


Reduce complexity to improve protection

How Cisco can revolutionize your security strategy



The Goal: Establishing modern security with better outcomes and less complexity

How do you find a security solution that's as resilient as you are?

The goal of cybersecurity teams has always been the

same: Protect your users when they access your apps and resources, and block threats before they reach what's yours.

But if you're managing multiple clouds, public, private, or both, you might already be overloaded with too many vendors, too many point products, and data that's so fragmented, you can't even see threats in front of you.

On top of that, remote users are now logging in from everywhere – often with multiple devices – which adds more risk. Implementing a strategy with disparate vendors and point products to handle all this can not only be costly, but it can create more silos. Consequently, as new gaps arise, you'll be less protected than you were before.

But what if we told you there's a new alternative to costly and complicated ways to manage this?

Designed to protect your business, users, and cloud, Cisco is now offering three solutions to simplify security management: Cisco Breach Protection, Cloud Protection, and User Protection. By offering a platform approach driven by the Cisco Security Cloud with simpler, more integrated architectures that reduce the complexity of managing multiple products, these solutions offer better security efficacy, better experiences for users and administrators, and better ROI. No matter where you are on your security journey, these solutions will meet you where you are and help you grow, securely.

Let's take a deeper dive into how these products keep you protected.

Breaches on average cost
\$4.45MN

Source: Orca Security "Cloud Security Alert Fatigue Report", 2022; IBM Security "Cost of a Data Breach Report", 2023

Cisco Breach Protection

Outcome-driven, intelligent security that cuts through the noise to accelerate detection and response.

Cisco Breach Protection

Outcome-driven, user-first, intelligent security that cuts through the noise to accelerate detection and response.

Protect your business from sophisticated threats by accelerating responses and simplifying experiences with data-backed and AI-powered protection. Gain unified visibility and control across email, endpoints, network, and cloud environments to enhance threat detection and streamline security operations.

Powered by an award-winning security portfolio and integrated with select third-party cybersecurity solutions, Cisco Breach Protection empowers SOC analysts to quickly detect and respond to advanced threats like ransomware, insider threats, unknown malware, and data exfiltration.

73% of organizations lack sufficient visibility into threats and are struggling to implement zero trust

Source: Cybersecurity Insiders, 2022 Application Security Report

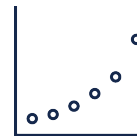


Increase efficiency: Use AI to disrupt attacks and bring machine-scale analysis to human-scale understanding. SOC teams can apply analytics to cross-domain telemetry, decreasing the signal-to-noise ratio and moving beyond SIEM and EDR-centric approaches.



Provide the best possible SOC team experience:

By pairing human intuition and analysis with AI and enhanced contextual insights, SOC analysts can make faster and more confident response decisions.



Improve ROI by accelerating response times to prioritized incidents:

Now you can see threats based on the greatest material risk to the business. Optimized for a multi-vendor environment, SOC teams can remain agile and adaptive while also becoming more mature as an organization.

Cisco User Protection

Secure access for every user to any application, on any device, from anywhere – with zero trust and zero friction.

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Empower users to do their best work securely from anywhere so you can protect what's now and what's next while increasing operational efficiency with better visibility and control.

Deliver advanced frictionless security with seamless, fast connections and a consolidated set of security tools for IT. Cisco User Protection gives users seamless access to SaaS and private applications, communication tools and other businesses resources to improve productivity and protect frequently targeted end users from attacks like phishing, credential compromise and ransomware.

74% of all breaches involved a human element, via stolen credentials, social engineering, privilege misuse or user error

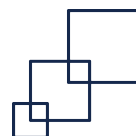
Source: Verizon's 2023 Data Breach Investigations Report



Streamline user security: Instead of disparate point solutions, Cisco combines tools for comprehensive, cost-effective security. It also reduces gaps in coverage across the whole environment (including apps, contract workers) to reduce risk across the organization.



Improve security outcomes: Cisco User Protection provides accurate, rapid, and actionable threat intelligence, backed by Cisco Talos, one of the largest commercial threat intelligence teams in the world. You get flexible, end-to-end user security that quickly adapts to the evolving threat landscape and minimizes the attack surface by enforcing least privilege access and proactively preventing breaches.



Simplify and scale: Get powerful levels of user protection in one suite. Deliver secure access to all applications – traditional, on-premises, and cloud – with comprehensive end-user protection that scales with your organization. Ensure security resilience across dynamic environments with a solution that adapts your access policies to changing risk.

Cisco Cloud Protection

Secure your apps, optimize your operations, and prioritize risks against your business with a holistic approach to hybrid and multicloud protection.

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Secure your apps, optimize your operations, and prioritize risks against your business with a holistic approach to hybrid and multicloud protection.

Public cloud, private cloud, or on-premises? We've got you covered. Cisco Cloud Protection provides peace of mind with unparalleled protection – from ground to cloud.

Within a dynamic framework that works for what's on-premises and in-cloud, Cisco Cloud Protection delivers actionable intelligence to help you achieve stronger efficacy while continually improving your security posture. A flexible framework helps you reduce your attack surface and protect all your applications and workloads.

69% of organizations say multicloud security configuration challenges led to data breaches or exposures

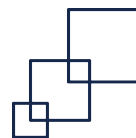
Source: Ponemon Institute/IBM, Cost of a Data Breach Report 2023



Reduce your attack surface: Cisco Cloud Protection provides flexible application security, safeguarding workloads on-prem and in the cloud with least privilege access. Segmentation prevents lateral movement and helps contain threats while safeguarding traffic across clouds, VPCs, and networks.



Prioritize risk: Cisco Cloud Protection confidently modernizes your application environment by ranking threats and showing you what's most risky to the business. Validate your security posture and make informed decisions based on unmatched visibility into your network, applications, and clouds.



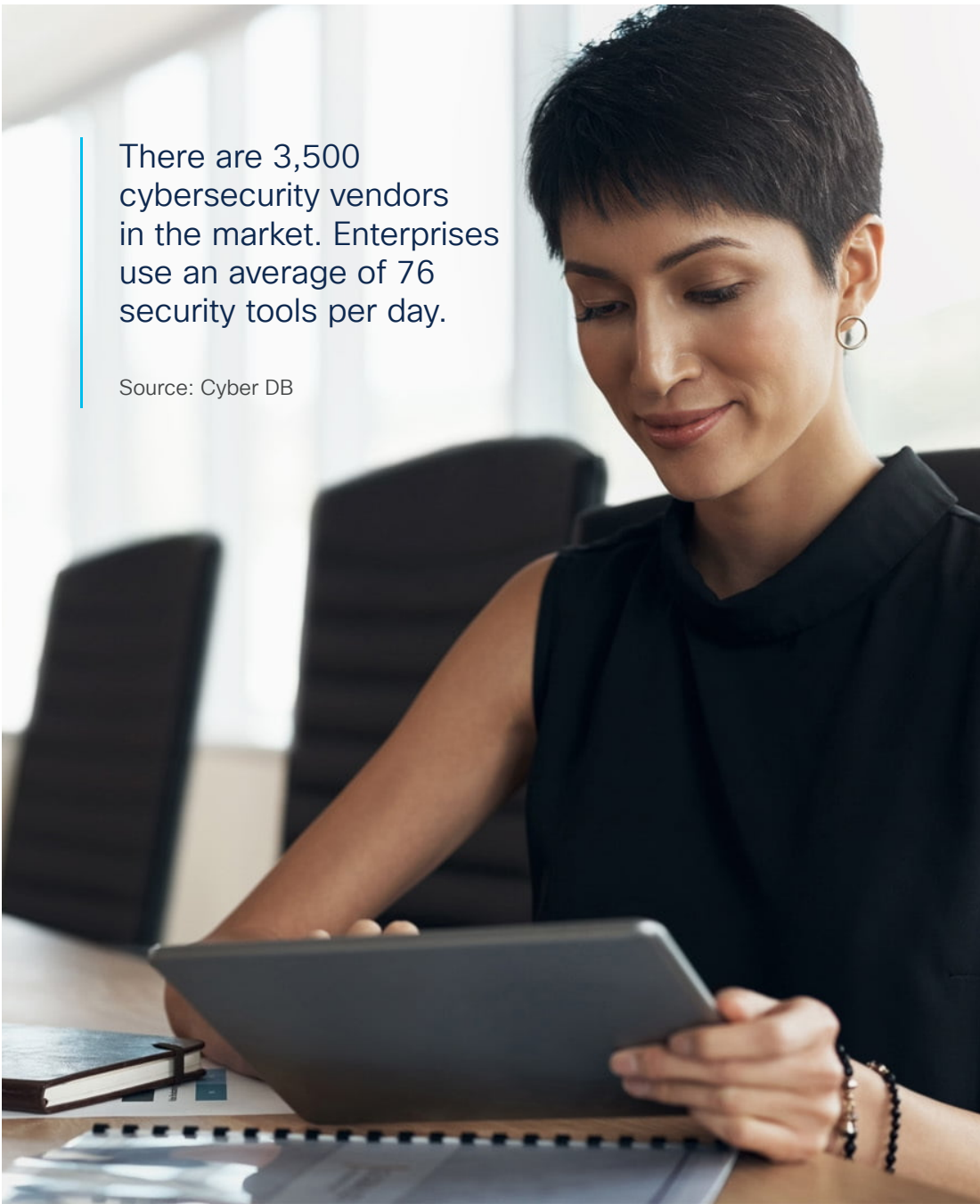
Scale on your own terms: Regain control of your application environment with end-to-end security that provides the flexibility to meet you wherever you are on your cloud journey.



Optimize multicloud operations: Achieve the full benefit of cloud economics without compromising protection, so you can do more with less.

Why Cisco?

Enjoy award-winning solutions and second-to-none support from the leader in network security.



There are 3,500 cybersecurity vendors in the market. Enterprises use an average of 76 security tools per day.

Source: Cyber DB

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No other company offers the breadth and depth of products like Cisco. We're not only empowering you to embrace a hybrid and multicloud world, but we also offer award-winning support to guide you through your security journey. We're:

Trusted. As the leader in networking, enabling 80% of the world's internet traffic, Cisco is powered by unique insights and deep visibility. Cisco's broad portfolio, enterprise legacy, robust ecosystem, and history of innovation give leaders the ability to partner with an industry expert.

Simplified. We reduce the complexity of managing multiple products, providing simpler packages that are outcome-driven. Simplify policy management, aggregate reporting, and seamlessly integrate third-party solutions.



65% of enterprises plan on consolidating vendors for better risk posture and improved security efficacy.

Source: Gartner Survey 2022

Extensible and compatible. Cisco offers a platform approach, with simpler, more integrated architectures, designed to accommodate multi-environment IT. API-driven interoperability means you can see more across the data center, network, cloud and cloud edge. You can also tap into more than 400 third-party integrations to amplify the power of existing security investments. An open, operational security architecture unifies your tools of choice with built-in integrations.

Flexible and economical. Cisco solutions are easy to buy and easy to use. Organizations can consolidate licensing fees, reduce staffing requirements, and lower hardware costs. These sets of security solutions will be available a la carte, in combination, and can be included in enterprise agreements. They can also include add-on services, which will accelerate time to value.

Safer. Block more threats, investigate faster, and remediate fully. Cisco Talos-powered threat intelligence enables rapid detection, with 400 billion security events and over 2 million malware samples processed daily for deeper visibility, reduced alerts, and faster detection.

Supported: You've chosen Cisco Security Suites! What's next? Let's work across the lifecycle- planning, adoption, optimization, and support-so you derive full-value from your investment:

First, work one-on-one with an expert in our Suites Advisory Service to develop an actionable roadmap aligned to your objectives. Once operational, Cisco Software Support Premium can help you achieve full adoption, optimization, and ongoing performance with access to Cisco engineers' expertise.

Find the protection that works
best for your business.

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