



The bridge to possible

# Protect your network from Counterfeit Cisco Products

Cisco Brand Protection

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slido



What do these images mean to you see in these images?

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# Cisco Webex App

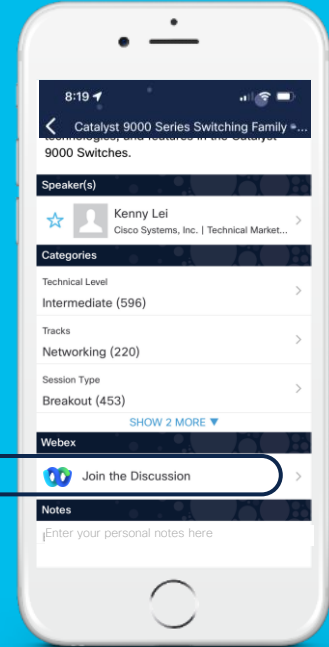
## Questions?

Use Cisco Webex App to chat with the speaker after the session

## How

- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated until February 24, 2023.





# Agenda

- Impact of counterfeit products
- How is Cisco addressing the counterfeit challenge?
- Demo: How to verify counterfeit products
- Case scenarios
- Key takeaways

# Impact of counterfeit products





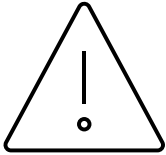
What is the revenue of global IT industry lost to counterfeiters, annually?

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# Revenue of global IT industry lost to counterfeiters annually

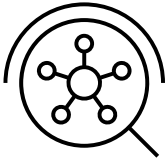


# Why should I care?



## Counterfeit risks

Counterfeit products can cause serious risks to network quality, performance, safety and reliability.



## Lack of Licenses, Warranty and Support

Sourcing products from outside of Cisco authorized channels may pass through many hands before they reach you.





FBI nails **\$143m fake Cisco hardware scam**



Canadian bust of fake Cisco gear is part of a larger **\$76m seizure of counterfeit Cisco goods**



**Chinese man gets jail** term over fake Cisco, HP, and Intel goods



U.S. Customs and Border Protection

CBP and Cisco collaboration results in **\$626,880 in seized counterfeit goods** at JFK



**Three men arrested** in counterfeit computer equipment operation



U.S. Customs and Border Protection

**CBP and Cisco collaborate to facilitate the authentication** of Cisco shipments entering US



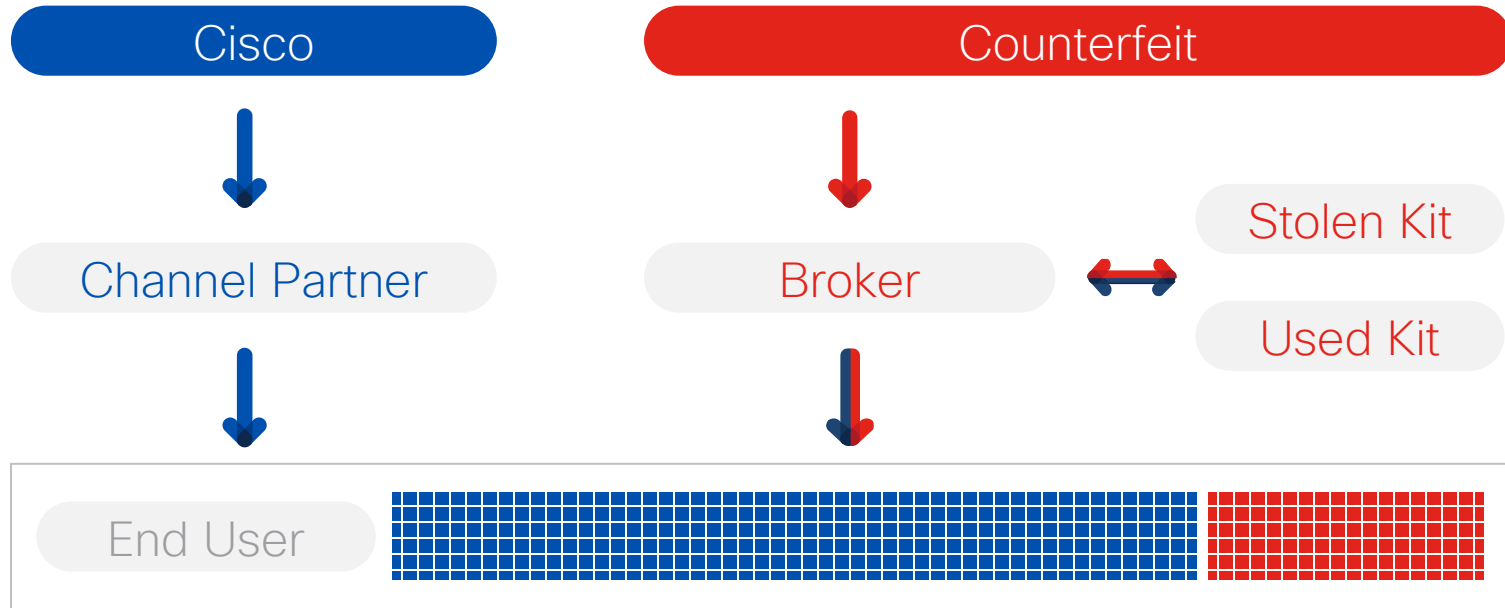
**Cisco reaches settlement** with UK broker K2



**Cisco Combating Gray Market, Fraudsters Undercutting \$1.2B**



# How Products Move on the Unauthorized Market



How is Cisco  
addressing  
the counterfeit  
challenge?



“We at Cisco are committing to **removing \$1.2B annual** in displaced sales into grey market and **counterfeit activities**. This is so we can focus on protection for our **customers**, our **brand** and our loyal authorized **partners**.”



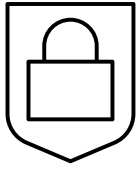
Oliver Tuszik

Senior Vice President

Global Partner Sales



# How Cisco is addressing the counterfeit challenge



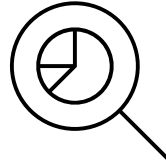
Investigation and enforcement



Anti-counterfeiting defenses



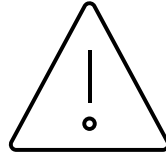
Education and awareness



Intelligence and analysis



Global partnerships



Digital fraud protection



What are the 2 main markets for the production and trafficking of counterfeit products?

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# Raids & investigations in China



**Customs Seizures**

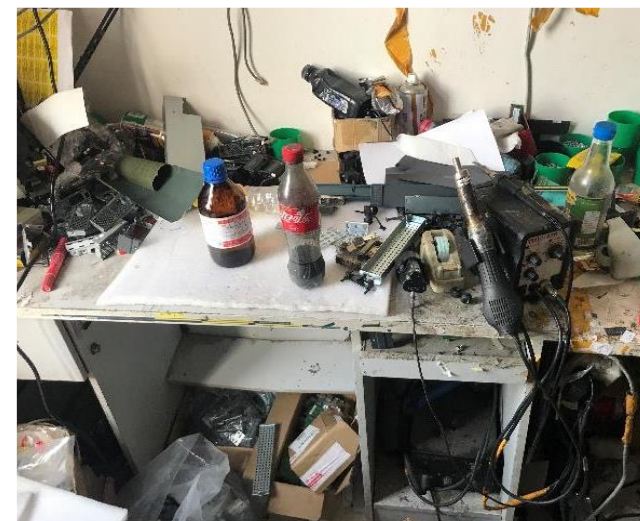
**Raids**

**Legal Actions**





China  
counterfeit  
raids





# Raids & investigations in the United States of America



**Customs Seizures**

**Raids**

**Legal Actions**



US  
counterfeit  
operations



# Appearances can be deceiving.

Cisco Brand Protection  
Keep it Cisco. #KeepItReal

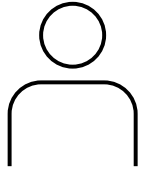


# Case scenarios

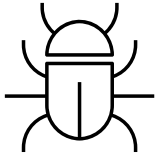


## Scenario 1

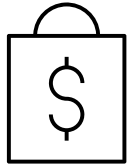
# Network issues with counterfeit Cisco products



Customer purchased Cisco switches from a reseller who was not authorized by Cisco



Cisco switches and firewalls were counterfeit



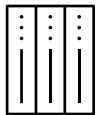
Supplier refused to replace counterfeit products or return money paid

# Scenario 2

## Network integrity with *Cisco Customer Health Check*



Authenticity of Cisco products



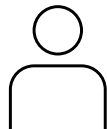
Service Coverage



Software License Coverage



Authorized Channel Verification



Cisco Customer:

*“Cisco helped us proceed with the RFP with trust and confidence, remove products at risk, increase network safety and cybersecurity, and establish an up-to-date network”*





# Demo: How to verify counterfeit products









# Cisco Product Verifier (CPV)

**Product Verifier**

The Product Verifier Tool helps identify suspicious product by validating whether certain inputs on Cisco labels are consistent with genuine Cisco labeling. Please note that the Tool does not validate all types of Cisco products. A Cisco Case Manager will follow up with you regarding any items flagged as suspicious.

Data Fields Required	
Current Version Label	Older Version Label
	

**PLT**  
Package Lookup

**CLT**  
Chassis Lookup



MLT 

PLT 

CLT 





# Key takeaways



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# How can you protect your Cisco network?

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## Identify Counterfeit and Pirated Products



### Brand protection

Protect your infrastructure from threats and ensure top performance by using only genuine Cisco products.

# Access for key learnings

Why care? Security Labels Reporting Partner Help

### Why should I care?

- Buy genuine**  
Quality and authenticity should be your top consideration when buying products.
- Sourcing unauthorized products**  
Products sourced from outside Cisco authorized channels may pass through many hands before they reach you.
- Types of unauthorized products**  
Unauthorized products may include secondhand, third-party, or even stolen products.
- Counterfeit products**  
Counterfeit products can contain components that have been tampered with, including illegal software. Counterfeit products may not perform to standards.
- Counterfeit risks**  
Counterfeit products can cause serious risks to network quality, performance, safety, and reliability.

### Cisco Security labels

Dates on security labels from new products purchased from Cisco authorized channels should correlate to the transaction date.

**Carton security label**  
Carton security labels, often found overlapping the edge of the carton's white label.

**PCBA security label**  
Holographic and other security features are found on most line cards and modules' printed circuit board assemblies.

**Module security label**  
Holographic security indicators are on most optical transceivers and high-speed cable assemblies.



# Key takeaways



Always source your Cisco products and support services directly from Cisco's authorized channels



Leverage Customer Health Check to verify your network



Is it too good to be true?  
Contact [Brand Protection](#)



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- Please complete your session survey after each session. Your feedback is important.
- All surveys can be taken in the Cisco Events Mobile App or by logging in to the Session Catalog and clicking the "Attendee Dashboard" at <https://www.ciscolive.com/emea/learn/sessions/session-catalog.html>



# Continue Your Education



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Book your one-on-one Meet the Engineer meeting.



Attend any of the related sessions at the DevNet, Capture the Flag, and Walk-in Labs zones.



Visit the On-Demand Library for more sessions at [ciscolive.com/on-demand](https://ciscolive.com/on-demand).



The bridge to possible

# Thank you

CISCO *Live!*

CISCO *Live!*

ALL IN