



End-to-End Security

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Forward-looking Statements

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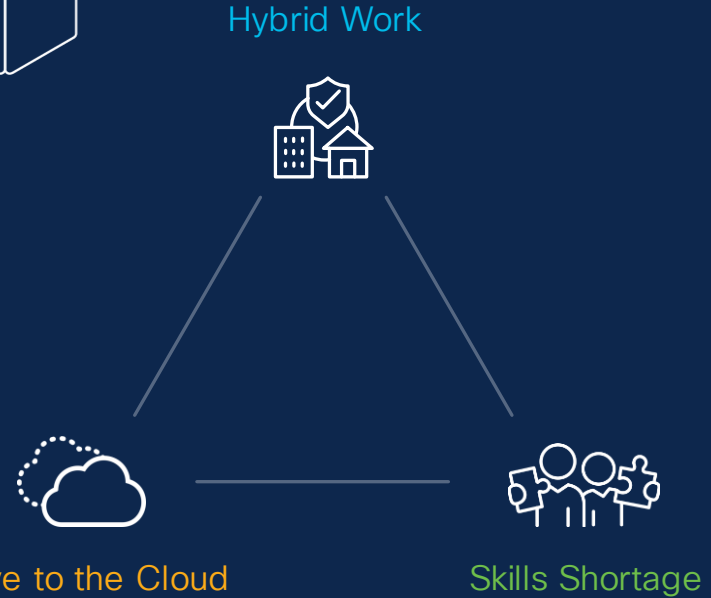
Security

is a Growing
Worldwide
Problem

Cisco
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2021



A Rapidly Growing Threat Surface



OUR GOAL

Empower the
World to Reach
Its Full Potential,
Securely



End-to-End Security Business Momentum

Customer Momentum

300K+ security customers

100% of the Fortune 100

840K Networks protected

61M endpoints protected

67M mailboxes protected

Product Momentum

500+ new innovations in 2021

Launched **SecureX**

Industry Momentum

Forrester Wave

Enterprise Firewall 2020 Leader

Forrester Wave

Zero Trust 2020 Leader

SC Magazine

2020 Security Company of the Year

AV-TEST

2020 #1 Rating, Umbrella

CRN

2020 Products of the Year:
SASE, SecureX, Umbrella

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Growth Opportunity

\$37B
Expansion

- Detection & Response
Vulnerability, Extended Detection and Response
- Zero Trust
Identity Governance & Administration, Privileged Access, Single Sign-On
- Application Security

\$43B
Current

By 2025

- Network Security/SASE
- Detection & Response
Endpoint, Email
- Zero Trust
Multifactor Authentication, Network Access Control



Growth Opportunity



- Detection & Response
Vulnerability, Extended Detection and Response
- Zero Trust
Identity Governance & Administration, Privileged Access, Single Sign-On
- Application Security

- Network Security/SASE
- Detection & Response
Endpoint, Email
- Zero Trust
Multifactor Authentication, Network Access Control

By 2025

Massive Expansion Opportunity

ENTERPRISE AGREEMENTS LEAD THE WAY TO GROWTH IN EXISTING CUSTOMERS

Enterprise Agreements (EA)



Massive Expansion Opportunity

ENTERPRISE AGREEMENTS LEAD THE WAY TO GROWTH IN EXISTING CUSTOMERS



Past Approaches Are No Longer Sufficient

3,500+

Security
point-solution
vendors¹

50+

Products in
a typical
security stack²

4M

Unfilled
security
jobs³

¹ The Cyber Research Databank (cyberDB.co)

² "Oracle and KPMG Cloud Threat Report 2020," Oracle and KPMG, 2020

³ "The 2019 Official Annual Cybersecurity Jobs Report," Herjavec Group, 2020



THERE ARE TWO VERY DIFFERENT CHOICES

Platform VS Point Solutions

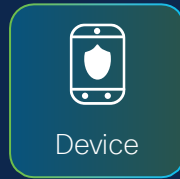




Delivering the
Industry's Most
Complete **Open**
Platform for
Security

Cisco
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2021

Delivering the Industry's Most Complete **Open Platform** for Security



Our Portfolio



User

Secure Access by Duo
Multi-factor authentication

Secure Email
Email security



Device

Secure Client
Single client for access, trust, DNS, threat, query

Secure Endpoint
Endpoint Detection and Response

Secure Malware Analytics
Sandbox

AnyConnect VPN
VPN

Meraki Systems Manager
Mobile device management

Kenna
Vulnerability management



Network

Meraki MX
Campus NGFW

Secure Firewall
Enterprise

Secure Network Analytics
Network detection and response

Web Appliance
Secure web gateway

Identity Services Engine
Network access control

Cyber Vision
Industrial control security

Umbrella
Secure internet gateway/SASE

Cloudlock
Cloud application security broker

Secure Cloud Analytics
Cloud network detection and response



Apps & Data

Secure Workload
Workload protection/micro-segmentation

Secure Application
Application security

ThousandEyes
Network and application monitoring

Our Portfolio



User

Secure Access by Duo
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Device

Secure Client
Single client for access, trust, DNS, threat, query

Secure Endpoint
Endpoint Detection and Response

Secure Malware Analytics
Sandbox

AnyConnect VPN
VPN

Meraki Systems Manager
Mobile device management

Kenna
Vulnerability management



Network

Meraki MX
Campus NGFW

Secure Firewall
Enterprise

Secure Network Analytics
Network detection and response

Web Appliance
Secure web gateway

Identity Services Engine
Network access control

Cyber Vision
Industrial control security

Umbrella
Secure internet gateway/SASE

Cloudlock
Cloud application security broker

Secure Cloud Analytics
Cloud network detection and response



Apps & Data

Secure Workload
Workload protection/micro-segmentation

Secure Application
Application security

ThousandEyes
Network and application monitoring

Services

Talos Incident Response services
Incident response, threat hunting, penetration testing, emergency response

Managed Detection and Response
Extended detection and response as a service

Advanced Services
Design, Deployment, Optimization

Delivering the Industry's Most Complete Open Platform for Security

Threat Detection and Response

Secure Access Service Edge (SASE)

Zero Trust

Application Security



User



Device



Network



Apps & Data

**Talos
Threat
Intelligence**



“Cisco has delivered a purpose-built platform that addresses the ever-changing threat landscape, but that is also customizable and extensible.”

Mike Schofield, VP of Network & Cybersecurity Operations

rackspace
technology.

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2021

“For us, networking and security are one and the same. What we like about Cisco is the absolute integration.”

James Battin
Lead Network Architect

dyson

“My biggest fear is we have a packed arena and then suddenly we have a cyberattack. It takes over the jumbotron, the network freezes, and the game has to stop. Without Cisco, things would be more difficult, more complicated, less secure.”

Krishna Bhagavathula,
Chief Technology Officer

NBA



Innovation for Growth and Differentiation

Zero Trust

Passwordless

Continuous Trusted Access

Device Insights



Innovation for Growth and Differentiation

Zero Trust

Passwordless

Continuous Trusted Access

Device Insights

Secure Access Service Edge (SASE)

Native Meraki / Viptela Integration

Snort 3.0 Intrusion
Protection Service

Single Security Client



Innovation for Growth and Differentiation

Zero Trust

Passwordless

Continuous Trusted Access

Device Insights

Secure Access Service Edge (SASE)

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Protection Service

Single Security Client

Threat Detection & Response

SecureX Investigation

SecureX Orchestration

Risk-based Vulnerability
Management





Land

80%

start their journey with
one of these products



Secure Firewall



Umbrella



Duo



Secure Endpoint



Land

80%

start their journey with one of these products



Secure Firewall



Umbrella



Duo



Secure Endpoint



Expand

25%

then purchase at least one other security product



Land

80%

start their journey with one of these products



Secure Firewall



Umbrella



Duo



Secure Endpoint



Expand

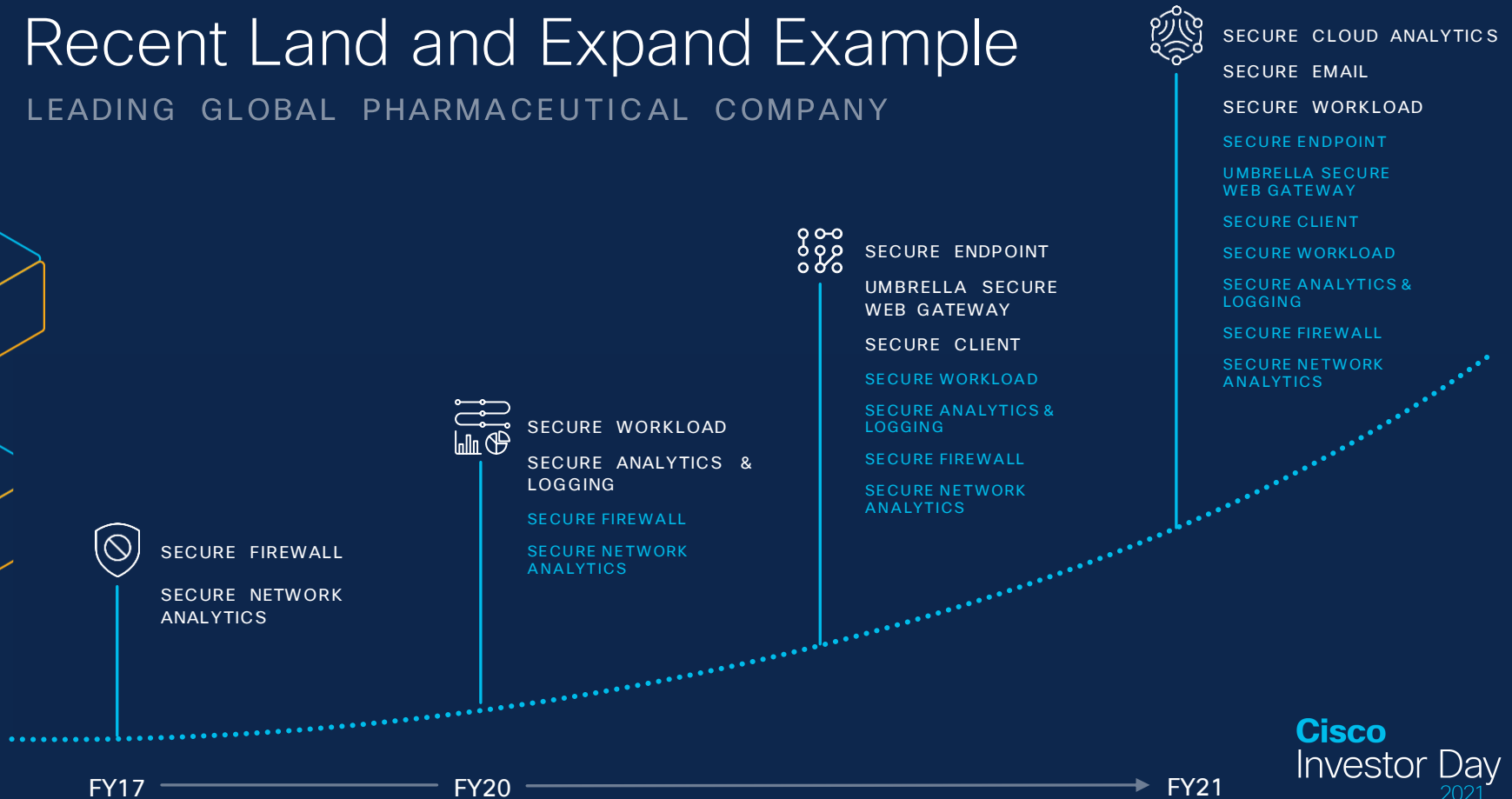
25%

then purchase at least one other security product

And the top **11,000** Cisco Secure customers buy **3+** products over 4 years

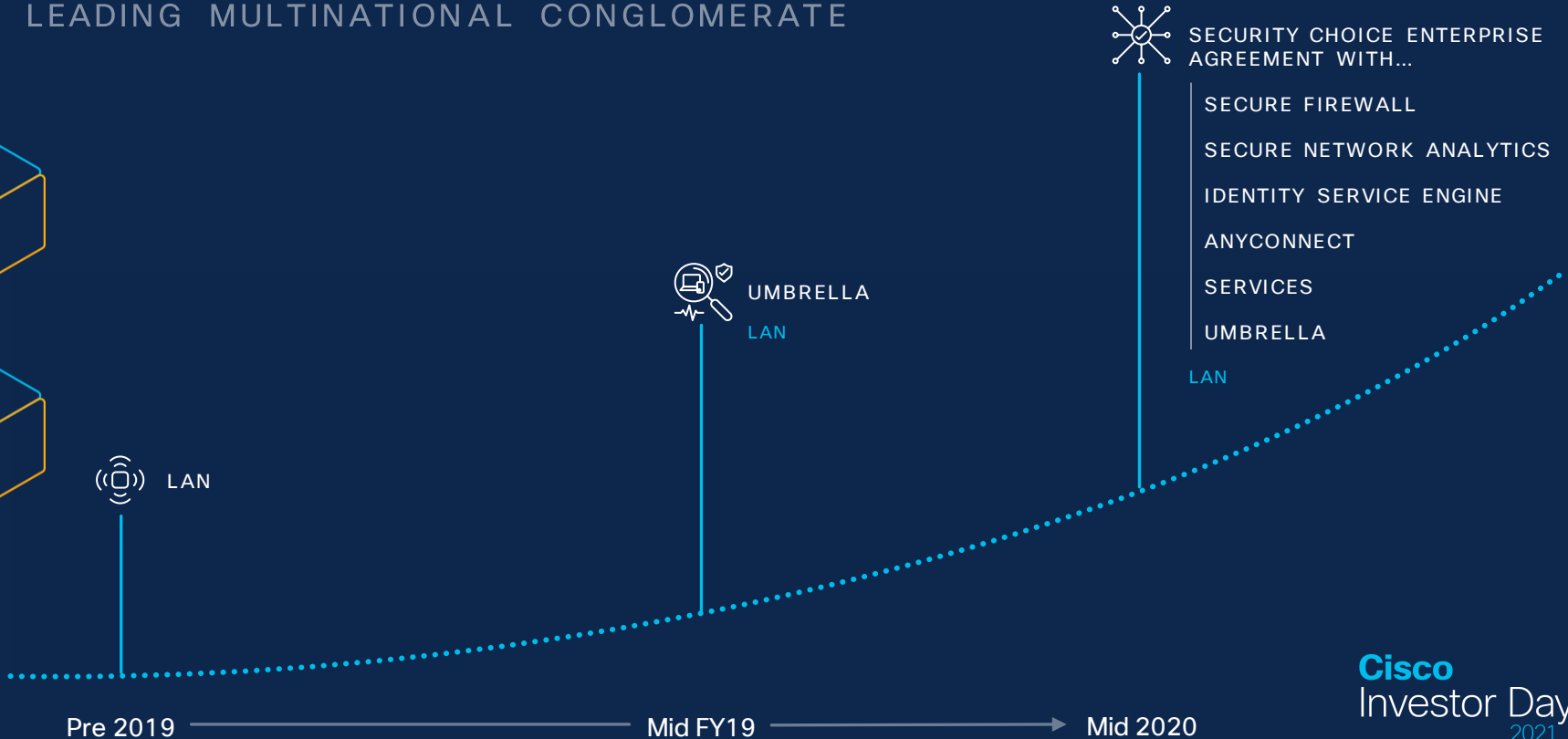
Recent Land and Expand Example

LEADING GLOBAL PHARMACEUTICAL COMPANY



Recent Land and Expand Example

LEADING MULTINATIONAL CONGLOMERATE



Why We Win



Breadth

- Security + networking
- Security + observability
- On-premises + cloud
- Mitigation + response
- Pre + post access control

Scale

- 900M** MFA requests per month
- 454B** DNS requests per day
- 30B** endpoint events per day
- 1.4M** new malware samples per day

Simplicity

- 8,100** SecureX customers in first year
- 95%** reduction in time to detect a threat¹
- 90%** reduction in analyst effort per incident²
- 45-50%** decreased risk & cost of data breach²

¹ Tech Validate Survey, July 2019

² Total Economic Impact of Cisco SecureX, Forrester

Forward-looking Statements

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