Ecosystem of Technical Partnerships for Security

Overview

Cisco strives to become our customers' most strategic business partner by delivering intelligent networks, technologies, and business architectures built on integrated products and services that help solve their most complex issues. Integrating multiple network services and third-party strategic solutions into and across Cisco products helps customers reduce their operational expenditures, increase their business agility, and reduce their total cost of technology ownership.

Cisco and our partners help our customers transform how they connect, communicate, and collaborate, using technology to help address their business imperatives and opportunities, improve productivity and user experience, reduce costs, and gain a competitive advantage.

Cisco Security

In today's network security landscape, threats continue to escalate and current countermeasures are becoming less effective. As business and IT infrastructures become more dynamic, context-aware and programmable intelligent security is needed. The Cisco Security approach delivers an integrated, network-based security architecture that provides cloud-based intelligence, context-based policy, and network-enforced security to support our customers' dynamic environments.

- Cloud-based intelligence
  - Delivers protection months before threats
  - Via Cisco Security Intelligence Operations (SIO), provides real-time threat landscape protection through global data and application traffic
  - Built into Cisco devices so decisions can be made based on context and real-time threat information
- Context-based policy
  - Provides visibility into the network based on user and system context
  - Ensures IT policy is aligned with business
- Network-enforced security
  - Secures connectivity from user to application

This approach offers our customers security that is proactive, consistent, and designed to reduce the impact of threats and realize the benefits of cloud-enabled business, mobility, and collaboration. Our security solutions include Cisco Secure Unified Access for distributed workplaces and BYOD, integrated threat defense for expanded perimeters and attack surfaces, authorized application and content usage for collaboration tools, Cisco Secure Data Center for virtualization and cloud transition, and Cisco Compliance Solutions for PCI DSS 2.0.

Cisco Ecosystem of Technical Partnerships for Security

Cisco and our technology partners collaborate to produce industry advancements and acceleration of new markets, helping us provide end-to-end holistic solutions that are fully integrated and tested. These solutions secure enterprise data centers, mobile networks; users, devices, and applications at multiple touch points — all with assured policy and compliance — while improving performance, scale, and efficiency. The goals of these alliances are technology exchange, product development, joint sales and marketing, or new market creation. Projects are created to facilitate product compatibility and adoption of industry standards. Cisco Security currently focuses on three areas of joint development: mobile device management (MDM), compliance solutions for PCI DSS 2.0, and threat defense.

MDM Partners

The advent of the "bring your own device" (BYOD) approach, where personal devices like smartphones and tablets are entering the workplace, has created a new class of endpoints that must be secured. Part of the mobile device security equation is enabling security posture validation and access policy enforcement to provide a complete security assessment. With traditional computing endpoints, the security posture of the endpoint is assessed, and then assigned a specific network access policy; the same approach applies to mobile endpoints, though posture attributes of interest are different than those in traditional computing. To enforce appropriate network access policies as required by IT organizations, Cisco has partnered with multiple MDM companies, integrating Cisco Identity Services Engine (ISE) with an advanced feature license and an MDM platform. This integration enables posture compliance assessment and network access control of mobile endpoints attempting to access the network. The solution also performs ongoing posture checks to ensure compliance and that the correct network access level is maintained.

PCI Partners

The Payment Card Industry (PCI) Data Security Standard (DSS) was created to develop consistent global data security requirements throughout the payment card process in order to protect cardholder data. Cisco takes a balanced stance on the PCI security standard as the minimum security any company should have when taking a payment. Although the PCI standard may seem complex as it involves all entities in the payment card process (merchants, processors, acquirers, issuers, and service providers), Cisco finds that most of the complexity comes from developing and managing a simple and operationally efficient enterprise network. The foundation needs to have security integrated not only within the technical architecture, but also within the processes and policies.

The Cisco Compliance Solution for PCI DSS 2.0 includes a set of validated designs that incorporate technology from Cisco and our partners. Cisco simplifies PCI compliance by providing the network and systems foundation, while our partners provide managed services, professional services, and enabling technologies for implementing comprehensive data security best practices and meeting today's regulatory compliance requirements.

Threat Defense Partners

Advances in communication, collaboration, and cloud networks offer a host of business advantages, such as reducing capital investments, increasing efficiency, and increasing the business agility and scalability needed with globalization. However, as technology becomes more sophisticated, so do targeted attacks — at one time, an "attacker" meant an individual, but many attackers are now organizations with plans, strategies, and financial backing. These security breaches are far more costly, and businesses need to be more vigilant about monitoring threats in their network.

Cisco is tackling these advanced threats by combining Cisco cutting-edge technologies with partners who offer leading technologies that gather more data and more intelligence out of the network. Together offering tighter security controls and more visibility into the network. This integration addresses broad email and web attacks that can infiltrate multiple touch points and endpoints, helping to reduce cyber espionage and intellectual property theft.

Cisco is partnering with leading security event and information management (SIEM) platform providers, integrating their solutions with Cisco ISE to bring together a networkwide view of security events supplemented with relevant identity and device context. This integration provides security analysts the context they need to quickly assess the significance of security events.

Customer Benefits

Cisco Security customers get more value from their existing network investments by expanding the quality and choice of innovative, new, end-to-end solutions that meet their security needs. Key customer benefits include:

1. Uncompromised solutions: Our premier security partner ecosystem transforms how customers securely connect, communicate, and collaborate using Cisco and third-party products, without compromising on ROI. IT can reduce risk and protect technology investments through a roadmap based on fully validated integrated systems, an open partner ecosystem, end-to-end support, and planning and implementation services.

2. Innovative solutions that optimize security: End-to-end integrated solutions for mobility, threat intelligence, and PCI compliance. Simpler deployments with reduced risk.

3. Flexibility and choice: Reduced IT dependency and vendor lock-in by technology type.

Partner Benefits

All security ecosystem partners are members of the Cisco Developer Network, which is Cisco's developer and technology partner program. Members of this program can use Cisco technologies to develop compelling business solutions to meet customer needs.

The Cisco Developer Network program provides partners with technical, marketing, and sales enablement. Partners also gain access to the Cisco Developer Marketplace, where developers publish and market their complementary product offerings and solutions, whether they sell mobile applications, hardware, or end-to-end business solutions. This creates an opportunity for developers and partners to team up to drive measurable results to meet customer needs.

Cisco security ecosystem partners have a direct connection with the Cisco Developer Network and the Security Business Unit. Ecosystem partner benefits include:

1. Expanded market opportunity through association with the Cisco security brand

   - Reach more customers

   - Close more deals

   - Increase profitability

2. Collaboration and enablement through access to sales and marketing resources

   - Co-marketing programs and integrated campaigns

   - Joint selling

   - Sales and technical training

3. Trusted advisor in one or more areas of Cisco security competencies

   - Products are validated and tested to work together or are a part of a larger solution and or validated design

For More Information

For more information about joining Cisco's ecosystem of technology partnerships for security, please visit http://developer.cisco.com/web/join-the-network/join-now.

Learn more about partner MDM and SIEM integration with Cisco ISE, visit http://www.cisco.com/en/US/products/ps11640/index.html.

For more information on the Cisco Compliance Solution for PCI DSS 2.0, visit http://www.cisco.com/en/US/netsol/ns625/index.html.