



Say hello
to the future.

Cisco Connect 2019

Hanoi, Vietnam. 4th April 2019

#CiscoConnectVN



Security, Intelligence and Platform: The Foundations of Successful Digital Businesses

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Today's risk reality

More interconnected than ever

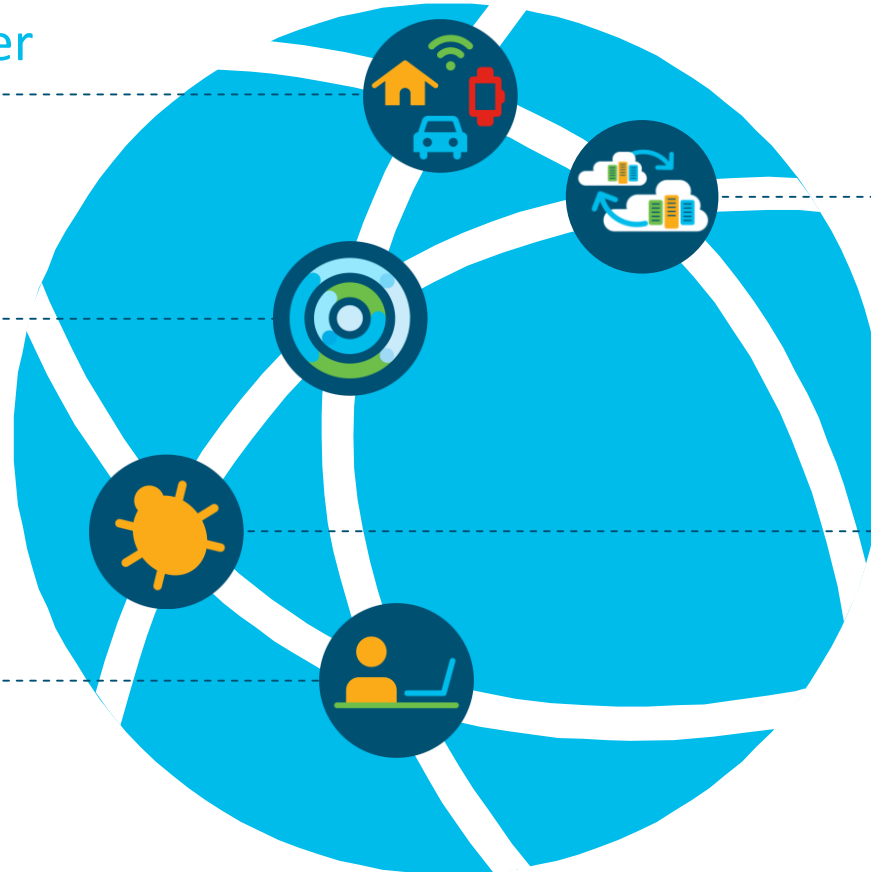
Expanded attack surface

Continuous operations

Must keep business running

Workers connecting everywhere

Loss of control



Multi-cloud reality

A software-defined world

Automated and sophisticated threats

High likelihood of a breach

Attack landscape constantly evolving



Advanced Persistent Threats

Unpatched Software

Spyware/Malware

Wiper Attacks

Phishing

Man in the Middle

DDoS

Cryptomining

Supply chain attacks

Ransomware

Data/IP Theft

Malvertising

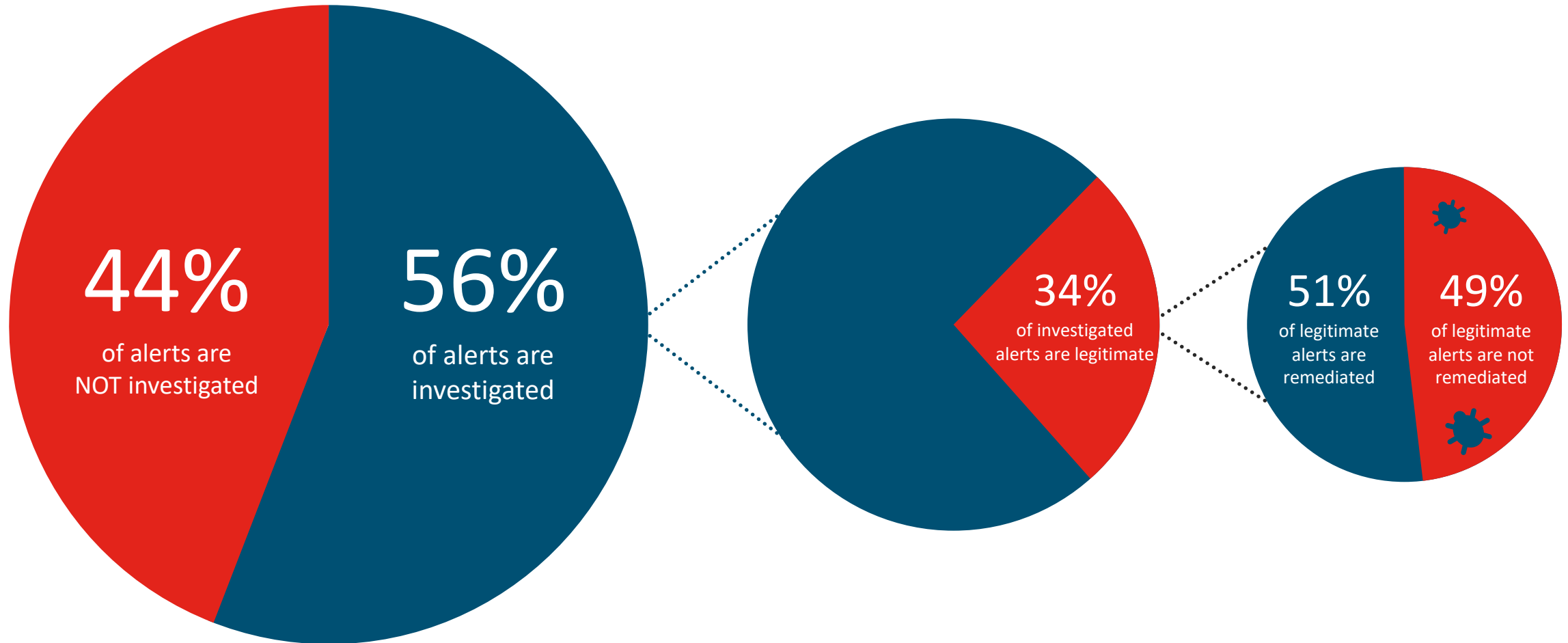
Drive by Downloads

Rogue Software

Botnets

Credential compromise

So many alerts



Source: Cisco Annual CyberSecurity Report 2018

Network & Infrastructure Security

Advanced Threat Protection: Baracuda, Cisco, FireEye, Fortinet, Huawei, Hysolate, McAfee, Palo Alto, Symantec, Trend Micro, etc.

NAC: Armitage, Cisco, Fortinet, etc.

SDN: Arista, Cisco, etc.

DDoS Protection: Akamai, Cloudflare, etc.

DNS Security: Cloudflare, etc.

Network Firewall: Cisco, Fortinet, etc.

Deception: Active Intelligence, etc.

Web Security

Web Security: Akamai, Cloudflare, Cisco, etc.

Network Analysis & Forensics: Awake, Core Security, etc.

Endpoint Security

Endpoint Security: Avast, Avira, Bitdefender, etc.

Endpoint Detection & Response: CrowdStrike, Palo Alto, etc.

Application Security

WAF & Application Security: Akamai, Cloudflare, etc.

Application Security Testing: Acunetix, Burp Suite, etc.

MSSP

Traditional MSSP: AT&T, CSC, IBM, etc.

Risk Assessment: Balbix, Cavirin, etc.

Pen Testing & Breach Simulation: Cobalt, Metasploit, etc.

Data Security

Data Security: Palantir, RSA, Splunk, etc.

Mobile Security

Mobile Security: BlueCedar, Check Point, etc.

Impossibly complex

Identity & Access Management

Authentication: Auth0, Avera, etc.

IDaaS: Okta, OneLogin, etc.

Privileged Management: Avecio, BeyondTrust, etc.

Identity Governance: SailPoint, etc.

Consumer Identity: Ping, etc.

Security Incident Response

Security Incident Response: Ayehu, Cyber Threat Intelligence, etc.

Security Analytics

Security Analytics: Awake, Bay Dynamics, etc.

Digital Risk Management

Digital Risk Management: QED, BrandProtect, etc.

Security Consulting

Security Consulting: Accenture, Deloitte, etc.

Blockchain

Blockchain: BlockArmor, Chain, etc.

Fraud & Transaction Security

Fraud & Transaction Security: AU4/TIX, Biocatch, etc.

Cloud Security

Cloud Security: Container, Infrastructure, etc.

CASB

CASB: Avanan, Bitglass, etc.

Security = Trust


Who do you trust more?





A network diagram is visible in the top right and bottom left corners of the slide. It consists of several nodes (represented by small circles) connected by thin white lines. The nodes are colored in shades of orange, green, and grey. The lines form a complex web of connections.

The Result?
Overwhelmed Businesses



From Overwhelmed to Empowered

a new approach to security



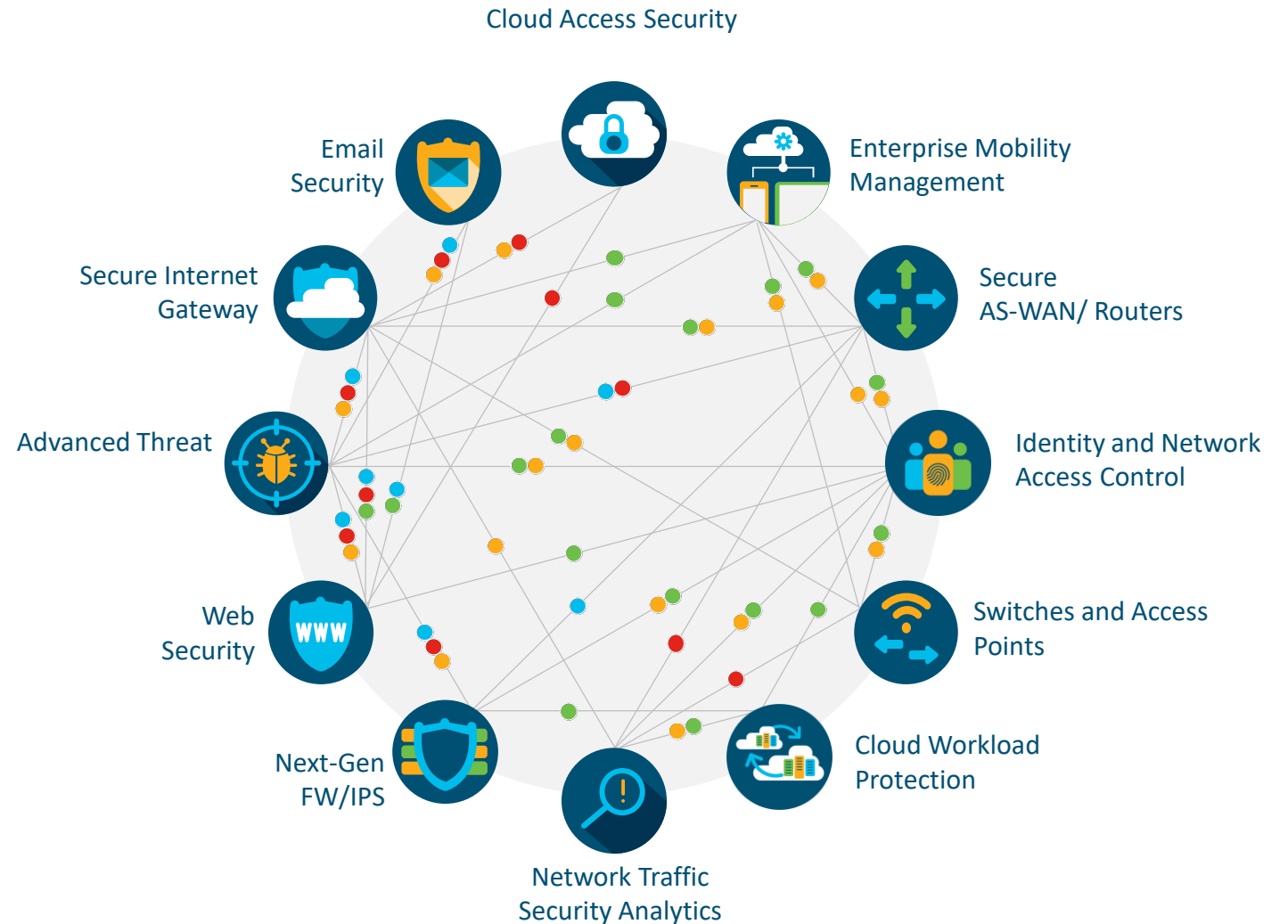
How Cisco Integrates Security

Threat Intel/Enforcement
Increased Threat Prevention

Event Visibility
Decreased Time to Detect

Context Awareness
Decreased Time to Investigate

Automated Policy
Decreased Time to Remediate



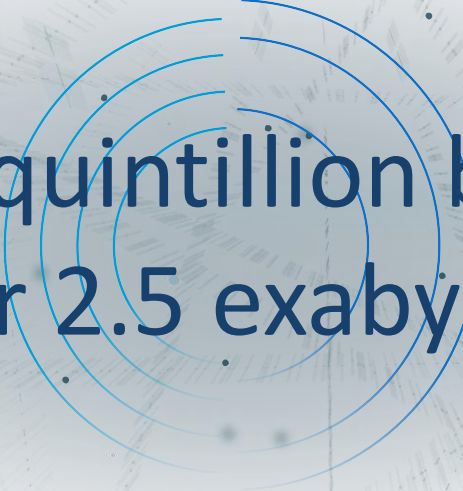
A network diagram with several nodes and connecting lines. The nodes are colored orange, green, and grey. The lines are thin and light-colored. The diagram is positioned in the top right and bottom left corners of the slide.

Intelligence: Data Driven Decisions

Data Deluge

The background of the slide is a complex network of nodes and connections. The nodes are represented by small blue and black dots, and the connections are thin, light blue lines. The overall effect is a dense, interconnected web of data points.

2.5 quintillion bytes.
or 2.5 exabytes

Three concentric blue circles are centered around the text, highlighting it. The circles are of increasing size, with the innermost being the smallest and the outermost being the largest.

Daily Data Deluge

4 Times

The height of Eiffel Tower

90%

In the past two years

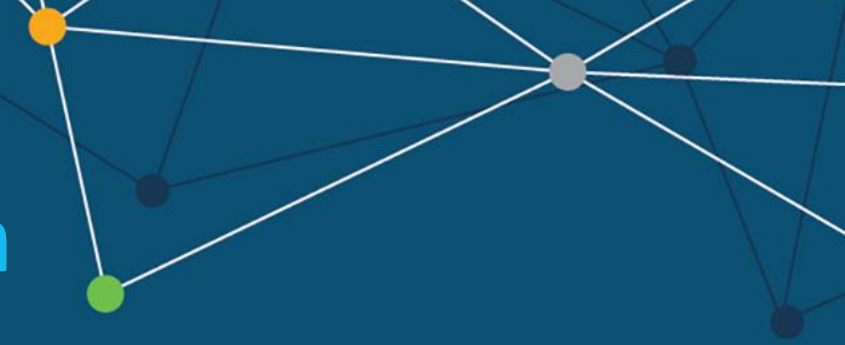




Intelligence

Harnessing the Power of Data

Intelligence Powered by Analytics and Automation



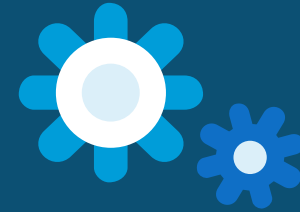
Foundation

Achieve operational
efficiency and high
availability



Acceleration

Accelerate
business agility



Transformation

Set your
transformation
agenda

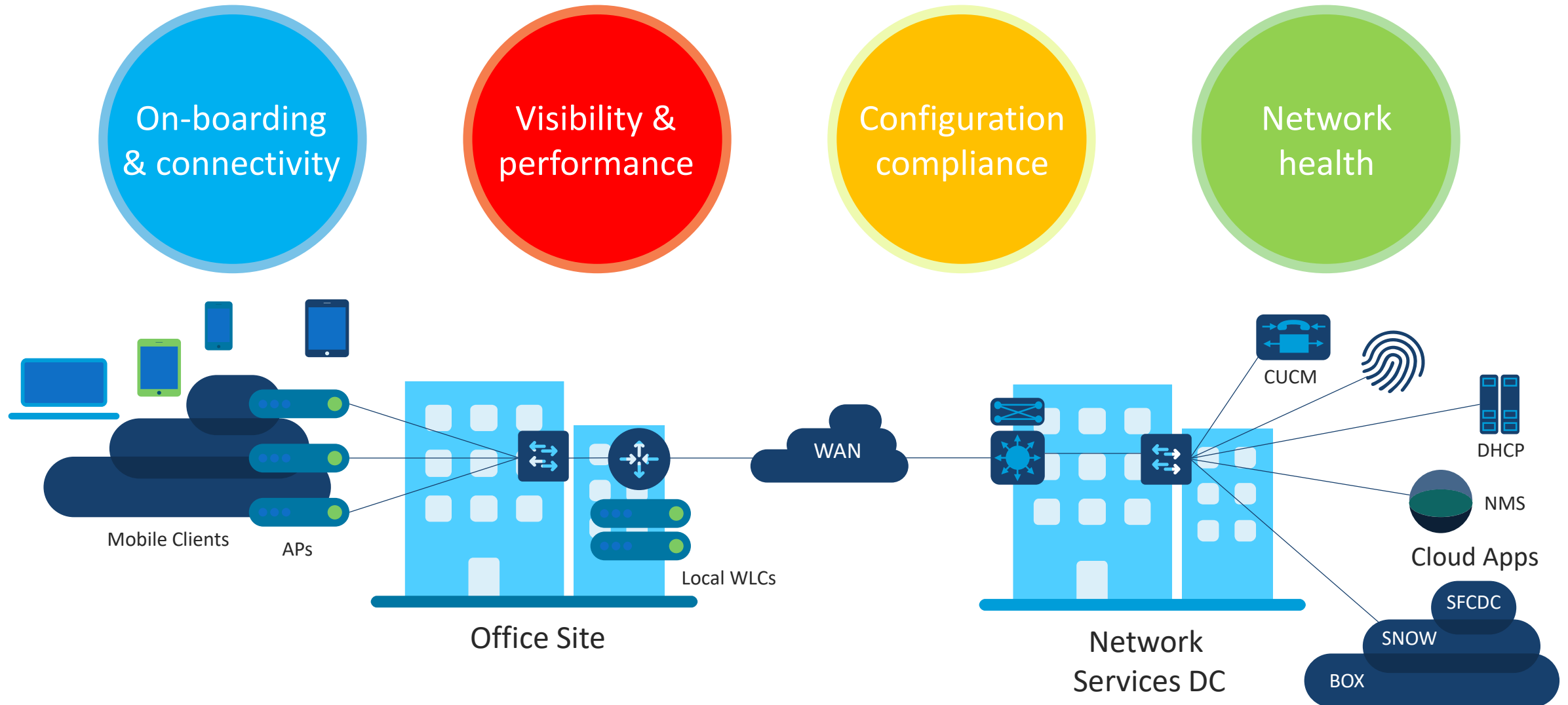
Cross-Architecture



A network diagram is visible in the top right and bottom corners of the slide. It consists of several nodes (represented by colored circles) connected by thin white lines. The nodes are arranged in a way that suggests a complex, interconnected system. The colors of the nodes include orange, green, and grey.

Platform: Bringing it all Together

Turn Data into Insights: End-to-End Assurance



Machine Learning Predicts Issues Before It Impacts the Business

THE NETWORK. INTUITIVE.

Informed by Context

Visibility into traffic and threat patterns
Who, What, When, Where, How



Powered by Intent

Translate Business Intent to Network Policy
Automate the management and provisioning millions of devices instantly



The more you use,
the wiser it gets

Driven by Intuition

Machine learning at scale to provide increasing intelligence
Predictive performance and assurance





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Cisco Connect 2019

Bangkok, Thailand 26 March 2019

#CiscoConnectTH