



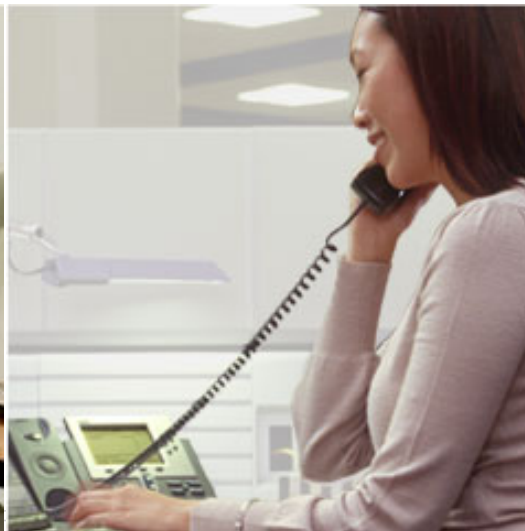
Cisco Breaks New Ground In Email Security



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Agenda

- **The Urgency:** Evolving Email Security Challenges
- **The Need:** Increasing Customer Choice
- **The Solution:** Changing the Game
- **The Legitimacy:** Proven Leadership



The Challenge Today



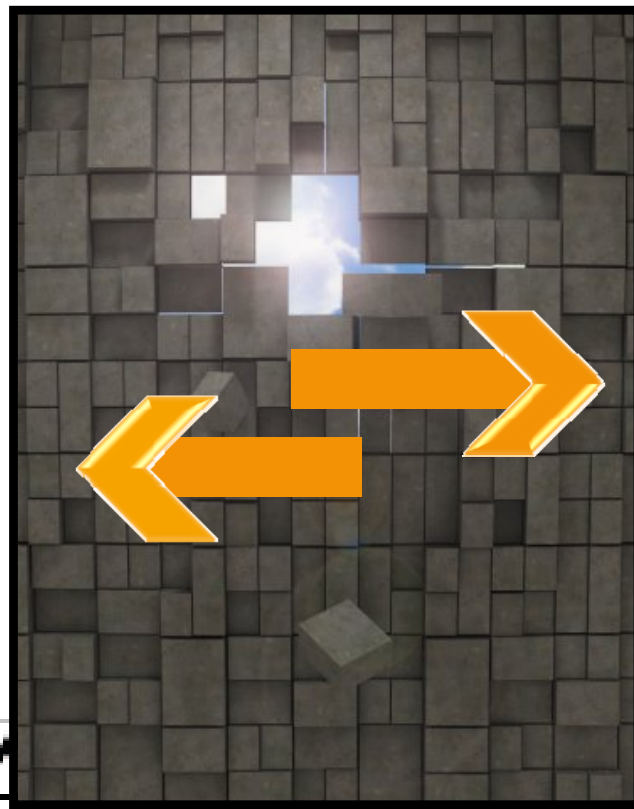
Globalization



Collaboration



Mobility



Threats



Acceptable Use

Privacy & Security Task Force ADVISORY
October 7, 2008

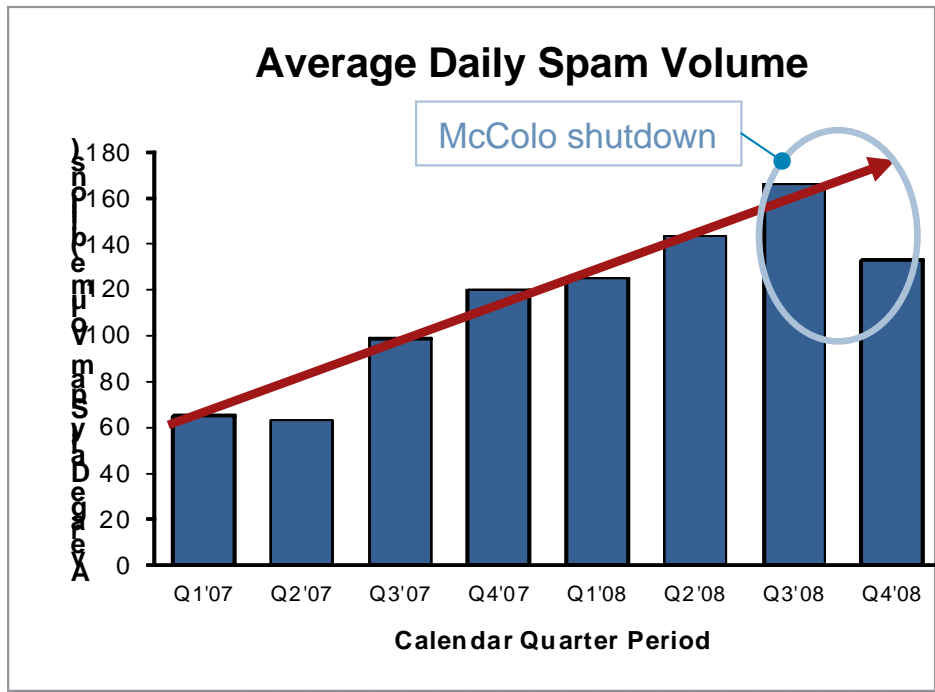
Aggressive New Privacy
Laws and Regulations
sizes selected state legislative and regulatory de

Enterprise SaaS

Data Loss

Email Threats and Business Imperatives

New Demands on Networks and Administrators



- More Spam and Spammers
- Weapon of Choice for Criminal Networks
- Accelerating Growth in Malware
- Shift in Motivation – Fame to Profit
- Data Loss Incidents

Source: Cisco Threat Operations Center

Key Business Issues

OPERATING COSTS

- Reduced TCO
- Predictable pricing model
- Drive to out-task
- Scale for current and future needs
- Protect investments

SECURITY AND RELIABILITY

- Prevent threats and data loss
- Provide five-9's reliability for business critical communications
- Flexible designs to maximize protection

FLEXIBILITY

- Select the optimal solution
- Retain access and control of device
- Unified view of entire infrastructure

Cisco Security Intelligence Operations

The Nucleus of Global Protection



Security in every location

Security in every form factor



Appliance



Security Module



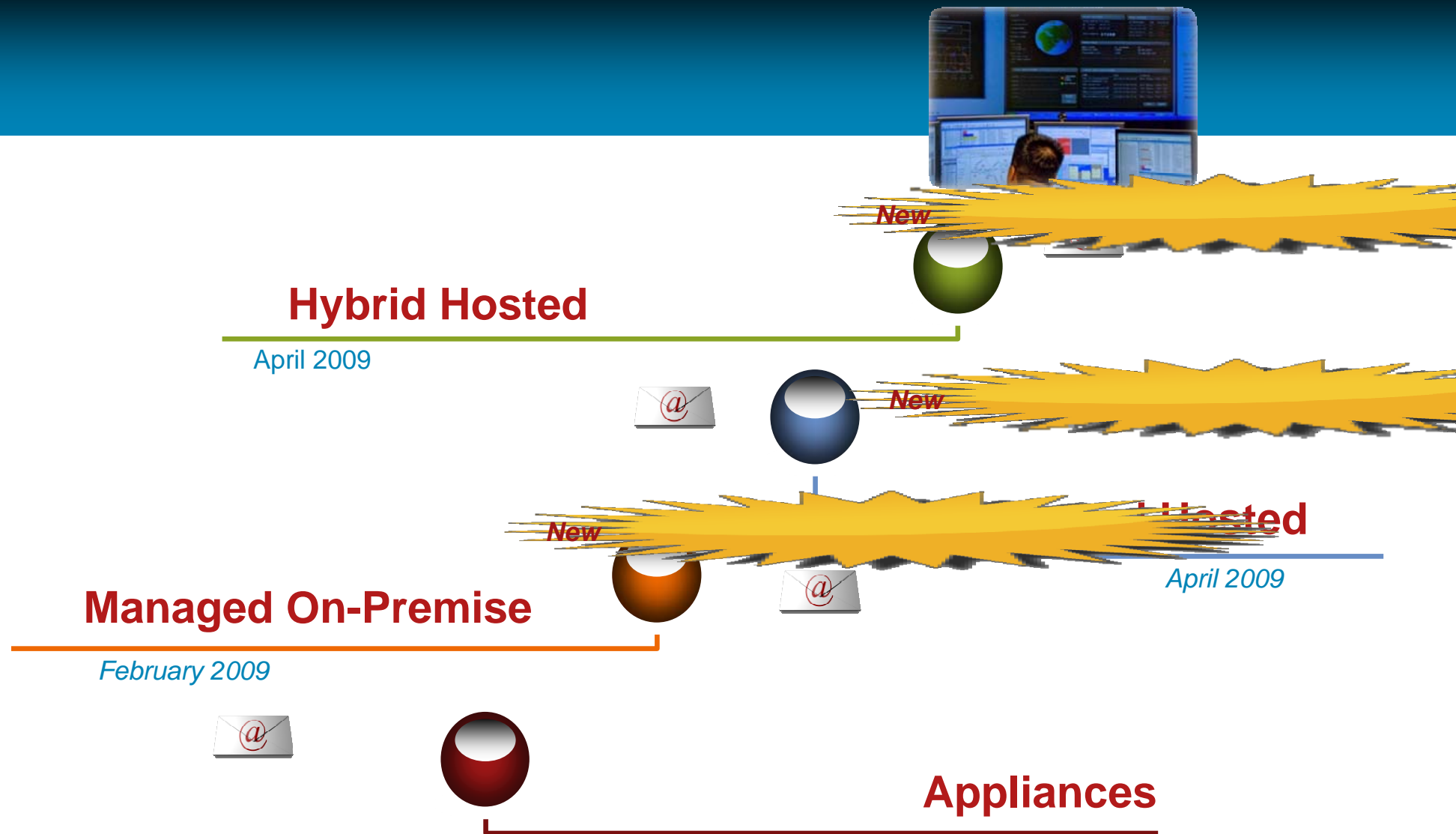
Hybrid Hosted



Security Software

What We're Announcing

New Platforms And Services Expand Choice



Choice Maximizes Flexibility

Full Continuum of Deployment Options



Hosted

Cloud-Based
SaaS

- Dedicated email security infrastructure
- Racked in multiple Cisco data centers



Hybrid Hosted

On-Premise & Cloud-Based

- Divided control
- Inbound security deployed in the cloud (Anti-Spam & Anti-Virus)
- Outbound controls applied on-premise (DLP, encryption)



Managed

Out-Tasked On-Premise

- Out-tasked management and monitoring
- State-of-the-art service staffed by Cisco email security experts

Changing The Game

Better
Anti-Spam

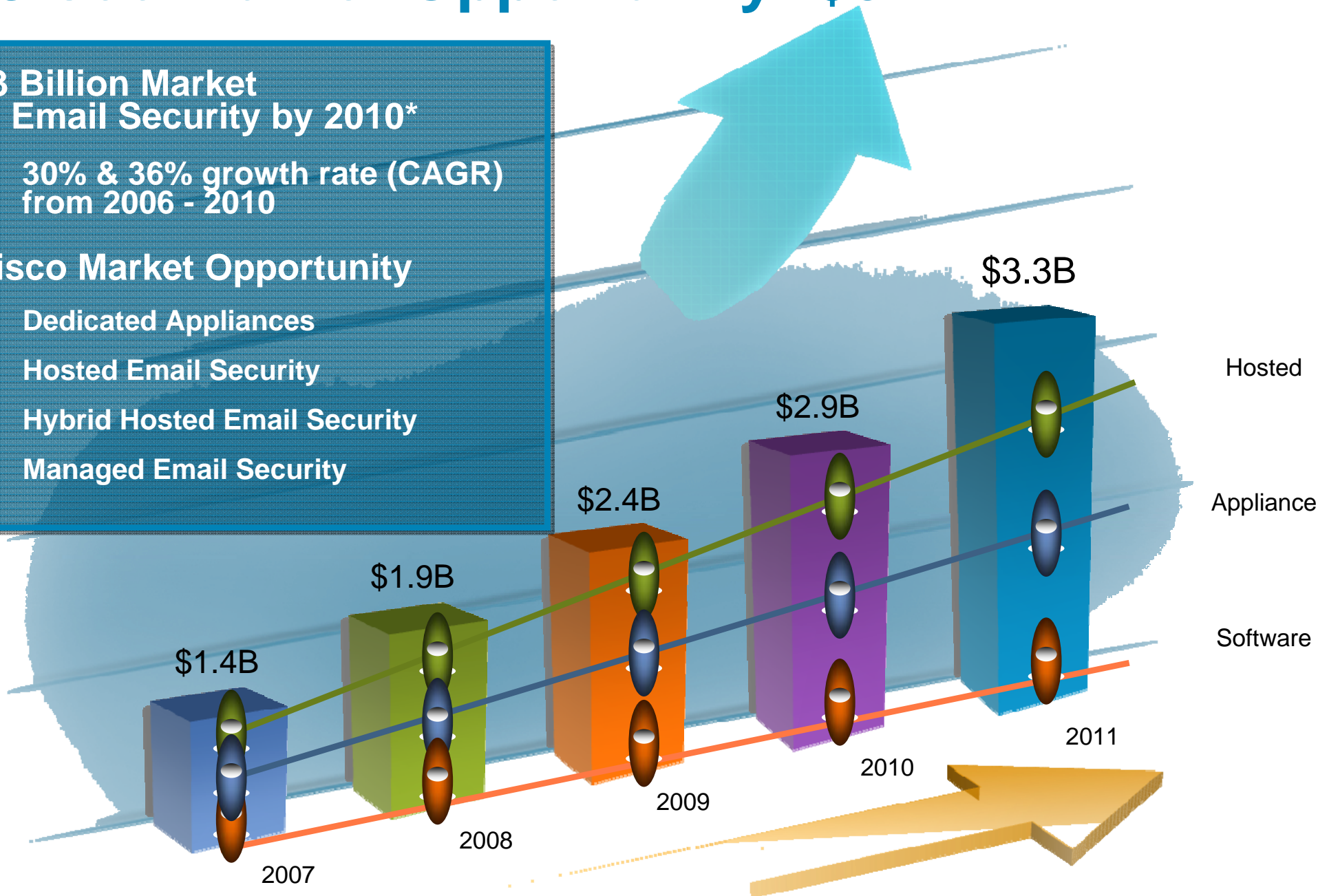
Reporting
& Tracking

Dedicated
Infrastructure

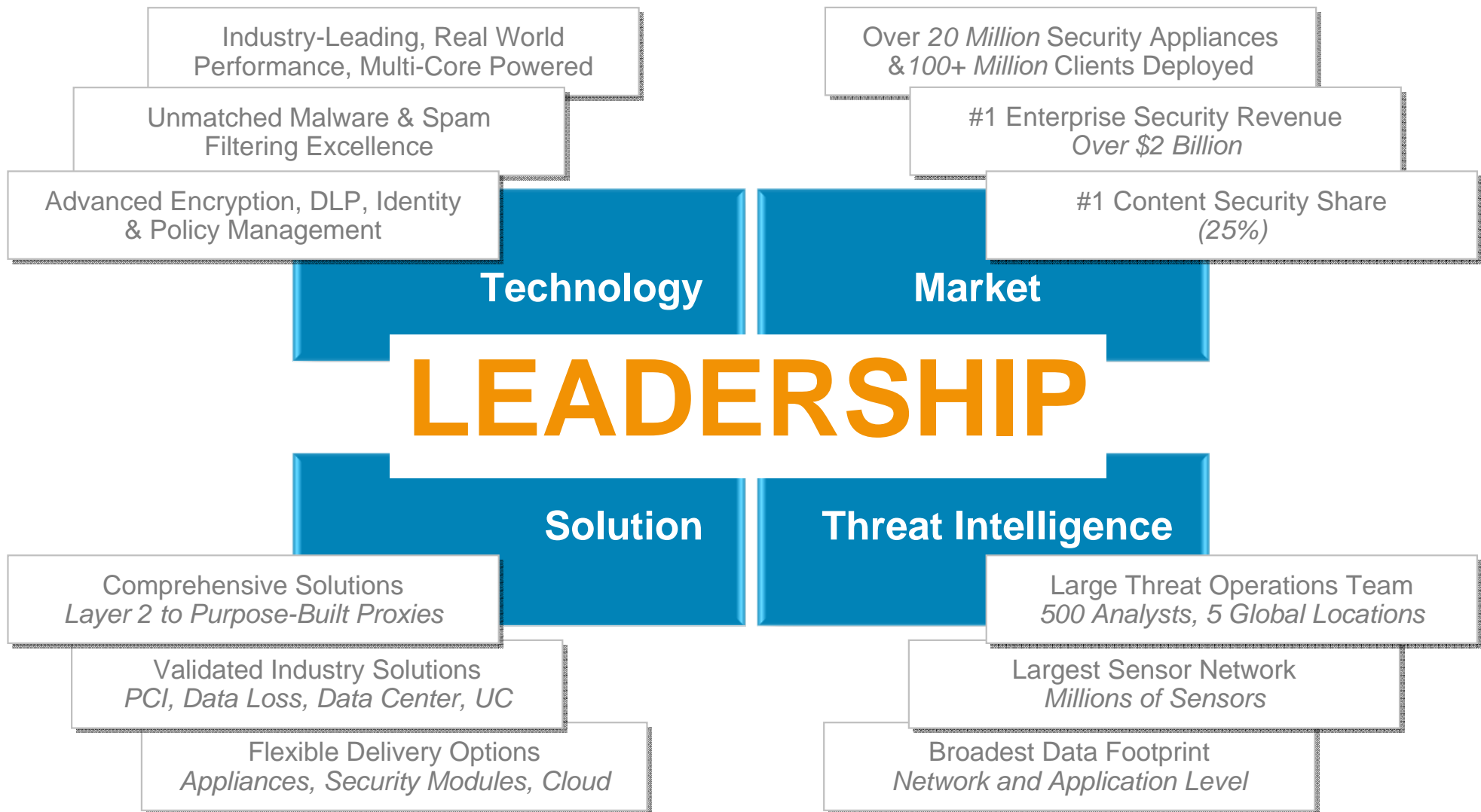
Co-Managed
Access

Cisco Market Opportunity: \$3B

- **\$3 Billion Market in Email Security by 2010***
30% & 36% growth rate (CAGR) from 2006 - 2010
- **Cisco Market Opportunity**
 - Dedicated Appliances
 - Hosted Email Security
 - Hybrid Hosted Email Security
 - Managed Email Security



Cisco Security Market Leadership



Leadership Maximizes Protection

Benefits for Customers, Integrators, and Providers



Visibility

Global Email Threat Visibility

- SenderBase™ Reputation Database
- Email Threat Operations Center
- People, Process, Experience



Technology

Best of Breed Technology

- Exclusive preventative and reactive technology
- Inbound security – spam and virus
- Outbound control – DLP, encryption



Market

Market and Analyst Adoption

- 40% of Fortune 100
- 8 of 10 largest service providers
- 99%+ renewal rate

Cisco IronPort Email Security Solution

Security Leadership with Choice

Historic
Investment



LEADERSHIP

Visibility

Technology

Market

Strategic
Expansion



Service
Offering

Deployment
Options

Business
Planning

CHOICE

Summary

- Expanding Cisco's security strategy into **cloud computing**
- Extending the best-in-class Cisco IronPort Email Security portfolio through **new deployment options**
 - Hosted Email Security
 - Hybrid Hosted Email Security
 - Managed Email Security
- Engaging Cisco IronPort partners and providers with a **collaborative enablement model**

