Expand Your Managed Services & Revenue with Cisco Cloud-Based Security Offerings for SMBs
Cisco Knowledge Network Webinar Series

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October 22, 2019
Small and medium businesses are under attack

58% of small businesses experienced a data breach in the last 12 months, and 67% experienced a cyber attack.

And a staggering 82% of SMBs have experienced malware which evaded their anti-virus solution.

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Ponemon Institute 2018 State of Cybersecurity in Small & Medium Size Businesses
n = 1,045; SMB is defined as 1-1000 employees
They report cybersecurity as their top IT challenge

SoHos and SMEs: top technology challenges

- Cybersecurity and data protection: 42%
- Improving employees' technical skills: 41%
- Organizing and storing business/customer data: 41%
- Collecting and analyzing business/customer data: 40%
- Creating and promoting an online presence: 37%

Note: Top five answers shown

Ovum 2018/19 SoHo and SME Insights Survey: Security
N = 4,408; Note: top five answers shown
And they are willing to spend on solutions

### SoHos and SMEs: plans to spend more on security

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 to 499 employees</td>
<td>55%</td>
</tr>
<tr>
<td>50 to 99 employees</td>
<td>51%</td>
</tr>
<tr>
<td>10 to 49 employees</td>
<td>42%</td>
</tr>
<tr>
<td>2 to 9 employees</td>
<td>34%</td>
</tr>
<tr>
<td>Sole proprietor</td>
<td>28%</td>
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</table>

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Ovum 2018/19 SoHo and SME Insights Survey: Security

N = 4,408
However, SMBs lack the expertise to decide on or operate such solutions.

Employees who are not IT experts, such as business owners, administrators, and line-of-business managers, often make critical technology decisions.
Creating a market opportunity with double-digit growth over the foreseeable future

SME Managed Secure Services Market Size, 2016–2023

MarketandMarkets Managed Security Services Market – Global Forecast to 2023
N = 506; SME = Organizations smaller than 1,000 employees
So why is this opportunity so elusive for SPs?

1. Customer acquisition costs
2. Platform costs relative to efficacy
3. Support costs
4. Customer retention costs
Leveraging Cisco's Cloud-Managed Security Offers to Build Scalable Services
Comprehensive solution set built on Cisco TALOS

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
Meraki for managed security @ Scale

Meraki dashboard
Multi-tenant centralized management

APIs
Develop distinctive services using rich built-in APIs

SERVICE PROVIDER
SP CUSTOMER

SP customer dashboard
OPTIONAL

Customer premise equipment
Integrate once, build multi-service offers

**Wireless Access Points**
Optimized for high-density with 802.11ac and bluetooth

**Security Appliances**
Feature rich security and unified threat management platform

**Switches**
Layer 2 and layer 3 switches for mission-critical networks

**Enterprise Mobility Management**
Unified managed and control of thousands of devices

**MI**
Optimize User Experience, Accelerate IT

**Security Cameras**
Streamline deployment and monitoring of video security cameras
Scalable, cloud-managed security with Meraki MX

- **Identity Based Firewall**
  Automatically assigns firewall and traffic shaping rules, VLAN tags, and bandwidth limits to enforce the right policies for each class of users.

- **Intrusion Prevention**
  Protects critical network resources from the latest security threats and vulnerabilities.

- **AutoVPN**
  Securely connects branch locations using mesh or hub-and-spoke topologies. Provides simple VPN access into Amazon Web Services and Microsoft Azure.

- **Content Filtering**
  Block undesirable web content across 70+ categories, and leverage cloud lookups to filter billions of URLs.

- **Advanced Malware Protection**
  Protect your network against malware using the latest threat intelligence, and identify previously unknown malicious files with retrospective detection.

- **High Availability & Failover**
  Provides device and connection integrity through multiple uplinks, warm spare failover, and self-healing VPN.

- **Application Visibility & Control**
  Identify which applications are being used, and then prioritize critical apps while limiting recreational apps.

- **Centralized Management**
  Seamlessly manage campus-wide WiFi deployments and distributed multi-site networks from a single pane-of-glass.
Advanced Malware Protection for Meraki MX

Enhanced Threat Defense
Automatic protection against an ever-growing list of known malicious files, plus malware sandboxing with Threat Grid

Contextual Visibility
Security Center makes it easy to ensure you have the latest information about attacks on your network

Rapid Detection
Automatic alerting when a downloaded file is found to be malicious after the fact

Ease of Management
Enable best-in-class malware protection with just two clicks

220 million known malicious files
407 million known clean files
1.5 million new incoming malware samples per day
1.6 million devices using AMP globally
3.1 billion lookup requests per day

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New delivery models

Cisco Provides
- Operate Cisco cloud services
- Health of the cloud services
- Threat intelligence and automated blocking/threat ratings
- Threat Grid sandboxing for unknown file determination

SP Dashboard

SP Responsibilities
- Sales, GTM, pricing, billing
- Service definition, SLA
- Common profiles
- Onboarding support & training
- Dashboard access
- Reporting
- Reactive customer support
Potential operator savings

60% on TCV thanks to Cloud Management

60-80% on installation costs

40-60% on OPEX with deep analytics and visibility
API driven OSS/ BSS integration

ORDER
- Shipped to warehouse
- Order Number including whole Bulk order

LICENS
- Meraki License order based on customer order
- License-key received

PROVISION
- Design
- Flavor-definition
- (self/full/int.)
- Template elect.

SHIP
- Devices scanned in warehouse at delivery
- Devices/Licenses claimed to org

INSTALL
- Zero touch

Claim devices to Warehouse organization
Check License Status
POST ORG Cloning
POST Networks creation
GET/POST Network Template Binding
POST SAML Admin role Creation
Unclaim Device from Warehouse
Claim Device Serials to ORG
Add License-Key to ORG with ON
Add Devices to Networks
Update Device Details, Location, Swap

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Success building High Velocity offers with SPs globally

- **Shaw)**
  - SmartWiFi
  - SmartSecurity, SmartVideo
  - SD-WAN

- **CenturyLink**
  - Business WiFi
  - Meraki Enterprise
  - Cloud Managed
  - Office in a Box

- **Frontier Communications**
  - Simply Secure WiFi

- **BT**
  - BTnet with Managed Security
  - Connect Meraki SD-WAN
Cisco Umbrella
Cloud-based threat intelligence sees attacks before they’re launched

Stop phishing and malware before they reach your customers network

Prevent data exfiltration

Identify already infected devices faster

Blocks 92% of malware, phishing and C2 callbacks

PROCESS
125B
DNS requests per day

USE BY
90M+
daily active users globally

IDENTIFY
60K+
malicious destinations daily

DISCOVER
3M+
new domain names daily

ENFORCE
7M+
malicious domains and IPs while processing DNS requests

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Secure WiFi with flexibility and control

Stop phishing and malware before they reach your customers network

Provide high quality WiFi and bandwidth control

Provide splash pages, analytics & personalization

Prevent data exfiltration

Policy by SSID or GP
Set Umbrella policy by WiFi SSID or individual device to achieve multiple policies per location

Private IP reporting
Forward client IP information to Umbrella for enhanced reporting capabilities and SIEM integration

Managed control
Control the assigned Umbrella policy for Meraki-managed devices from within the Meraki UI
Easy steps to define & build standard offers

SP sets global policies and link Umbrella to Meraki provisioning templates

ONE

TWO

THREE

FOUR

Customer selects Umbrella policy for a SSID

Service in Action

Continuous monitoring

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Connectivity bundles shift discussion from $/Mbps to business value

**PRODUCTIVITY**
Prioritize key business applications

**ANALYTICS**
Understand customer behavior with WiFi and BLE geospatial data

**ENGAGEMENT**
Drive social login and customer data capture, coupons, surveys etc.

**SECURITY**
Malware protection, content filtering, secure WiFi
## Scalable to advanced offers

<table>
<thead>
<tr>
<th>Licensing</th>
<th>Easy Protect</th>
<th>WLAN</th>
<th>MSSP Professional</th>
<th>MSSP Insights</th>
<th>MSSP Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protect any devices on corporate network</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Prevent malware, phishing, C2</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>80+ content categories filtering</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
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<tr>
<td>Off network roaming user protection</td>
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<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
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<tr>
<td>Risky domain proxy/file inspection</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td>✓</td>
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<tr>
<td>SP Policies</td>
<td></td>
<td></td>
<td>One SP global policy</td>
<td>SP per SSID/Group policies</td>
<td>SP global policies, or Per customer policies</td>
</tr>
<tr>
<td>Network level enforcement and visibility</td>
<td></td>
<td></td>
<td>Per network</td>
<td>Per network</td>
<td>By subnet or user</td>
</tr>
<tr>
<td>IP Layer enforcement</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Customer access to Umbrella Dashboard</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>S3 Log for SP</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Advanced Reporting</td>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Investigate console</td>
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<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
The Importance of an Integrated Sales Motion
Would you like fries with that?
10%
Or would you like an integrated solution?
>25%
Key benefits of an integrated sales motion

1. Sales proficiency
2. Dramatically increases attachment rates
3. Enhanced support experience
4. Shifts technology suppliers to partners
Beyond the Technology
GTM support aligned to the SMB buyer journey

- SP Brandable Collateral
- Infographic(s)
- Videos
- Email Campaigns
- Social

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How to engage with SMBs

1. Lead Generation
   - Content marketing
   - Email newsletters
   - Special offers
   - Events

2. Nurture
   - Content marketing
   - Email newsletters
   - Special offers
   - Events

3. Close
   - Inside sales
   - Discount, demo, trial
   - Use case/ case study
   - Checklist to define needs

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GTM support

Launch Kits
Secure WiFi
MX SD-WAN
MX as CPE/ UTM
Meraki + Cisco Calling

Webinar-as-Service
Bredin delivered via PMC

Video Creation
Cisco Scripted, agency creative, via PMC

CSA Program
On-site CSA Engagement

Structured Training
Dedicated concierge
Pre-built curriculum
Sales and technical tracks
Post-sale Meraki lifecycle

Customer Engagement
Drive consumption and engagement through Dashboard across networking, security and collaboration offers

Digital & Inside
Proven, tested approach to cost-effective GTM to drive upsell, cross-sell and expansion into customer environment

Lifecycle Telemetry
Drive real-time engagement based on bandwidth usage, new applications, security events and growth in number of employees/ customers to position new offers

Rapid Service Innovation
Leverage common Dashboard and APIs for new services with pre-existing integrations
Post-Sale lifecycle best practices

Pre-Sales Motion

Awareness
Consideration
Purchase

Product Update Blogs
Product Update Newsletters
FAQ Knowledge Base
SP-Meraki Community

Post-Sales Motion

SP Loyalty Programs
Conclusions
Can Cisco help me overcome the challenges of addressing the managed security opportunity with SMBs?

- Customer acquisition costs
- Platform costs relative to efficacy
- Support costs
- Customer retention costs
Where should you go from here?

• For additional reading:
  o Check out the Meraki Managed Services
    Hub: http://go2.cisco.com/Meraki-MS-Hub
  o Read our new Umbrella whitepaper on How
    Telcos can Win with SMBs:
      http://go2.cisco.com/WP-Telcos-Umbrella-
      SMBs

• Reach out to your Cisco account
  team to arrange a tailored discussion
  or contact Alex or Ken if you aren’t
certain who to speak with:
  o Alex Foster - alfoster@cisco.com
  o Ken Seitz - keseitz@cisco.com