



Cisco Security Sales Strategy

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Security Investment is a Top Priority



56%

of organizations state **IT security is critical in meeting** their top business objectives



73%

of organizations state that **IT security is one of the top 5** priority areas for IT investment for the next fiscal year



51%

of organizations say **IT security is more important than other** IT initiatives

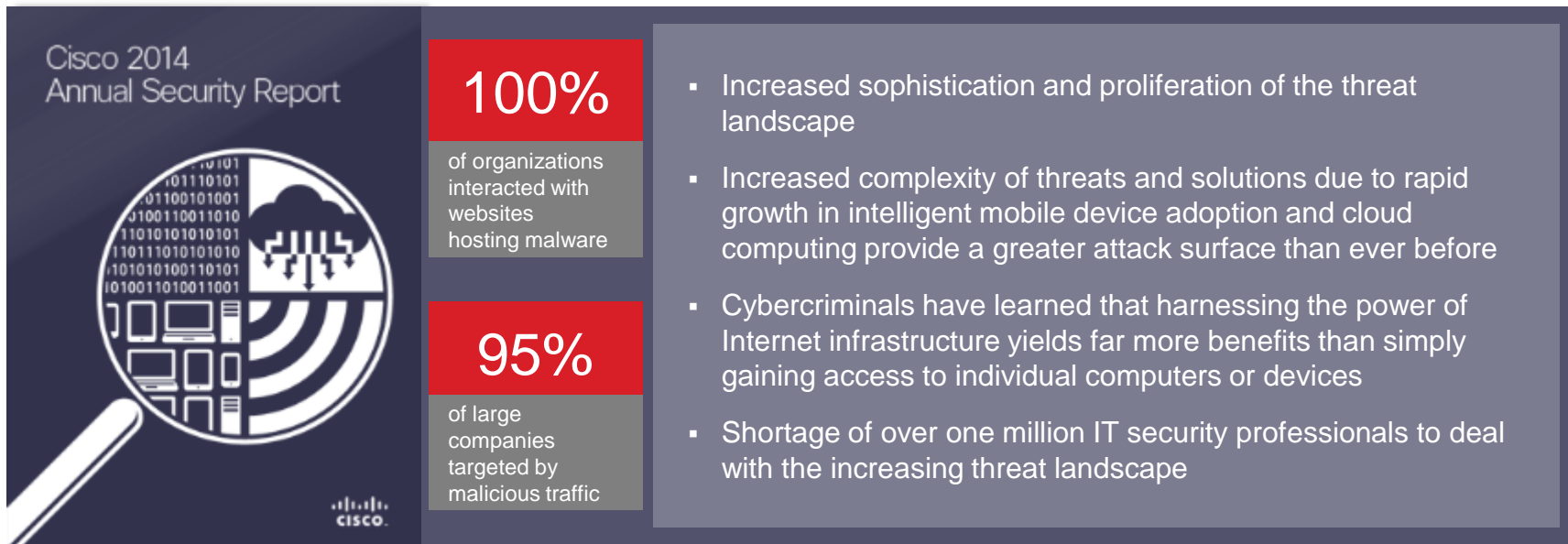
Question: X7a: What are the top 5 areas of investment in IT security at your organization today?

Question D6: Does your organization have plans to merge security operations and network operations in the future? Base: All TDMS and BDMS with SOC

Base: All TDMS

What an Opportunity!

The Industrialization of Hacking



Customers are struggling to keep up and are looking for partners they can trust to help solve the cyber security challenge

Cisco is Serious about Security.

GSSO is Transforming to Harness the Opportunity.



The Transformation of Hacking

- Organizations face tens of thousands of new malware samples per hour
- Hackers are smarter and have the resources to compromise your organization
- Cyber crime costs approaching \$445B



Cisco is Transforming

Investment and Momentum in Security to become our customers #1 Trusted Security Advisor:

- Acquisitions create broadest solution portfolio
- Complete service and product platform
- Regain market credibility
- Improve position against the competition



GTM Transformation

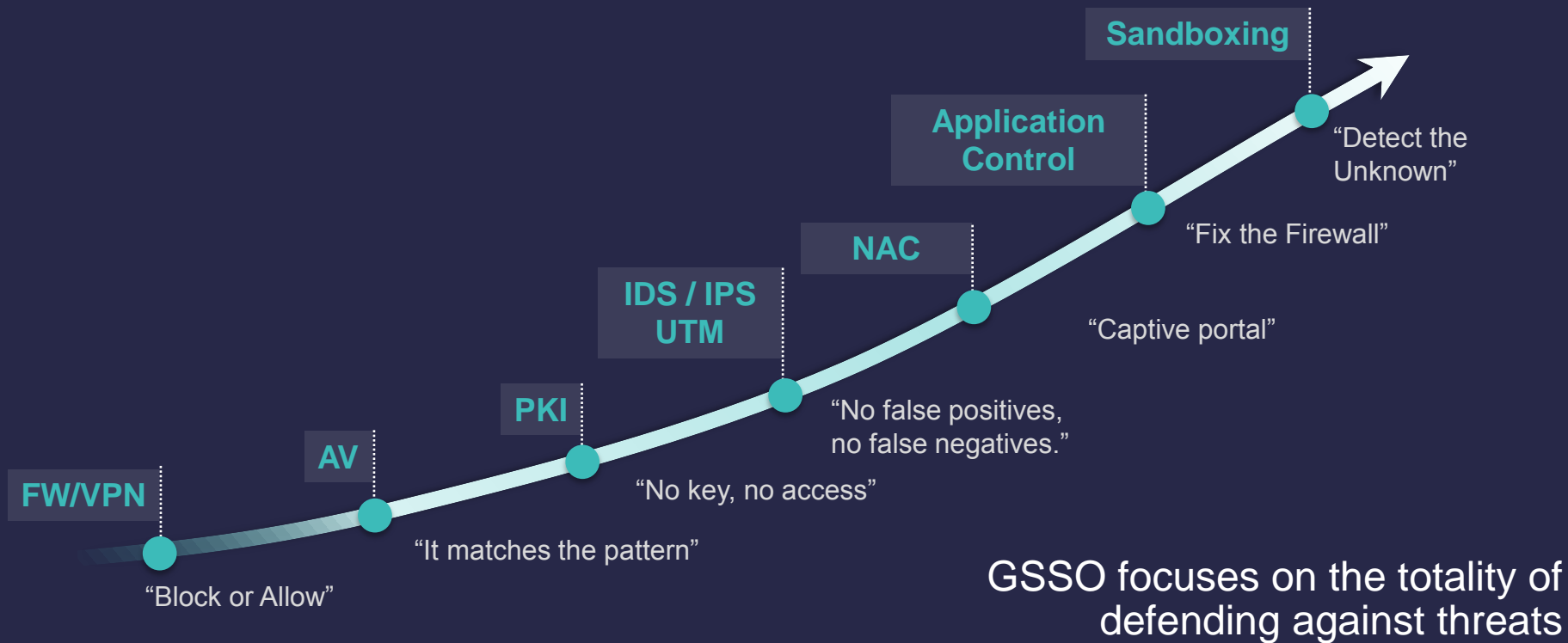
- Empowered, dedicated security architecture within Cisco—the Global Security Sales Organization
- Trusted security advisors
- Strategic customer engagement
- We sell full solutions – Technology and Services



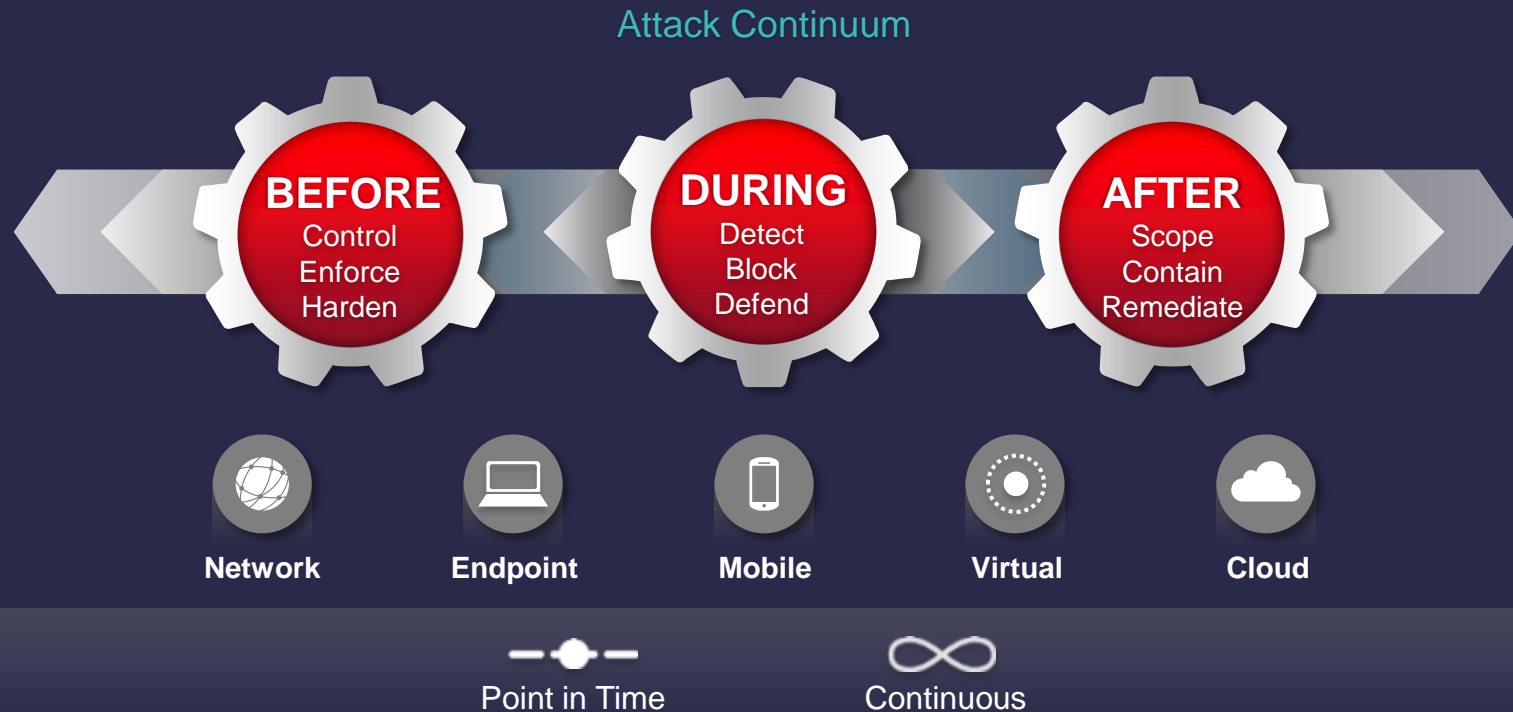
The GSSO Mission

- Be the #1 trusted security advisor for our customers and partners
- Deliver intelligent cybersecurity for the real world through our differentiated portfolio

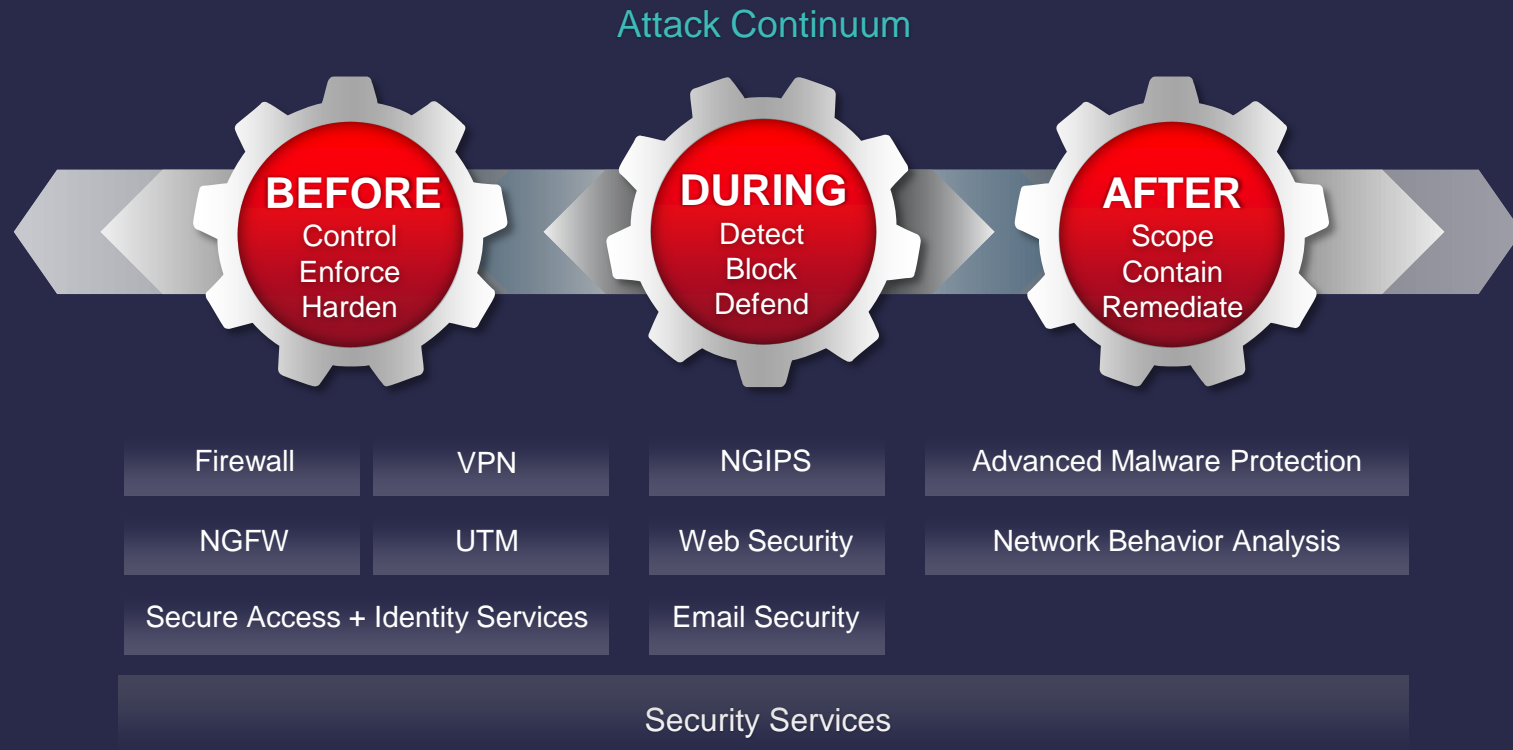
The Silver Bullet Does Not Exist



The Threat Centric Security Model



Covering the Entire Attack Continuum



Security Solutions Strategic Imperatives

Visibility-Driven



Network-Integrated,
Broad Sensor Base,
Context and Automation

Threat-Focused



Continuous Advanced Threat
Protection, Cloud-Based
Security Intelligence

Platform-Based



Agile and Open Platforms,
Built for Scale, Consistent
Control, Management



Network



Endpoint




Mobile



Virtual



Cloud



Sourcefire
Acquisition

AMP Everywhere

Managed
Threat Defense

FirePOWER 8300

NGFW ASA with
FirePower Services

Momentum in Security



"Based on our (Breach Detection Systems) reports, Advanced Malware Protection from Cisco should be on everyone's short list."



"So do any network security vendors understand data center and what's needed to accommodate network security? Cisco certainly does."



"Cisco is disrupting the advanced threat defense industry."



2014 Vendor Rating for Security: Positive



"... AMP will be one of the most beneficial aspects of the [Sourcefire] acquisition."



"The AMP products will provide deeper capability to Cisco's role in providing secure services for the Internet of Everything (IoE)."

Market Recognition

Thank you.

