Cisco Security – Accelerating Digital Transformation

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Lack Of Cybersecurity Hinders Innovation In The Digital Era

Survey
“Cybersecurity risks and threats hinder innovation in my organization.”

71%
Agree

Survey
“My organization halted a mission-critical initiative due to cybersecurity fears.”

39%
Agree

Innovations are moving forward, but probably at 70%-80% of what they otherwise could if there were better tools to deal with the dark cloud of cybersecurity threats.

Robert Simmons
CFO

1014 respondents
Digital Disruption, Massive Scale
50B Devices Connected by 2020
$19T Opportunity

Active Adversaries
Attack surface
Threat Actors
Attack Sophistication

Security Industry
Rapidly expanding number of security companies
Not interoperable
Not open

Security Challenges
Changing Business Models
Dynamic Threat Landscape
Complexity and Fragmentation
Today, **DATA** is where the money is

2.5 Quintillion bytes of data created every day
Increasing Digital Traffic Creates A Greater Attack Surface

Global IP Traffic To Triple 2020

2.3^{ZB}  
Annual global IP traffic

66\%  
of IP traffic will be Wi-Fi and mobile devices

82\%  
of all consumer Internet traffic will be IP video

2x  
Broadband speeds
Adware And Malvertising Shift Into High Gear

Malvertising
- Using brokers (gates) to increase speed and agility
- Switching quickly between servers without changing redirection
- ShadowGate: a cost-effective campaign

Adware
- 75% of organizations investigated had adware infections
Spam Comes Roaring Back
Email Is Back In Vogue

65% of email is spam
8% of spam is malicious
Losses After An Attack Are Real

- 23% of organisations cited lost opportunity
- 29% of organisations cited lost revenue
- 22% of organisations cited lost customers
Last 20 years of security:
Got a problem?
Buy a Box
The Existing security stack...
Complexity Continues To Accelerate

Source: Momentum Partners
WOULD YOU FLY IN A PLANE MADE OUT OF 50 PLANES?

Then why are companies using up to 50 different security vendors?
Cisco Security Closes the Gap

The Security Effectiveness Gap
Cisco’s Security Strategy

Integrated Architectural Approach

Best of Breed Portfolio
Industry’s Most Effective Security Portfolio

Integrated Threat Defense

Talos – Threat Intelligence

Endpoint
Network
Cloud
Services
Security Everywhere Architecture

Attack Continuum

Before

During

After

NGFW + NGIPS

Web

Cloud Security

Secure Internet Gateway

Email

Policy & Access

Advanced Malware

UTM

Network Analytics

Data Center

Endpoint

IOT

Branch

Edge

Campus

Cloud
Cisco Leads In Breach Detection

![Graph showing Cisco leads in breach detection](image-url)
Cisco Architectural Approach Helps Customers Save Money

Point Products Approach

- Firewall 2.0
- VPN 2.0
- Email Security 2.0
- Web Security 2.0
- DLP 2.0
- SIEM 2.0
- IDS 2.0
- Persistent Threats 2.0
- Failover 2.0
- Replacement Box 2.0
- SIEM
- IDS
- Persistent Threats
- DLP
- Web Security
- Email Security
- VPN
- Firewall

38%+ Return on Investment*

Cisco Architectural Approach

* Final Results
Cisco Security Services

**Advisory**
- Custom Threat Intelligence
- Cybersecurity Assessments

**Integration**
- Integration Services
- Security Optimization Services

**Managed**
- Managed Threat Defense
- Remote Managed Services
ASEAN Reference Case: Public Sector

Challenges
- Master roadmap – where to begin, what to do first, what is the current state of the security system, how to build the future state of Information Security Management System?
- Lack of human resource for cybersecurity
- Budget for consultancy service

Solution
- Cisco Cyber Range built on premises

Business outcome achieved
- Human resource for attack detection and remediation
- Security Operation Center Architecture show case
Security Architecture in the Digital World

Simple
Open
Automated
Effective
Cisco’s Security Commitment

- **5K** People Strong
- **250** Threat Researchers
- **100x** Faster Finding Breaches
- **19.7B** Threats Blocked Daily
- **99%** Security Effectiveness

**#1 Cisco Priority**

- **Billions** Invested
  - Sourcefire
  - Lancope
  - Neohapsis
  - OpenDNS
  - ThreatGRID
  - Cognitive
  - Portcullis
  - CloudLock

**Ongoing Innovation**

**Integrated**

- Best of breed portfolio

**88%** Fortune 100 use Cisco Security

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Thank you.
Security Challenges Globally

- Cost
- Complexity
- People Shortage

- Mobile Work Force
- Automation
- Ransomware
- Cloud Applications
- IoT
ASEAN Reference Case: FSI Customer

Challenges
- Knowledge of external entities with intent
- Mandates for compliance
- Multiple Security vendors

Solution
- Cisco Stealthwatch (NaaS) gave the customer visibility into foreign threats, internal policy violations and segmentation faults

Business outcomes achieved
- Regulatory mandate compliance and risk reduction
Cisco Security Leadership Is Taking Down TTD

TTD Declined 9.14 Hours From May Through October 2016

14 hours
2016 TTD

6.05 hours
October 2016