Analyst Relations Speaker Series

May 19, 2009

COLLABORATE WITH CONFIDENCE

Collaborate with Confidence

- Cisco is extending its commitment to Software and IT as a Service

- Cisco is enhancing Cloud-based Collaboration and extending Software as a Service capabilities into the Enterprise Network

- Cisco is extending Enterprise Security into the Cloud and enhancing Security as a Service capabilities

What's New?

- **Cisco Cloud Services**
  - **Cisco WebEx Collaboration Cloud for Software as a Service**
  - **Cisco Security Cloud for Security as a Service**
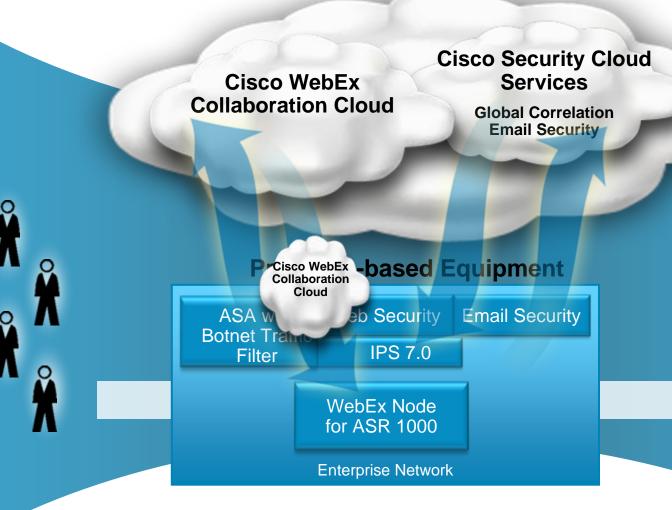- **Collaboration**
  - **Cisco WebEx Node for ASR 1000**
  - **Cisco WebEx SaaS Meeting Applications, V.27**
    - **Meeting Center**
    - **Training Center**
    - **Event Center**
    - **Support Center**
- **Security**
  - **Cisco IPS v7.0 with Global Correlation**
  - **Cisco ASA v8.2 with Botnet Traffic Filter**
  - **Cisco SAFE Architecture**
  - **IT GRC Security Assessment Services**

Cisco Cloud Strategies and Services

Customer Collaboration Experiences

Cisco WebEx Collaboration Cloud

Cisco Security Cloud Services

Global Correlation
Email Security

Premise-based Equipment

Cisco WebEx Collaboration Cloud

ASA with Web Security
Botnet Traffic Filter

Email Security

IPS 7.0

WebEx Node
for ASR 1000

Enterprise Network

Cisco WebEx Collaboration Cloud

Multi-layered Security Model

SAS70 Type II Compliant ISO 17799 Compliant

Over 200,000 WebEx sessions per day

Over 10 million meeting attendees per month

Intelligent Routing based on Location, Bandwidth and availability

Seamless Global Backup for Data, Audio & Video

90% of Fortune 100 use Cisco WebEx

Attendees from 150+ Countries

Enterprise Policy Control

99.99+% Uptime

Global Load Balancing

Example: Intelligent Routing

- Location intelligence
- Failover intelligence
- Bandwidth intelligence

Network Congestion!!

WebEx Data Center

WebEx Data Center
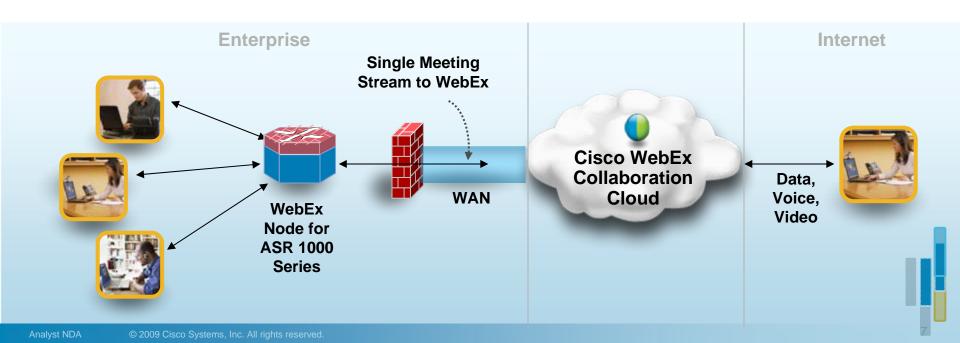
Cisco WebEx Collaboration Cloud

Cisco WebEx Node for ASR 1000

Extending Cisco WebEx Collaboration Cloud to the Enterprise

- Plug-in module for Cisco ASR 1000 Series Routers
- Ties SaaS application directly to network infrastructure
- Premise-based meeting data 'switch'
- Meeting front-end continues to reside in cloud

- Optimized bandwidth requirement
- Increased scalability and granular security
- Leverages Automatic failover and load-balancing of cloud for high availability

Enterprise

Internet

Single Meeting Stream to WebEx

WAN

WebEx Node for ASR 1000 Series

Cisco WebEx Collaboration Cloud

Data, Voice, Video

Cisco WebEx Meeting Applications – Release 27

Clients

Meeting Center	**Training Center**	**Event Center**	**Support Center**
Web, Audio and Video Conferencing	**Online Training**	**Webinars Online Events**	**Remote Support and Access**

Attentiveness

Attentive	Inattentive
50%	50%
2 Attendee(s)	2 Attendee(s)

Attendee List

Name	Score	Company
Jennifer Jo...	25	Apple
John Stewart	25	Cisco
Samantha S...	23	Pepsi Co
Stephen Co...	13	VMware

Cisco WebEx Collaboration Cloud
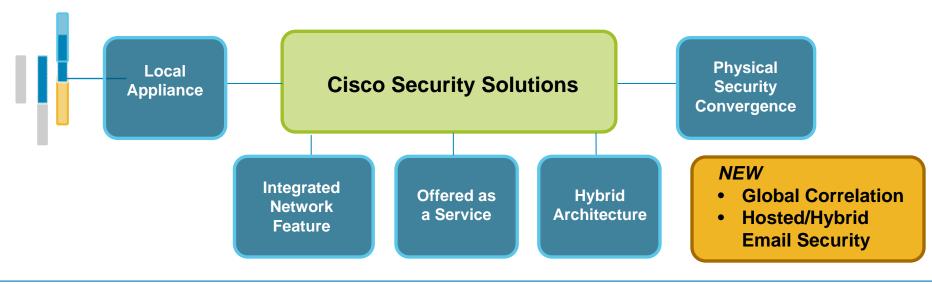
Cisco Security Cloud – Expanding the Breadth of Security Services

Local Appliance

Cisco Security Solutions

Physical Security Convergence

Integrated Network Feature

Offered as a Service

Hybrid Architecture

NEW
- **Global Correlation**
- **Hosted/Hybrid Email Security**

Collaborate with Confidence

Comprehensive Threat Intelligence:

- Cisco IPS with Global Correlation
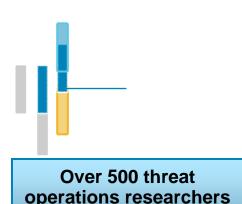- Cisco ASA Botnet Traffic Filter

Business-Enabling Services:

- Cisco IT GRC

End-to-End Security:

- SAFE Architecture

Provide a rich, highly secure collaborative experience using the Network as The Platform

Cisco Security Intelligence Operations

Cisco SensorBase

Threat Operations Center

Dynamic Updates

Over 500 threat operations researchers

5 global threat operations centers

Network sensors on 8 of 10 top ISP networks

Over 700,000 sensors provide threat data

875,000 new security rules created daily

Security Infrastructure That Dynamically Protect Against the Latest Threats Through:

Cisco SensorBase

The Most Comprehensive Vulnerability and Sender Reputation Database

Threat Operations Center

A Global Team of Security Researchers, Analysts, and Signature Developers

Dynamic Updates

Dynamic Updates and Actionable Intelligence

Powered by Global Correlation

Cisco Global Correlation
SensorBase: World's Largest Traffic Monitoring Network

LARGEST FOOTPRINT | GREATEST BREADTH | FULL CONTEXT ANALYSIS

Cisco SensorBase

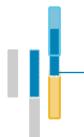700,000+ sensors deployed globally

8 of the top 10 global ISPs
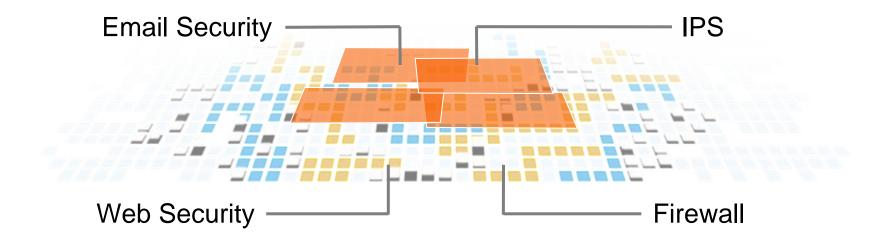
Over 500GB of data per day

500 third party feeds

Over 30% of the world's email traffic

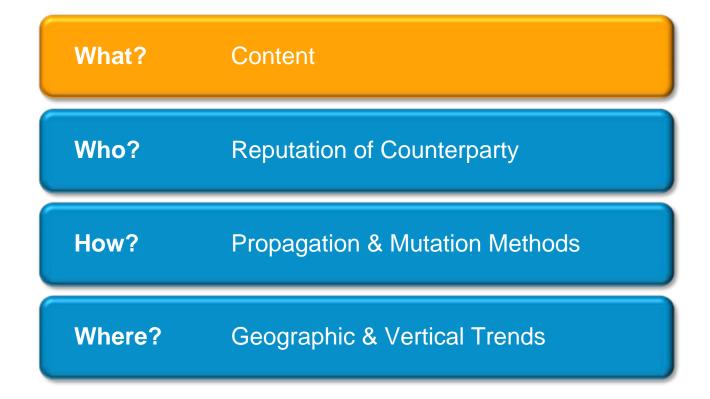# Cisco Global Correlation
Unmatched Breadth

LARGEST FOOTPRINT | **GREATEST BREADTH** | FULL CONTEXT ANALYSIS

Email Security

IPS

Web Security

Firewall

Identifying a global botnet requires complete visibility across all threat vectors

Global Correlation
Full Context Analysis: Seeing the Whole Picture

LARGEST FOOTPRINT | GREATEST BREADTH | **FULL CONTEXT ANALYSIS**

What?	Content
Who?	Reputation of Counterparty
How?	Propagation & Mutation Methods
Where?	Geographic & Vertical Trends

Cisco IPS 7.0
Network IPS to Global IPS

- **Coverage**
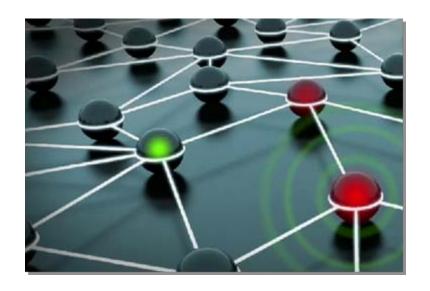
  Twice the effectiveness of signature-only IPS

- **Accuracy**

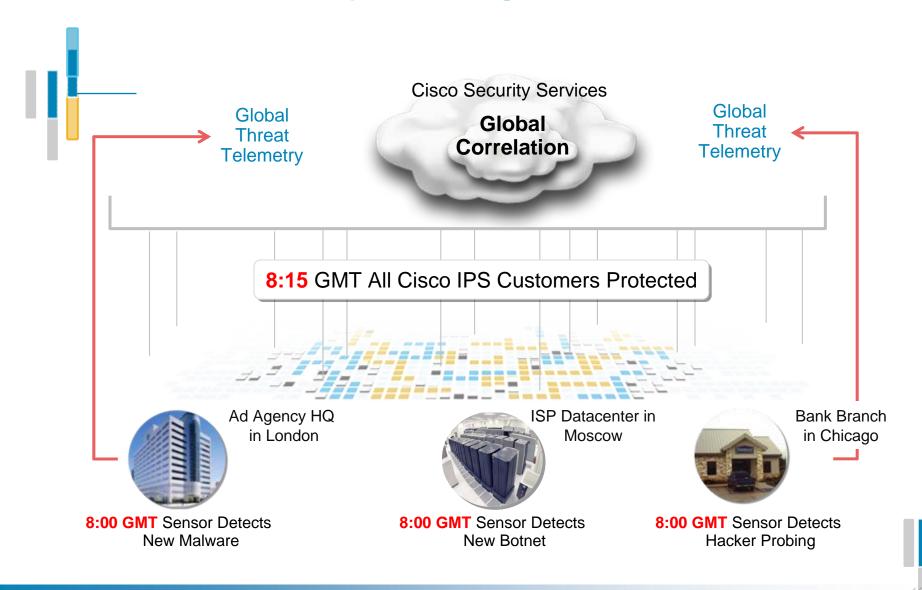 Reputation analysis decreases false positives

- **Timeliness**

  100x faster than traditional signature-only methods

IPS Reputation Filtering powered by Global Correlation

Cisco Security Intelligence Operations

Cisco Security Services

Global Correlation

Global Threat Telemetry

Global Threat Telemetry

8:15 GMT All Cisco IPS Customers Protected

Ad Agency HQ in London

ISP Datacenter in Moscow

Bank Branch in Chicago

8:00 GMT Sensor Detects New Malware

8:00 GMT Sensor Detects New Botnet

8:00 GMT Sensor Detects Hacker Probing

Botnet Traffic Filters in ASA v8.2
Reliable Detection of Infected Clients

- **Monitors Malware Traffic**

  Scans all traffic, ports & protocols
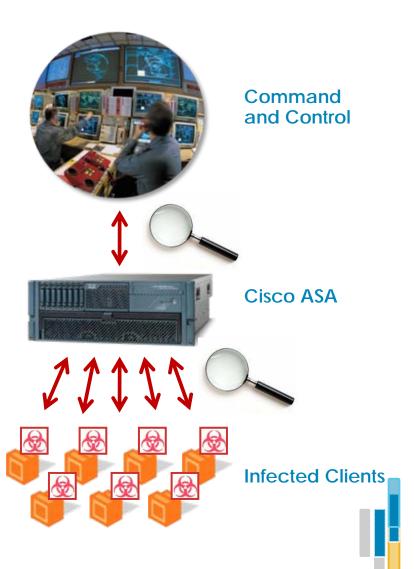
  Detects infected clients by tracking rogue "phone home" traffic

- **Highly Accurate**

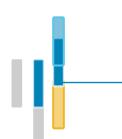 Blocks 100,000s of malware connections per week
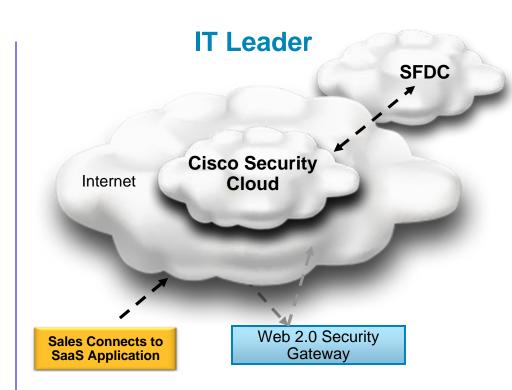
  Automatic rule updates

  Dynamic Discovery

Command and Control

Cisco ASA

Infected Clients

Two Views of the CRM Experience

Sales Leader

Accessing SFDC, Anytime, Anywhere

IT Leader

SFDC

Cisco Security Cloud

Internet

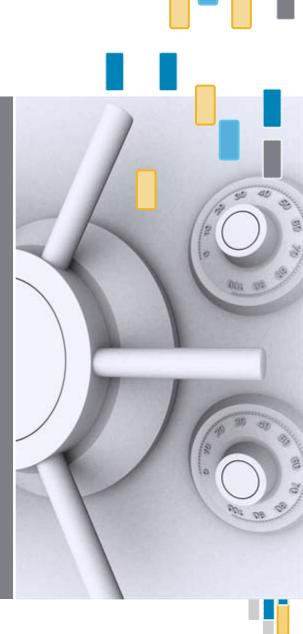**Sales Connects to SaaS Application**

Web 2.0 Security Gateway

Cisco SAFE
Validated End-to-End Security Design

- Prescriptive security reference architecture

- Enables customers to prioritize security solution deployments

- Integrates comprehensive services to support solution lifecycle

- Takes all products and maps them into architecture for separate lens

www.cisco.com/go/safe

Cisco IT GRC Security Assessment Service

- Programmatic approach to risk assessment and aligning business and technology strategies

- Provides a framework for ongoing governance of security programs

- Lowers costs by identifying and minimizing redundant efforts

- Improves security posture and reduces exposure through improving architecture and policy controls
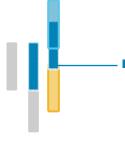
Four Main Activities

Common Control Framework (CCF)

Security Policy Assessment

Security Architecture Assessment

Security Posture Assessment

Collaborate with Confidence

- Cisco is redefining the Network to blend Enterprise Infrastructure & Applications with the Cloud

  Extending SaaS-based Collaborative applications into the Enterprise Network

  Extending Enterprise Security into the Cloud for Security as a Service Offerings

- Cisco continues to Enhance Collaborative Applications and Security Capabilities

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- **Q & A**

- **For follow-up, please contact Huey Miin Leong, hmleong@cisco.com**