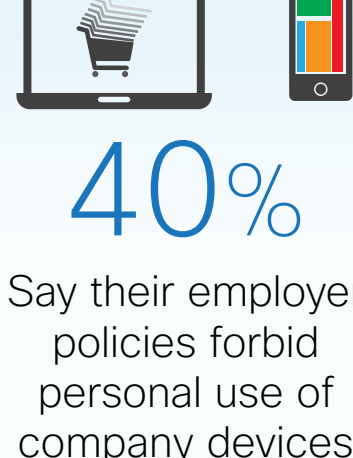


# Cisco Security

Applied Intelligence for a Risky World

## It's an Evolving World



**By 2020** there will be **50 billion** "things" online and over **13 quadrillion** connections.

More connections = more threats

*"The world is going to share everything. Everything will be virtualized; everything will be shared."*

- 2013 Cisco Annual Security Report

## Real Risks in the Real World

**Search Engines vs. Counterfeit Software**

**27 times more likely** to deliver malicious content

**Online Advertisements vs. Pornography**

**182 times more likely** to deliver malicious content

**Online Shopping vs. Counterfeit Software**

**21 times more likely** to deliver malicious content

**Three Billion Devices Running Java**

87% of total web exploits are from Java

## Your Network Needs Security



**Malware encounters occur everywhere** – including news and business websites. The most common online activities carry the most risk



**Spam volumes are down; targeted, personalized attacks are up.** Today, cybercriminals are creating content you'll be more inclined to access

### Attacks Are More Targeted



**January-March:** Windows software spam coincided with the release of the Microsoft Windows 8 consumer preview.



**February-April:** Tax software spam increased during U.S. tax season.



**January-March and September-December:** Spam based on professional networks, like LinkedIn, correlated with trends showing people looking to make career changes during the beginning and end of the year.

## Cisco SIO: Intelligent Security for Your Evolving Network



### What is Cisco Security Intelligence Operations (SIO)?

It's our collection of cloud-based security processes that monitor, collect, and analyze threat assessment data to help protect against evolving cyber threats.



### What does SIO do?

It discovers breaking security threats and delivers real-time threat visibility. Cisco SIO helps protect your network with industry-leading malware intelligence.

**13**

billion daily web requests

**93**

billion email messages each 24-hour period

**150**

million deployed endpoints

**2**

million devices

**100**

TB of data per day  
**And more**

Cisco Security Intelligence Operations

- ⇒ **Discovers breaking threats** before they compromise your network
- ⇒ Creates visibility across **more than 2 million** security devices deployed across the globe
- ⇒ Provides in-depth, **comprehensive protection** across all vectors
- ⇒ Harnesses industry-leading **breadth and depth** of security intelligence
- ⇒ Analyzes **more than 100 TB** of security intelligence each day