



Cyber Security for the Digital Economy


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[Redacted]

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- 
- *There are only **2** types of organizations today:*
 - *those that have been hacked*
 - *and*
 - *those that don't know they've been hacked*

The Security Problem

1



2



3



The Digital Economy vision...



Rapid Digital Disruption on a Massive Scale

Focus on security is actually related to the fact that The world is heading into the digitization era

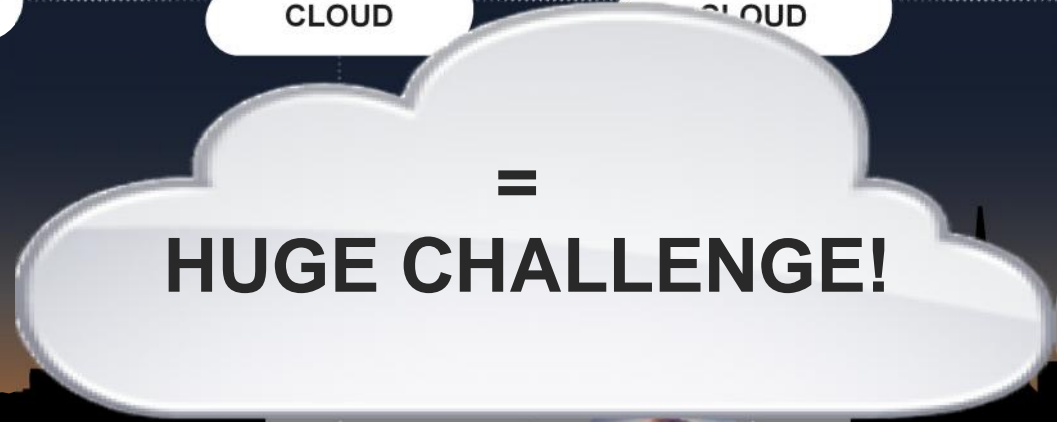
15B
Devices Today

\$19 Trillion
Opportunity for
Country
Economies as Business
processes comes online

500B
In 2030



Changing Business Models



The Security Problem

1



Changing
Business Models

2



Dynamic
Threat Landscape

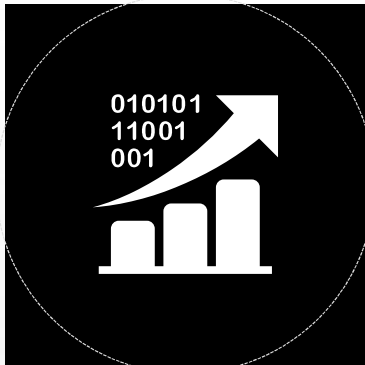
3



Complexity
and Fragmentation

There's also an opportunity for Hackers

More access
More ways to get in...
=
Greater threat



Businesses



Employees



Consumers



Hackers

How Industrial Hackers Monetize the Opportunity



WELCOME TO THE HACKERS' ECONOMY

Source: RSA/CNBC

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10

Dynamic Threat Landscape

95%

of large companies targeted by malicious traffic



100%

of organizations interacted with websites hosting malware



Source: 2014 Cisco Annual Security Report

> Polymorphic Malware
=
More samples/attacks per hour

Sophisticated Attacks,
Complex Landscape

Hacking Becomes
an Industry

Phishing, Low
Sophistication

1990

1995

2000

2005

2010

2015

2020



Viruses
1990–2000



Worms
2000–2005



Spyware and Rootkits
2005–Today



APTs Cyberware
Today +

The Security Problem

1



Changing
Business Models

2



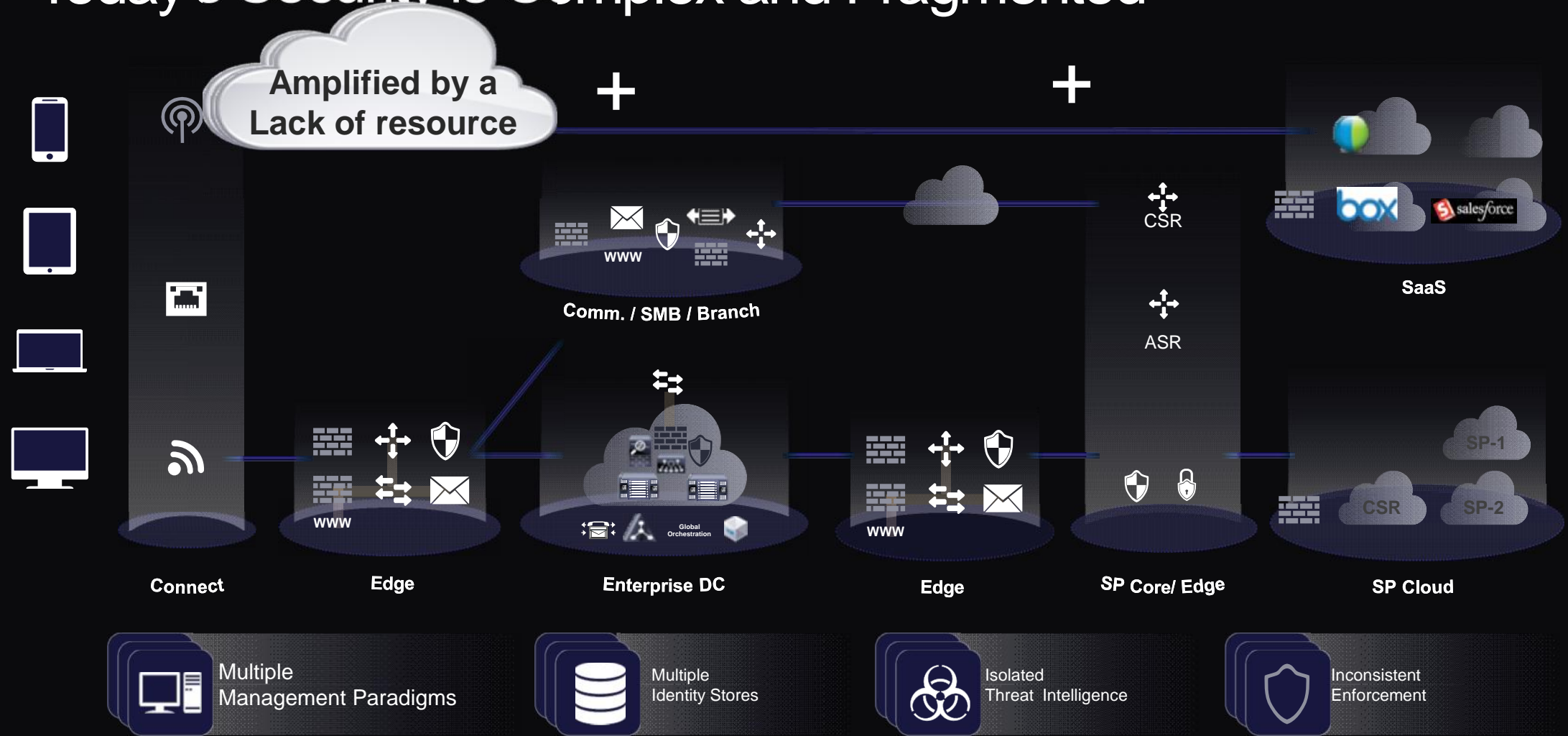
Dynamic
Threat Landscape

3



Complexity
and Fragmentation

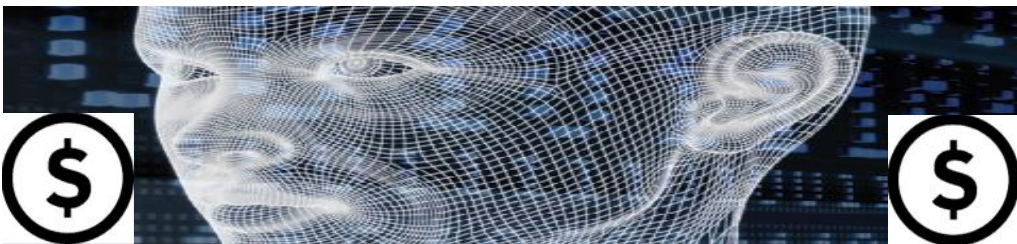
Today's Security is Complex and Fragmented



The Silver Bullet Does Not Exist...

“SECURITY FOR THE REAL WORLD”

There is no silver bullet...
Most products are ‘point in time’
Detection ...BUT... not 100% security



FW/VPN

“Block, Allow, Encrypt”

AV

“It matches the pattern”

PKI

“No key, no access”

IDS / IPS
UTM

“No false positives,
no false negatives.”

NAC

“Control access to the network”

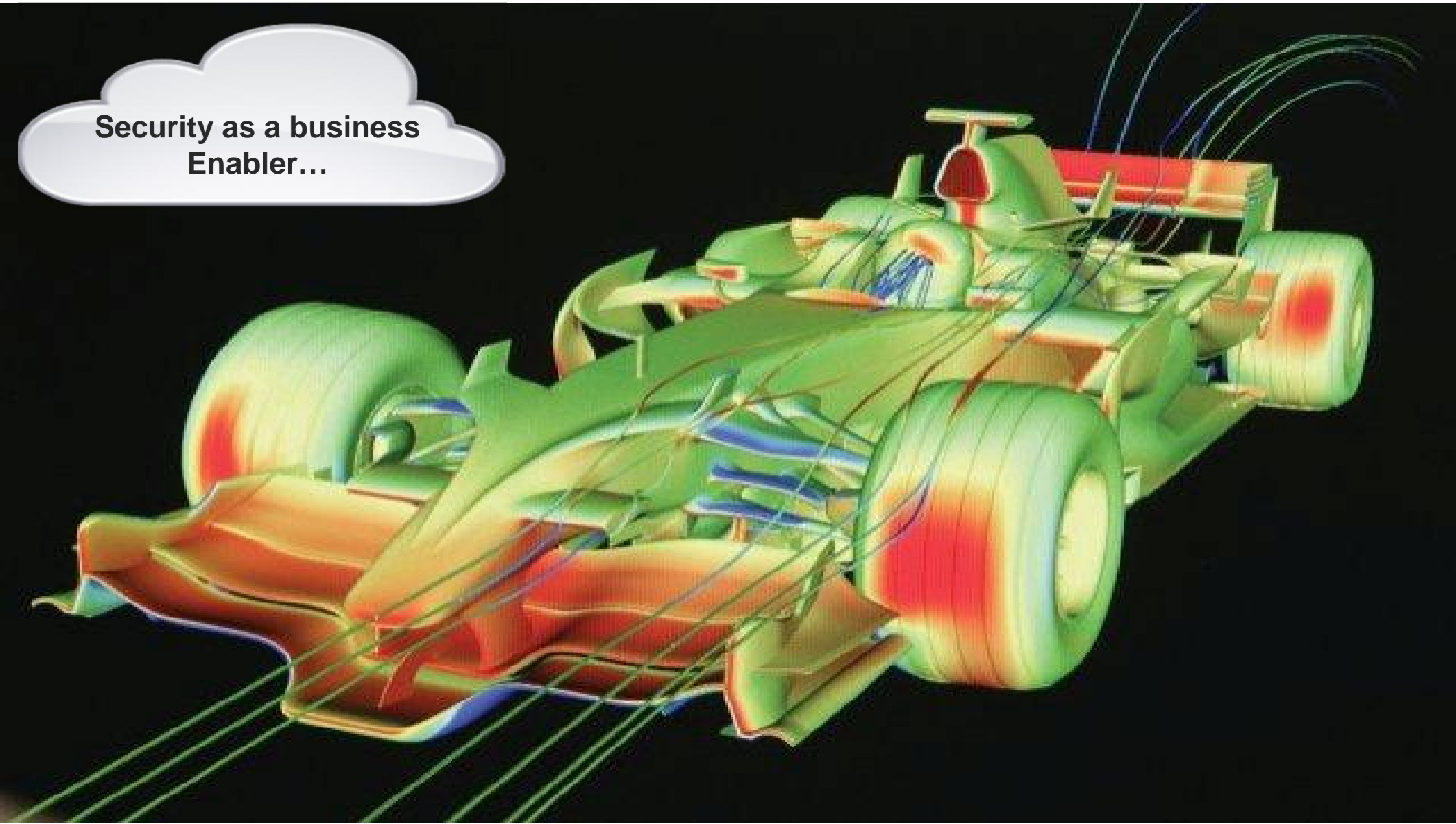
Application
Control

“Fix the Firewall”

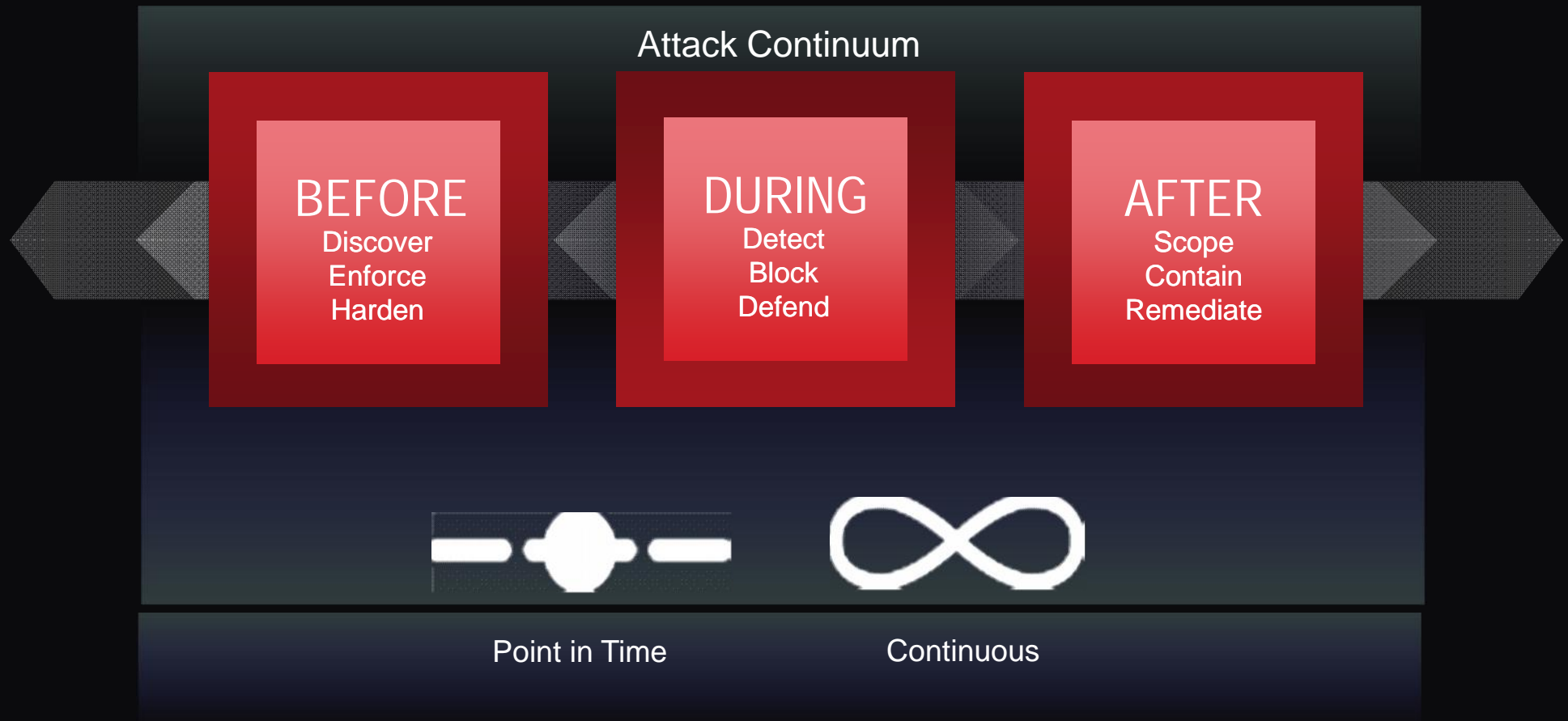
Sandboxing

“Detect the
Unknown”

**Security as a business
Enabler...**

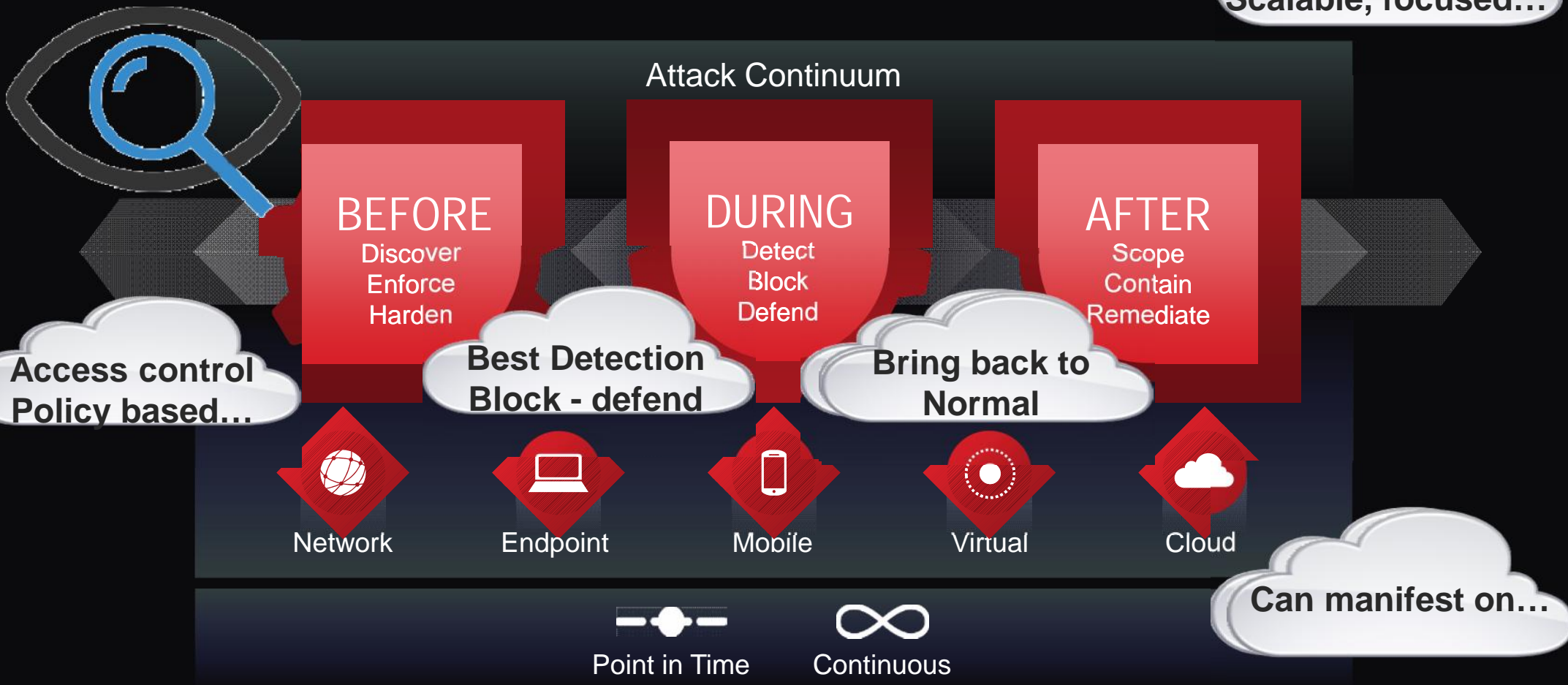


INTRODUCING THE NEXT GEN MODEL...



The Threat-Centric Security Model

Simple,
Scalable, focused...



TODAY:

LANDSCAPE'S CAN NOT BE PROTECTED BY
ADVANCED MALWARE AND ZERO DAY ATTACK POINT
IN TIME TECHNOLOGIES, ALONE



Can't defend
What you can't see

To address this... Visibility-Driven

SECURITY FOR THE REAL WORLD



Need Both Breadth and Depth

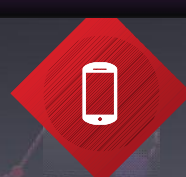
BREADTH



Network



Endpoint



Mobile



Virtual



Cloud



Who



What



Where



When



How

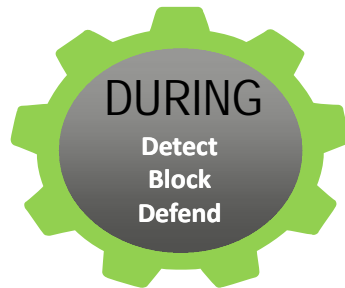
DEPTH

WHEN? WHAT?
HOW? 1-10 STEPS

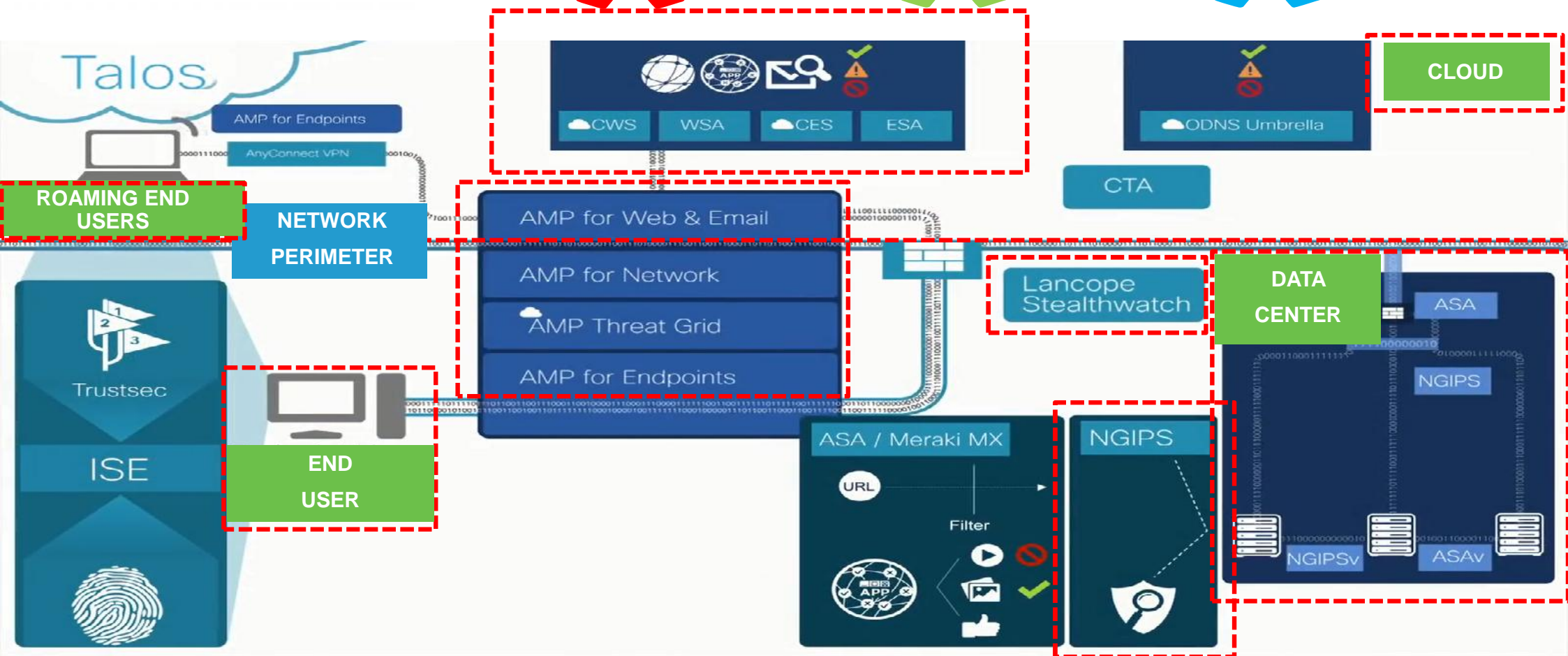
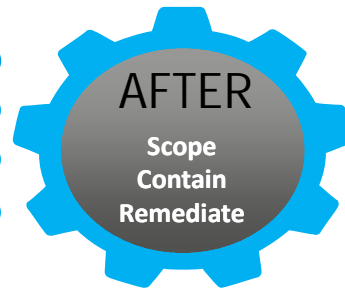
- 1
- 2
- 3
- 4



- 5
- 6



- 7
- 8
- 9
- 10





CISCO™

“Cisco Is Going on a Security Push”

FORTUNE



Partnering with Cisco =
A Smart Investment



Cisco's Security Everywhere...
“that's pretty brilliant”

**Goldman
Sachs**

Cisco...best traction
among security vendors



Opportunity for Cisco
and BT together to be a
\$100 million account
within 18 months

– CEO
BT Security Group



Security Value Map Leader:
NGFW, NGIPS and Breach
Detection Systems (AMP)

FORRESTER

Cisco's Network Security
Portfolio finally stands on its
own merit



Cisco is building the
foundation for the
Security industry for the
upcoming 20-50 years,
and making smart bets...

– Marcos Ortiz
Senior Product Manager, Big Data Apps
and Cybersecurity

Covering the Entire Attack Continuum

