

A group of birds flying in a V-formation against a light blue sky, positioned in the upper right quadrant of the slide.

Cisco Support Community Expert Series Webcast

Cisco Cloud Web Security

Comprehensive Defense, Advanced Threat Protection, and Superior Flexibility for Your Business

Story Tweedie-Yates

International Product Marketing Manager for Cloud Web Security

April 7, 2015

Upcoming Expert Series Webcast

UCS Mini Architecture, Troubleshooting and Upgrade

Tuesday, May 12th, 2015

In the upcoming session we will cover the UCS Mini architecture, troubleshooting and upgrade procedure. The Cisco Unified Computing System™ is a next-generation data center platform that unites computing, networking, storage access, and virtualization resources into a cohesive system designed to reduce total cost of ownership (TCO) and increase business agility.

The system integrates a low-latency, lossless 10 Gigabit Ethernet unified network fabric with enterprise-class, x86-architecture servers.



Ask the Expert Events – Active

Now through April 10th

Cisco's 802.11ac Solutions - Deployment, Design, and Interop with Cisco Experts: Richard Hamby and Shankar Ramanathan

802.1X Configuring and Troubleshooting with Javier Henderson. This is an opportunity to learn and ask questions about how to configure and troubleshoot 802.1X



Join the discussion for these Ask The Expert Events:
<http://bit.ly/knowledgesharing-mar17>

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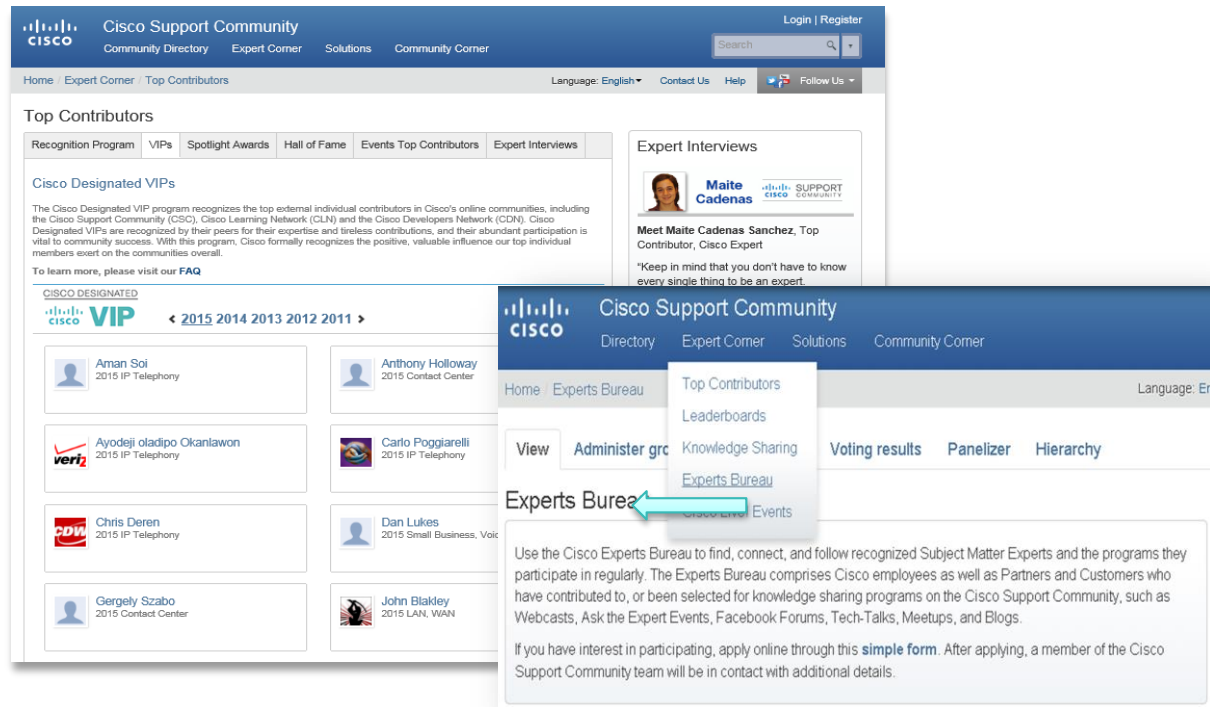
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Top Contributors









Recognition Program | VIPs | Spotlight Awards | Hall of Fame | **Events Top Contributors** | Expert Interviews

Cisco Designated VIPs

The Cisco Designated VIP program recognizes the top external individual contributors in Cisco's online communities, including the Cisco Support Community (CSC), Cisco Learning Network (CLN) and the Cisco Developers Network (CDN). Cisco Designated VIPs are recognized by their peers for their expertise and tireless contributions, and their abundant participation is vital to community success. With this program, Cisco formally recognizes the positive, valuable influence our top individual members exert on the communities overall.

To learn more, please visit our [FAQ](#)

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 Chris Deren 2015 IP Telephony	 Dan Lukes 2015 Small Business, Voice
 Gergely Szabo 2015 Contact Center	 John Blakley 2015 LAN, WAN

Experts Bureau

Use the Cisco Experts Bureau to find, connect, and follow recognized Subject Matter Experts and the programs they participate in regularly. The Experts Bureau comprises Cisco employees as well as Partners and Customers who have contributed to, or been selected for knowledge sharing programs on the Cisco Support Community, such as Webcasts, Ask the Expert Events, Facebook Forums, Tech-Talks, Meetups, and Blogs.

If you have interest in participating, apply online through this [simple form](#). After applying, a member of the Cisco Support Community team will be in contact with additional details.

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<https://supportforums.cisco.com/blog/154746>

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Cisco Cloud Web Security

Comprehensive Defense, Advanced Threat Protection, and Superior Flexibility for Your Business

Tuesday, April 7, 2015

- Today's featured expert is Cisco International Manager for Cloud Web Security, Story Tweedie-Yates
- Ask your questions now in the Q&A window



Story Tweedie-Yates

International Manager for Cloud Web Security

Expert Series Webcast: Cisco Cloud Web Security

Technical Expert
Question Manager



Petr Cernohorsky

Ask the Expert Event following the Webcast

Now through April 17th

Story will be continuing the discussion in an Ask the Expert event. So if you have more questions, please visit the Knowledge Center on the Cisco Support Community

<http://bit.ly/maywebcastate>



Join the discussion for these Ask The Expert Events:
<http://bit.ly/knowledgesharing-mar17>

Polling Question 1

How familiar are you with Cisco's Security portfolio and Cisco Cloud Web Security?

- a. I am familiar with Cisco Cloud Web Security
- b. I am familiar with the Web Security Appliance
- c. I am familiar with ASA FirePOWER Services
- d. I am familiar with all of the above
- e. I am not familiar with any of the above.

Thank You For Joining Us Today!



If you would like a copy of the presentation slides, click the PDF file link in the chat box on the right or go to:

<http://bit.ly/maywebcast-slides>





Submit Your Questions Now!

Use the Q & A panel to submit your questions and the panel of experts will respond.

Please take a moment to complete the survey at the end of the webcast

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Web Security Is More Important Than Ever Before



The web is a popular attack vector for criminals

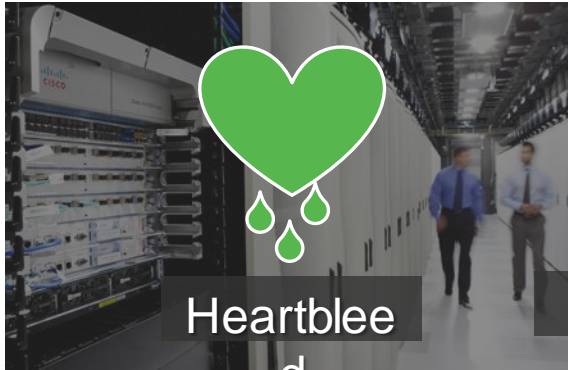


Without proper control, your own users can put your business at risk

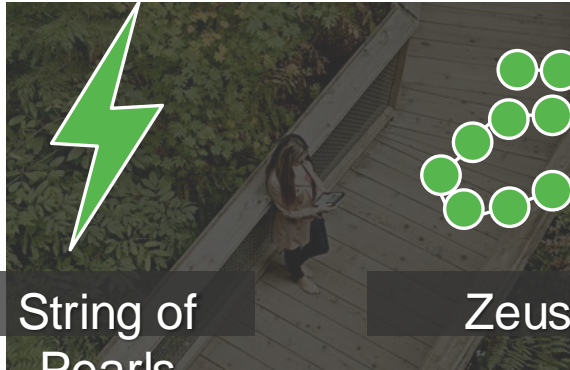


Increased cloud adoption creates greater vulnerabilities

Money, Jobs, and Company Reputations Are on the Line




Breach of security




Breach of trust




Compromise of the business

Some Try to Increase Security by Investing in More of the Same



Replace functional appliances with the most recent models



Add staff to keep up with the increasing security demands



Purchase and integrate one-off solutions to address changing threat variants

But Traditional Methods Often Fall Short



Perimeter defenses don't address how users access information

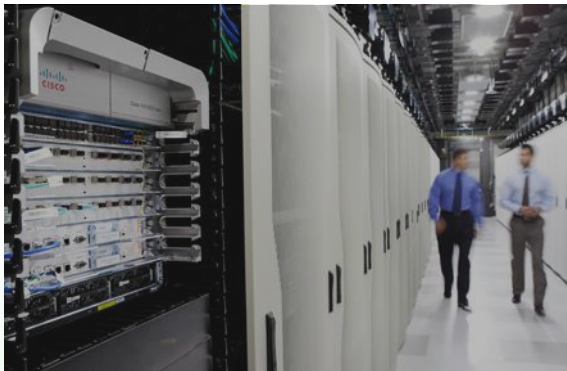


Detection methods don't adapt to meet more sophisticated threats

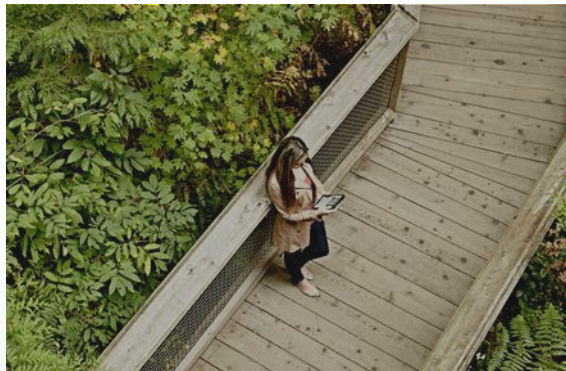


Legacy solutions may lack the agility to meet growing business demands

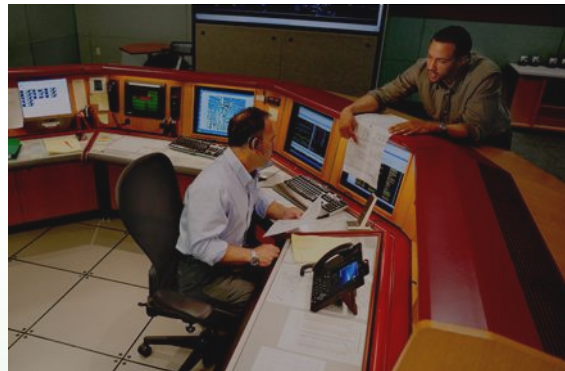
Cisco Cloud Web Security Is That Approach



Addresses current
web security
demands



Adapts to meet the
changing threat
landscape



Fits with existing
infrastructure and grows
with your business

Cisco Cloud Web Security Is That Approach

It delivers...



Comprehensive
Defense



Defend and control with
best-in-class, cloud-
delivered web security

Advanced
Threat Protection

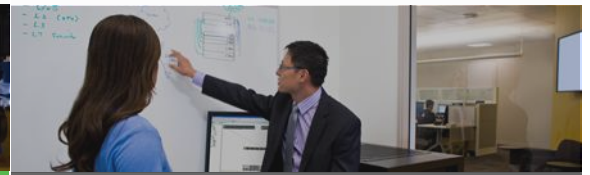


Protect against
advanced threats with
adaptive web security

Superior Flexibility



Deploy, manage, and
scale easily to fit your
business



It Starts with Usage Controls and an Active Defense



Comprehensive Defense

Web Usage Control

Web Filtering



Block over 50 million known malicious sites

Web Reputation



Restrict access to sites based on assigned reputation score

Dynamic Content Analysis



Categorize webpage content and block sites automatically

Web Usage Reporting



Gain greater visibility into how web resources are used

Web Usage Control

Application Visibility and Control



Regulate access to individual website components and apps

Outbreak Intelligence



Identify unknown malware and zero-hour outbreaks in real time

Centralized Cloud Management



Enforce policies from a single, centralized location

Roaming Laptop-User Protection



Extend security beyond the network to include mobile users

And Combats Evolving Threats and Advanced Malware



Advanced Threat Protection

Cisco® Advanced Malware Protection (AMP)



File Reputation

Increase the accuracy of threat detection by examining every aspect of a file



File Sandboxing

Determine the malicious intent of a file before it enters the network



File Retrospection

Identify a breach faster by tracking a file's disposition over time

Threats That Bypass the Perimeter Are Continually Addressed



Advanced Threat Protection

Continuous Capabilities with Cisco® Cognitive Threat Analytics (CTA)

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01000 01000111 0100 1110101001 1101 111 0011 101001 110011 100 0111100011 1010011101 010011101 11000011100
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01000 01000111 0100 11101 1000111010011101 1000111010011101 1100001 1100 011101001110100010100100010001111



Anomaly Detection

Detect infections faster by automatically scanning for symptoms of an attack



Behavioral Analysis

Identify unknown breaches by analyzing a user's behavior over time



Machine Learning

Automatically learn and adapt to threats with big-data algorithms

And the Solution Adapts to Meet Tomorrow's Challenges



Advanced Threat Protection

Threat Intelligence



- 100 TB intelligence
- 1.6 million sensors
- 150 million+ endpoints
- 35% email worldwide
- FireAMP™, 3+ million
- 13 billion web requests each month
- AEGIS™ and SPARK
- Open source communities
- 180,000+ files per day
- 1 billion SBRS queries per day
- 3.6 PB monthly through CWS



Research Response



600+
Researchers



24 · 7 · 365
operations

- Advanced industry disclosures
- Outreach activities
- Dynamic analysis
- Threat-centric detection content
- SEU/SRU
- Sandbox
- VDB
- Security intelligence
- Email and web reputation

The Solution Works with Your Evolving Business Model



Superior Flexibility



ISR G2



ASA / ASAv



WSA / WSAv



AnyConnect®



Standalone



Multiple Traffic Redirection Methods

Connect Cisco® CWS to your current infrastructure



True Security as a Service

Manage CapEx and OpEx as your business grows

And Scales to Meet Changing Business Demands



Superior Flexibility



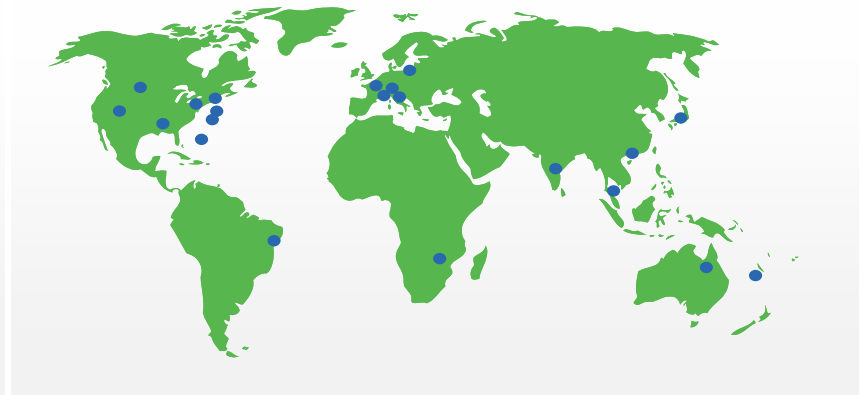
Seat-Based Pricing



Bandwidth Pricing



Enterprise Licensing Agreement



Flexible Licensing Options

Choose the features you need to meet today's needs and scale the solution as your business grows

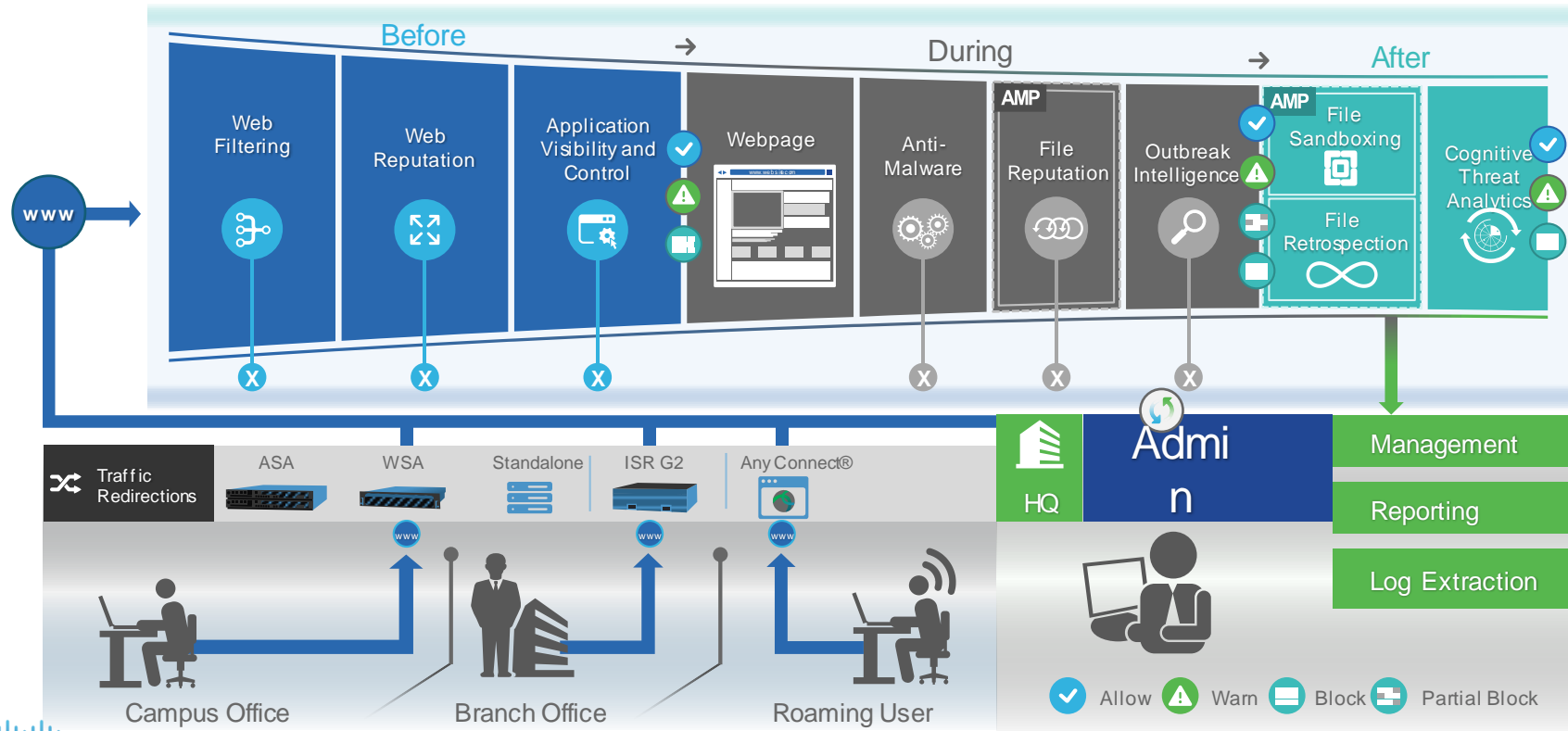


Global Data Center Footprint

Achieve optimal performance as users map to the closest, best-performing of 23 data center locations worldwide



Cisco® Cloud Web Security (CWS)



Polling Question 2

Q: In what part of the attack continuum does Cisco Cloud Web Security protect?

- a. Before an attack
- b. During an attack
- c. After an attack
- d. All of the above

CWS Increases Global Web Protection While Simplifying Management

“Since switching to Cisco CWS, I cannot recall a client being infected.”

“We have greater control of all web traffic on all connected devices.”

“Automatic session re-establishment eliminates the need to continuously keep re-authenticating VPN access.”

- Arup IT Security Manager, Peter Kersting



Challenges

- Strengthen web security
- Improve user experience for office and remote workers



Solutions

- Better, cost-effective protection
- Simplified IT management
- Improved end-user experience



CWS Delivers...



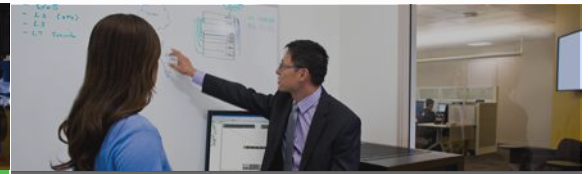
Comprehensive
Defense



Advanced
Threat Protection



Superior Flexibility



Get Started Today

1

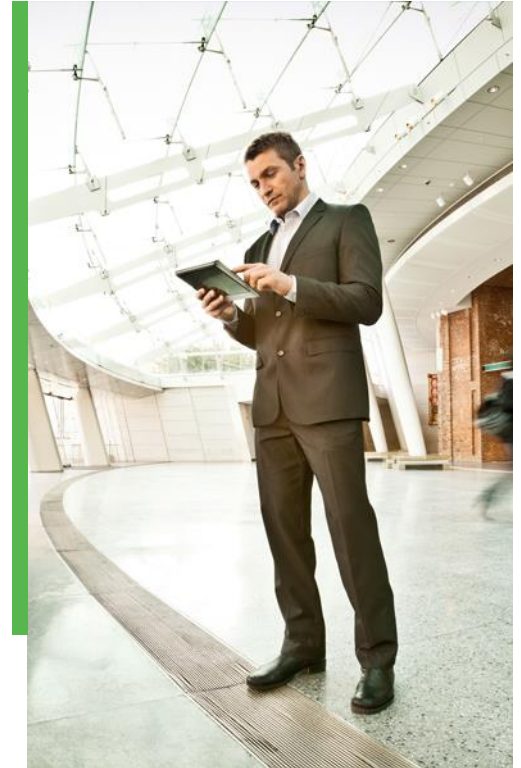
Fill out the data capture form

2

Set up an evaluation

3

Determine the best traffic redirection method



Polling Question 3

Q: What is one feature of CWS that the competition does not have?

A: Cognitive Threat Analytics

B: Advanced Malware Protection (AMP)

C: Outbreak Intelligence

D: All of the above

Demo



Submit Your Questions Now!

Use the Q & A panel to submit your questions and our expert will respond

Trivia Question

Marconi, Morse Code and Cisco security, what do they have in common?

- a. While demonstrating a telegraph by Marconi, security was hacked and Morse code messages were sent out in what was to become one of the early incidence of hacking which Cisco is striving to prevent modern day hackers from infiltrating networks with its suite of security products
- b. The founders of Cisco were distant relatives of Marconi which created the first incidence of code and security in the development of Morse code transmissions
- c. The telegraph used to send out Morse Code, as first developed by Marconi, was hacked aboard one of the ships using it to send out a distress message and Cisco now develops the onboard security systems for cruise lines worldwide.

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Cisco has support communities in other languages!

If you speak Spanish, Portuguese, Japanese, Russian or Chinese we invite you to participate and collaborate in your language



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<http://www.csc-china.com.cn>



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Trivia Question

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- b. **The Answer is “a”**
- c.



Please take a moment to complete the survey

Thank you for Your Time!



CISCO

TOMORROW starts here.