Grow Revenue with Cloud-Based Security Tailored for Managed Security Service Providers

Cisco Knowledge Network Webinar Series
May 14th, 2019
Today’s Presenters

John Malzahn
Senior Manager, Service Provider Solutions Marketing
Cisco Systems

Anjana Kambhampati
Senior Product Manager, Managed Security Services
Cisco Systems

Martin Nystrom
Product Director, Security Business Group
Cisco Systems
Attending CiscoLive This June? Come See Us

Cisco Live San Diego

• June 9–13

• Cisco Service Provider Booth Located in World of Solutions Hall
Market Segmentation

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

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

*SP
Trends, including the cloud, are enabling everyone to push the technology envelope

<table>
<thead>
<tr>
<th>Apps continue to move to the cloud</th>
<th>Distributed endpoints and mobile workforce</th>
<th>Growth in digital traffic and volume of data</th>
</tr>
</thead>
<tbody>
<tr>
<td>For service providers, that means the ability to quickly turn on new services</td>
<td>For end customers, that means cloud as a business enabler and transformer</td>
<td>For service providers, that means more opportunities for integration and synergy</td>
</tr>
<tr>
<td>For end customers, that means cloud as a business enabler and transformer</td>
<td>For service providers, that means more opportunities for integration and synergy</td>
<td>For end customers, that means the need for consistent security to match access</td>
</tr>
<tr>
<td>For service providers, that means more opportunities for integration and synergy</td>
<td>For end customers, that means the need for consistent security to match access</td>
<td>For service providers, that means monetization of data services and extended offerings</td>
</tr>
<tr>
<td>For end customers, that means more opportunities for integration and synergy</td>
<td>For end customers, that means the need for consistent security to match access</td>
<td>For end customers, that means increased ability to leverage analytics for insight</td>
</tr>
</tbody>
</table>
The same trends that empower businesses are also generating risks

- Increased attack surface
- Unpredictable costs
- Increased threat sophistication
- Complexities continue to rise
- Regulations and Compliance priorities
- Shortage of expertise and talent

© 2019 Cisco and/or its affiliates. All rights reserved.
Managed Security Services Market

Drivers

- Need for cost effective cloud-based managed services
- Reduce internal IT infrastructure cost and complexity
- Lower cyber security risk and meet regulatory compliance requirements

Global SME managed service market size will grow from USD 46.86 billion in 2018 to USD 76.76 billion by 2023, at a higher CAGR of 10.4%

Source: marketsandmarkets: Managed Service Market Global Forecast to 2023
Cisco’s security portfolio makes it easier for MSSPs to create and sell managed security services

Integrated and comprehensive security portfolio

Accelerated service creation and delivery

A strong partner for service profitability
Integrated and Comprehensive Security Portfolio
Take advantage of Cisco’s security architecture and innovations to protect customers’ corporate data and brand reputation

Differentiate with an integrated architecture of security solutions
Stop global threats with integrated intelligence and threat hunting
Create cross architecture solutions
Differentiate with a comprehensive architecture of security solutions

Better together:
- Integration
- Scale
- Efficacy
Stop global threats more effectively with integrated threat intelligence

MASSIVE VOLUME
- 20 billion Threats blocked daily
- 1.5 million Daily malware samples
- 16 billion Daily web requests

UNPARALLELED EXPERTISE
- 250+ threat intel researchers; 24 – 7 – 365
- Over 100 Threat intelligence partners
Cisco Threat Response
Unleashing the power of the Cisco Integrated Security Architecture

Key pillar of our integrated security architecture

• Automates integrations across Cisco security products
• Reduces the time and effort spent on key security operations functions:
   Detection
   Investigation
   Remediation
• Included as part of Cisco Security product licenses
Cisco Threat Response in your SOC
Complements your existing investments and supports your IR team

Multiple Cisco Products and Intel/Identity Context

Other Existing Products and Intel/Identity Context

Cisco Threat Response
- Detect
- Investigate
- Remediate

IR Team

Existing SIEM

SOC
A Strong Partner for Service Profitability

Grow your security business, maximize profitability and reduce initial investments

Reduce time to monetization and drive recurring revenue

Maximize investments through flexible buying models
GTM Support Aligned to the Security Buyer Journey

- SP Brandable Collateral
- Infographic(s)
- Videos
- Email Campaigns
- Social
Managed Services License Agreement (MSLA)

No Up-Front Software Investment
Variable Usage over Time as Your Services Scale

• Initial three-year term
• Accommodates reuse and upgrades
• Greater licensing flexibility

A Utility-Based Buying Program - Shared Risk, Shared Success
• Utility pricing with monthly postpaid billing
• Shared risk with lower barrier to entry

© 2019 Cisco and/or its affiliates. All rights reserved.
Managed Security Services Offers
What is available on MSLA today?

**Network**
- Managed Firewall (ASA)
- Managed Next Generation Firewall

**Endpoint**
- Managed Endpoint (AMP for Endpoints)

**Cloud**
- Managed DNS Security (Umbrella MSSP, Easy Protect, Mobile Protect)
- Managed Behavioral Analytics (Stealthwatch Cloud)
- Managed Email Security (SMP with ESA)

© 2019 Cisco and/or its affiliates. All rights reserved.
Accelerated Managed Service Creation and Delivery
Create, manage, and scale security offerings easily with cloud-enabled and hybrid technology

Speed time to market with solutions that integrate into your existing infrastructure

Build a unique value proposition with service creation experts
Build unique value proposition with service creation experts

Get help from Cisco to uncover opportunities and sell your offerings

Deploy, deliver, and support with help from Cisco
What’s on the truck?
Managed Security Services Offers
Protection with reliable recurring revenue

Network
- Managed Next Generation Firewall
- Managed UTM (Meraki MX)
- Secure SD-WAN (now with Umbrella)

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

Cloud
- Managed DNS Security (Umbrella MSSP, Easy Protect, Mobile Protect)
- Managed Behavioral Analytics (Stealthwatch Cloud)
- Managed Email Security (SMP with ESAv)

Managed Threat Hunting | Intelligence Services (Cisco Threat Response)
What’s in the pipe?
Meraki MR + Umbrella

- Simplest way to deploy Umbrella across a wireless network
- Conveniently enable Umbrella policies directly in the Meraki dashboard
- Create granular policies on a per-SSID basis or by using Meraki group policies
Shaw – Accelerated time to value through Meraki deployment

Partner Success Story

"Without question, working with Cisco/Meraki has been critical to being able to provide innovative and disruptive managed services that are designed specifically to grow the SMB market."
- Ron McKenzie, SVP & COO, Shaw Communications

Cisco Engagement
Leveraging the Cisco Meraki portfolio, Shaw Business Solutions developed a compelling suite of SMB-targeted managed service offerings, changing the Western Canada business services landscape for connectivity and security.

Smart WiFi and Smart Security
Joint Cisco and Shaw GTM and Team Selling
$0 to millions in growth in less than a year
Users: 700,000

Business Driver: As its customers grew increasingly vulnerable to the threat of ransomware, data breaches, and other malicious malware attacks, Telecom Italia sought an innovative solution to effectively and efficiently protect the network and data of its business users.

Objective: Safeguard small business users from malware, phishing, and other malicious cybersecurity activities

Solution: SP Easy Protect, built on Cisco’s industry-leading Umbrella Service (branded TIM Safe Web)

Impact:
- Improved security and quality of service for approximately 700,000 TIM business customers
- Delivers a “clean pipe” to end users
- Protection active on every system connected to the customers’ LAN for the application of the security policies at DNS level

“The use of a ‘best in breed’ platform like Cisco Umbrella allows TIM, first in Europe, to offer a cloud based, extremely effective and directly embedded in the network, security service to our customers.”

Lorenzo Forina
Executive Vice President, Business & Top Customers Director
TIM
Telindus - Ten Minutes to Security Value with Stealthwatch Cloud

Company profile
Luxembourg-based information technology integrator, cloud, and telecom service provider.

Test Results
“Stealthwatch Cloud was able to pinpoint the needles in the haystack: unusual IPs, traffic to strange countries, denial-of-service attacks, and password brute-force attacks were detected in a test environment.”

Benefits
“The number-one benefit to Stealthwatch Cloud is that it is independent of the hosting environment. We are not just focusing on our clouds, but also enable on-premises and public cloud environment usage. We need something that works in such hybrid environments, which is where our customers need us to be.”
Canalys: Cisco is the largest cybersecurity vendor by revenue in a fast-growing market.
Recent report validates Cisco Security strategy
Worldwide: top five cybersecurity vendors

<table>
<thead>
<tr>
<th>Rank</th>
<th>Vendor</th>
<th>Q4 2018 share</th>
<th>Q4 2019 share</th>
<th>Growth rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Cisco</td>
<td>8.7%</td>
<td>9.6%</td>
<td>22.5%</td>
</tr>
<tr>
<td>#2</td>
<td>Palo Alto</td>
<td>5.9%</td>
<td>6.9%</td>
<td>28.7%</td>
</tr>
<tr>
<td>#3</td>
<td>Check Point</td>
<td>6.4%</td>
<td>6.3%</td>
<td>8.0%</td>
</tr>
<tr>
<td>#4</td>
<td>Fortinet</td>
<td>5.5%</td>
<td>6.1%</td>
<td>21.5%</td>
</tr>
<tr>
<td>#5</td>
<td>IBM</td>
<td>5.5%</td>
<td>5.8%</td>
<td>15.7%</td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td>68.0%</td>
<td>65.3%</td>
<td>6.3%</td>
</tr>
<tr>
<td>Total revenue (US $)</td>
<td>9.1 billion</td>
<td>10.1 billion</td>
<td>10.5%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Canalys estimates, Cybersecurity Analysis, March 2019


© 2019 Cisco and/or its affiliates. All rights reserved.
The Cisco difference for MSSPs is that no other company combines...

- Threat intelligence from Talos
- End-to-end security portfolio
- Networking market leadership
- A huge breadth of cloud offerings
For more information

Visit
www.cisco.com/go/mssp
or contact your Cisco account representatives
Questions?
Cisco Threat Response reduces complexity across the growing Incident Response toolset

• Marries external threat intelligence to internal log data
• Combines data from multiple Cisco and 3rd party sources
• Single location for most common IR tasks across multiple tools
• Use cases before, during, and after an attack
• Reduces investigation, triage and mitigation time
Cisco Threat Response in action
Three simple ways to get started

1. Intelligence Sources
2. Casebook via Browser Plug-In
3. High-Fidelity Events

Observables:
- File hash
- IP address
- Domain
- URL
- More...

- AMP for Endpoints
- Umbrella
- Email Security
- NGFW/NGIPS

- Cisco Talos
- Threat Grid
- Virus Total

- Have we seen these observables? Where?
- Which endpoints connected to the domain/URL?

- Are these observables suspicious or malicious?