco Validated Designs for MSSP</th>
<th>Read-only Customer Access</th>
<th>Management Workflows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Term License</td>
<td>Multi-Form factor</td>
<td>Competitive Solution Playbook</td>
<td>Native Multitenant Platform</td>
<td>Granular RBAC</td>
<td>Pay as you Grow</td>
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<tr>
<td>Available as SaaS</td>
<td>Ease of Use</td>
<td>SSO Support</td>
<td>Data Sovereignty Enforcement</td>
<td>Available as SW</td>
<td>MSSP-focused Training</td>
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<tr>
<td>REST APIs</td>
<td>NETCONF</td>
<td>Automated License Management</td>
<td>SIEM Integration</td>
<td>BSS Integration</td>
<td>Ease of Deployment</td>
</tr>
</tbody>
</table>

Founding Principles: MSSP Operator Requirements

Commercials
GTM
Ops - Tenant
Ops - Operator
NFV Mano

Ease of Use
SSO Support
Data Sovereignty Enforcement
Available as SW
MSSP-focused Training
Ease of Deployment
What is Cisco SMP?
Hosted Security with Cisco Security Management Platform (SMP)

Solution Benefits

- Comprehensive integrated platform that delivers a full suite of managed security services
- Accelerate delivery of differentiated revenue generating services while increasing profitability
- Deliver flexibility consumption models and bundled offers

Security VNFs

- Email
- Firewall*
- Web*

*Roadmap Items
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
- Email Security
- 3rd Party Service Packages
- Open Platform (API integration with OSS & BSS)
- Flexible Delivery (Local AWS or Your DC)
- One-Touch Provisioning & Orchestration
- Web Proxy Security on-prem (Coming Soon)
- Firewall on-prem (Coming Soon)
- Scalable Architecture Investment

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Why Cisco Email?
Email is the #1 threat vector
Unique malware samples daily

1.5M

Symantec 1M

Microsoft 10K

Check Point 25K

Palo Alto 50K

Fortinet 60K

Zscaler 6K

Proofpoint 10K

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Highly Confidential
Email Traffic Overview

As of: Thu Jun 01 2017 09:05:33 GMT-0500 (CDT)

100 TB
Of Data Received Daily

1.5 MILLION
Daily Malware Samples

600 BILLION
Daily Email Messages

16 BILLION
Daily Web Requests

24 • 7 • 365 Operations

250+
Full Time Threat Intel Researchers

MILLIONS
Of Telemetry Agents

4
Global Data Centers

Over 100
Threat Intelligence Partners

Global scanning

30 years building
the world's networks
Email Solutions Options

- ESA + SMA
- Cloud Email
- SMP + Email

Scale Focus
What is the Total Solution?
# Security Management Platform + Email Solution

<table>
<thead>
<tr>
<th>Bundles</th>
<th>Email Inbound Offer (ESI)</th>
<th>Email Premium Offer (ESP)</th>
<th>Email Inbound Offer (ESI) + AMP</th>
<th>Email Premium Offer (ESP) + AMP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Protects an organization’s mailboxes against spam, viruses, and targeted attacks:</td>
<td>• Email Inbound Offer + Antispam + Antivirus + Outbreak Filters + Forged Email Detection + 0365</td>
<td>• Email Inbound Offer + AMP is a comprehensive malware-defeating solution that supports enhanced file reputation capabilities and reporting*</td>
<td>• Email Premium Offer + AMP is a comprehensive malware-defeating solution that supports enhanced file reputation capabilities and reporting*</td>
</tr>
<tr>
<td><strong>Portal Access Per Tenant</strong></td>
<td>Administrator(s) for self-serve or view reports as part of a managed security offer</td>
<td>(Upsell) Direct integration into AlienVault’s SIEM offerings for SOC-like Analysis (more to come)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Security Management Platform Modules</strong></td>
<td>Ability to manage your reseller/channels through Hierarchy &amp; RBAC control inside the console</td>
<td></td>
<td></td>
<td>TAC Support is 24x7 Web and Phone Support - No Minimum User Bands</td>
</tr>
</tbody>
</table>

*Does not include Threat Grid component; Multi-Tenancy is in design stage for future development for file submission
For more information

Visit
www.cisco.com/go/spsecurity
www.cisco.com/go/mssp

or contact your Cisco account representatives
Questions?