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Strategic Business Technology Forum

Shape Your Business For the Future:

Powering Transformation With Cisco

Cisco SecureX – Security that means business

Steve Ledzian – SE Manager / Security & Mobility / Asia

June 29, 2012

Security vs Convenience

How is IT percieved?

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"I'll tell you the truth about us in IT: when we graduate, as well as the certificate, we get a rubber stamp with '**NO**' written on it, this is so we can deal with requests faster – that's the perception, that IT is a problem, never a solution."

-Andrew Corbett, director of the UK IT Association
(source www.itpro.co.uk)

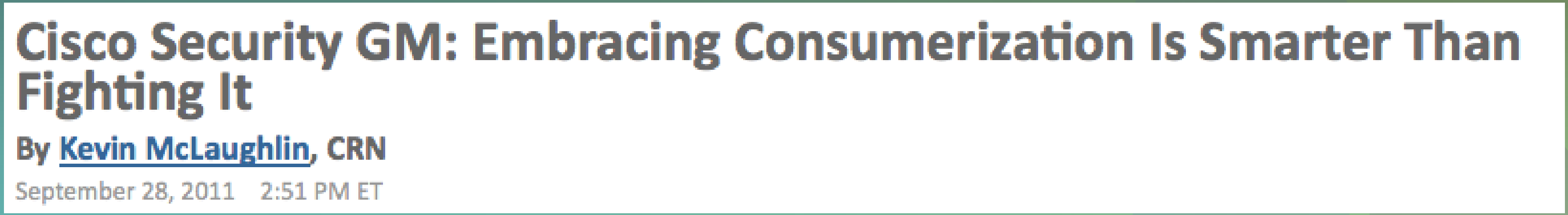
Is saying NO effective?

RSA Conference 2012 Keynote - Lock it Down or Free it Up? - Christopher You

by RSAConference

02:06 / 31:31

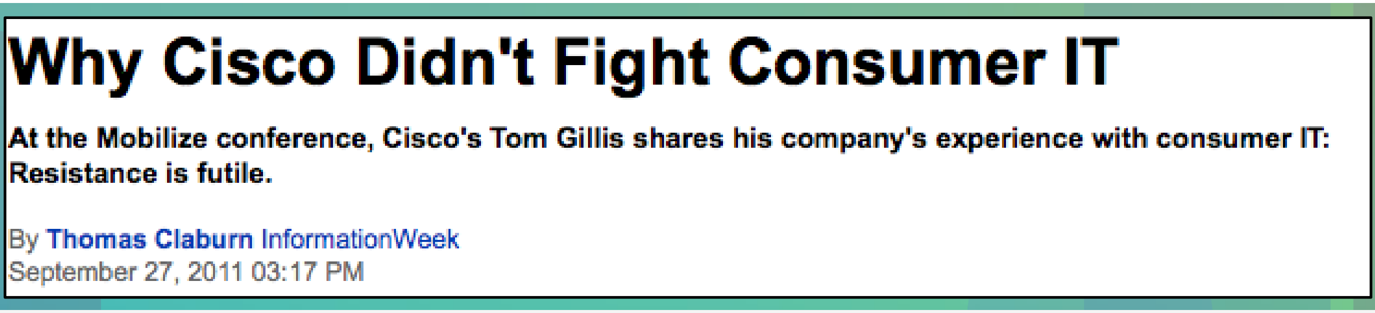
Moving from ‘NO’ to ‘YES’



Cisco Security GM: Embracing Consumerization Is Smarter Than Fighting It

By Kevin McLaughlin, CRN

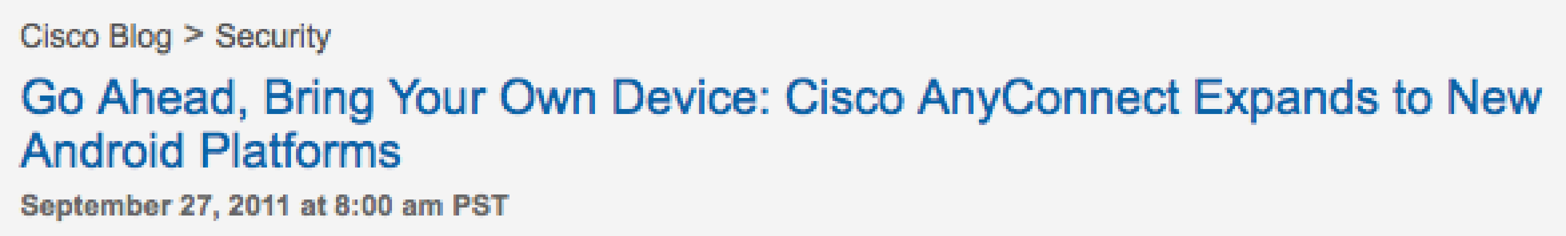
September 28, 2011 2:51 PM ET



Why Cisco Didn't Fight Consumer IT

At the Mobilize conference, Cisco's Tom Gillis shares his company's experience with consumer IT: Resistance is futile.

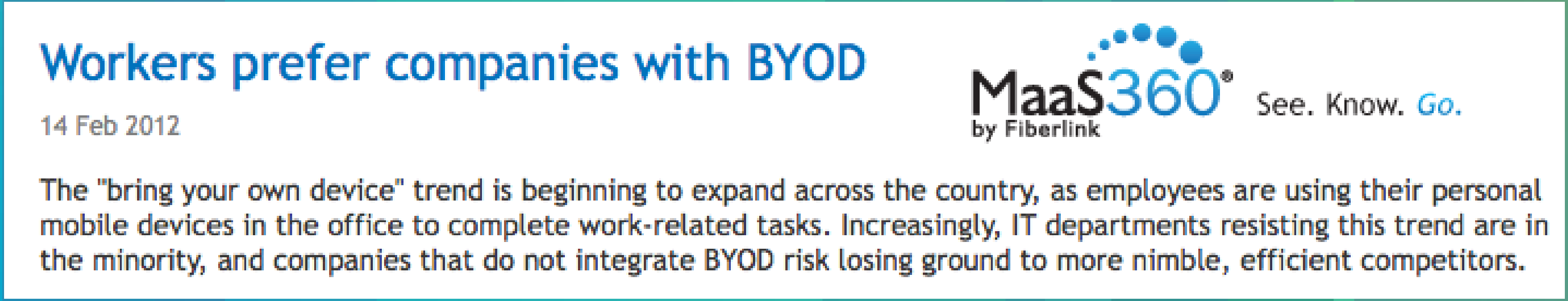
By Thomas Claburn InformationWeek
September 27, 2011 03:17 PM



Cisco Blog > Security

Go Ahead, Bring Your Own Device: Cisco AnyConnect Expands to New Android Platforms

September 27, 2011 at 8:00 am PST



Workers prefer companies with BYOD

14 Feb 2012

The "bring your own device" trend is beginning to expand across the country, as employees are using their personal mobile devices in the office to complete work-related tasks. Increasingly, IT departments resisting this trend are in the minority, and companies that do not integrate BYOD risk losing ground to more nimble, efficient competitors.

Saying "YES" critical to attracting new talent

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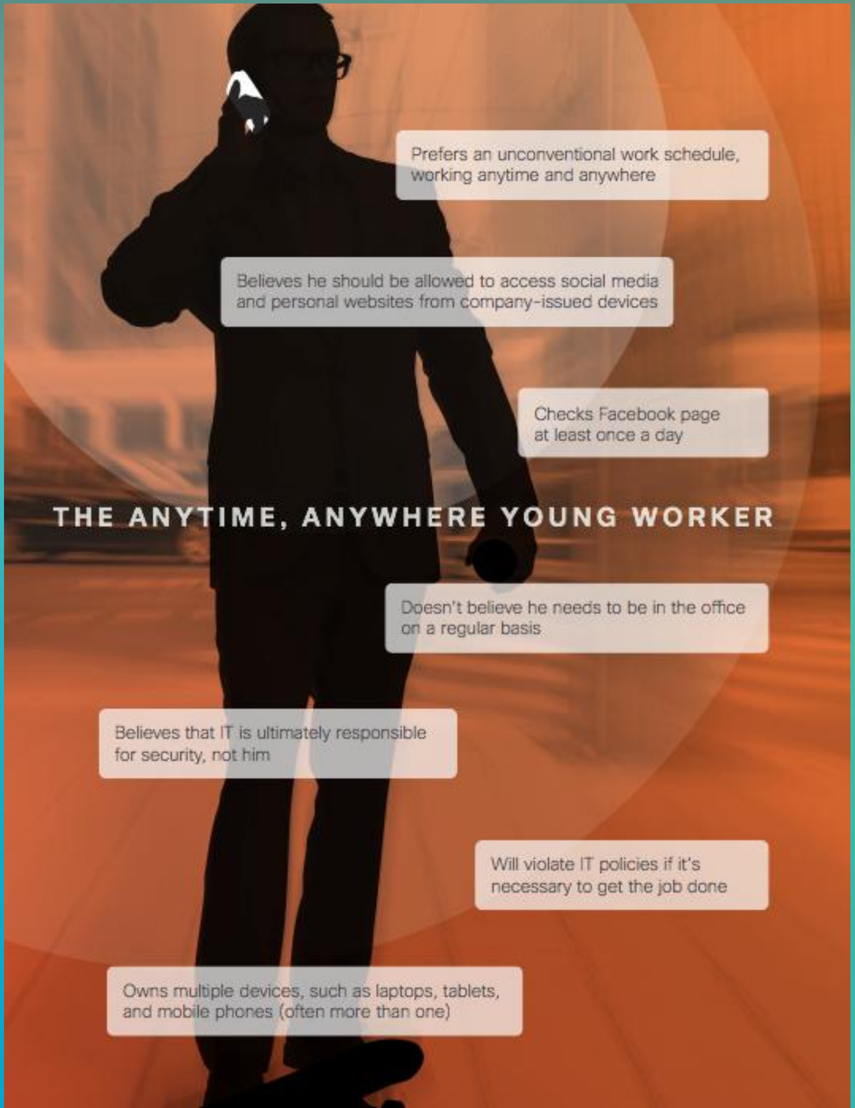


THE ANYTIME, ANYWHERE YOUNG WORKER

Prefers an unconventional work schedule, working anytime and anywhere

Believes he should be allowed to access social media and personal websites from company-issued devices

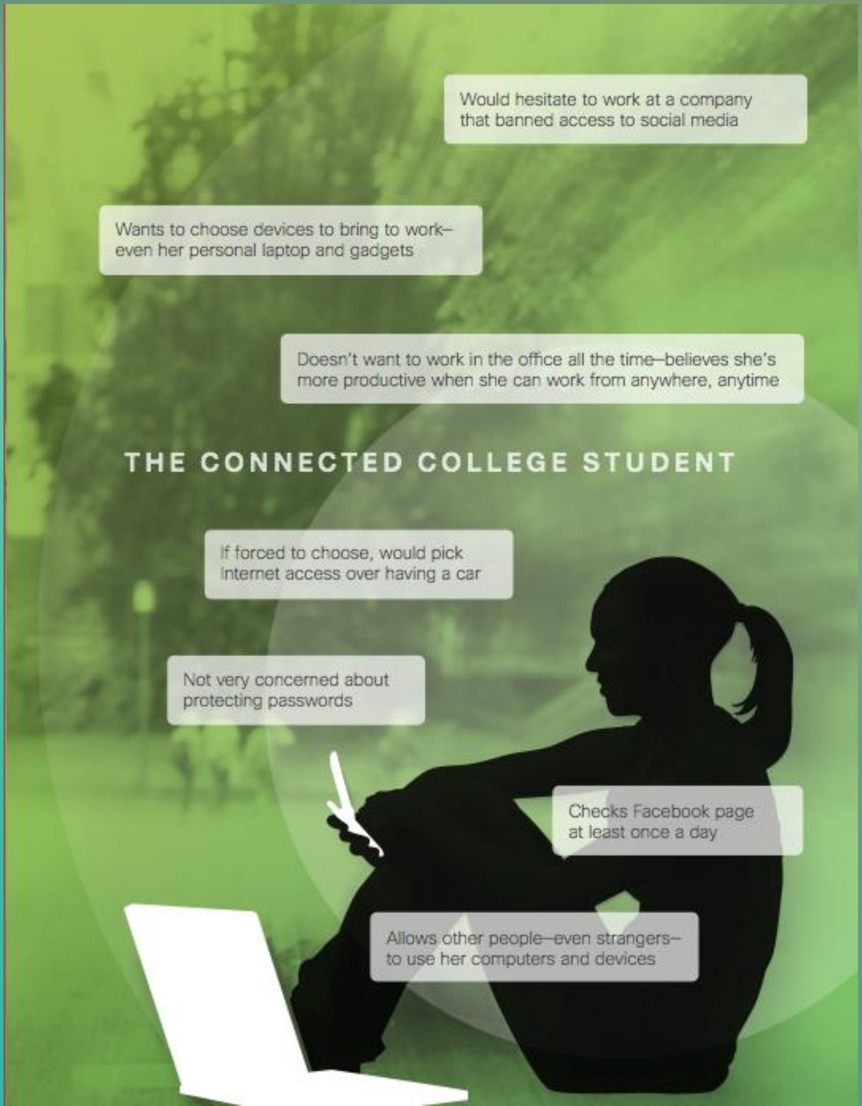
Checks Facebook page at least once a day

Doesn't believe he needs to be in the office on a regular basis

Believes that IT is ultimately responsible for security, not him

Will violate IT policies if it's necessary to get the job done

Owns multiple devices, such as laptops, tablets, and mobile phones (often more than one)



THE CONNECTED COLLEGE STUDENT

Would hesitate to work at a company that banned access to social media

Wants to choose devices to bring to work–even her personal laptop and gadgets

Doesn't want to work in the office all the time–believes she's more productive when she can work from anywhere, anytime

If forced to choose, would pick Internet access over having a car

Not very concerned about protecting passwords

Checks Facebook page at least once a day

Allows other people–even strangers–to use her computers and devices

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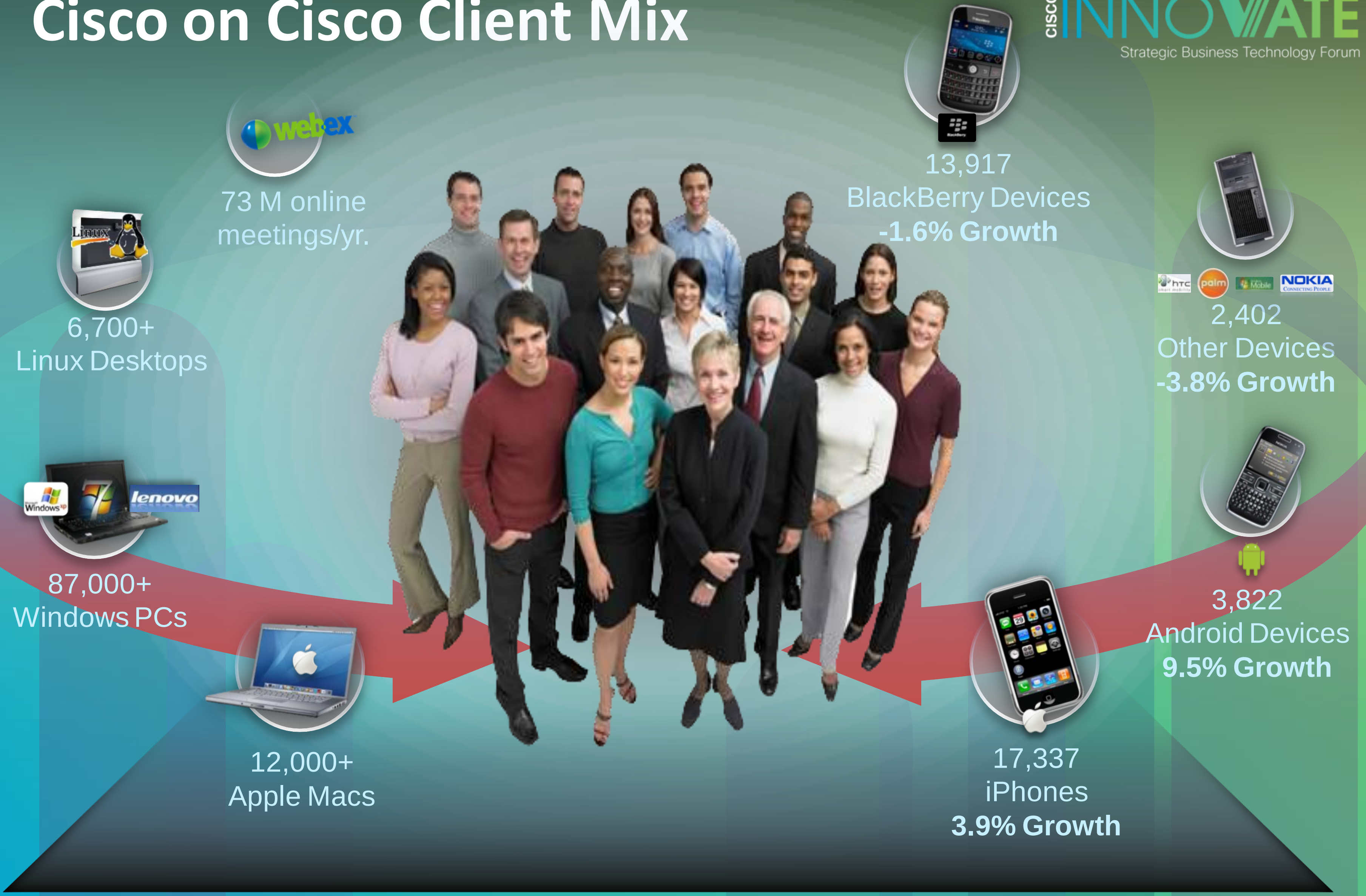
Cisco on Cisco Client Mix



73 M online meetings/yr.

6,700+
Linux Desktops

87,000+
Windows PCs

12,000+
Apple Macs

13,917
BlackBerry Devices
-1.6% Growth

2,402
Other Devices
-3.8% Growth

3,822
Android Devices
9.5% Growth

17,337
iPhones
3.9% Growth

Cisco on Cisco Achieved Gains

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59%

More devices

32%

More Users

20%

Fewer Cases

30 Minutes

per Day

More Productivity

25%

per Year **Savings**

Using Cisco® VXI

17 Weeks

Faster Acquisition Integration

The Borderless Organization

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Securely | Reliably | Seamlessly

ANYONE

ANY DEVICE

ANYWHERE

ANYTIME

Traditional security remains imperative

Keep Bad Stuff Out

Protect the Good Stuff

Keep Critical Services Running

Be Compliant

Provide Visibility: Users, Devices, Activities

Cost Efficient

A Conjunction of new challenges

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❑ … All the old Security challenges

❑ New Security challenges related to Cloud & Virtualization

❑ New Security challenges related to Consumeriztion of IT

❑ New Security challenges of using Context in policy enforcement

❑ New Security challenges around increasingly sophisticated malware

Battle to control the endpoint is lost

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- ❑ Too many different devices
- ❑ Consumer owned – "Consumerization of IT"
- ❑ Move to Smart Phones / Tablets – smaller battery / CPU
- ❑ BYOD wave is already here
- ❑ Guest / Contractor / Partner devices that need access but aren't directly controlled by IT

A New Approach is Needed

Sources **All**Data

Routes **All**Requests

Handles **All**Devices

Network

Shapes **All**Streams

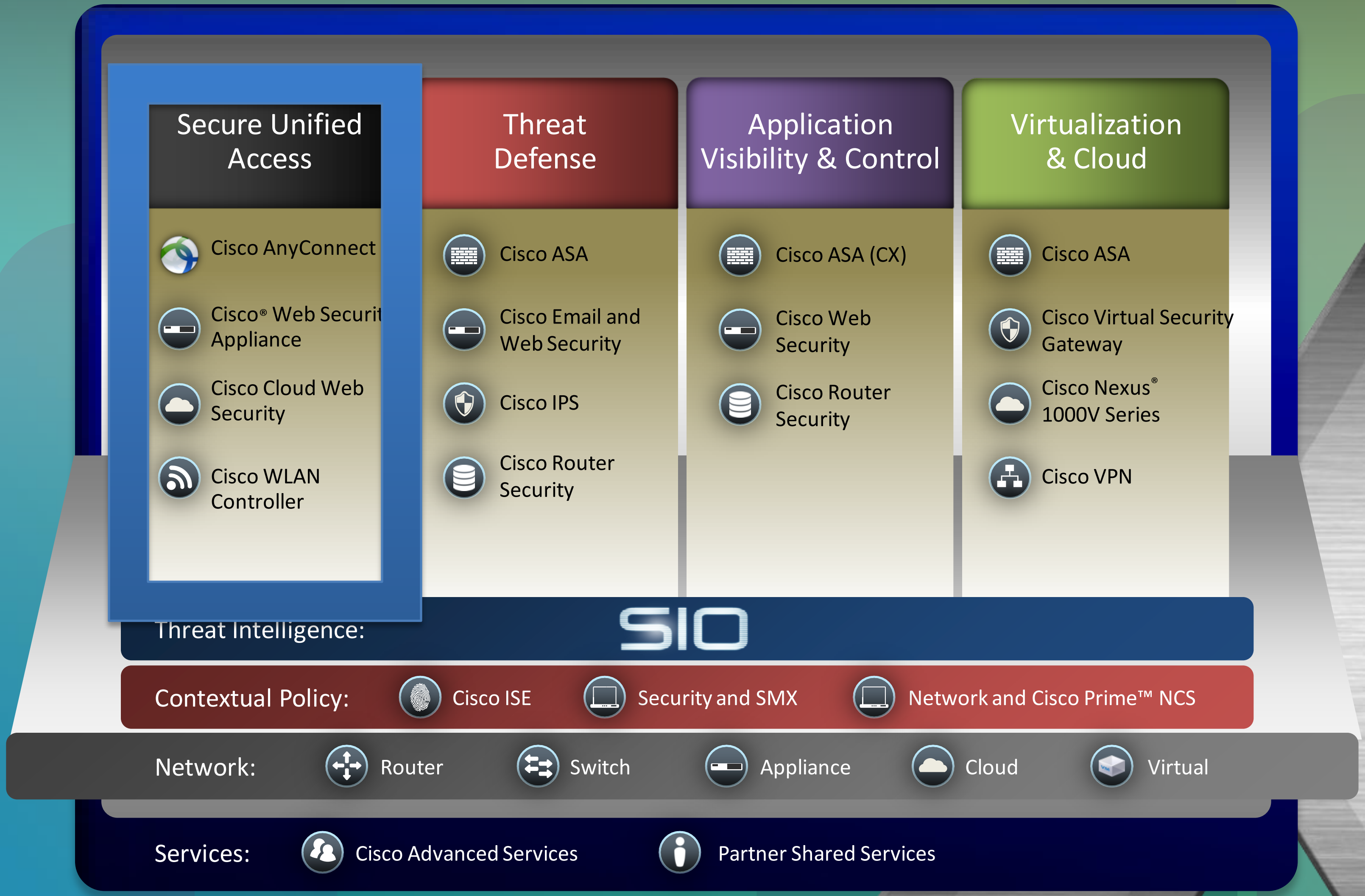
Controls **All**Flows

Sees **All**Traffic

Touches **All**Users

An **Integrated** and **Holistic**,
Network-Based Approach

Cisco SecureX Solutions



Secure Unified Access	Threat Defense	Application Visibility & Control	Virtualization & Cloud
Cisco AnyConnect	Cisco ASA	Cisco ASA (CX)	Cisco ASA
Cisco® Web Securit Appliance	Cisco Email and Web Security	Cisco Web Security	Cisco Virtual Security Gateway
Cisco Cloud Web Security	Cisco IPS	Cisco Router Security	Cisco Nexus® 1000V Series
Cisco WLAN Controller	Cisco Router Security		Cisco VPN

Threat Intelligence: SIO

Contextual Policy: Cisco ISE · Security and SMX · Network and Cisco Prime™ NCS

Network: Router · Switch · Appliance · Cloud · Virtual

Services: Cisco Advanced Services · Partner Shared Services

Unified Infrastructure: Wired Access

Cisco Switches Scale to Address Diverse Deployment Scenarios

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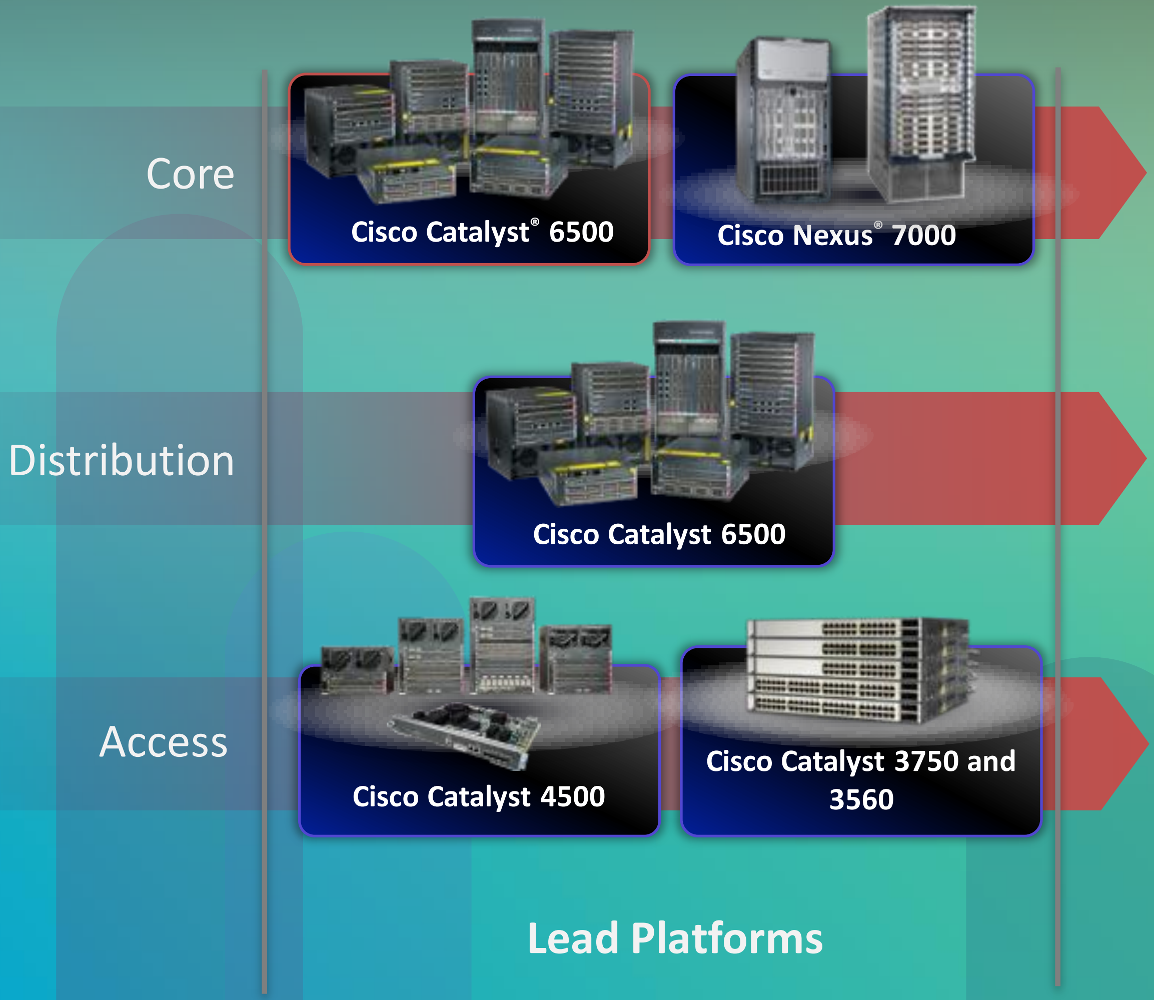

Lead Platforms

Cisco® Switching Differentiators

Uniquely supports the next-generation workspace populated by smart phones, tablets, and virtual desktops

Cisco's Universal PoE 60W capabilities support a wide range of devices

Prevents eavesdropping and facilitates regulatory compliance with regulations with MACsec encryption

Device profiler and Cisco IOS® Software sensor deliver consistent policy and device mobility

Monitor mode greatly simplifies IEEE 802.1X deployments

Offers comprehensive and fully functional QoS capabilities

Unified Infrastructure: Wireless Access

Cisco Mobility Technology for High-Performance Wireless Network

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Best-in-Class Mobility Technology

Cisco Aironet® 3600 Access Point

Access Point Innovation

Tablet access point, with enhanced throughput and coverage for advanced applications for tablets and smart devices

Cisco CleanAir™ Technology

Improved Performance

Proactive and automatic interference mitigation

Cisco® ClientLink 2.0

Improved Performance

Proactive and automatic beam forming for IEEE 802.11n and traditional clients

Cisco VideoStream Technology

Improved Performance

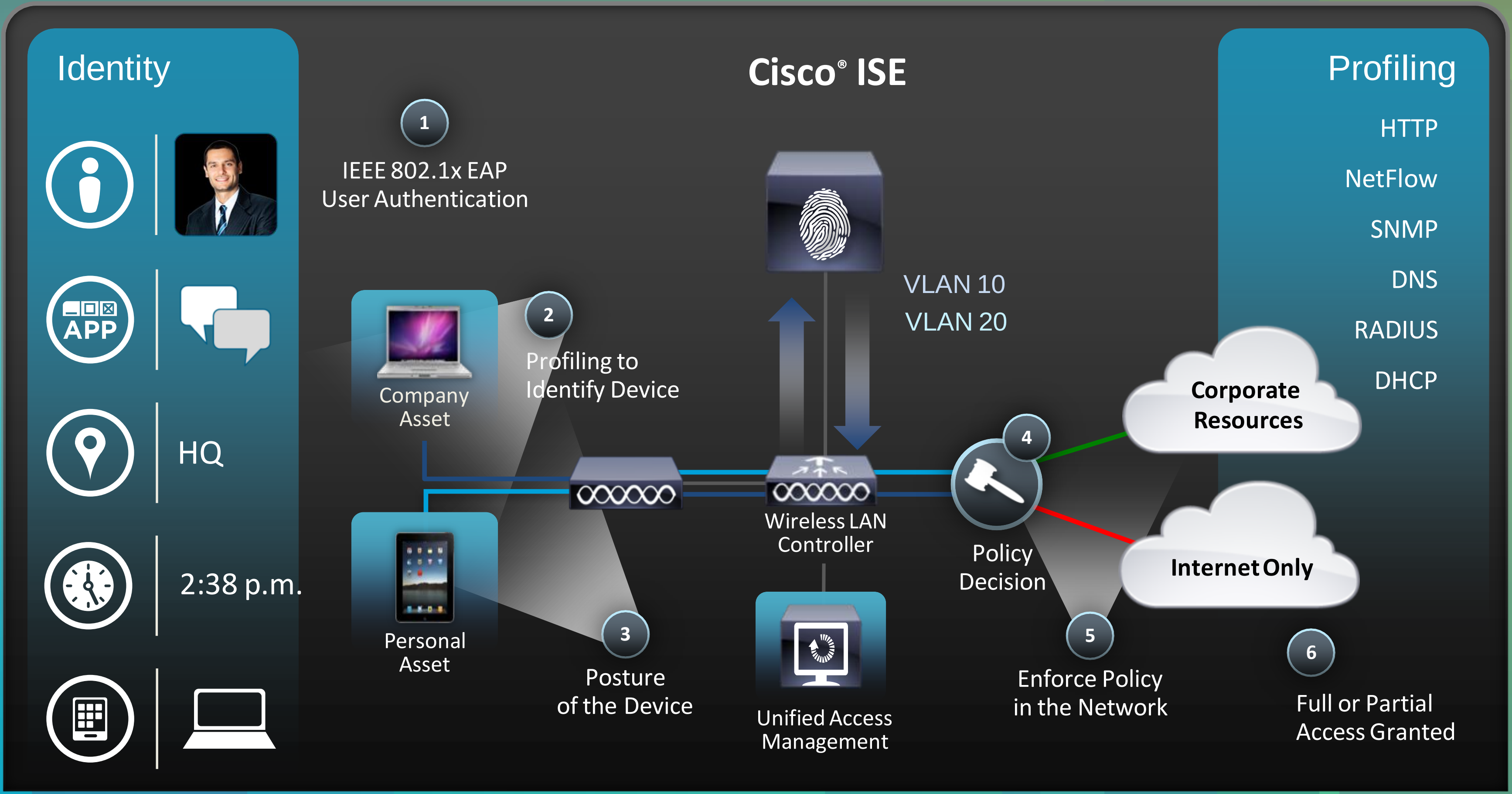
Wired multicast over a wireless network

Cisco Identity Services Engine (ISE): Unified Policy Management

Cisco Prime™ Network Control System (NCS): Central Network Management

Policy: Who, What, Where, When, How

Cisco ISE for Advanced Policy Management



AnyConnect: Supporting Any Device

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81% OF COLLEGE STUDENTS BELIEVE THEY SHOULD BE ABLE TO CHOOSE **THE DEVICES THEY NEED** TO DO THEIR JOBS

Source: *Cisco Connected World Technology Report*

Saying "YES" to Device

Samsung

Galaxy Note
Galaxy S
Galaxy S II
Galaxy Tab 7 (WiFi only)
Galazy Tab 7.0 Plus
Galaxy Tab 7.7
Galaxy Tab 8.9
Galaxy Tab 10.1
Galaxy W
Galaxy Xcover
Galaxy Y Pro
Illusion
Infuse
Stratosphere

HTC

Desire HD
EVO 4G+ (Korea Telecom)
EVO View 4G (Sprint)
Explorer
Flyer
Incredible S
myTouch 4G Slide
Raider 4G (Korea Telecom)
Rhyme (GSM)
Sensation XL with Beats Audio

Apple iOS

iPhone / iPad / iPod Touch

Motorola

Droid Razr
Droid Razr Maxx
XYBoards (tablets 8.1 and 10.1 inch)
Atrix 2

Lenovo

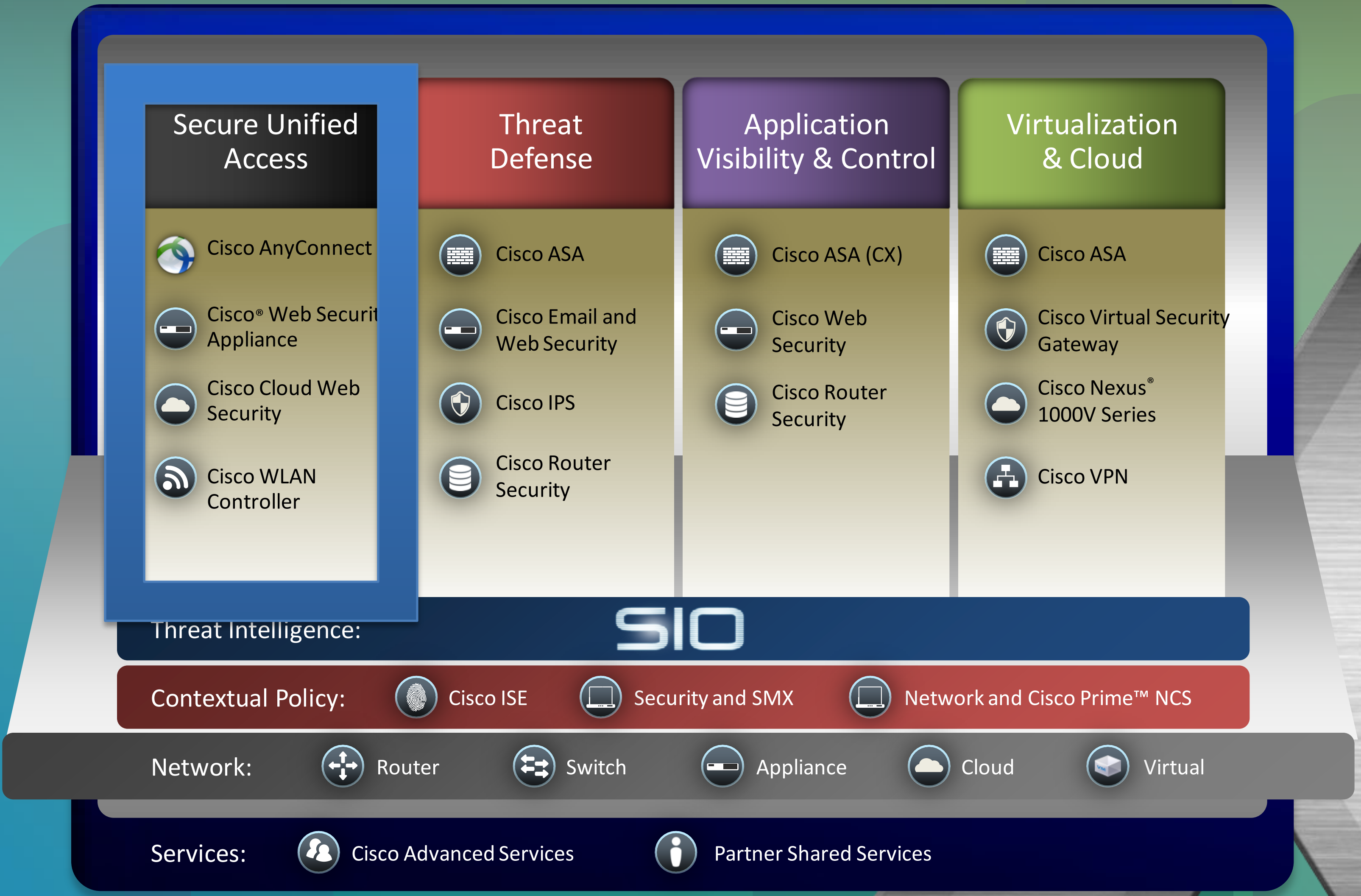
Thinkpad Tablet series

DesktopOS

Windows / Mac / Linux

Android 4.0+ Devices (Ice Cream Sandwich)

Cisco SecureX Solutions



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Cisco Cloud Web Security	Cisco IPS	Cisco Router Security	Cisco Nexus® 1000V Series
Cisco WLAN Controller	Cisco Router Security		Cisco VPN

Threat Intelligence: SIO

Contextual Policy: Cisco ISE | Security and SMX | Network and Cisco Prime™ NCS

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Defending against Threats

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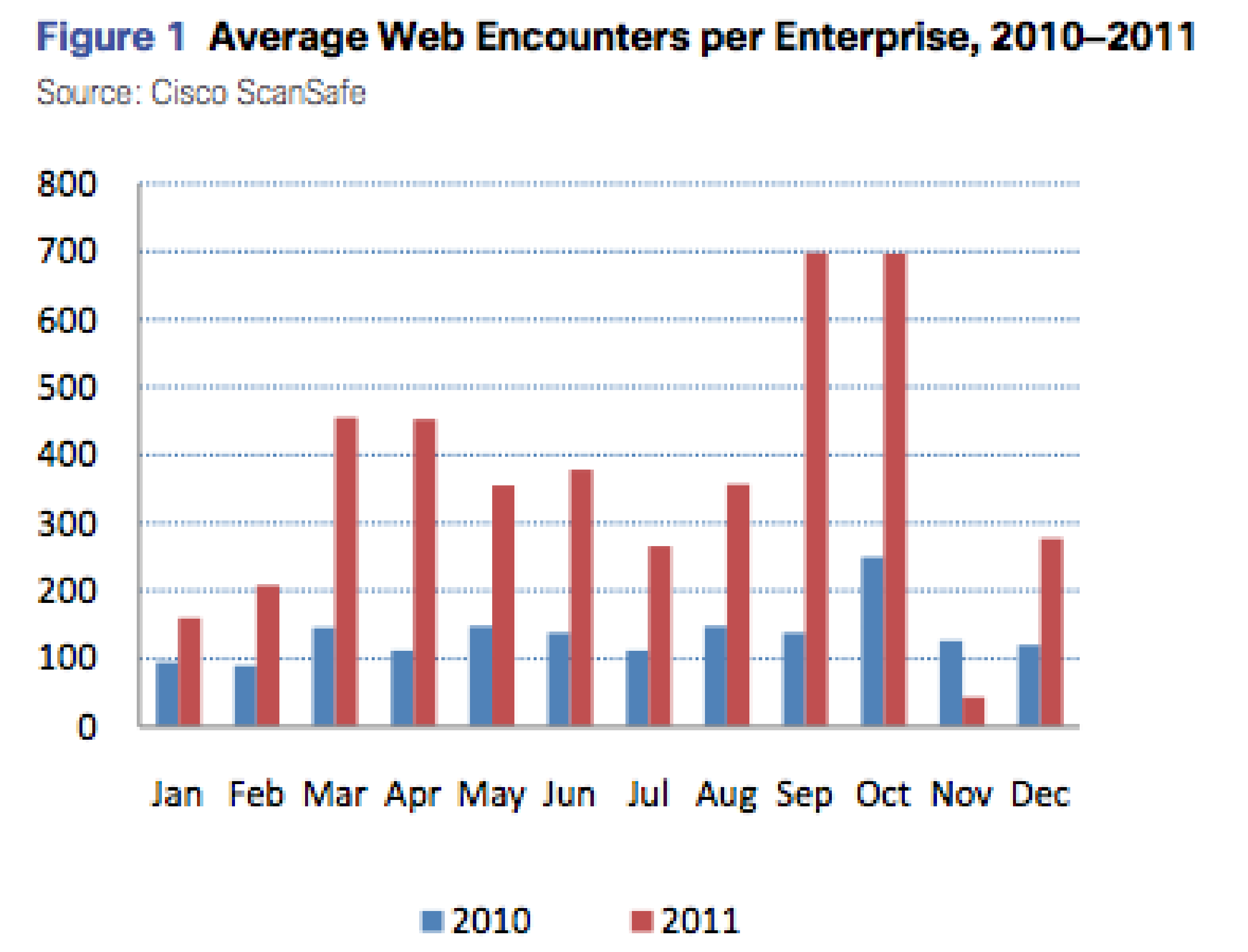


Figure 1 Average Web Encounters per Enterprise, 2010–2011

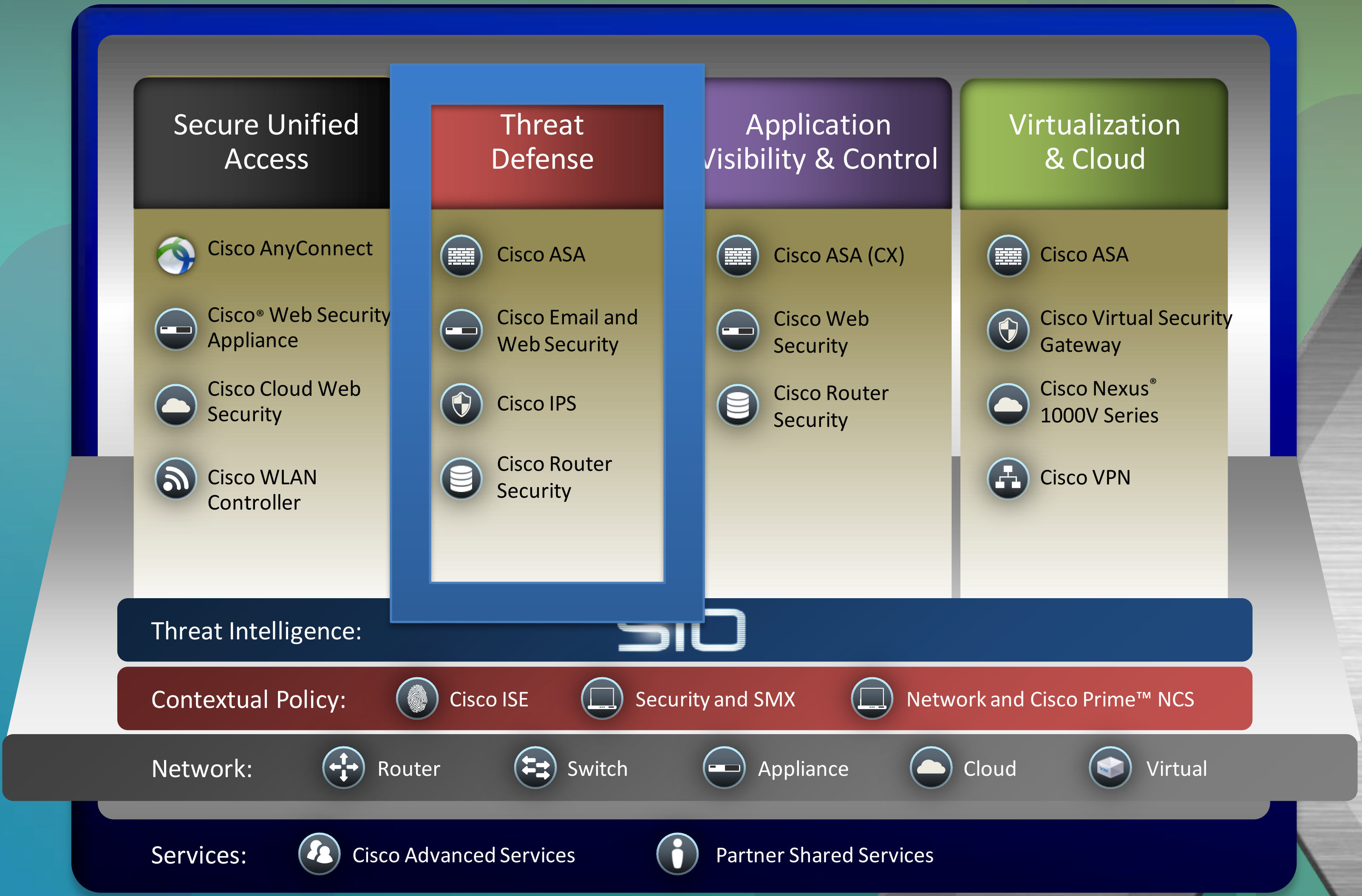
Source: Cisco ScanSafe

Web based attacks increasing

High Profile Attacks

- Citibank
  - Hacked in May 2011
  - 360,000 users had account details exposed
  - Method of attack: Parameter Tampering
- Malaysian Government
  - Hacked in June 2011
  - 51 websites in .gov.my domain disrupted
  - Method of Attack: DDoS Attack
  - Politically motivated
  - Hacktivism by hacker group - Anonymous
- Sony Playstation Network
  - Hacked in April 2011
  - 77 Million Users Account Details Exposed
  - Cost Sony $171 Million Dollars
  - Method of attack: “External Intrusion”
  - 4 weeks of downtime
  - Class Action lawsuit
- South Korea Cyworld / Nate
  - Hacked in July 2011
  - 35 Million Users Account Details Exposed
    - (49 Million total South Korea Population)
  - Compromised info:
    - users' names
    - phone numbers
    - email
    - resident registration numbers
    - passwords

Cisco SecureX Solutions



Secure Unified Access
- Cisco AnyConnect
- Cisco® Web Security Appliance
- Cisco Cloud Web Security
- Cisco WLAN Controller

Threat Defense
- Cisco ASA
- Cisco Email and Web Security
- Cisco IPS
- Cisco Router Security

Application Visibility & Control
- Cisco ASA (CX)
- Cisco Web Security
- Cisco Router Security

Virtualization & Cloud
- Cisco ASA
- Cisco Virtual Security Gateway
- Cisco Nexus® 1000V Series
- Cisco VPN

Threat Intelligence: SIO

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Productivity Considerations

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Good For Business!

Greater availability of social networking services, coupled with changing demographics and work styles, will lead 20% of employees to use social networks as their business communications' hub by 2014, according to Gartner.

Bad For Business!

Maintaining Productivity

- Is the solution to block Facebook?

NO!

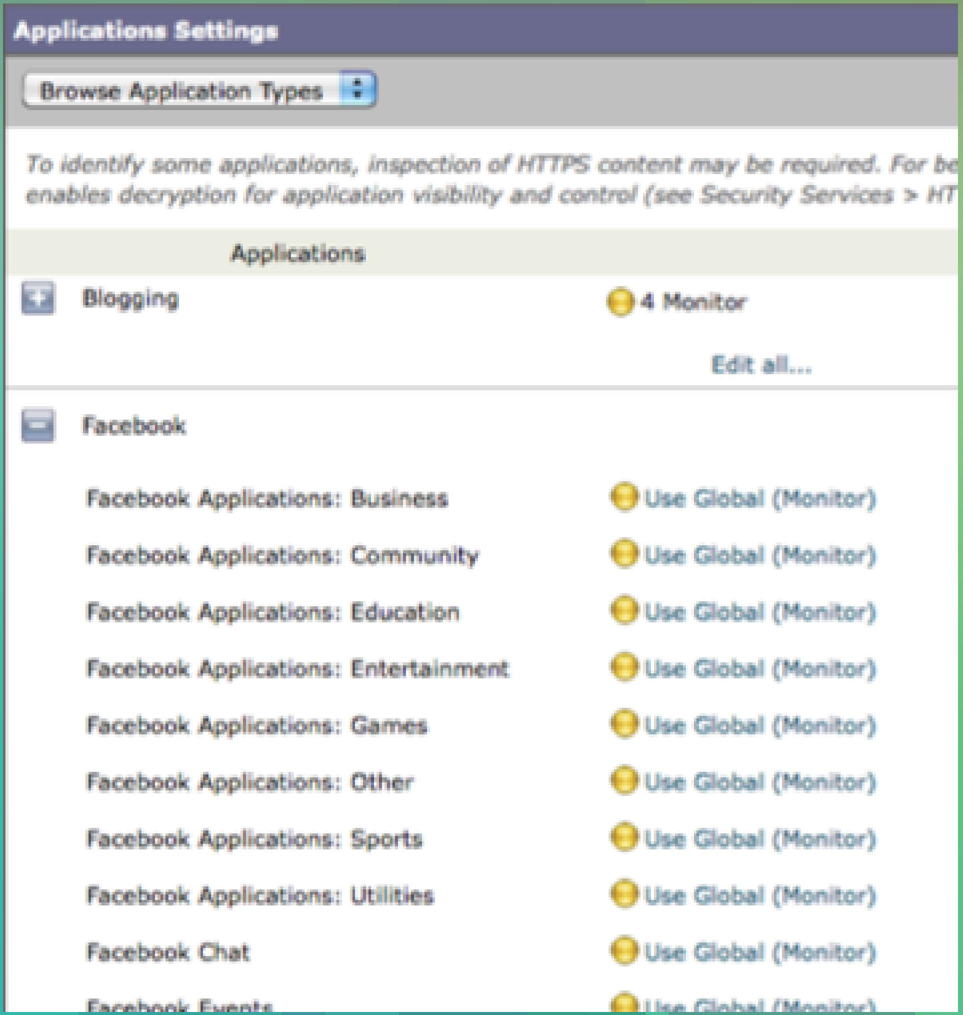
> “The truth is that employees can do more work, and do so better and faster, when they use tools that let them rapidly collaborate on projects and talk to customers.”
>
> –Jeff Shipley, manager of Cisco Security Research and Operations

- Then what is the solution?
  - Fine Grain URL Filtering
  - Block Facebook Games without blocking the rest of Facebook

Saying “YES” to Applications

Cisco IronPort Web Security Appliance

- Control Facebook
- Control Twitter
- Control LinkedIn
- Control Blogging Sites
- Control Social Networking Sites
- Control File Sharing Sites
- Any many other web security functions



Applications Settings

Browse Application Types

To identify some applications, inspection of HTTPS content may be required. For be enables decryption for application visibility and control (see Security Services > HT

Applications	
⊞ Blogging	● 4 Monitor Edit all...
⊟ Facebook	
Facebook Applications: Business	● Use Global (Monitor)
Facebook Applications: Community	● Use Global (Monitor)
Facebook Applications: Education	● Use Global (Monitor)
Facebook Applications: Entertainment	● Use Global (Monitor)
Facebook Applications: Games	● Use Global (Monitor)
Facebook Applications: Other	● Use Global (Monitor)
Facebook Applications: Sports	● Use Global (Monitor)
Facebook Applications: Utilities	● Use Global (Monitor)
Facebook Chat	● Use Global (Monitor)
Facebook Events	● Use Global (Monitor)

Cisco SecureX Solutions

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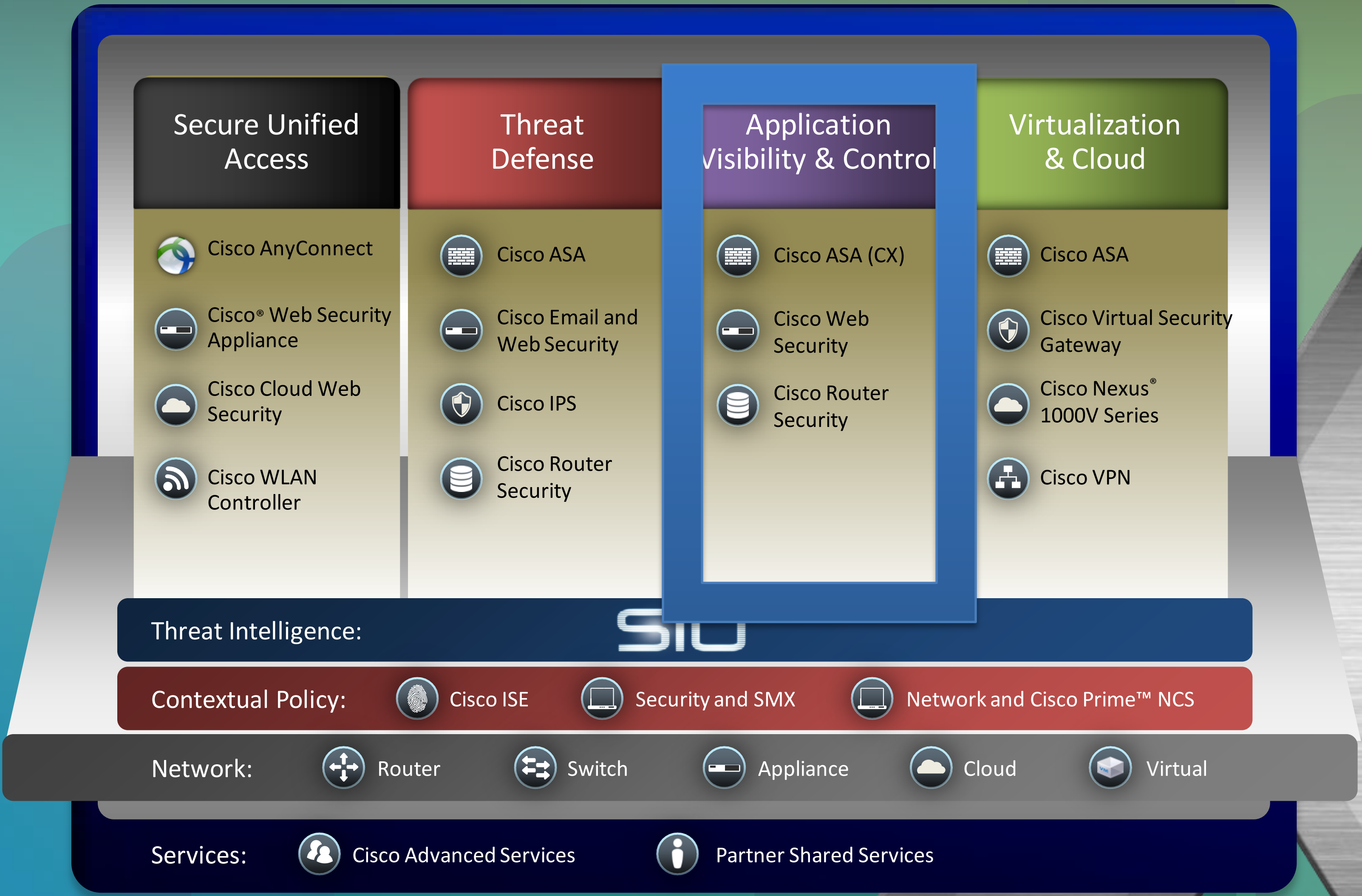

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Cisco WLAN Controller	Cisco Router Security		Cisco VPN

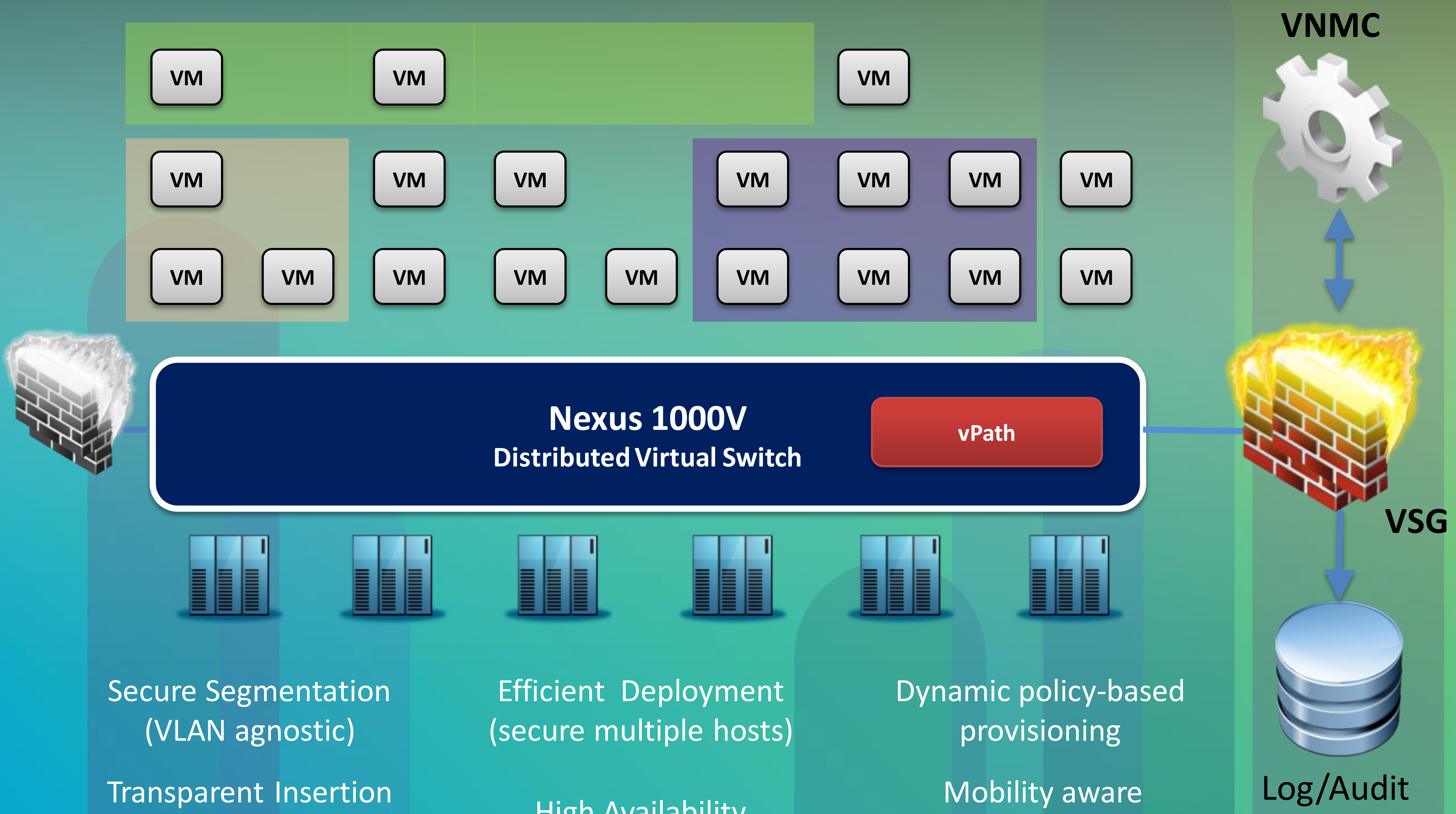
Threat Intelligence: SIO

Contextual Policy: Cisco ISE Security and SMX Network and Cisco Prime™ NCS

Network: Router Switch Appliance Cloud Virtual

Services: Cisco Advanced Services Partner Shared Services

Saying “YES” to the Cloud: VSG



Secure Segmentation
(VLAN agnostic)

Transparent Insertion
(topology agnostic)

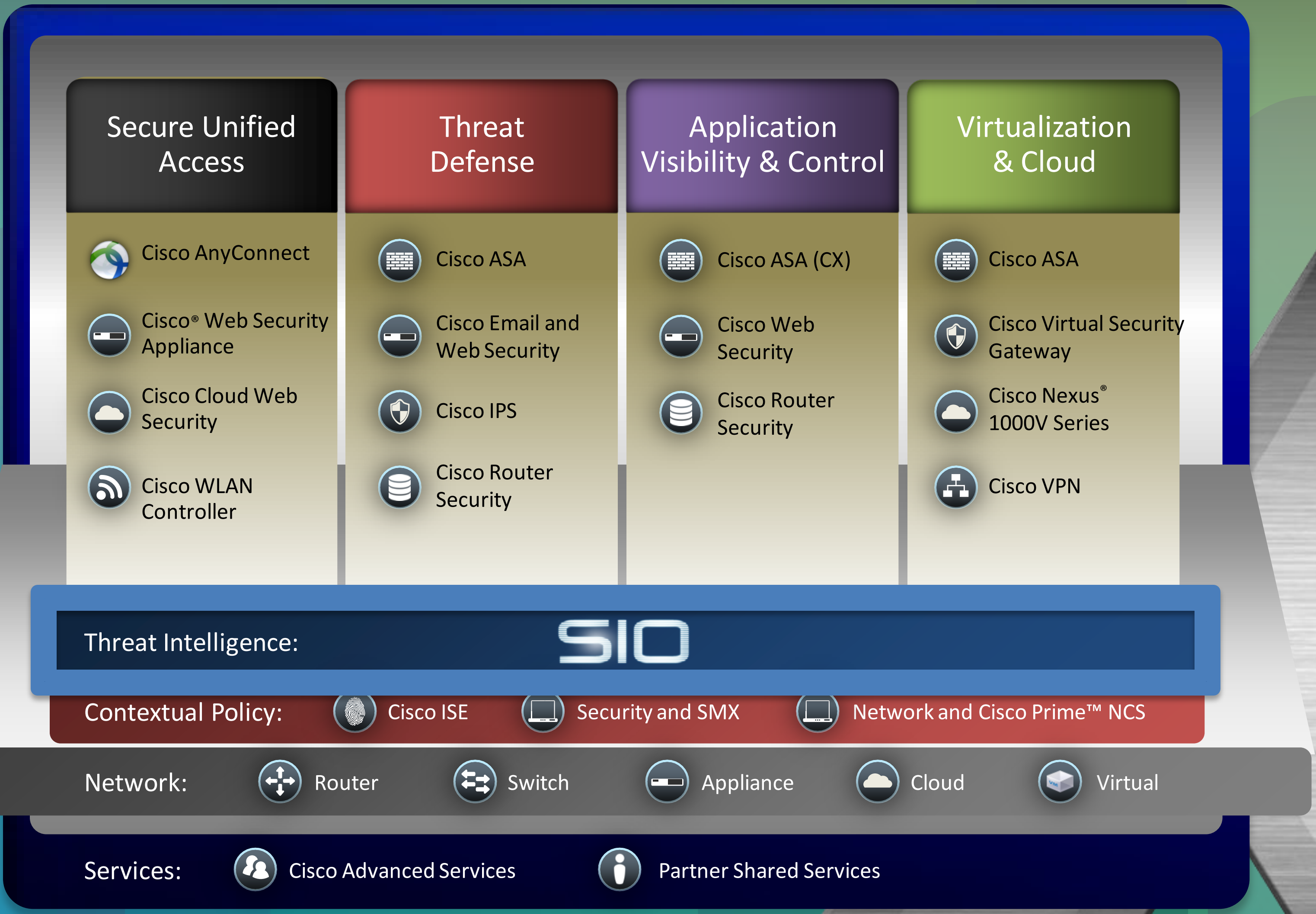
Efficient Deployment
(secure multiple hosts)

High Availability

Dynamic policy-based
provisioning

Mobility aware
(policies follow vMotion)

Cisco SecureX Solutions



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Best Threat Visibilitiy

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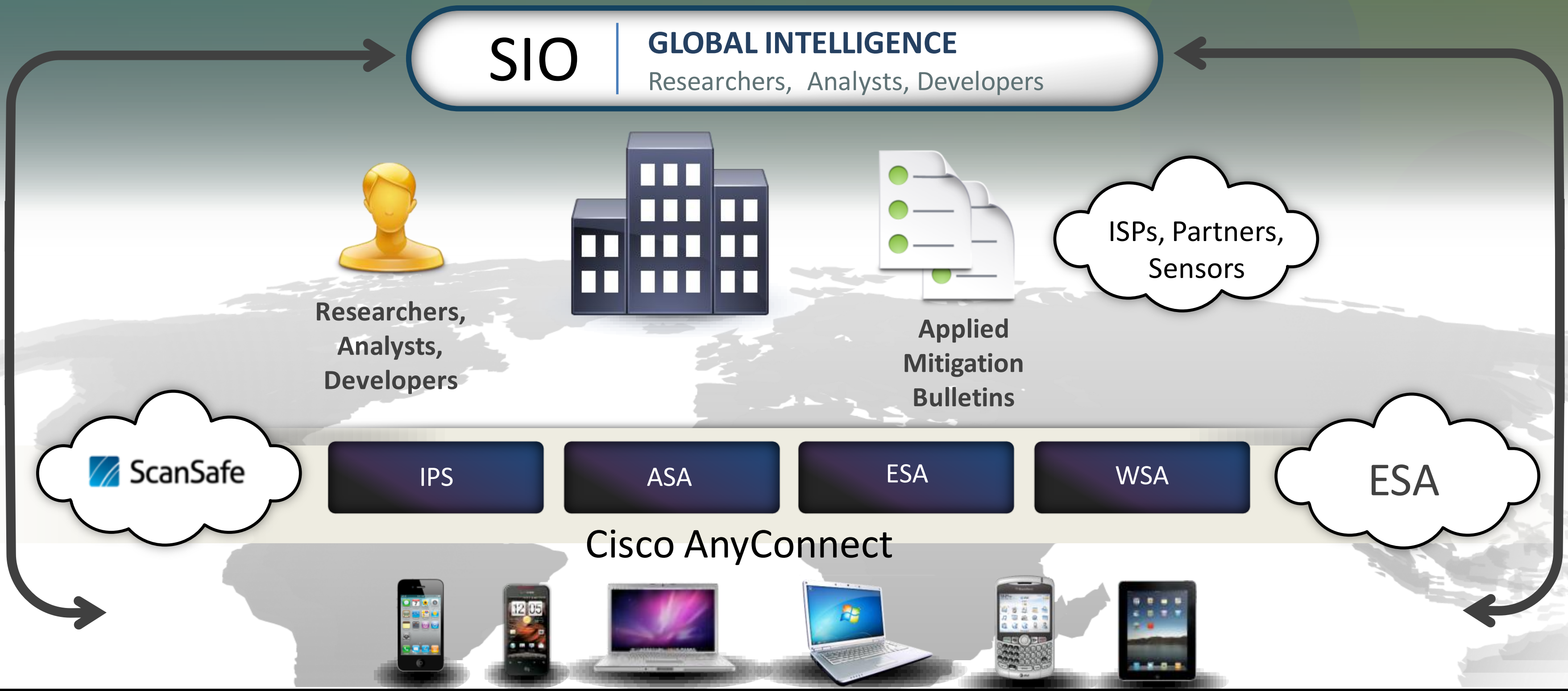
SIO
GLOBAL INTELLIGENCE
Researchers, Analysts, Developers
Researchers, Analysts, Developers
Applied Mitigation Bulletins
ISPs, Partners, Sensors
ScanSafe
IPS
ASA
ESA
WSA
ESA
Cisco AnyConnect

CISCO SOLUTION

Largest Threat Analysis System—Blended Threat Protection

700K+ Global Sensors

5 Billion Web Requests/Day

35% Of Global Email Traffic

Endpoint Threat Telemetry

Reputation, Spam, Malware and Web Category Analysis, and Applications Classification

Empowering IT to say ‘YES’

USERS DEMAND: I WANT TO…		IT CHALLENGE: HOW DO I?
Use the Device I Want	1	Balance Security with Productivity
Seamless Experience Across Devices	2	Enable Secure, Reliable Experience
Greater Flexibility and Productivity	3	Simplify Ongoing Operations

Thank you.