

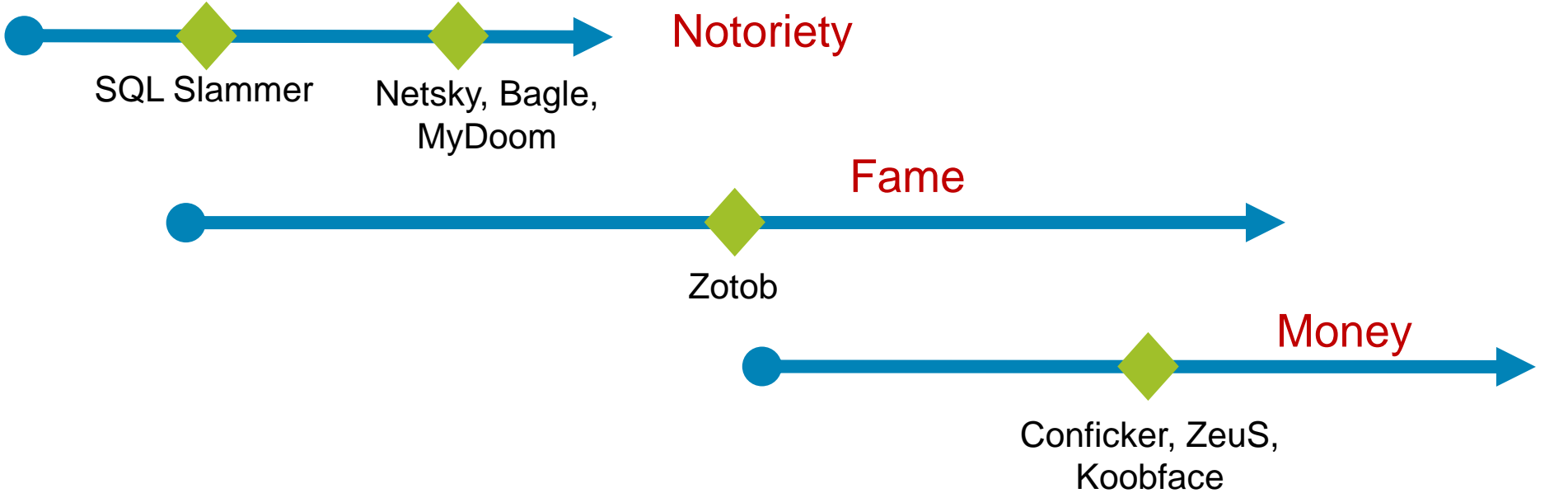


Cyber security - facts, trends, Cisco architecture

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Evolution of Intent

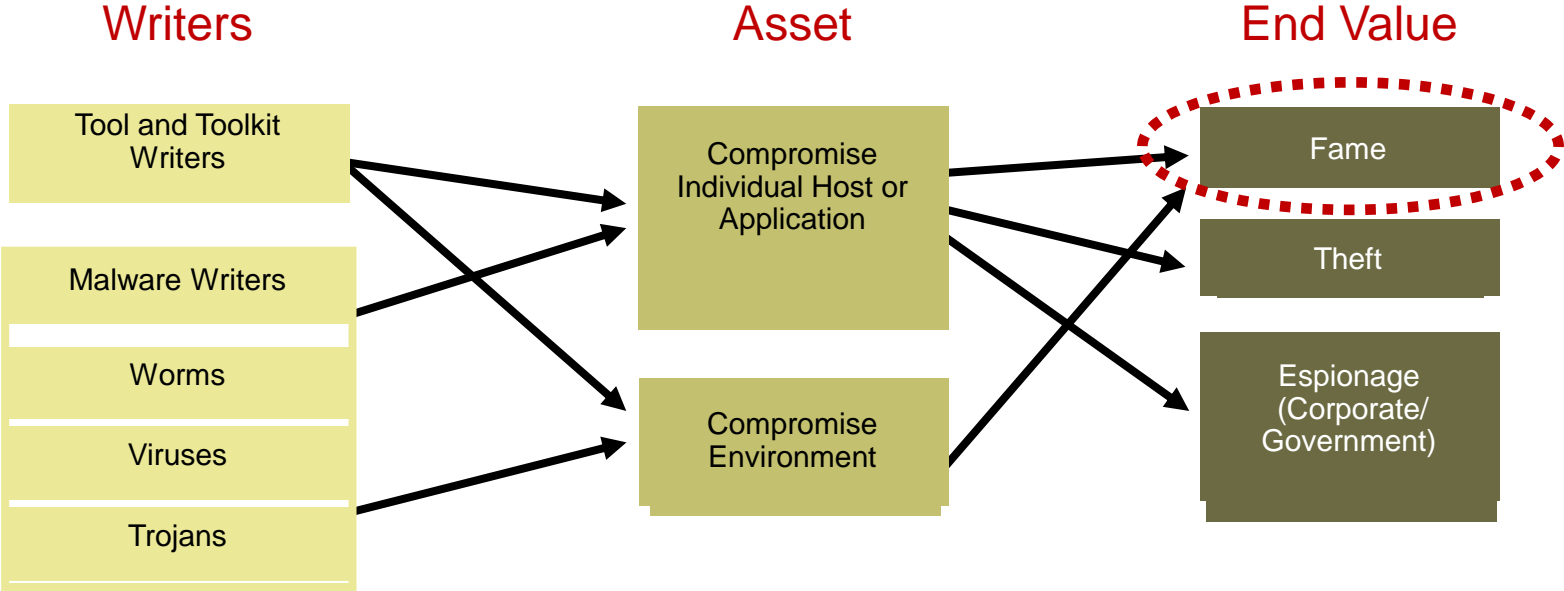


◆ = Major Media Event

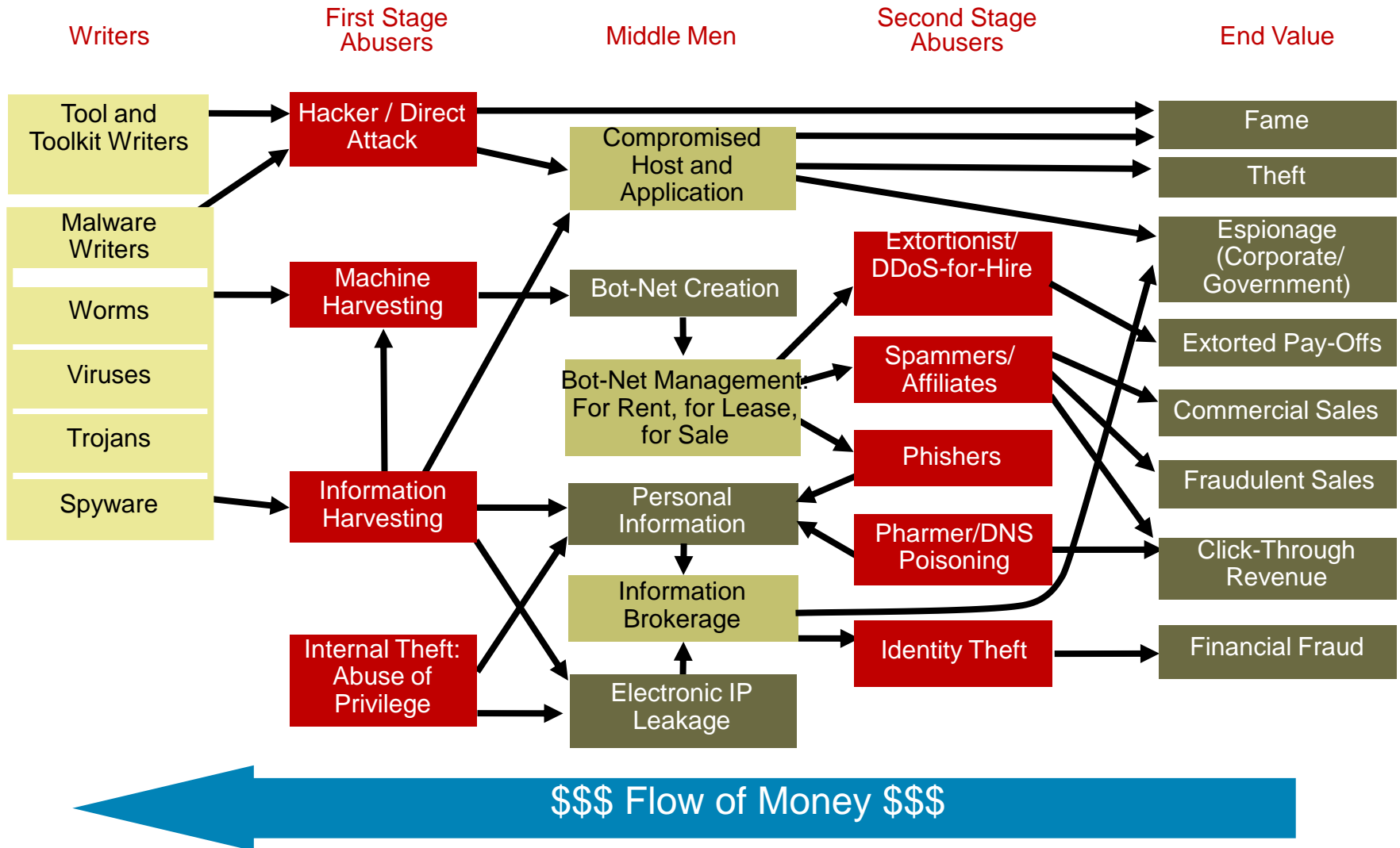
Cybercrime Industry

- Highly intelligent individuals are collaborating to create new viruses and other malicious code
- Software development tools for handling large projects are being used
- Development is not unlike normal software development in the IT industry
- The shared information and talents of many very skilled hackers when working together can be worse than any one working alone

Cybercrime Industry: In the Past



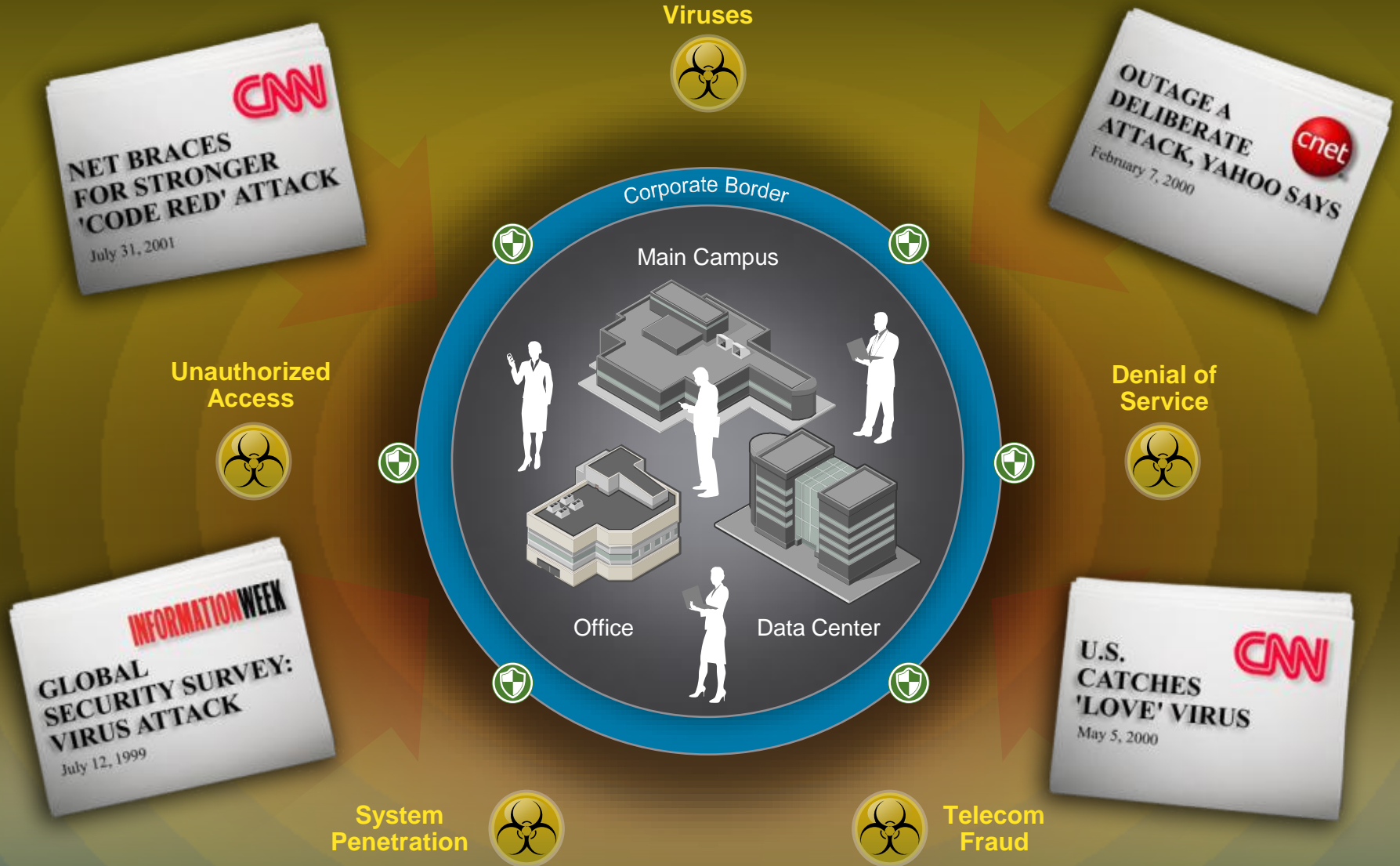
Cybercrime Industry: Today



Cybercrime Industry (short form)

- Group develops custom malcode
- Custom malcode is made available for purchase
- Hosting environments are paid to host malicious code on sites that they control – bulletproof servers
- Malcode downloaded to compromised devices by pay-per-install affiliates
- Malcode collects usernames and passwords as well as credit card numbers (\$.85 - \$30 per number)
- Bank Account credentials, identities, website admin credentials also for sale

Securing Organizations a Decade Ago



Defense for the Last Decade

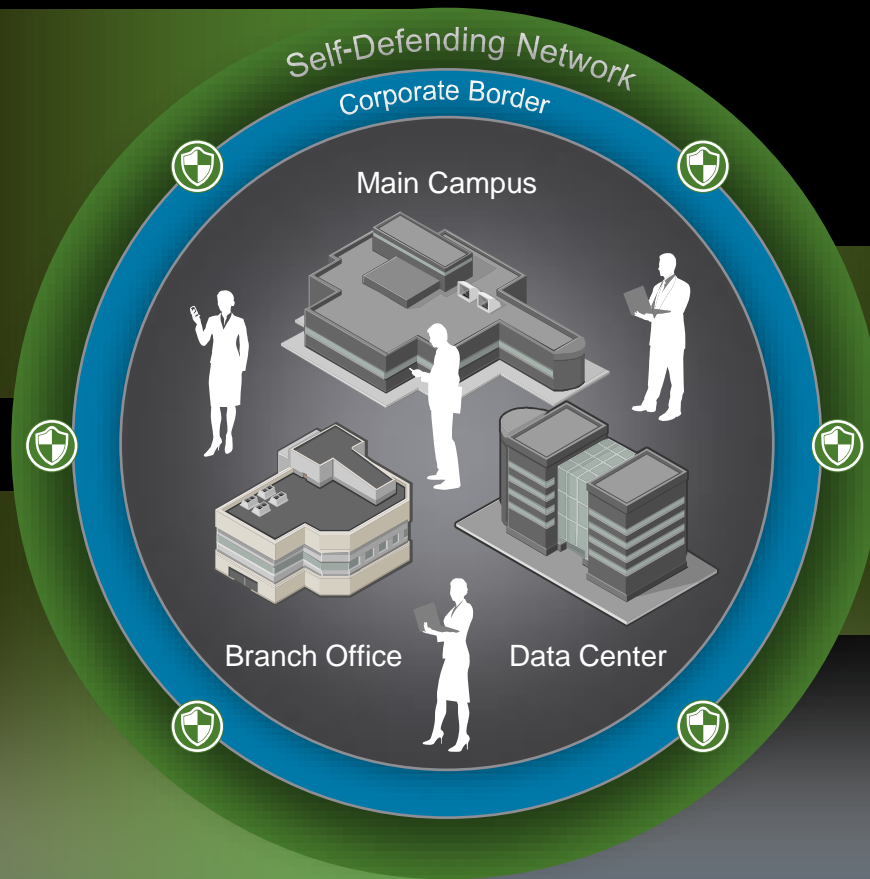
Cisco Self-Defending Network

Integrated

Build security into the network

Collaborative

Make security work together as a system



Adaptive

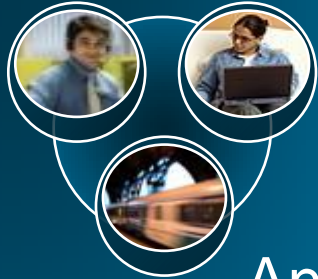
Adjust defenses based on events and real time info

The New Borderless Organization

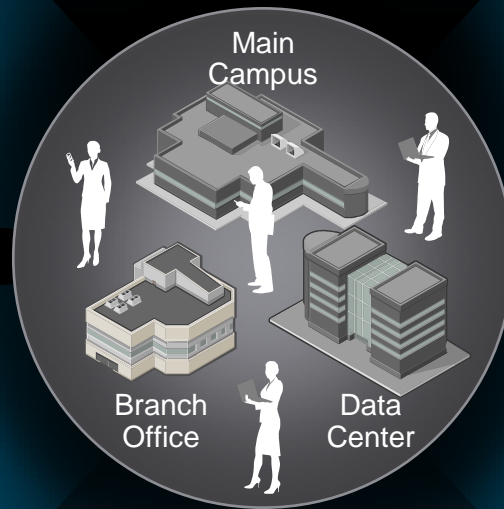
Borderless Experience



Anyone



Anywhere



Anything



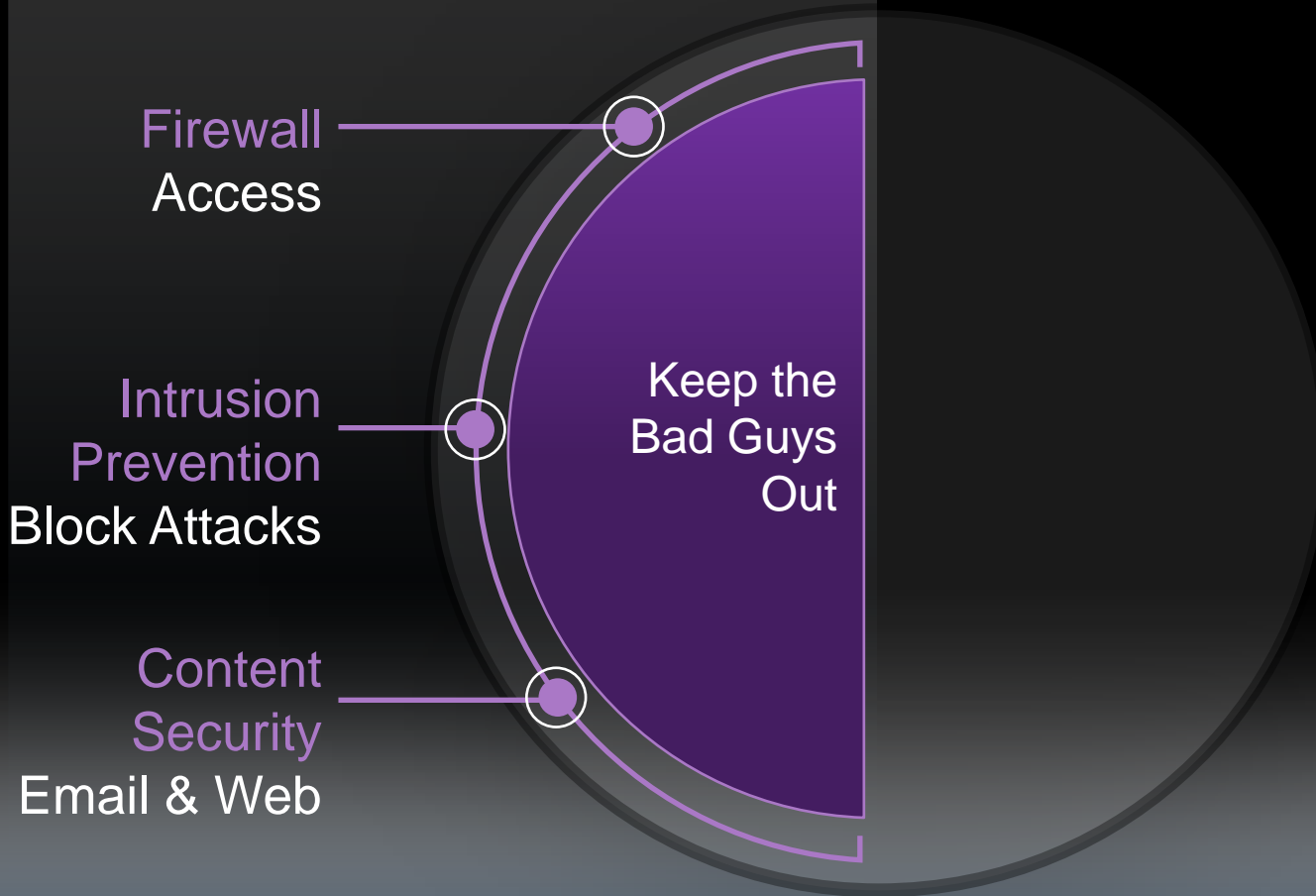
Anytime



Requires A New Security Strategy

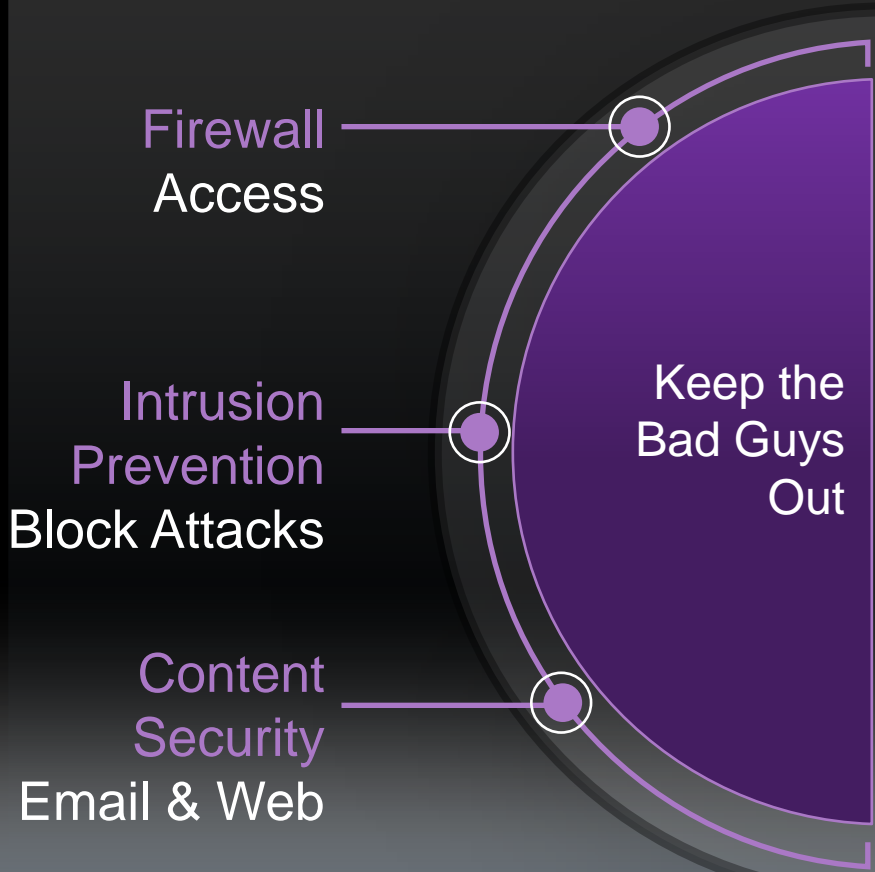
From Self-Defending Network to Secure Borderless Networks

Self-Defending Network

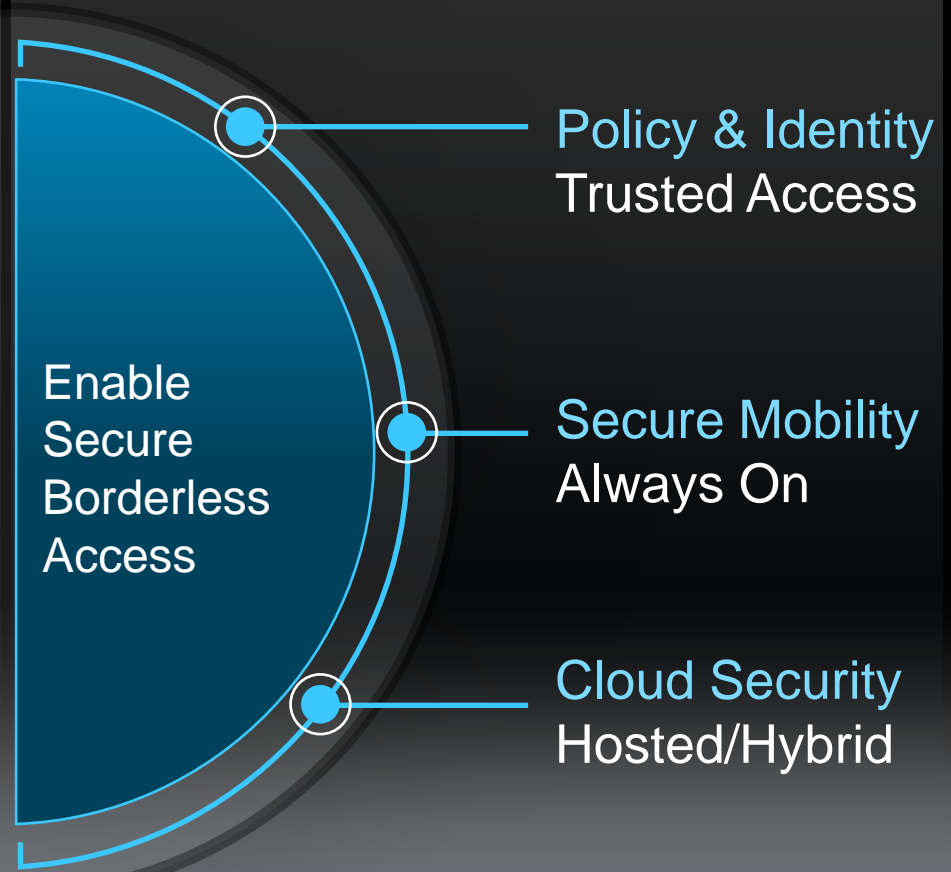


From Self-Defending Network to Secure Borderless Networks

Self-Defending Network



New Security Requirements



From Self-Defending Network to Secure Borderless Networks

Self-Defending Network

Secure Borderless Networks



Cisco Security Intelligence Operations

Secure Borderless Networks

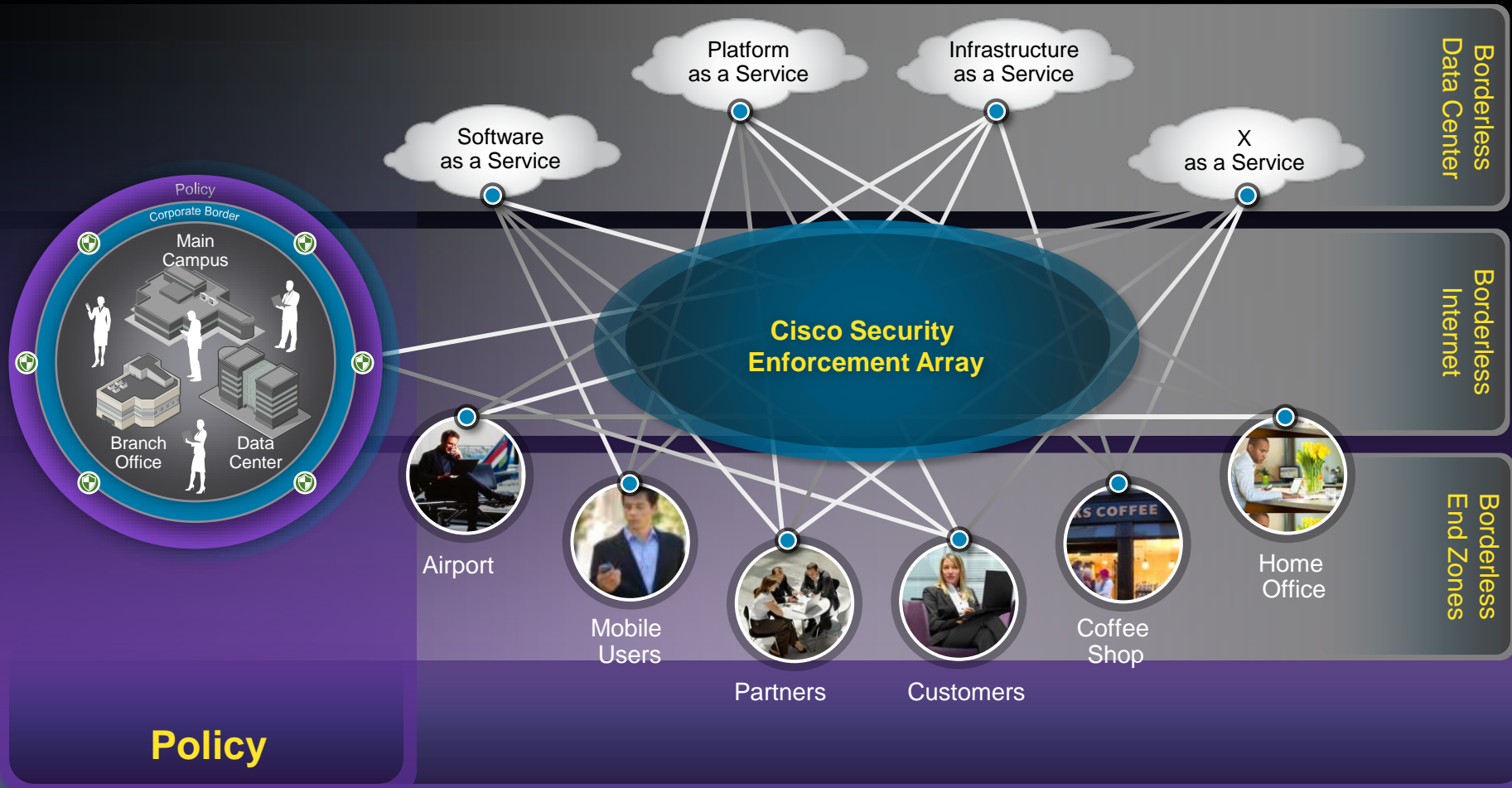
Security Architecture for the Next Decade

Anyone

Anywhere

Anything

Anytime



Architecture Based Systems and Solutions

Implemented Through Systems and Solutions

DEFEND

Defend Operations



Threat Defense

EXTEND

Secure Connectivity



Secure Mobile Workforce

PREVENT

Prevent Loss of Assets



Physical and Data Loss Prevention

COMPLY

Achieve Regulatory Compliance



Governance, Risk and Compliance

Anyone, Anywhere, Anything, Anytime

Secure Borderless Networks in Action



Cisco Virtual Office



Threat Defense



Compliance



AnyConnect
Secure Mobility



Data Center Security



TrustSec



Secure Branch

Policy and Identity

Secure
Mobility

Access
Control

Content
Security

Network
Security

Security
Management

Network Infrastructure



CISCO