



The Cisco® Self-Defending Network builds on industry-leading network and endpoint defenses to incorporate innovative application security, content security, policy enforcement, identity management, security monitoring technologies, as well as security services. By integrating best-of-breed capabilities in all of these areas into a systems approach to information security, Cisco delivers an end-to-end secure architecture and a comprehensive solution to meet today's security challenges.

## Security Challenges

### Emerging new technologies:

- TelePresence, video, instant messaging, and e-mail
- Mobility
- Web 2.0, Web services, and service-oriented architectures

### Evolving threat environment:

- The eroding perimeter
- Threats that are increasingly difficult to detect and mitigate
- Threat motivation moving from fame to fortune
- Attack types changing from broad to targeted
- Attack methodologies that include more social engineering

## Business Factors

- IT risk management
- Regulatory compliance requirements
- Security as a business enabler rather than a cost center

## Cisco Self-Defending Network Definition

- Cisco's approach to holistic security
- Best-of-breed products and services in a systems approach to solve business-relevant security problems

## Self-Defending Network Benefits

- Best-of-breed security addresses emerging threats
- Systems approach addresses pervasive threats, aids in meeting compliance regulations, and enables cost-effective management

- Network foundation that is integrated, adaptive, and collaborative
- Services to shorten implementation times and lower operating costs

## Benefits to the Business Decision Maker

- Meet ongoing compliance
- Streamline IT risk management
- Securely embrace innovative, collaborative technologies
- Securely support remote worker connectivity and mobile workers
- Maintain customer data privacy
- Reduce total cost of ownership
- Create a trusted, resilient network architected to support business goals

## Benefits to the Technical Decision Maker

- Rapidly identify and respond to evolving threats, such as malware
- Protect against data leakage
- Enforce business policies
- Protect critical assets
- Decrease complexity
- Ease the administrative burden on IT

## Why Cisco?

- History of security innovation since 1995
- Award-winning products: [http://www.cisco.com/en/US/prod/vpndevc/leadership\\_awards.html](http://www.cisco.com/en/US/prod/vpndevc/leadership_awards.html)
- Network security market leadership position in firewall, virtual private network, and intrusion prevention technology
- Customer validation and success: [http://www.cisco.com/en/US/products/hw/vpndevc/products\\_category\\_customer\\_case\\_studies.html](http://www.cisco.com/en/US/products/hw/vpndevc/products_category_customer_case_studies.html)
- Highest quality service in the industry from experts whose top priority is to make you successful: [http://www.cisco.com/en/US/products/svcs/service\\_awards\\_and\\_recognitions\\_list.html](http://www.cisco.com/en/US/products/svcs/service_awards_and_recognitions_list.html)

## Analyst Validation

Cisco was named **#1 “strategic security vendor”** and **#1 “top security vendor”** in a 2007 Nemertes Research enterprise buyer study.

**“Cisco is now one of the most recognized and respected security companies in the industry.”**

—Charlotte Dunlap, Current Analysis

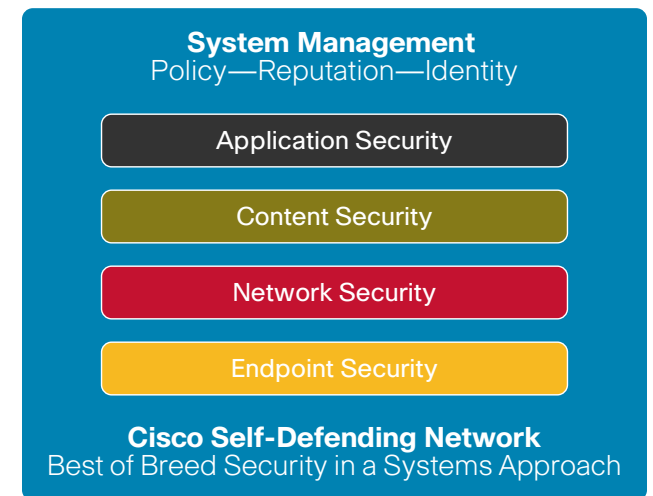
A 2008 IDC study found that Cisco is the **#1 NAC vendor** likely to be considered during the next 12 months.

**“Cisco remains the revenue-leading vendor (in network security) overall.”**

—Jeff Wilson, Infonetics Research

IronPort was positioned in the **2007 Gartner Magic Quadrant** Leaders Quadrant for Email Encryption.

## Self-Defending Network Structure





## Endpoint Security

### Strategy:

- Rich network admission control and identity services
- Intrusion prevention; attack and virus protection
- Data leakage protection
- Collaboration with network
- Secure connectivity services

### Products:

- Cisco Security Agent  
<http://www.cisco.com/go/csa>
- Cisco NAC  
<http://www.cisco.com/go/nac>
- Cisco IPsec and SSL Virtual Private Networks  
<http://www.cisco.com/go/vpn>

## Network Security

### Strategy:

- Integrated security services embedded in the network
- Fewer touch points for security team
- More granular threat identification
- Security technology controls connected to business risk

### Products:

- Cisco ASA 5500 Series Adaptive Security Appliances  
<http://www.cisco.com/go/asa>
- Cisco Intrusion Prevention Systems  
<http://www.cisco.com/go/ips>
- Cisco Firewall Services Module  
<http://www.cisco.com/go/fwsm>
- Cisco NAC  
<http://www.cisco.com/go/nac>
- Cisco TrustSec  
<http://www.cisco.com/go/trustsec>
- Cisco IPsec and SSL Virtual Private Networks  
<http://www.cisco.com/go/vpn>
- Cisco Router Security  
<http://www.cisco.com/go/routersecurity>

## Content Security

### Strategy:

- Reputation-based analysis instead of signature-based
- Ability to respond to large number of variants
- Scalability to address a myriad of unique attacks
- Secure all sources of attack, from collaboration software to Web to e-mail
- Data leakage protection
- Manage evolving attack techniques

### Products:

- Cisco IronPort Appliances  
<http://www.ironport.com/products>
- Cisco ASA Content Security and Control Security Services Module  
<http://www.cisco.com/en/US/products/ps6823/index.html>

## Application Security

### Strategy:

- Enhanced storage media encryption
- Layer 7 application protection
- Role-based authorization into applications
- Extend identity from network to applications
- XML traffic validation and inspection
- Enhanced deep packet inspection for identification of application protocols
- Reputation-based DNS DDoS protection

### Products:

- Cisco AVS 3110 Application Velocity System  
<http://www.cisco.com/en/US/products/ps6499/index.html>
- Cisco ACE Application Control Engine  
<http://www.cisco.com/go/ace>
- Cisco ACE Web Application Firewall  
<http://www.cisco.com/en/US/products/ps9586/index.html>
- Cisco ACE Global Site Selector  
<http://www.cisco.com/en/US/products/hw/contnetw/ps4162/index.html>

## Systems Management

### Strategy:

- Reduce complexity for more effective risk analysis and operational control

### Products:

- Cisco Security Manager  
<http://www.cisco.com/en/US/products/ps6498/index.html>
- Cisco Security Monitoring, Analysis, and Response System (Cisco Security MARS)  
<http://www.cisco.com/go/mars>
- Cisco Secure Access Control Server  
<http://www.cisco.com/go/acs>
- Cisco IPS Manager Express  
<http://www.cisco.com/en/US/products/ps9610/index.html>

## Product Awards

### SearchNetworking.com Product Leadership Awards:

- **Gold, Network Behavioral Analysis:** Cisco Security MARS
- **Silver, Network Firewalls:** Cisco ASA 5500 Series
- **Silver, Remote Access and VPN:** Cisco ASA 5500 Series VPN Edition

### Information Security Readers' Choice Awards:

- **Gold, Email:** IronPort e-mail security appliances
- **Gold, NAC:** Cisco NAC
- **Gold, Unified Threat Mgmt:** Cisco ASA 5500 Series
- **Silver, Intrusion Detection/Prevention:** Cisco ASA 5500 Series
- **Silver, Wireless:** Cisco Wireless Security Suite

### InfoWorld 2008 Technology of the Year Awards:

- **Best Aggregation Router:** Cisco 7206VXR

