



Information Security: *The Next Frontier*

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Today's Agenda



- Cisco SDN Strategy
- Information Security Trends
- Messaging Security Demo
- Summary



Self Defending Networks of the 21st Century

Moving From...

Desktop AV/Signatures

Basic Firewalls/IDS

Static Transport (VPN)

Basic Management

Disparate Applications

Moving To

Behavioral /Trusted Clients

Adaptive Threat Defense (ATD)

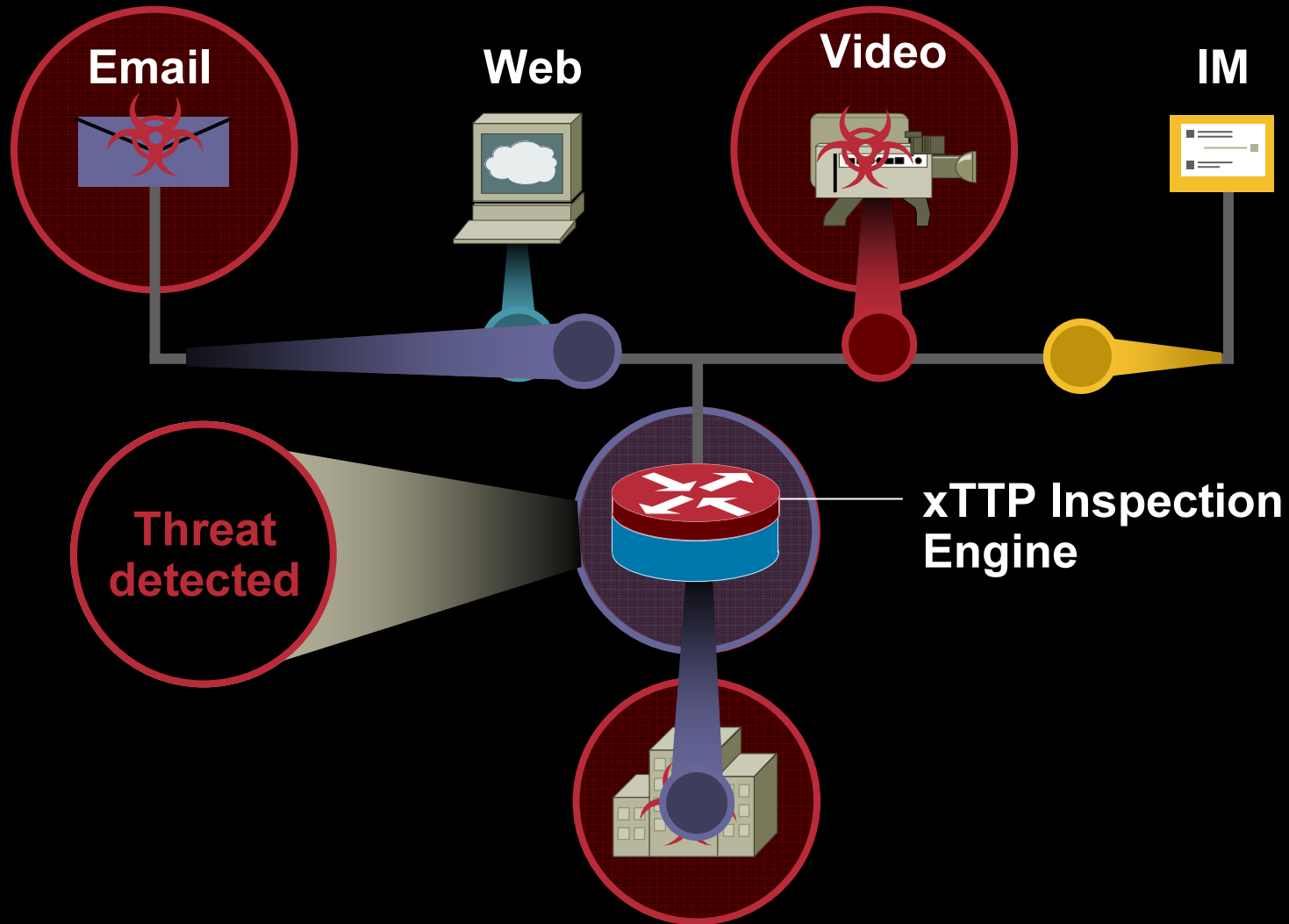
Trusted Domains of Security

Correlation and Containment

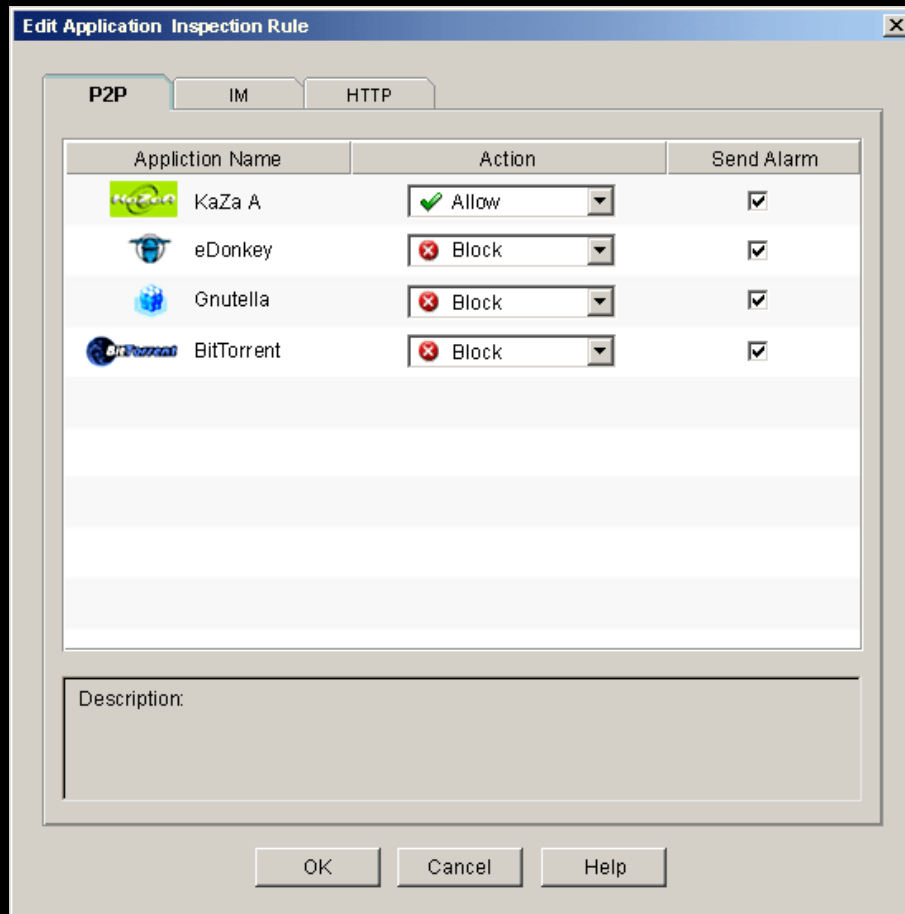
Application Security



Application Security



Application Security View



- **Ease Of Use**

Default protection profiles to manage common threats

Provide application categories and hide protocol information

- **Application Security Lockdown**

Similar to AutoSecure and SDM Router Lockdown

- **Leverage**

Common user interface to configure Application Security for Cisco security management applications

- **Leadership**

Competitive differentiation

Beyond Worms and Viruses

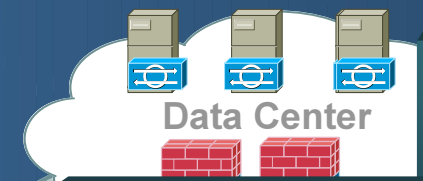
Scam

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Internet



Data Center

Point Product

Point Products are Good

Poin
Produ

Point Product

Solutions for Corporate Self-Defending Networks are Better

Blackman

The Value of Cisco's SDN Strategy

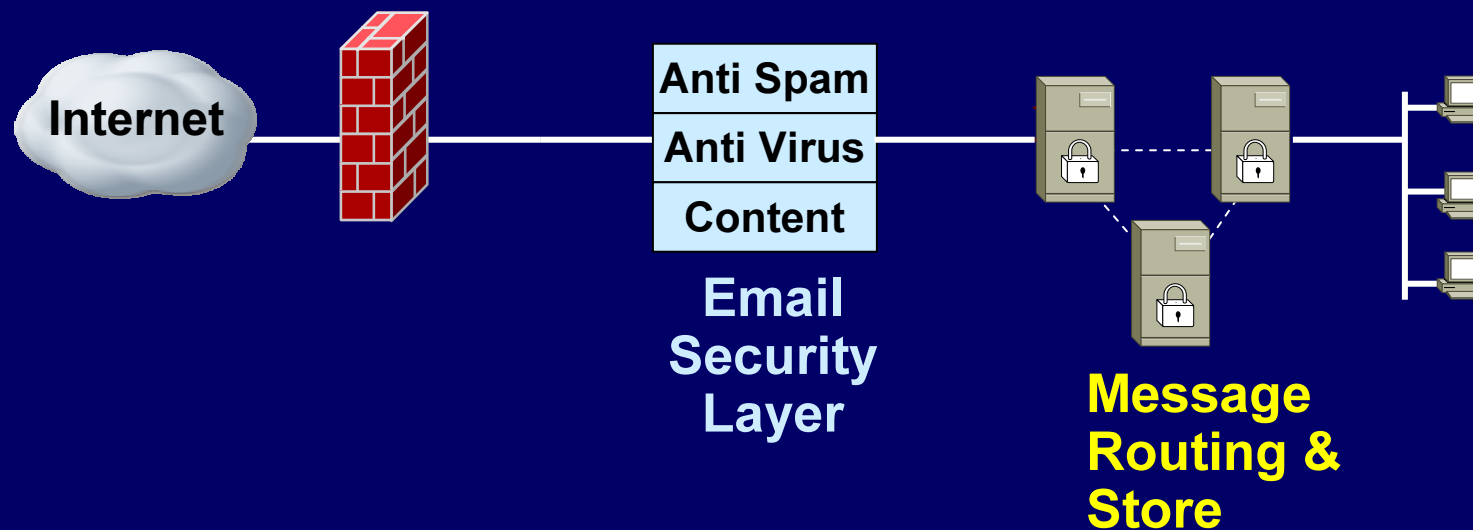


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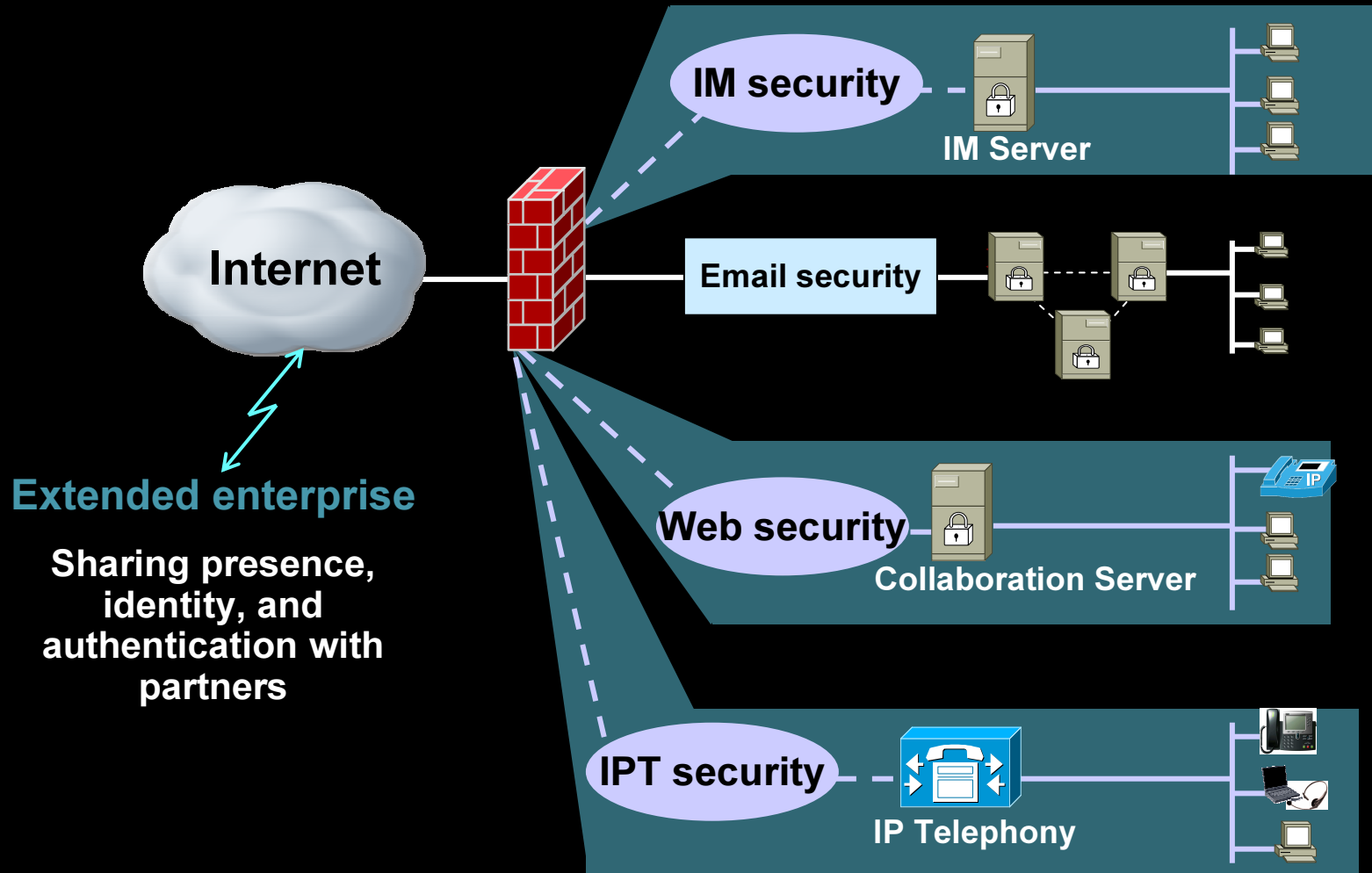
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Messaging has evolved from primarily email ...

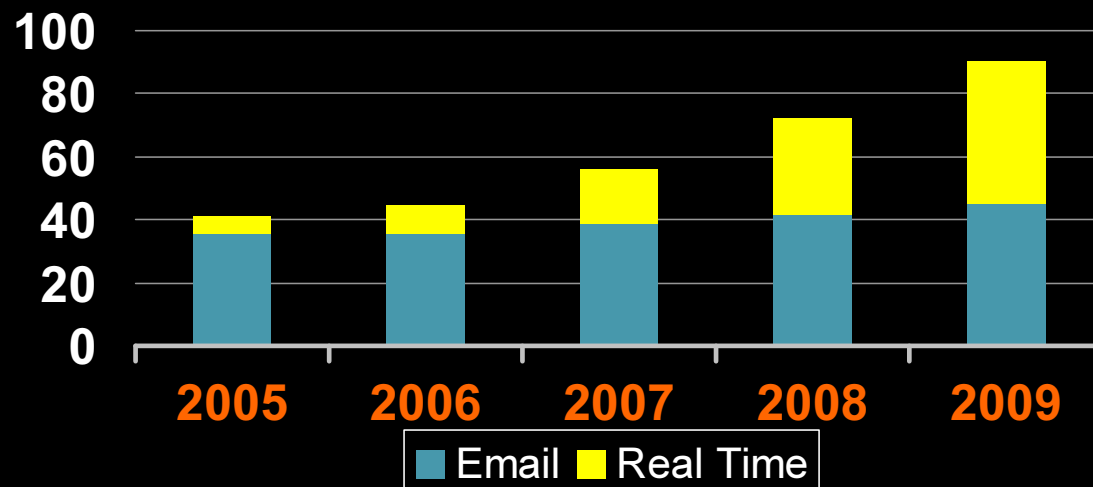


... to an integrated messaging environment



Message volume increasing exponentially

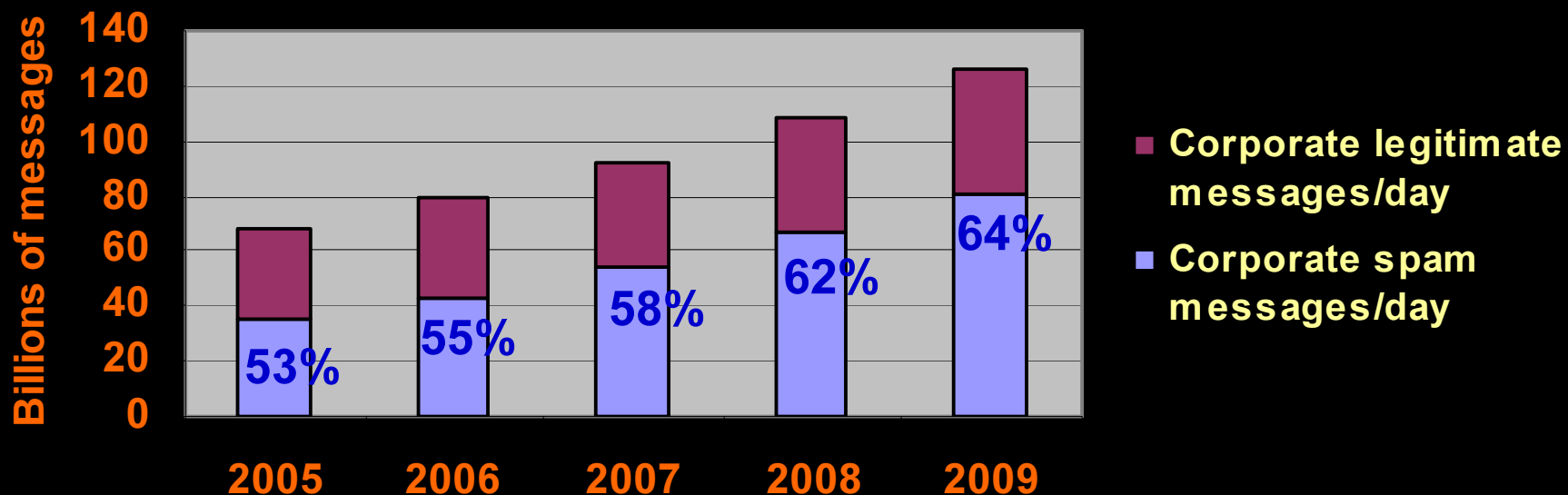
**Worldwide Enterprise Message Volume
(in billions)**



- Real time messaging is a key growth engine
- Conferencing apps bring together IM, VoIP, and info sharing

Source: Radicati Email and IM reports, 2005; email message volume excludes spam, IM volume includes EIM and enterprise use of public IM

Spam is a Threat Vector that Necessitates Over Provisioning

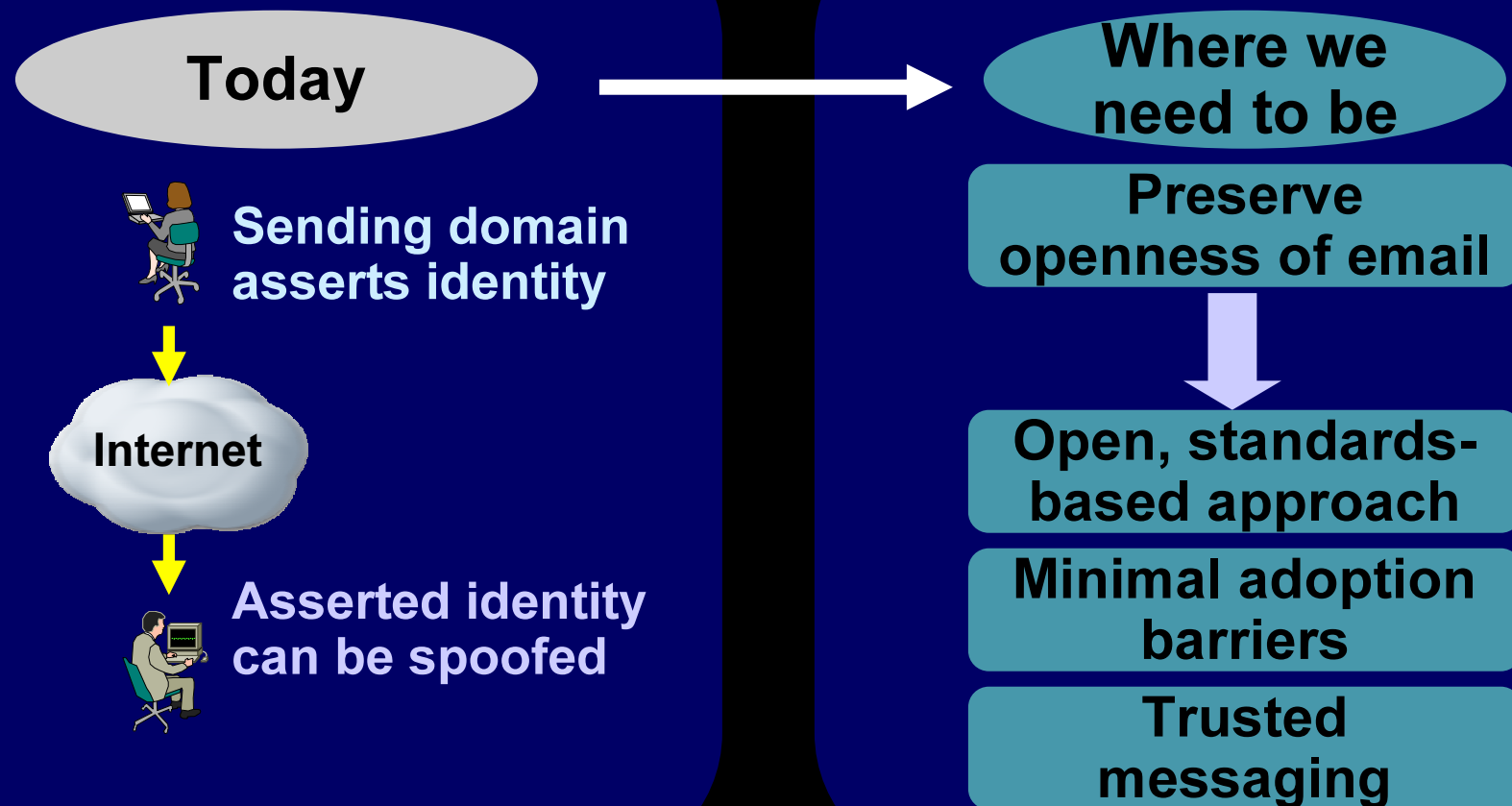


Corporate spam volume is growing 160% faster than legitimate mail

“A recent outbreak of spam is causing us to look at our Mail Server deployments and over provision to maintain critical customer response time guarantees” – IT Manager for a larger enterprise

Source: Radicati; Spam growth rate based on 2005-2009

Trust is a foundational requirement



DomainKeys Identified Mail:

An important step towards trusted messaging

- **Standards-based approach to email authentication**
- **Security considerations carefully scrutinized**
- **Easy integration with today's infrastructure**
- **Broad support from open source and commercial vendors**



Collaborative industry partnership to drive adoption

- **Broad ecosystem of leading players** working to make authentication a key part of solutions to combat phishing, spam, and identity spoofing

Spec Development



And other members of ESTG

ISPs and ESPs



And many others globally

Infrastructure & Reputation



And many others globally

Enterprises



And many others globally

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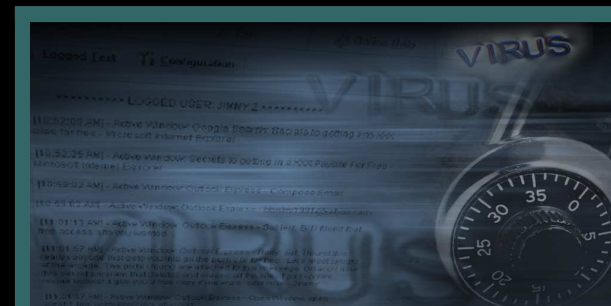


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Cisco: Enhancing Internet Trust

- Cisco is **key partner with industry leaders to address messaging security**
- Part of our commitment to **Self Defending Networks**
- Our goal: **Enhance trusted Internet communications and commerce**

