
cisco Live!
TURN
IT
UP
#CiscoLive

The bridge to possible

Your network is talking. Are you listening?

Cisco Secure Analytics

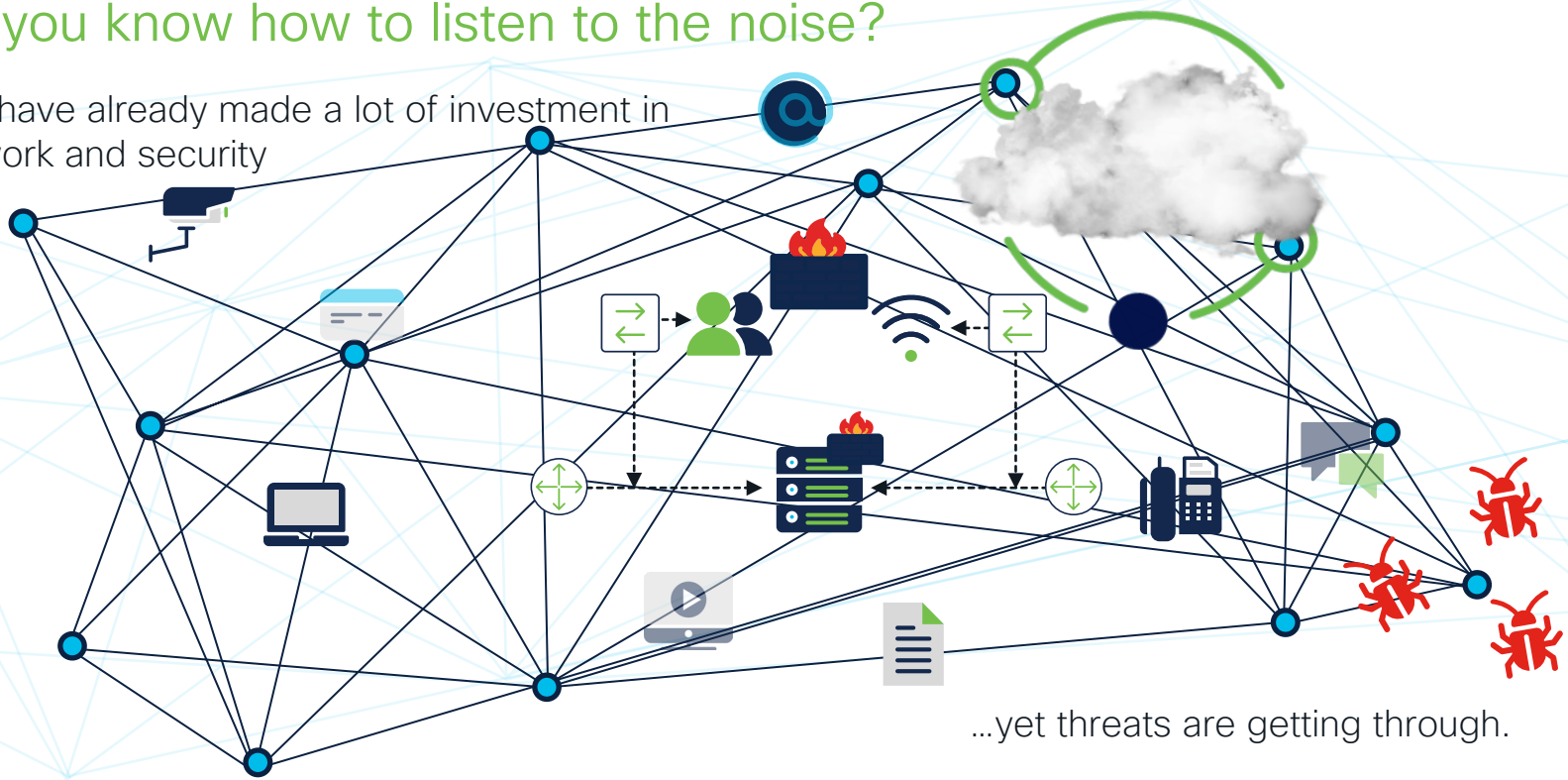
Paul Burdette; Cisco Secure Marketing

Session ID PSOSEC-1018

Your network is trying to tell you something.

Do you know how to listen to the noise?

You have already made a lot of investment in network and security



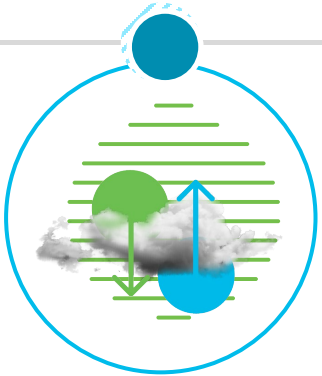
...yet threats are getting through.

Visibility – Telemetry – Analytics

What are they, and what do we do with them?

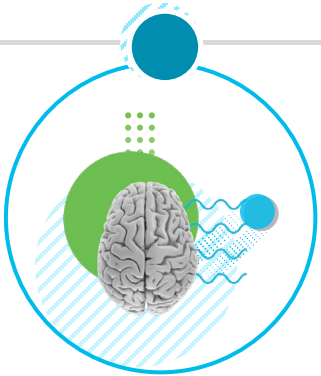
Network visibility

Ability to see or expose telemetry from a network resource



Telemetry

Ability to collect data/flow and generate intelligence from network resources



Analytics

What we do with visibility and telemetry to drive a business outcome

We can learn about the network, from the network

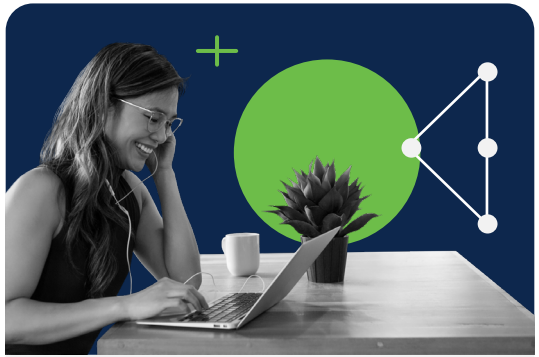
To Proactively Find Threats

Gain Visibility

Understand what is on the network. See every entity, and how they connect

Validate behavior

Know and understand every connection to establish a baseline of normal behavior



Maintain Trust

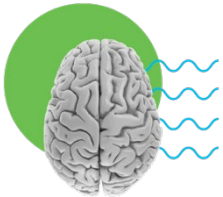
Continuously validate trust based on behavior.

Cisco Secure Network Analytics at Work

A step up in the arms race that is network security.

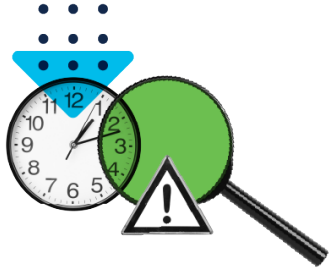
Contextual network-wide visibility

Agentless, using existing network and cloud infrastructure, even in encrypted traffic; see and understand the network.



Predictive threat analytics

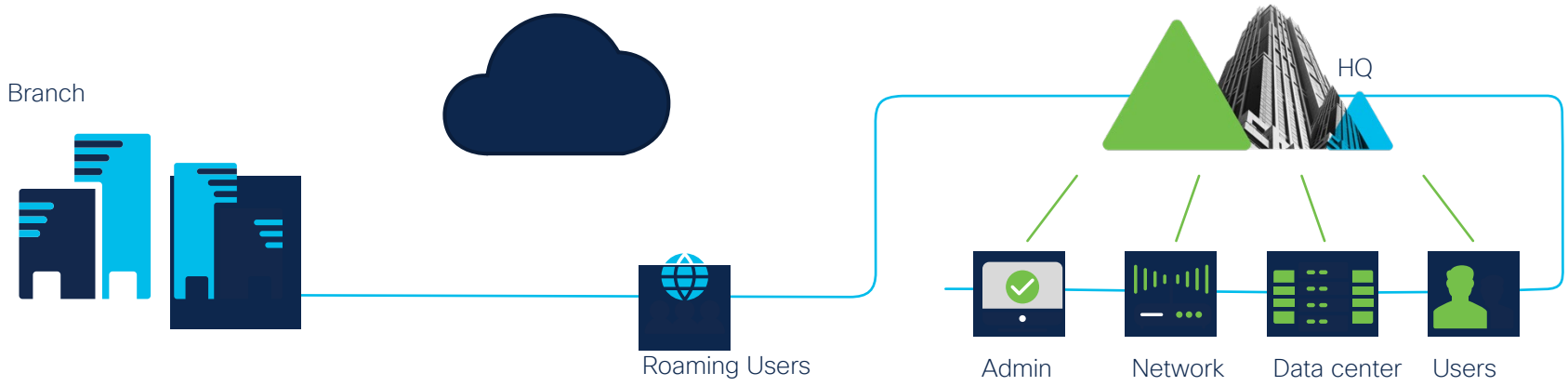
Combination of behavioral modeling, machine learning and global threat intelligence



Automated network detection and response

High-fidelity alerts prioritized by threat severity with ability to conduct forensic analysis

Effective security depends on total visibility



Not only for the cloud, but from the cloud

SaaS-based security for your private network

Easy to use and deploy

Centrally managed

Flexible pricing

Secure data storage

Automatically scale

Demo

Information is the oil of the 21st century, and analytics is the combustion engine.

– Peter Sondergaard, EVP, Gartner

Introducing the Cisco Telemetry Broker!

Available April 2021!

The evolution of the UDP Director

Brokering Telemetry

Centrally manage the replication of telemetry from multiple sources to multiple destinations.
Quickly PoV/onboard new telemetry-based tools!

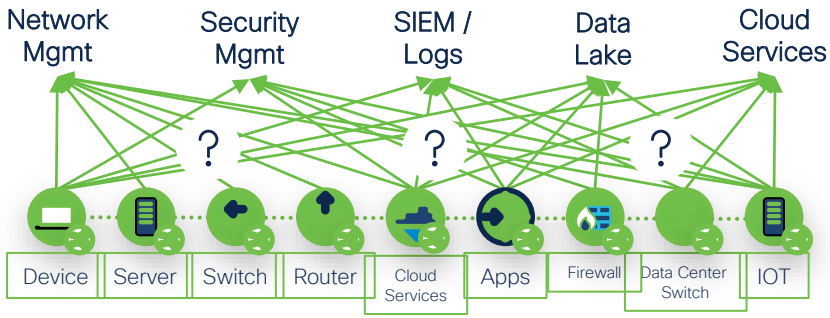
Filtering Telemetry

Filter the signal from the noise. Only send telemetry that is valuable to your analytics tools
Save money sending data to expensive tools!

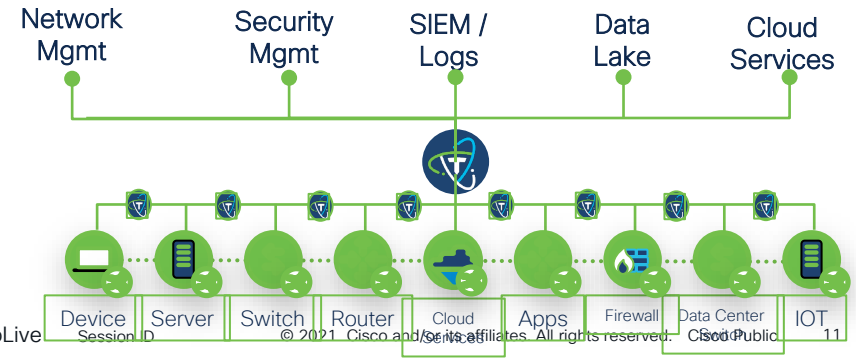
Transforming Telemetry

Transform telemetry protocols to the consumer's protocol of choice.
Enable access to more telemetry sources!

Before:



After:



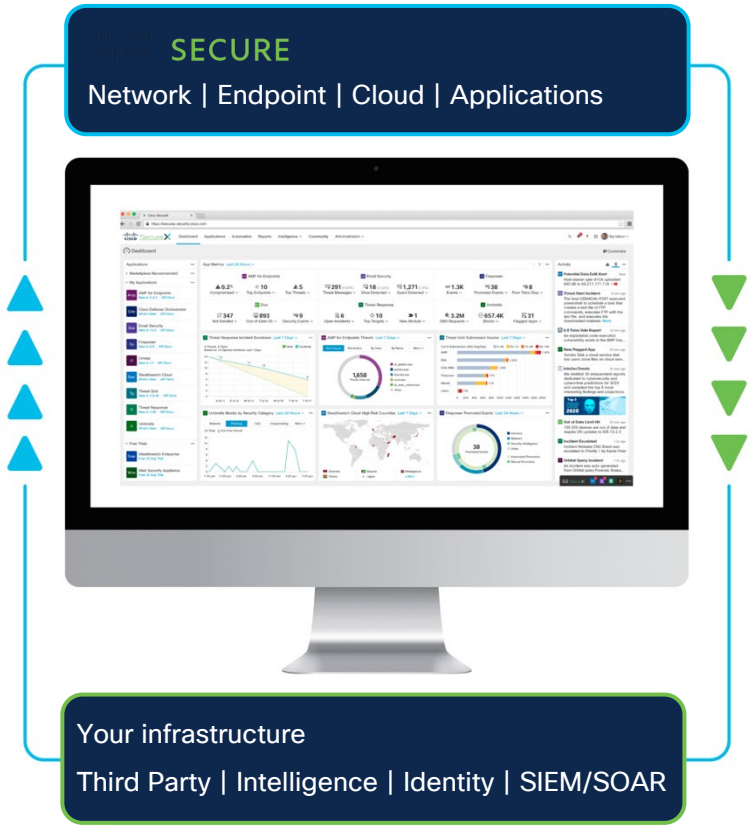
Cisco SecureX platform comes built-in with Secure Network Analytics

With SecureX:

- **Unify visibility** with context from other integrated Cisco Secure solutions
- **Simplify threat response** with incident enrichment, and workflows to execute remediation actions
- **Enable automation** using pre-built playbooks to escalate high fidelity alerts from Network Analytics

With Secure Network Analytics:

- **Unify visibility** by monitoring all network and cloud telemetry to identify potential anomalies
- **Simplify threat response** by monitoring lateral movement of the threat through forensic analysis
- **Enable automation** through analytics like behavioral modeling and machine learning to detect threats



Global threat intelligence on your local network with TALOS

TALOS

What's new – Secure Analytics updates

Validate policy intent in the network

- Visualize group communications with TrustSec-based reports
- Policy violation-based reporting
- ISE and pxGrid integration enhancements
- Increased mapping scale and traffic retention times

Cloud Security Posture Management

- Monitor public cloud resources for vulnerabilities and misconfigurations
- Ensure alignment to Azure/AWS CIS frameworks with new Cloud Posture view
- Enable cloud first

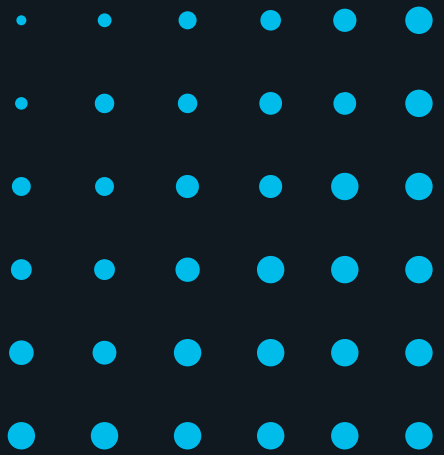
Catalyst 9000 direct to cloud integration

- Immediate branch level visibility for 9200/9300 customers
- Networking + Security made simple for Cisco switching customers and buyers
- No additional hardware or complex deployment required for rich visibility and alerting through Secure Network Analytics SaaS

SecureX Orchestration workflows

- Gather context and observables from Secure Cloud Analytics alerts
- Carry investigations further with the SecureX platform
- Automatically pivot into other Cisco solutions to remediate a threat

What do customers say?



“The most important thing that [Secure Network Analytics] brought us was excellent *visibility* into the network that we didn’t have before. This helped us find an event that had gone *undetected for more than a month*.”

Engineer, Large Enterprise Healthcare Company

“We went from no visibility to total visibility in no time. The *ease of deployment* of [Secure Network Analytics] and *integration* is far above any other product in the class.”

Senior IT Architect, Federal Government

“Cisco [Secure Network Analytics] has increased network visibility by 50%, has detected 30% more threats, and has *reduced incident response time by over 100 days*.”

Brian Li, Security Consultant, Dimension Data

“With [Secure Network Analytics], *false positives are almost none* whenever we are alerted for spikes which is very useful.”

Security Manager, Medium Enterprise Banking Company


cisco
SECURE

Agenda

- Introduction
- Second title goes here
- Third title goes here
- Fourth title goes here
- Fifth title goes here
- Conclusion

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- Second title goes here
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Best practices for creating slides

- Make sure every slide is assigned to a layout from the new template.
  - Reset slides to the correct layout using Home/Layout (both PC and Mac).
  - Reset a slide back to the correct formatting using:
    - Home/Reset (PC)
    - Home/Layout/Reset Layout to Default Settings (Mac)
- Resetting a slide to the proper layout can resolve issues like disappearing titles or misplaced bullets.
- If slide numbers are not formatting correctly after the slides have been moved to the new template and connected to the correct layout, then turn the slide numbers off and then back on.
- Home/Replace (PC) Format/Replace Fonts (Mac) allows you to replace fonts globally.

Best practices for creating slides

- Your presentation will be saved and posted as a PDF, so what you see onscreen in Normal Mode is how the PDF will appear.
- Split up a series of animations over several slides so key information is not hidden when saved as a PDF. Include a final slide with all elements in place.
- If you include log files in your slides, please make sure they come from a lab system—not a customer production system that could contain sensitive customer information.
- Use text for just the most important data, with a minimum font size of 14 pt.
- If you have a number of text slides in a row, try to keep the same size text across all the slides to make it easier to read in the flow.

Steps for filling in session IDs

- Once you have entered your Session ID on the Title Slide:
  - Copy the Session ID
  - Insert / Header & Footer / Paste the Session ID into the Footer box
  - Ensure Slide number and Footer checkboxes are marked
  - Click “Apply to All”

Segue

Segue 2

Segue 3

Segue 4

Segue 5

Video

Video 2

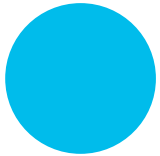
Demo

Demo 2

Color palette

- Use the hero palette colors as much as possible.
- Accent colors should only be used to call attention to important details, such as in a chart.

Hero



Sky Blue
R 0
G 188
B 235

Midnight Blue
R 13
G 39
B 77

Accent

Ocean Blue
R 30
G 68
B 113

Green
R 116
G 191
B 75

Orange
R 251
G 171
B 24

Red
R 227
G 36
B 27

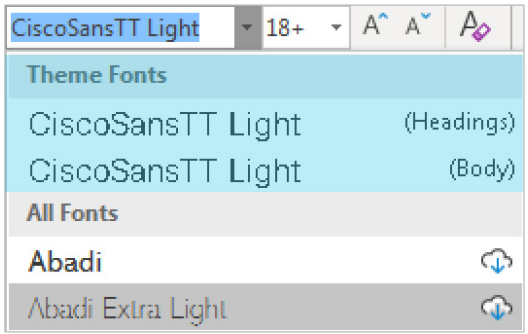
Only use the themes provided

Always use the template themes. It ensures consistency and reduces editing time when you share content between presentations.

Theme fonts

PowerPoint provides two theme fonts – for headings and body. They are found at the top of the font menu.

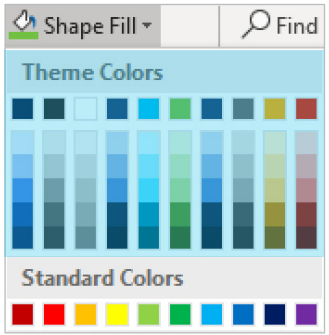
Do not select fonts from the “All Fonts” section of the list.



Theme colors

Our brand colors are included in the theme color section. Use only these colors and associated tints/shadows.

Do not use Standard Colors or create custom colors.



Seven tips for better presentations

1. Tell a story—make them care
2. Start with what's most important to them
3. Keep it simple, and short
4. Use more slides with less on them, and cut any slides that you can
5. Use clear, natural language
6. Make it a conversation and leave time to listen
7. Tell them what to do next—get them to act

Bullet slide / sentence case / size 28

- CiscoSansTT Light font is the only font used in the presentation
  - Exception: Courier can be used to represent code
- Body copy uses sentence case, size 20, left aligned
  - Sub-bullets are size 18 and indented
  - Hyperlink: www.cisco.com
- Use Cisco highlight color when emphasizing words, do not italicize

Layout: Title and subtitle and bullet

Subtitle: Size 18, left aligned

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Layout: Title and subtitle

Subtitle: Size 18, left aligned

Layout: Bullet title only

Layout: Bullet heavy text two-column

- Use this layout when you have to show six or more bullets
- Text size should be approximately 20 pt
- Use paragraph spacing to clearly separate each point
- Use **bold** text sparingly

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Layout: 2 Column with title and subtitle

Subtitle

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Layout: Title and 3 column bullets

- Use this layout when you have to show 3 columns of text

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Title and subtitle and bullet for heavy graphics

Subtitle

- Use this layout for lengthy bullet text that also has a subtitle

Layout: Title and bullet for heavy text

- Use this layout for lengthy bullet text

Layout: Title and subtitle for heavy graphics

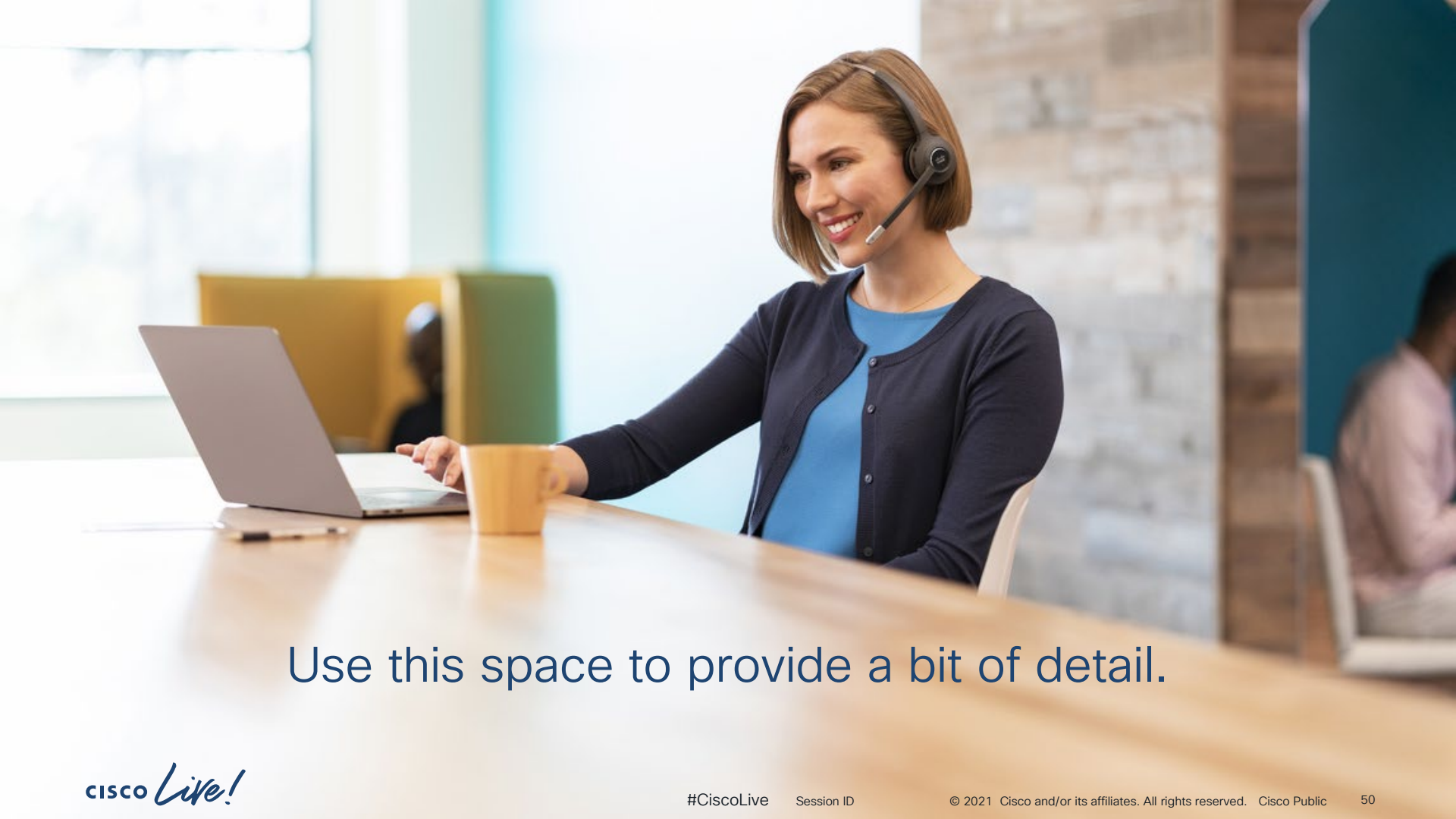
To be used for large network diagrams that have a title and subtitle

Layout: Title only for heavy graphics

This is a sample headline

Put your main point here. Use this space for a brief paragraph – no more than two or three sentences. Font size should be around 24 pt.

- Secondary information goes here
- Keep bullets brief
- Use line spacing to clearly separate each point
- Use the two-column layout for text-heavy slides



Use this space to provide a bit of detail.

“Quote text is left aligned, with a point size of 40 points.”

Source Name

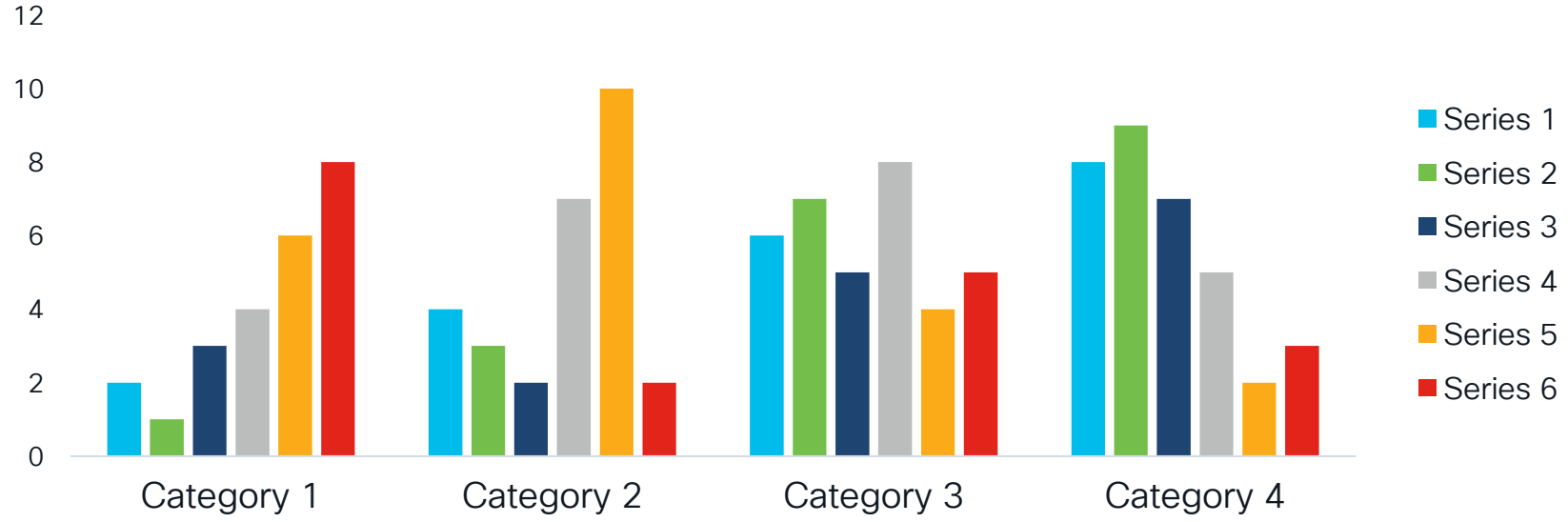
Company XYZ

Slide title

Heading 1	Heading 2	Heading 3
100	100	100
100	100	100
100	100	100
100	100	100
100	100	100
100	100	100

Enter source information here

Bar charts



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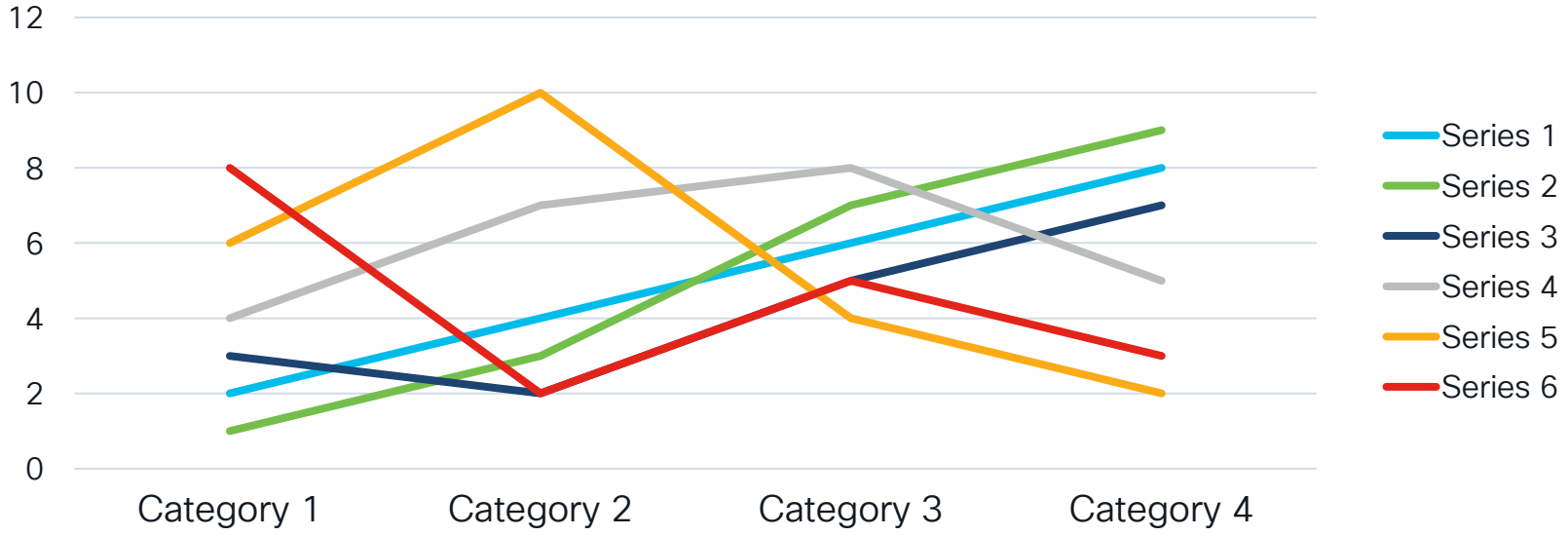
Line charts



Enter source information here

The bridge to possible

Thank you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TURN
IT
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