

CISCO *Live!*



#CiscoLive



The bridge to possible

# Protect your network from Counterfeit Cisco Products

Cisco Brand Protection

Karim Kattouf – Marcom Lead  
@kkattouf

Tim Casto – Investigator

BRKGEN-2003

CISCO *Live!*

#CiscoLive

# Cisco Webex App

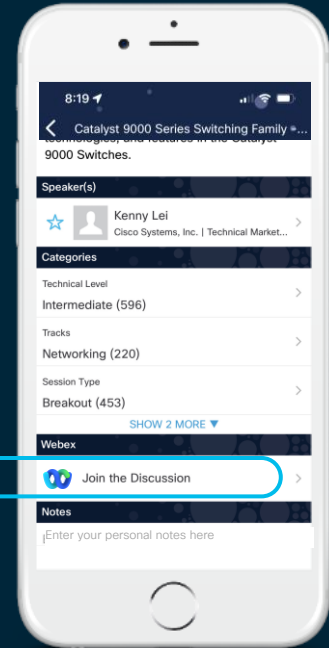
## Questions?

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 by the speaker until June 17, 2022.



<https://ciscolive.ciscoevents.com/ciscolivebot/#BRKGEN-2003>

# The devil is in the detail.



Cisco Brand Protection's mission is to prevent counterfeit products from entering the market, protect our customers, and to ensure partner compliance.

Keep it Cisco. [#KeepItReal](#)

To learn more visit [cisco.com/go/brandprotection](https://cisco.com/go/brandprotection)





# Agenda

- Impact of Counterfeit Products
- How is Cisco addressing the counterfeit challenge
- Demo: How to Verify Counterfeit Products
- Call to Action

# Impact of Counterfeit Products



# The impact of IP theft and counterfeit activities



\$9B

Revenue lost by U.S. companies due to pirated software

\$100B

Revenue of global IT industry lost to counterfeiters annually

\$250B

Cost of IP threats to domestic companies

## Global financial and security threat



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**





# Why Should We Care?



## Sourcing unauthorized products

Sourcing products from outside of 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.



## Buy Genuine

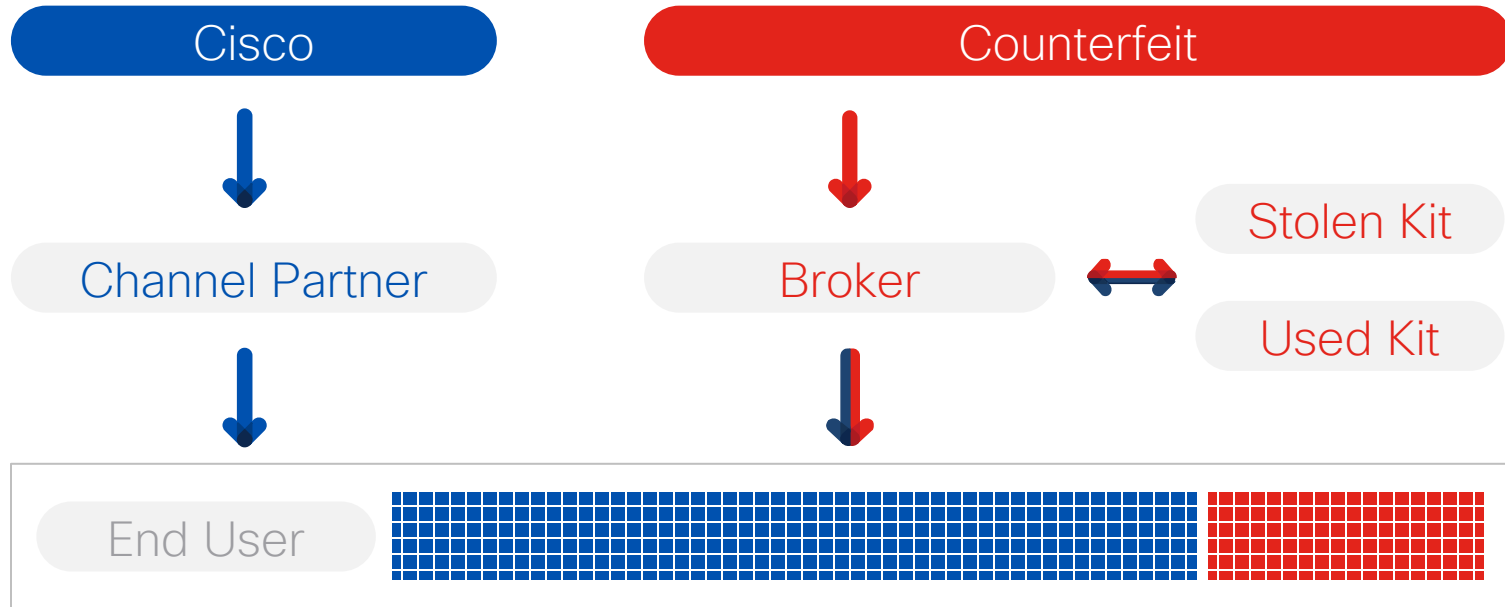
Quality and authenticity should be your top consideration when buying products.



## Counterfeit risks

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

# 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 is Cisco addressing the counterfeit challenge



## Investigation and enforcement

Pursue global investigations to catch and stop the largest offenders.



## Education and awareness

Help our customers and partners verify products and learn how to protect themselves.



## Global partnerships

Partner with law enforcement and government agencies to combat crime and protect local economies.



## Anti-counterfeiting defenses

Develop technologies to detect and prevent illegal activities, including tools for customs officials.



## Intelligence and analysis

Develop analytic tools and collect actionable intelligence on illegal activities worldwide.



## Digital fraud protection

Combat illegal activity done through computer programs, websites, emails, or other online tools.

# Raids & Investigations in China



**Customs Seizures**

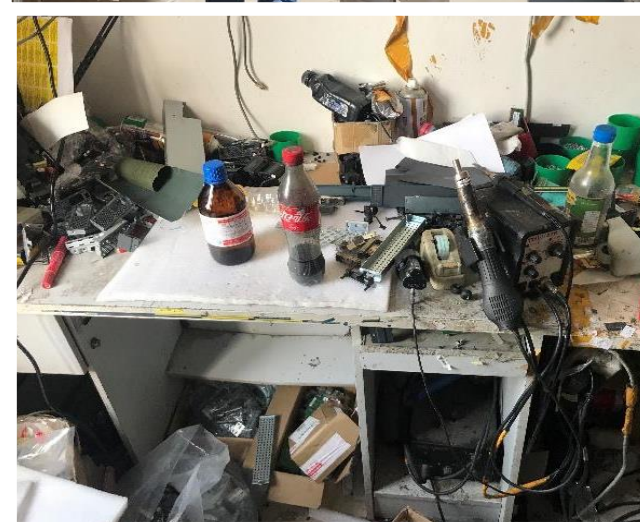
**Raids**

**Legal Actions**





## China Counterfeit Raids





# Raids & Investigations in the United States of America



**Customs Seizures**

**Raids**

**Legal Actions**



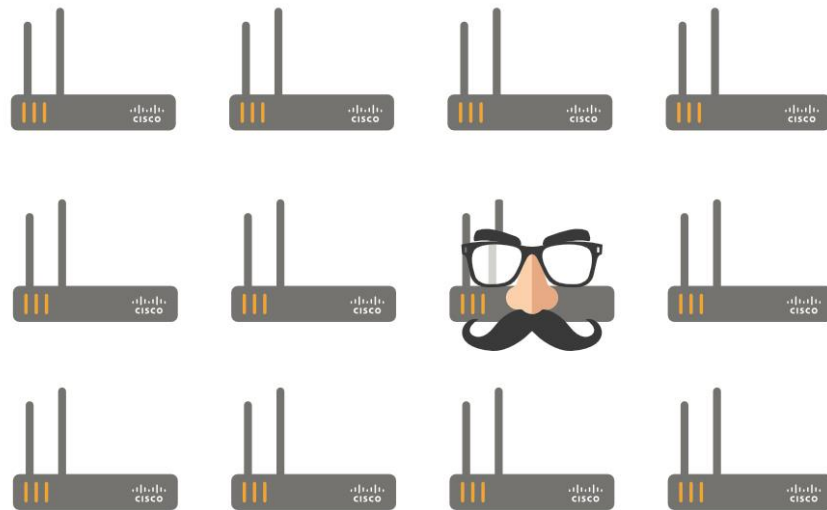


## US Counterfeit Operations



# Appearances can be deceiving.

Cisco Brand Protection  
Keep it Cisco. #KeepItReal



# 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



# Network Integrity & Performance with Customer Health Check



Authenticity of Cisco products



Service Coverage



Software License Coverage



Recommendations & Best Practices

*“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”*





*Cisco Customer*

# 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

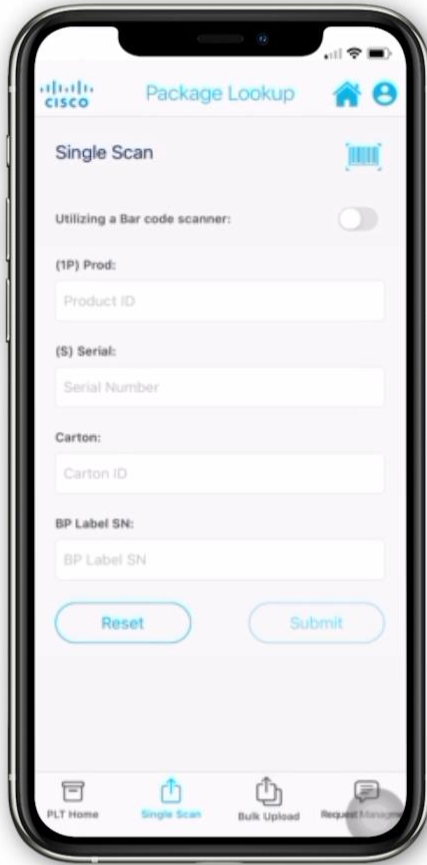


MLT 

PLT 

CLT 





The Cisco Product Verifier helps identify suspicious products by validating whether certain inputs on Cisco labels are consistent with genuine Cisco labeling

# Call to Action

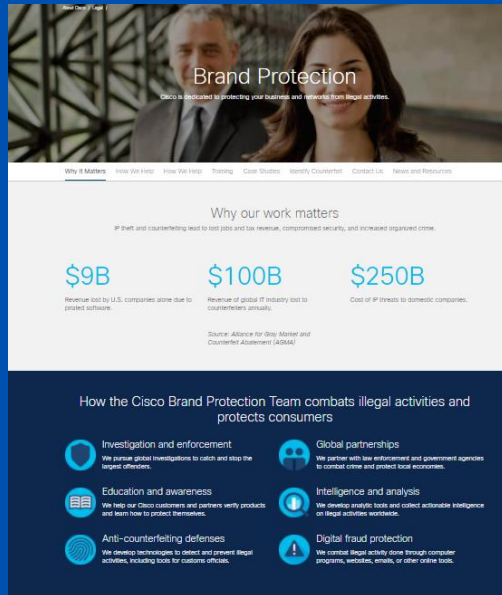




# Leverage Cisco tools to verify your Cisco products

## Brand Protection

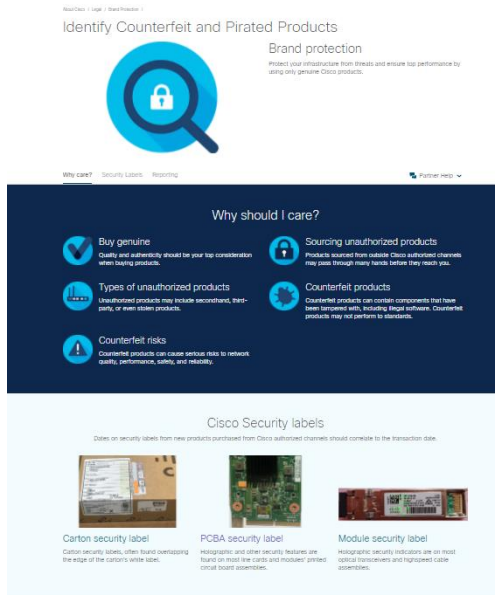
[www.cisco.com/go/brandprotection](http://www.cisco.com/go/brandprotection)



The landing page for Cisco Brand Protection features a hero image of a man and a woman. Below the image, it states "Brand Protection" and "Cisco is dedicated to protecting your business and revenue from illegal activities." A navigation bar includes links like "Why it Matters", "How you help", "Training", "Case Studies", "Identify Counterfeit", "Contact Us", "News and Resources". A section titled "Why our work matters" lists statistics: "\$9B Revenue lost by U.S. companies alone due to pirated software", "\$100B Revenue of global IT industry lost to counterfeiters annually", and "\$250B Cost of IP threats to domestic companies." It also mentions "Source: Alliance for Gray Market and Counterfeit Abatement (AGMA)". A final section titled "How the Cisco Brand Protection Team combats illegal activities and protects consumers" lists six areas: Investigation and enforcement, Global partnerships, Education and awareness, Intelligence and analysis, Anti-counterfeiting defenses, and Digital fraud protection, each with a brief description of their efforts.

## Identify Counterfeit

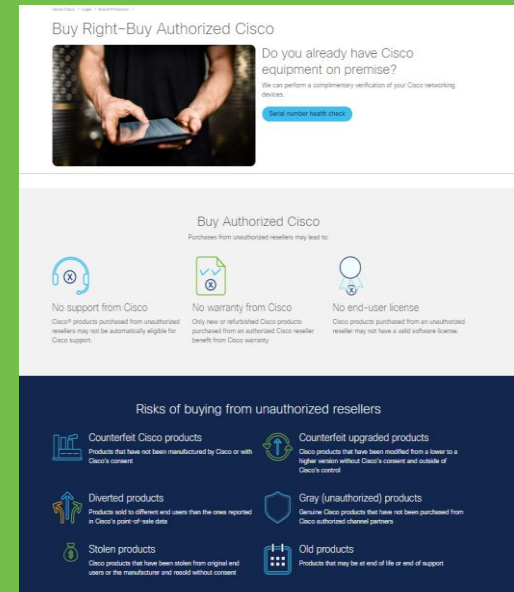
[www.cisco.com/go/identifycounterfeit](http://www.cisco.com/go/identifycounterfeit)



The landing page for Cisco Identify Counterfeit features a hero image with a magnifying glass over a padlock. Below the image, it states "Identify Counterfeit and Pirated Products" and "Brand protection Protect your infrastructure from threats and ensure top performance by using only genuine Cisco products." A navigation bar includes links like "Why care?", "Security labels", "Reporting", and "Partner help". A section titled "Why should I care?" lists six reasons: Buy genuine, Sourcing unauthorized products, Types of unauthorized products, Counterfeit products, Counterfeit risks, and Unreliable products. A final section titled "Cisco Security labels" lists three types: Carton security label, PCB security label, and Module security label, each with a brief description of their use.

## BuyRight

[www.cisco.com/go/buyright](http://www.cisco.com/go/buyright)



The landing page for Cisco BuyRight features a hero image of a person holding a tablet. Below the image, it states "Buy Right-Buy Authorized Cisco" and "Do you already have Cisco equipment on premise? We can perform a complimentary verification of your Cisco networking devices." A navigation bar includes links like "Buy Authorized Cisco", "No support from Cisco", "No warranty from Cisco", and "No end-user license". A section titled "Buy Authorized Cisco" lists three benefits: No support from Cisco, No warranty from Cisco, and No end-user license. A final section titled "Risks of buying from unauthorized resellers" lists six risks: Counterfeit Cisco products, Diverted products, Stolen products, Counterfeit upgraded products, Gray (unauthorized) products, and Old products, each with a brief description of the risk.

# Getting the real deal, what can you do?



Always source your equipment from Cisco Authorized Partners



Check that the equipment comes with a valid software license and eligible for Cisco Support



Be wary of packaging that appears to be substandard, not original, used or tampered



# Call to Action



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



Check the labels to recognize if a Cisco product is genuine



Consider [Cisco Refresh](#) as an alternative for unauthorized Cisco products



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



Leverage Customer Health Check to verify your network

# Technical Session Surveys

- Attendees who fill out a minimum of four session surveys and the overall event survey will get Cisco Live branded socks!
- Attendees will also earn 100 points in the Cisco Live Game for every survey completed.
- These points help you get on the leaderboard and increase your chances of winning daily and grand prizes.



# Cisco Learning and Certifications

From technology training and team development to Cisco certifications and learning plans, let us help you empower your business and career. [www.cisco.com/go/certs](https://www.cisco.com/go/certs)

## Pay for Learning with Cisco Learning Credits

(CLCs) are prepaid training vouchers redeemed directly with Cisco.



## Learn

### Cisco U.

IT learning hub that guides teams and learners toward their goals

### Cisco Digital Learning

Subscription-based product, technology, and certification training

### Cisco Modeling Labs

Network simulation platform for design, testing, and troubleshooting

### Cisco Learning Network

Resource community portal for certifications and learning



## Train

### Cisco Training Bootcamps

Intensive team & individual automation and technology training programs

### Cisco Learning Partner Program

Authorized training partners supporting Cisco technology and career certifications

### Cisco Instructor-led and Virtual Instructor-led training

Accelerated curriculum of product, technology, and certification courses



## Certify

### Cisco Certifications and Specialist Certifications

Award-winning certification program empowers students and IT Professionals to advance their technical careers

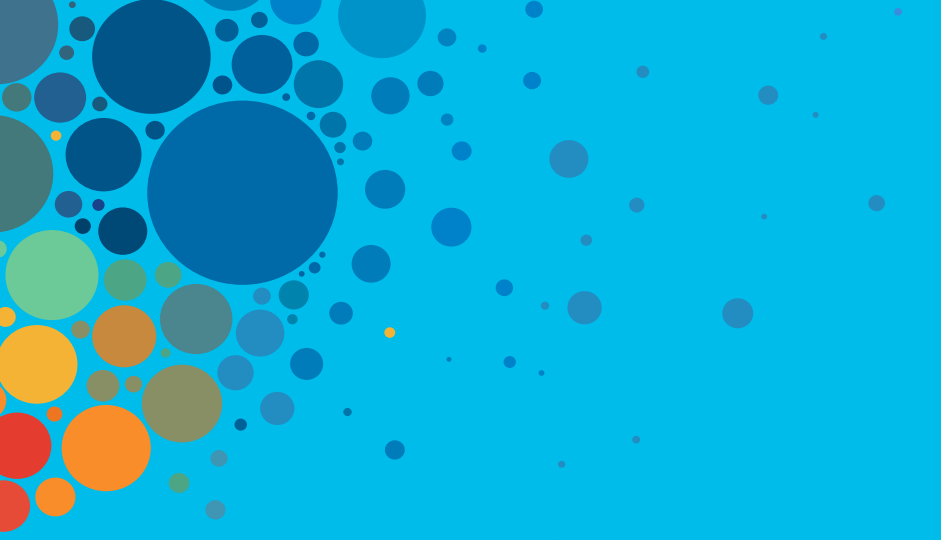
### Cisco Guided Study Groups

180-day certification prep program with learning and support

### Cisco Continuing Education Program

Recertification training options for Cisco certified individuals

Here at the event? Visit us at **The Learning and Certifications lounge at the World of Solutions**



# Continue your education

- Visit the Cisco Showcase for related demos
- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at [www.CiscoLive.com/on-demand](https://www.CiscoLive.com/on-demand)



The bridge to possible

# Thank you

CISCO *Live!*

#CiscoLive

CISCO *Live!*



#CiscoLive