Connecting and protecting in the AI era

Cisco at AWS re:Invent 2024
December 2–6, 2024 | Las Vegas, NV

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Wednesday, December 4, 2024

Time	Title
10:20 a.m.	Monitoring API GW Resources with ThousandEyes
10:40 a.m.	Seeing Through the Cloud
11:00 a.m.	Secure Data Center Networking with Autonomous Segmentation and Exploit Protection
11:20 a.m.	Accelerate Zero Trust Access for All Users and Apps
11:40 a.m.	How Partners Can Accelerate and Assure Customer AWS Cloud Migration With ThousandEyes and AWS
12:00 p.m.	Deliver Digital Experience Assurance with ThousandEyes and Cloud-Managed Networking
12:20 p.m.	Unlocking New Business Outcomes with Cisco Networking Marketplace + AWS
12:40 p.m.	Cisco Solutions on AWS Marketplace to Accelerate Your Cloud Journey

Wednesday, December 4, 2024

Time	Title
1:00 p.m.	Visualize How Configuration Changes Impact Availability for AWS Hosted Applications
1:20 p.m.	Find Time to do the Things You Love – Leverage Automation for Your Networking Needs
1:40 p.m.	Boost Your Hybrid Cloud Security with Cisco SD-WAN
2:00 p.m.	Fortify Your Data: Enhance Security and Resilience with Cohesity and Cisco
2:20 p.m.	Get a Cloud Routing Upgrade with Catalyst 8000V and Meraki vMX
2:40 p.m.	Securing Your Cloud Native Workloads with Isovalent Enterprise for Cilium
3:00 p.m.	Enhancing Customer Service with Amazon Lex and Webex Contact Center
3:20 p.m.	Agentic AI and the Future of Software Development

Wednesday, December 4, 2024

Time	Title
3:40 p.m.	Owning End User Experience in an Internet World
4:00 p.m.	Extending ThousandEyes Visibility into the AWS Network
4:20 p.m.	Navigating AI Security Challenges: Insights from Cisco and Scale AI's Groundbreaking Collaboration
4:40 p.m.	Unlocking Comprehensive Insights with Cisco AI Assistant Built on AWS
5:00 p.m.	How to Build a Networking Layer to AWS
5:20 p.m.	Observability and Security for Hybrid Workloads: AWS Network Sonar Integration with Isovalent Cilium Enterprise and Cisco Hypershield

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In-booth Theater Descriptions

Title	Description
Accelerate Zero Trust Access for All Users and Apps	Securing today's workplace now means providing great security with a great user experience from anywhere users need to work. Join us to learn how to power a secure in-office experience for an anywhere workforce. In this session, we will explore how, by taking an identity-first and context-aware approach to SSE, Zero Trust Access can give you comprehensive coverage and a seamless experience securing all users, all locations, all applications, and all devices.
Agentic AI and the Future of Software Development	Software development is changing, and we can already see that AI will be in the middle of our tools, processes, and products for the foreseeable future. Developers are at the forefront of this transition, with over 90% of developers reporting that they are using some form of AI in their work today. The coming agentic phase of the AI revolution will only increase this pace of change. At Outshift we are developing products and tools to support this transition. During this talk, we will discuss what Agentic AI is, how it is already affecting software development, and where we see this going over the next couple of years.
Automation and Orchestration Strategies for the Cloud-First Customers	As digital transformation is at the forefront in securely enabling applications to run anywhere, a service-centric mindset is necessary to simplify how we build, manage, and operate an agile infrastructure to meet demands. Automation and Orchestration capabilities are essential to leverage for common tasks and workflows enabled on a programmable stack that extends from on-prem into the cloud. DevOps and CloudOps integrated approach can simplify operations to implement cloud scale changes with predictable results.

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Title	Description
Boost Your Hybrid Cloud Security with Cisco SD-WAN	Ready to turbocharge your cloud defenses? Dive into the security treasure trove of: • CiscoMulticloud Defense integration: Your one-stop shop for multi-cloud mastery • Catalyst SD-WAN: Automate security insertions like a boss • Meraki vMX : High-performing cloud firewall fireworks • Catalyst 8000V: The Swiss Army knife of cloud security Level up your security game with firewalls that bite, URL filtering that doesn't miss a trick, and an IPS that sees trouble coming from a mile away. Don't let your hybrid cloud be the weak link. Join us to transform your infrastructure into an impenetrable fortress.
Cisco Solutions on AWS Marketplace to Accelerate Your Cloud Journey	Learn about Cisco's portfolio on AWS Marketplace, which is available to help you connect and protect your cloud journey in the AI era. Cisco's market-leading solutions in Security, Networking, Observability, and Collaboration are all available on AWS Marketplace today.
Deliver Digital Experience Assurance with ThousandEyes and Cloud-Managed Networking	Cisco ThousandEyes is designed to work within various environments. The service works by deploying different types of agents within the enterprise and different types of public cloud agents across the whole globe. The agents are designed to perform various digital experience tests. Cisco ThousandEyes provides insight into the state of the underlying internet infrastructure and the overall digital experience of its employees. ThousandEyes on Cloud Monitored Catalyst 9300-M provides a way to monitor and observe devices and applications in your network, your data center, and private or public cloud to fill the visibility gap.

Title	Description
Enhancing Customer Service with Amazon Lex and Webex Contact Center	Join us for an insightful theatre session to explore how business and contact center leaders are leveraging Amazon Lex and Webex Contact Center to drive innovation and enhance customer service. Discover how this powerful integration delivers measurable value through cost savings, improved efficiencies, and elevated customer experiences. Learn how this collaboration can accelerate your digital transformation, provide a competitive edge, and unlock new revenue streams. Don't miss this opportunity to see how personalized, intelligent interactions can boost customer satisfaction and loyalty. Attend our session and take the next step towards optimized operations and exceptional service.
Extending ThousandEyes Visibility into the AWS Network	Cloud networks have long been seen as black boxes for businesses extending their networks from on-premise to cloud, and while Cisco ThousandEyes has always provided deep Internet intelligence, gaining coverage across the entire Internet and viewing the end-to-end path of the largest cloud networks can be challenging. This lack of visibility can waste valuable time and lead to unnecessary support cases for cloud vendors like AWS, who have to investigate issues that may not be within their network. This session will discuss how network operators can view their on-premise, Internet, and cloud networks in ThousandEyes.
Find Time to do the Things You Love – Leverage Automation for Your Networking Needs	It's time to let automation do the cloud heavy lifting! As the complexity around connecting to multiple sites, applications, and clouds grows, you need a simple way to monitor, configure, and deploy those connections. Cisco SD-WAN decreases operational costs and complexity by automating the global deployment of connections between site-to-site, site-to-cloud, and cloud-to-cloud from a single dashboard. Access secure, reliable connectivity using the AWS global cloud ecosystem and significantly reduce cloud data egress fees and network charges. Learn how the latest Catalyst and Meraki SD-WAN innovations help simplify operations with automated configuration, intuitive modularized workflows, and more, giving NetOps and DevOps greater control.

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Gaining Multi-Cloud Resource and Traffic Performance Visibility with ThousandEyes	With many applications and companies moving their resources to public clouds, it is increasingly important to be able to monitor performance and user experience for public cloud native resources. With Cloud Insights and Cisco ThousandEyes, you can now inventory your public cloud resources and measure and visualize their performance. By seeing the individual application components and their performance metrics, ops teams can easily identify any areas that need attention. Additionally, Cloud Insights can detect configuration changes to allow teams to identify if a change had unintended performance impacts easily.
Get a Cloud Routing Upgrade with Catalyst 8000V and Meraki vMX	Cisco's Catalyst 8000V and Meraki vMX are industry-leading cloud routers built on years of innovation. They offer a rich set of features for SD-WAN and traditional routing to support branch connectivity and aggregation use cases. With Catalyst 8000V or Meraki vMX, you can simplify and reduce operation costs by deploying the same router in the cloud, with middle-mile providers, or on-premises in your branches and data centers. Attend this session to see an overview and how to get a free 30-day trial on AWS.
How Partners can Accelerate and Assure Customer AWS Cloud Migration With ThousandEyes and AWS	Join us for an exclusive session designed for AWS partners looking to help customers maximize their potential in the cloud with ThousandEyes and AWS. As part of the AWS MAP process, ThousandEyes is at the forefront of supporting AWS customers in their journey to the cloud. Partners will gain invaluable knowledge and resources to accelerate their business growth. Whether they are a seasoned AWS MAP partner or exploring new opportunities, this is a gateway to unlocking the full potential of ThousandEyes and AWS.

Title	Description
How to Build a Networking Layer to AWS	Ever wondered how the big players connect to AWS? Buckle up for a real-world network deep dive! We're cracking open a juicy case study to show you: • CloudOnRamp in action: Watch AWS become your new best friend • Cisco Multicloud Defense: See how the pros keep their data fort locked tight • Cisco SD-WAN magic: Witness network agility that'll make your head spin No more theoretical—we're talking actual implementation, real challenges, and game-changing solutions.
Monitoring API GW Resources with ThousandEyes	APIs are the vital building blocks of modern software applications, serving as conduits for data exchange and driving business processes across various platforms. This session will focus on the common use cases for API monitoring, highlighting how it helps detect network issues, pinpoint failures, and track API performance. This session includes a demo on monitoring an authenticated multi-step API test from API Gateway. We'll contrast application and network metrics, teaching participants to interpret API data and correlate these with ThousandEyes' network insights for comprehensive issue diagnosis. Reference materials will be provided for you to deploy an API in AWS and monitor it with ThousandEyes so you can learn to apply it to your own scenarios.

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Title	Description
Navigating AI Security Challenges: Insights from Cisco and Scale AI's Groundbreaking Collaboration	The convergence of AI and cybersecurity presents both unprecedented opportunities and challenges for organizations worldwide. This session explores the groundbreaking partnership between Cisco Security AI and Scale AI, an AWS AI Partner, highlighting how this collaboration shapes the future of secure AI deployments. We'll delve into Scale AI's industry-leading data-centric platform for AI development and Cisco's expertise in enterprise security to showcase a holistic solution for AI security. The focus will be on Cisco and Scale AI's joint "Securing AI" initiative, which establishes cutting-edge best practices, protocols, and tools for creating a resilient AI ecosystem.
Observability and Security for Hybrid Workloads: AWS Network Sonar integration with Isovalent Cilium Enterprise and Cisco Hypershield	Integrating AWS Network Sonar with Isovalent Cilium Enterprise and Cisco Hypershield empowers customers with security enforcement and observability for hybrid workloads. Through this partnership, AWS and Cisco will deliver seamless security and observability for hybrid workloads spanning AWS cloud, edge, and on-prem data centers, thereby streamlining the migration of workloads to the cloud. eBPFtechnology allows for deep visibility and safe and performant surgical controls. AWS and Cisco have independently invested heavily into the eBPF ecosystem and will now partner to accelerate its benefits for customers in their cloud journey.
Owning End User Experience in an Internet World	Cloud migration, SD-WAN architectures, CDN providers, shifting workforces, SaaS applications, real-time collaboration, and other momentous changes have made it increasingly difficult to ensure reliable and consistent digital experiences for customers and employees. The gradual shift away from overall control of your infrastructure has created large visibility gaps for IT professionals. This talk focuses on how Cisco ThousandEyes makes optimizing digital experiences in modern cloud environments possible. Learn how to regain control and encourage success for your cloud and hybrid work initiatives by understanding, identifying, and eliminating areas of reduced visibility across your digital supply chain.

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Title	Description
Secure Data Center Networking with Autonomous Segmentation and Exploit Protection	Applications today are dynamic and composed of thousands of microservices, making segmentation and patching hard. Securing data center networking needs a new approach. Learn how modern, AI-native architecture can be used to autonomously segment networks and applications, get accelerated protection from vulnerability exploits, and experience self-qualifying updates without risk and downtime.
Securing Your Cloud Native Workloads with Isovalent Enterprise for Cilium	As more customers adopt cloud-native development methodologies for their next-generation applications, EKS is becoming increasingly used as the computing environment. While AWS provides a CNI for EKS, many customers need a more robust solution to deploy, manage, and secure their Kubernetes nodes and clusters. Learn from Liz Rice how Cisco, through Isovalent, integrates its Isovalent Enterprise for Cilium to create an environment that provides higher performance and security at the kernel level by using eBPF.
Seeing Through the Cloud	Have you ever wondered what is the architecture for your hosted service and application within the VPC? In today's digital landscape, understanding the traffic path end-to-end, including within the VPC, is crucial for ensuring optimal performance and reliability of applications and services. This technical session will provide an overview of the cloud infrastructure topology for an underlying service by using flow logs. Attendees will gain insights into how end-to-end visibility can be achieved, enabling them to monitor and optimize application performance from any point of presence or user perspective.

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Transform Your Business with the Combined Power of Webex and AWS	Webex by Cisco is a leading provider of cloud-based collaboration solutions, which includes video meetings, calling, messaging, events, customer experience solutions like contact centers, and purpose-built collaboration devices. In this session, we delve into the dynamic partnership between Webex and AWS, showcasing how the partnership helps organizations revolutionize the customer collaboration experience. Discover how this alliance and the newly launched integration of Amazon Lex Conversational AI in Webex Contact Center presents a great opportunity for businesses to expedite their digital transformation, gain a competitive advantage, and generate additional revenue by providing enhanced customer experiences while optimizing operational expenses.
Transforming IT Productivity and Resilience Through GenAI-powered Agents	Today, the complexity of infrastructure environments leads to costly production outages, long maintenance windows, and slow technology roll-out. GenAI powered agents offer a transformative opportunity for IT infrastructure resilience and team productivity. By seamlessly integrating AI into daily IT operations, organizations can mitigate the challenges posed by heterogeneous systems, complex configurations, data silos, and tools sprawl. At Outshift, we are incubating agentic AI capabilities that improve IT infrastructure uptime, recovery, and AI roll-out across cloud and on-premises environments. In this talk, we give you a glimpse of these capabilities and their business outcomes for your IT teams.

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Unlocking Comprehensive Insights with Cisco AI Assistant Built on AWS	Explore how Cisco leverages the power of AWS to develop the Cisco AI Assistant, revolutionizing how customers interact with Cisco products across networking, observability, security, and collaboration domains. This session explores how Cisco leverages AWS infrastructure and services like Amazon SageMaker and Amazon Bedrock to build and deploy a powerful AI assistant that enhances user experiences and streamlines operations. We'll dive into the architecture and development process, highlighting how Cisco utilized AWS's scalable infrastructure and AI/ML capabilities to create an assistant trained on Cisco's vast product portfolio and domain-specific knowledge. Join us to discover how Cisco and AWS are partnering to deliver tangible benefits and insights to customers through cutting-edge AI and gain insights applicable to your AI initiatives.
Unlocking New Business Outcomes with Cisco Networking Marketplace + AWS	Join us to explore the Cisco Networking marketplace and how we help transform business outcomes with advanced IT Solutions. This cloud-based platform brings together data-powered products, including wireless, switching, security and SD-Wan, Smart Cameras, and sensors through open APIs.
Visualize How Configuration Changes Impact Availability for AWS Hosted Applications	Modern cloud and hybrid service architectures suffer from a significant blind spot for network monitoring and troubleshooting connectivity of cloud-based services. Dynamic cloud network configuration changes can impact performance and availability but are challenging to pinpoint and are not addressed by existing monitoring and troubleshooting tools, causing lengthy war-room sessions with many engineers. This session introduces Cisco ThousandEyes' new Cloud Insights solution, which delivers unique capabilities to track configuration changes and service performance efficiently.