




The bridge to possible

# Accelerate your cloud adoption with Cisco on AWS

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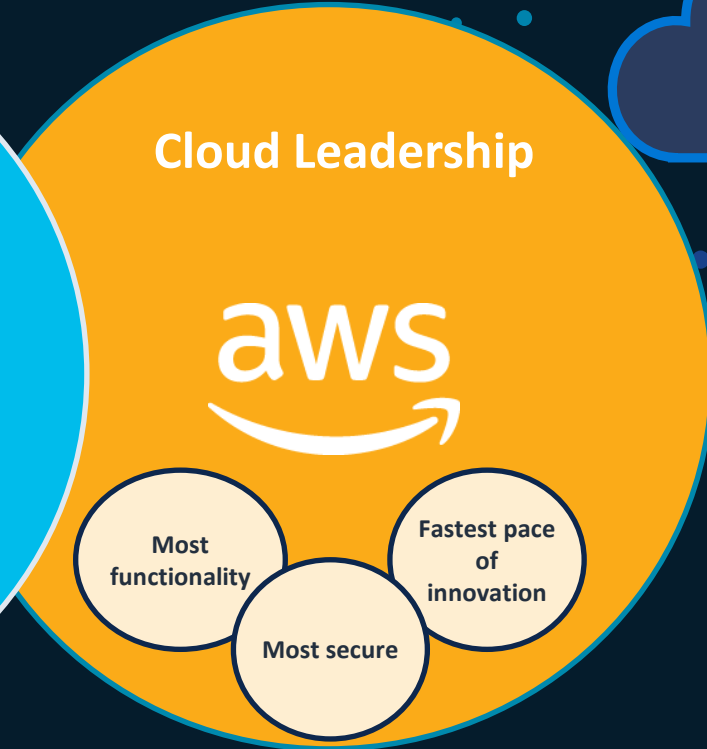
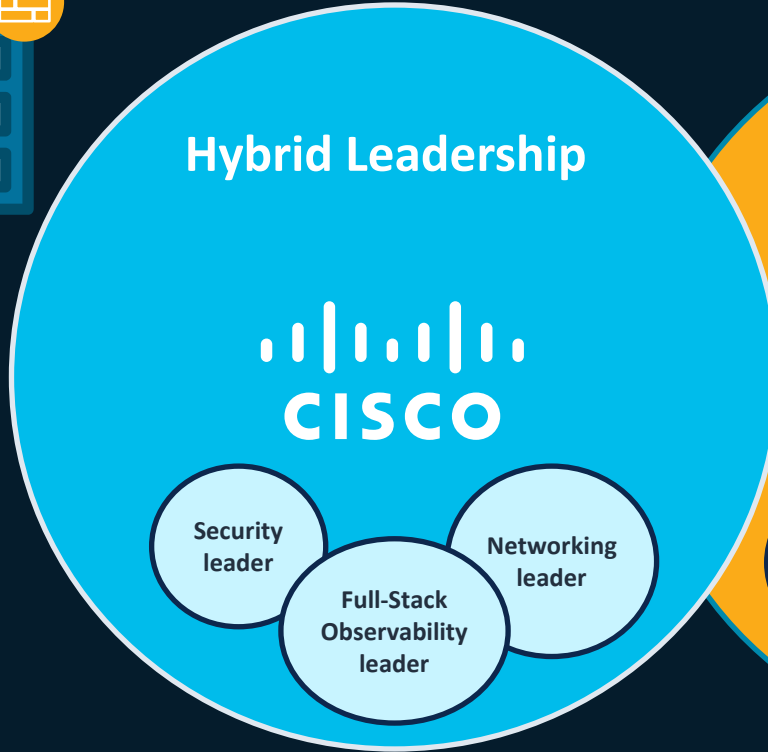
# 58

Cisco listings in AWS  
Marketplace!



Cisco Webex is now in AWS  
Marketplace!

# Cisco and AWS





## Accelerate your cloud adoption with Cisco on AWS

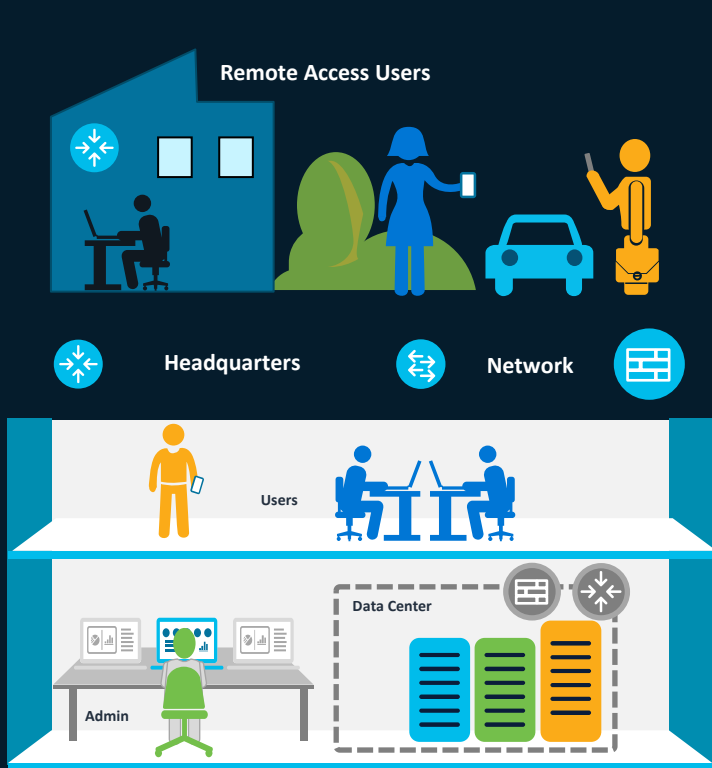
# Agenda

- How Cisco and AWS work together
- Webex – Now available in AWS Marketplace!
- Cisco and AWS use cases
  - Full-Stack Observability
  - Security
  - Networking

# How Cisco and AWS work together



# Cisco and AWS have solutions across 4 pillars to quickly deploy cloud-based applications consistently



CISCO *Live!*



- SaaS, BYOL models
- On premises and in the cloud
- Secure, zero trust approach
- Open architecture
- Enterprise-class support









# Cisco and AWS Partner Solutions

## simplify and accelerate deployments

- Automated reference deployments
- Built by AWS and Cisco engineers
- Using best practice configurations



- Reduce hundreds of manual procedures
- Start using Cisco on AWS in minutes!

<p><b>CONTENT DELIVERY &amp; EDGE SERVICES   COMPUTE</b> <span>NEW</span></p>  <p><b>Cisco ISE</b> Built by Cisco and AWS</p> <p>Deploys Cisco ISE on AWS to extend Cisco ISE policies in your home network to remote deployments using AWS best practices for security and high availability.</p> <p>▼</p> <p>Last update November 2022</p>	<p><b>CONTENT DELIVERY &amp; EDGE SERVICES   COMPUTE</b></p>  <p><b>Cisco Meraki vMX with AWS Cloud WAN</b> Built by Cisco and AWS</p> <p>Deploys Cisco Meraki Virtual MX (vMX) with AWS Cloud WAN to extend software-defined wide area network (SD-WAN) environments into an existing</p> <p>▼</p> <p>Last update August 2022</p>	<p><b>CONTACT CENTER   BUSINESS APPLICATIONS   SERVERLESS</b></p>  <p><b>Cisco ThousandEyes Last-Mile Connectivity</b> Built by ThousandEyes and AWS</p> <p>Identifies contact-center connectivity issues in real time for faster remediation.</p> <p><a href="#">Learn more</a>   <a href="#">View guide</a></p> <p>▼</p> <p>Last update April 2022</p>
<p><b>SECURITY, IDENTITY, &amp; COMPLIANCE</b> <span>NEW</span></p>  <p><b>Cisco Secure Firewall Cloud Native</b> Built by Cisco and AWS</p> <p>Deploys Cisco Secure Firewall Cloud Native using Amazon EKS to extend Cisco security to the cloud.</p> <p>▼</p> <p>Last update March 2022</p>	<p><b>CONTENT DELIVERY &amp; EDGE SERVICES</b></p>  <p><b>Cisco Meraki vMX with AWS Transit Gateway</b> Built by Cisco and AWS</p> <p>Deploys Cisco Meraki vMX to connect branch offices with workloads on the AWS Cloud across different AWS</p> <p>▼</p> <p>Last update November 2021</p>	<p><b>SERVERLESS   COMPUTE   SECURITY, IDENTITY, &amp; COMPLIANCE</b></p>  <p><b>Cisco Duo MFA</b> Built by Duo Security and AWS</p> <p>Deploys Duo MFA for AWS Directory Service directory types. It uses the AWS Fargate serverless compute engine.</p> <p>▼</p> <p>Last update June 2021</p>
<p><b>CONTENT DELIVERY &amp; EDGE SERVICES</b></p>  <p><b>Cisco Duo Network Gateway</b> Built by Duo Security and AWS</p> <p>Deploys Duo Network Gateway on the</p>	<p><b>SECURITY, IDENTITY, &amp; COMPLIANCE</b></p>  <p><b>Cisco ASA v RA-VPN</b> Built by Cisco Systems and AWS</p> <p>Deploys Cisco Adaptive Security Virtual</p>	



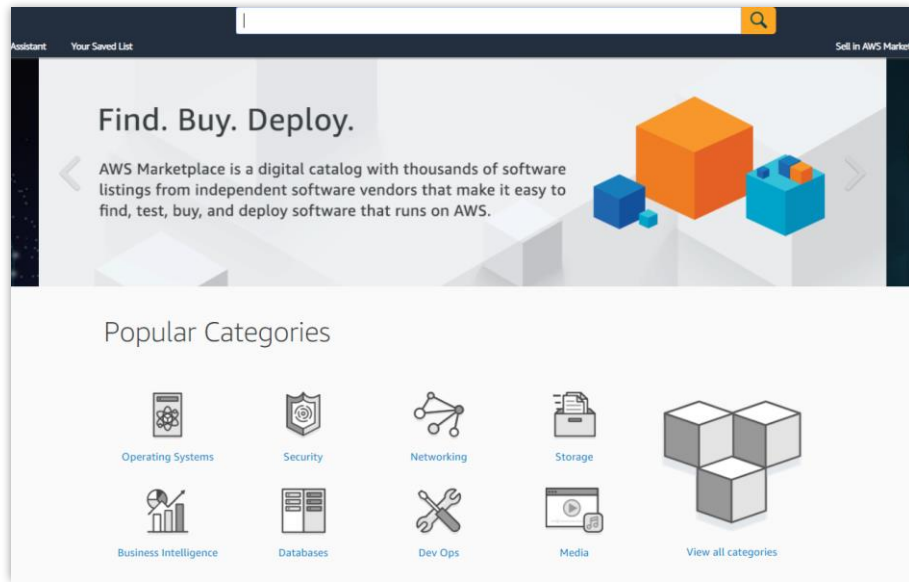
# Cisco leverages the AWS Marketplace

*A powerful transaction engine*



Think **Amazon.com** for third-party software, data, containers, machine learning models, and professional services

- Over **12,000** listings
- **1,900+** software vendors
- **325,000** monthly active customers
- **2 million+** current subscriptions
- **65+** software categories



“Cisco is committing to AWS Marketplace as a **new route-to-market** model with channel partners.”

**Oliver Tuszik**  
SVP, Worldwide Channels Cisco

# Why customers buy in AWS Marketplace

## SPEED, SIMPLICITY, AND SCALABILITY

### FLEXIBLE CONSUMPTION AND CONTRACT MODELS

“One benefit of the pay-as-you-go model is the ability to **deploy anywhere** without having to do a capital approval process to pay for infrastructure that may or may not be used.”

**Rob Gillan**  
CTO, SimplePay

### EASY AND SECURE DEPLOYMENT, ALMOST INSTANTLY

“The ability to deploy software instantaneously anywhere in the world means we’re able to **scale immediately** and stretch or shrink the environment to accommodate our needs.”

**Briley James Yetter**  
Director of Technology, Goodwill Industries

### CONSOLIDATED BILLING FROM AWS

“**Integrated billing** on AWS Marketplace is very slick, very straightforward. One place, one dashboard where all my costs appear.”

**Richard Williams**  
Sr. Engineer, MakerBot

# Cisco in AWS Marketplace



- 58 Cisco listings
  - Cisco
  - Cisco Secure Cloud Analytics
  - AppDynamics
  - ThousandEyes
- 21 SaaS listings
- NEW!!
  - Webex

Product	Pricing Type		Product Type		
	Paid	BYOL	AMI	SaaS	Container
Cisco XRv9000 Virtual Router		X	X		
Webex Suite	X			X	
AppDynamics	X			X	
Cisco Secure DUO	X			X	
Umbrella DNS Security	X			X	
ThousandEyes	X			X	
Cisco Intersight Workload Optimizer (IWO)	X			X	
Cisco Secure Cloud Analytics (Stealthwatch Cloud) - Metered	X			X	
Cisco C8000v	X	X	X		
Cisco Cloud Services Router (CSR) 1000V	X	X	X		
ASAv	X	X	X		
Cisco Firepower NGFW Virtual (NGFWv)	X	X	X		
Cisco Business Dashboard	X	X	X		
Snort 3 Anywhere	X				X
Cisco Meraki vMX		X	X		
Cisco Identity Services Engine (ISE)		X	X		
Cisco Secure Firewall Cloud Native		X			X
Cisco Application Services Engine		X	X		
Cisco Catalyst 9800-CL Wireless Controller for Cloud		X	X		
Cisco Cloud Application Policy Infrastructure Controller		X	X		
Cisco Content Security Management Appliance M100v		X	X		
Cisco Content Security Management Appliance M300v		X	X		
Cisco Content Security Management Appliance M600v		X	X		
Cisco Cyber Vision		X	X		
Cisco DNA Spaces Connector		X	X		
Cisco Firepower Management Center 300 (FMCv300)		X	X		
Cisco Firepower Management Center (FMCv)		X	X		
Cisco Nexus Dashboard - Cloud		X	X		
Cisco Secure Web Appliance S100v		X	X		
Cisco Secure Web Appliance S300v		X	X		
Cisco Secure Web Appliance S600v		X	X		
Cisco vEdge Cloud Router		X	X		
Cisco Virtual CUBE Session Border Controller		X	X		



<https://aws.amazon.com/quickstart>

Webex is now in  
AWS  
Marketplace!



# Webex Suite Named User in AWS Marketplace

Starting at  
**\$23.50**  
per user per month\*

The best-of-breed Collaboration Suite for hybrid work



Cloud  
Calling



Messaging



Meetings



Webinars 1K



Polling



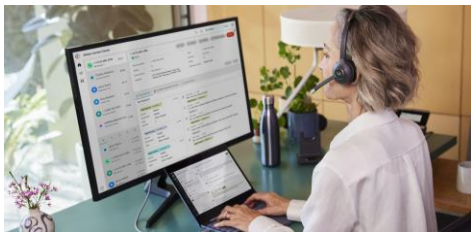
Whiteboarding



Vidcast

Accelerate to cloud with this secure, reliable SaaS leveraging AWS

# Webex – A single solution to call, meet, message, and more



## Calling

Built-in high-definition voice and video calling and meetings



## Meetings

High-definition meetings integrated with your calendar and rich AI-powered polling, whiteboarding, people insights, and noise cancellation



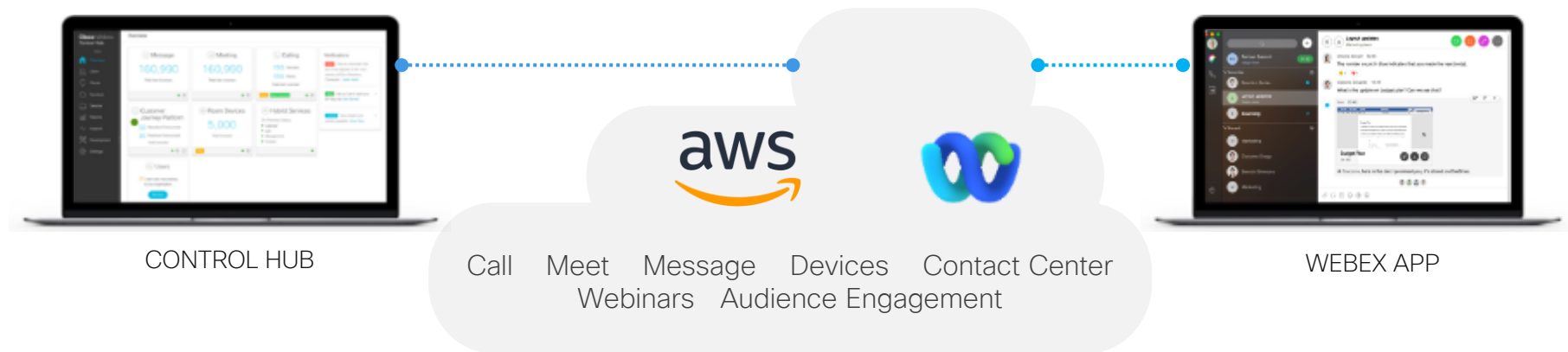
## Messaging

Message, file share, and continuous collaboration with people inside and outside of your organization

Webinars | Polling | Whiteboarding | Vidcast | Control Hub

# Webex single platform advantage

A secure, reliable, scalable Collaboration platform for all



## Single Platform

Enterprise-grade  
security

Shared  
Microservices

Intelligence &  
Analytics

Global  
Backbone

Edge & Hybrid  
Services

App Hub  
Ecosystem

Extensible  
API/SDK

# AWS and Cisco use cases

- Full-Stack Observability
- Security
- Networking







# Full-Stack Observability

Easily connect, manage, deploy,  
and optimize applications  
on premises and in the cloud

- [Cisco AppDynamics](#)  
Enterprise-class cloud and hybrid monitoring
- [Cisco Intersight Workload Optimizer \(IWO\)](#)  
Ensure application performance with real-time optimization
- [ThousandEyes](#)  
Deliver better digital experiences with unrivaled visibility



# Cisco FSO on AWS use case summary



## Performance

Traditional and Hybrid  
Application Monitoring

Modern (Cloud-Native)  
Application Monitoring

Application Dependency  
Monitoring

Customer Digital Experience  
Monitoring



## Optimization

Hybrid Cost Optimization

Application Resource  
Optimization



## Security

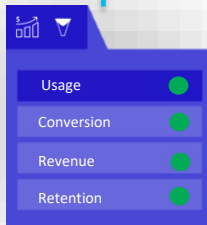
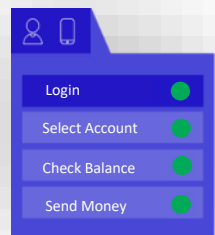
Application Security



All products are:

- SaaS running exclusively on AWS
- Integrated with AWS services
- Available in AWS Marketplace

# AWS integration with AppDynamics provides end-to-end visibility



End user experience



Code-level visibility



Microservice observability



Infrastructure visibility

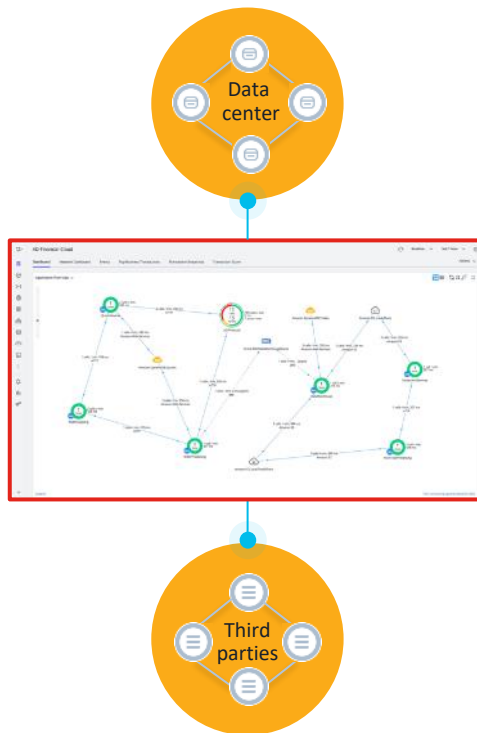


Database visibility



Business metrics

**One platform – One UI**



## Cloud-native monitoring



Amazon EC2



AWS Elastic Beanstalk



AWS Lambda



Amazon ECS



Amazon EKS

## Service & infrastructure monitoring



Amazon Route 53



Amazon RDS



AWS Storage Gateway



Amazon Redshift



Auto Scaling



Amazon SNS



Amazon EMR



Amazon ElastiCache



Amazon CloudSearch



Elastic Load Balancing



Amazon API Gateway



AWS Billing Monitoring



AWS OpsWorks



Amazon EBS



Amazon DynamoDB



Amazon SQS



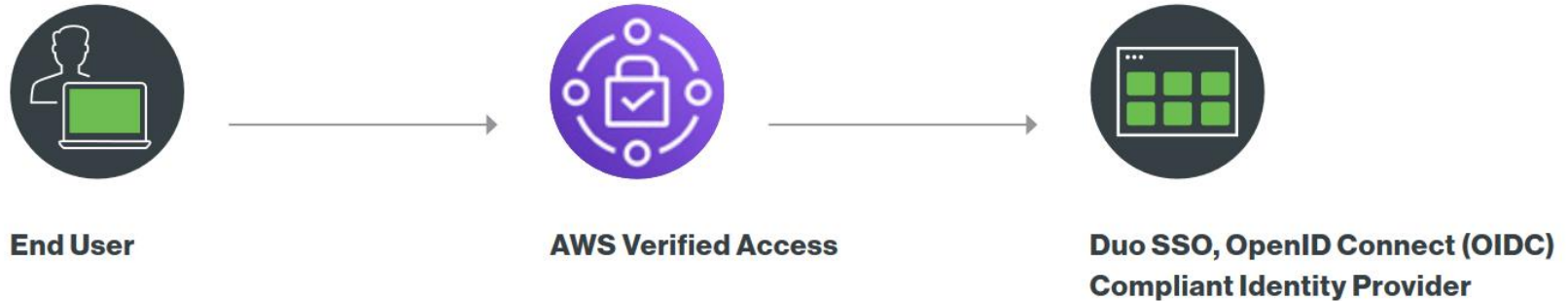
# Cisco Security

Gain visibility and control through seamless security, threat protection, detection and response

CISCO *Live!*

- [Cisco Secure Firewall Cloud Native](#)
- [Cisco Snort 3 IPS/IDS Open Source](#)
- [Cisco+ Secure Connect](#)
- [Cisco Adaptive Security Virtual Appliance \(ASAv\)](#)  
Extend the enterprise firewall power to AWS
- [Cisco Firepower Next-Generation Firewall Virtual on AWS \(NGFWv\)](#)  
Extend malware protection to AWS
- [Cisco Firepower Management Center on AWS](#)  
Securely extend threat protection to AWS
- [Cisco Defense Orchestrator](#)  
Unified policy and threat visibility
- [Cisco Secure Cloud Analytics](#)  
SaaS-delivered contextual threat detection
- [Cisco SecureX Threat Response](#)  
Accelerated threat investigation and remediation
- [Cisco Duo Security on AWS](#)  
Gain visibility and secure access for any user, device, or location
- [Cisco Umbrella](#)  
Simplified software-based cloud security
- [Cisco Web Security Appliance](#)  
Automatically detect and block web-based security threats
- [Cisco Secure Endpoint](#)  
Integrated threat protection, detection & response

# Cisco Duo and AWS Verified Access – Use Case & Benefits



## 1. Improved security posture

- Duo serves as the IDP
- Authentication attributes sent to AWS Verified Access
- AWS Verified Access evaluates the attributes against the policies for each application to grant access

## 2. Seamless user experience

- No VPN client needed
- AWS Verified Access supported browser allows users to connect to private apps for authentication & provisioning

## 3. Fast onboarding

- No hardware or agents required
- Duo SSO and AWS Verified Access are fully hosted services supported by Cisco and AWS
- Duo SSO seamlessly interfaces with existing user directory

# Case study – Lyft



## Challenges

- Lyft employees' productivity was impacted by onsite VPN-based access requirements to sensitive internal applications
- Lyft did not have strong access controls for applications accessed via company-issued devices



## Solution

- Duo Security and AWS Verified Access enabled access to internal applications securely without requiring a specific VPN client
- Solution facilitated quick identification of device vulnerabilities and policy enforcement to mitigate risks



## Results

- Lyft was able to reduce their overall TCO by more than 50%
- Lyft was able to consolidate multiple components (MDM, MFA) in the solution, improving the productivity



# Networking

Cisco – AWS  
Hybrid Cloud  
Networking Solutions

## [Cisco Catalyst 8000v \(c8kv\) on AWS](#)

Securely extend your on-premises network to AWS

## [Cisco SD-WAN on AWS](#)

Securely manage and automate branch connectivity

## [Meraki vMX100 and SD-WAN](#)

Virtual MX brings Cisco Meraki AutoVPN to AWS

## [Cisco Identity Services Engine \(ISE\)](#)

End-to-end security with threat visibility across the network

## [Cisco Catalyst 9800-CL Cloud Wireless Controller](#)

Enterprise-class wireless controller on AWS

## [Cisco Cloud ACI to AWS](#)

Consistent network & security policy for hybrid IT environments

## [Cisco IOS XRv 9000 Router on AWS](#)

Cost-effective service provider virtual router trial



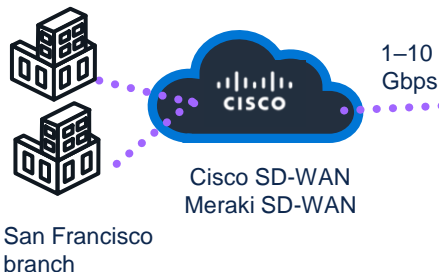
# Cisco – AWS cloud networking

Remote user, branch office and data center

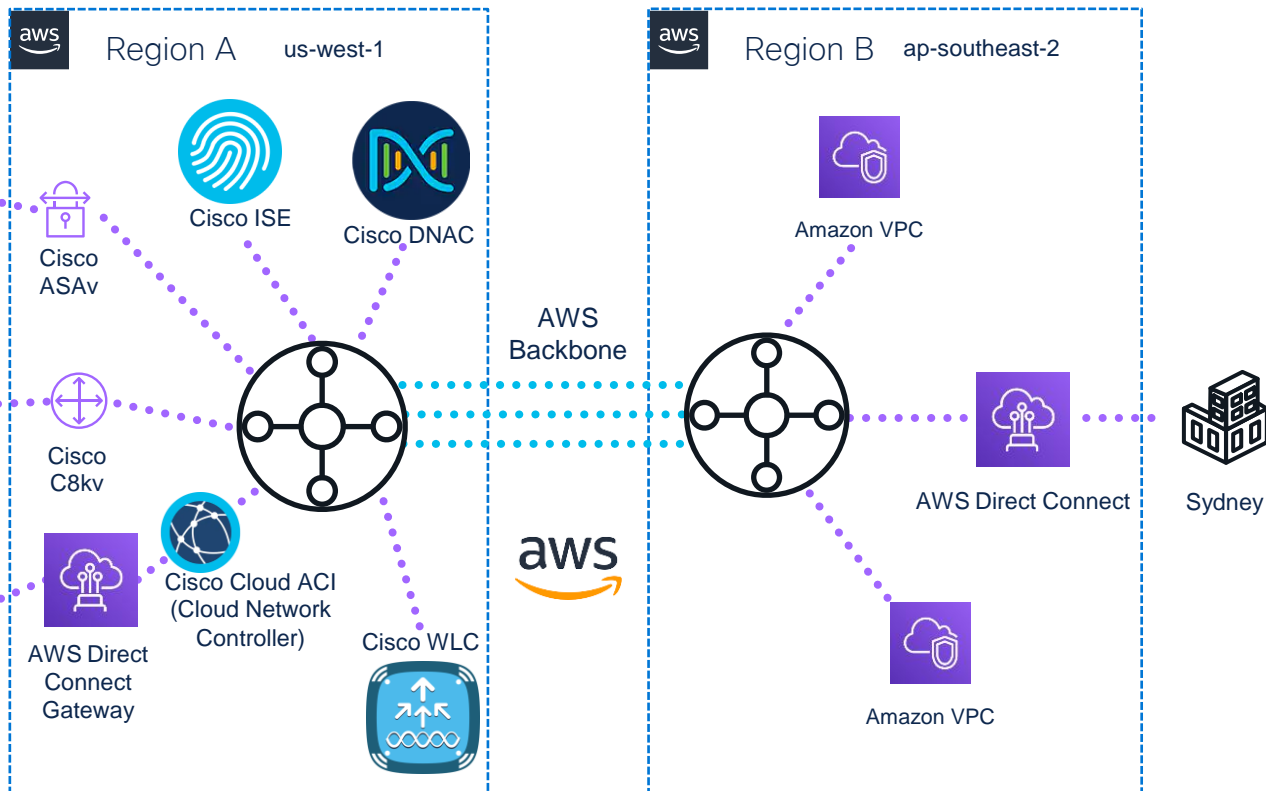
## 1. Remote Access VPN



## 2. Branch office access



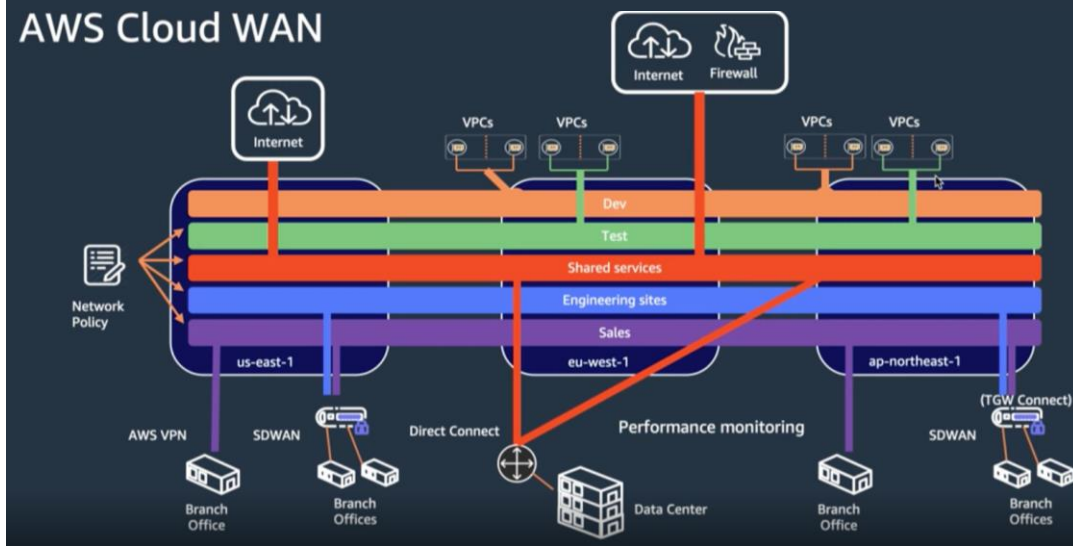
## 3. Data center access





# Cisco SD-WAN with Cisco Catalyst 8000v

Securely manage and automate branch connectivity



## Key customer benefits

- Extend SD-WAN fabric to AWS Cloud
  - Integration with AWS Transit Gateway (TGW) & AWS Cloud WAN
  - Multi-pathing
  - Segmentation QoS
  - Security
- Faster automated provisioning and management
- Optimized user experience with reduced security risk
- Transit router redundancy for high availability
- Lower total cost of ownership

# AWS Global Infrastructure

AWS REGIONS, LOCAL ZONES, EDGE LOCATIONS, AND GLOBAL BACKBONE

31 Regions	32 Local Zones	115+ Direct Connect locations
99 Availability Zones	29 Wavelength Zones	410+ points of presence

## AWS NETWORK BACKBONE

- Redundant 400 Gbps links
- 245+ countries & territories
- Between all Regions, Local Zones, and edge locations

**Coming soon:**  
4 Regions  
21 Local Zones



# Get started now. Accelerate your cloud adoption with Cisco on AWS.



**Learn**

more about Cisco and AWS  
solutions

**Visit**

AWS Marketplace

**Engage**

with Cisco and AWS

**Find**

an AWS Partner

**Accelerate**

your cloud journey with AWS  
Partner Solutions

# Cisco Webex App

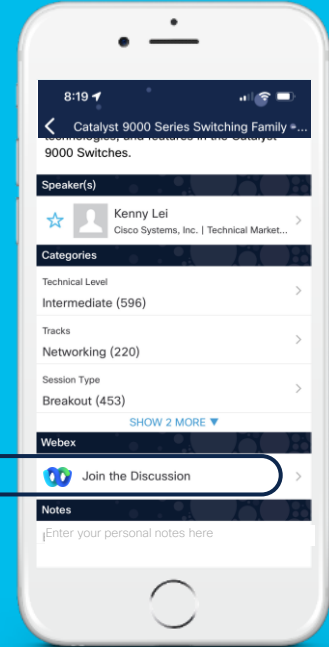
## Questions?

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.



# Complete your Session Survey

- Please complete your session survey after each session. Your feedback is important.
- Complete a minimum of 4 session surveys and the Overall Conference survey (open from Thursday) to receive your Cisco Live t-shirt.
- 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



Visit the Cisco Showcase for related demos.



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!*

ALL IN