

The background features a vibrant, abstract design with a color gradient from dark blue on the left to bright yellow and white on the right. The design consists of overlapping, wavy horizontal bands and a radial pattern of lines emanating from a bright white point on the right side, creating a sense of motion and energy.

CISCO *Live!*

Let's go



The bridge to possible

The SP Services Exchange

What? Why? How?

Magdy Louis, EMEA SP Architect

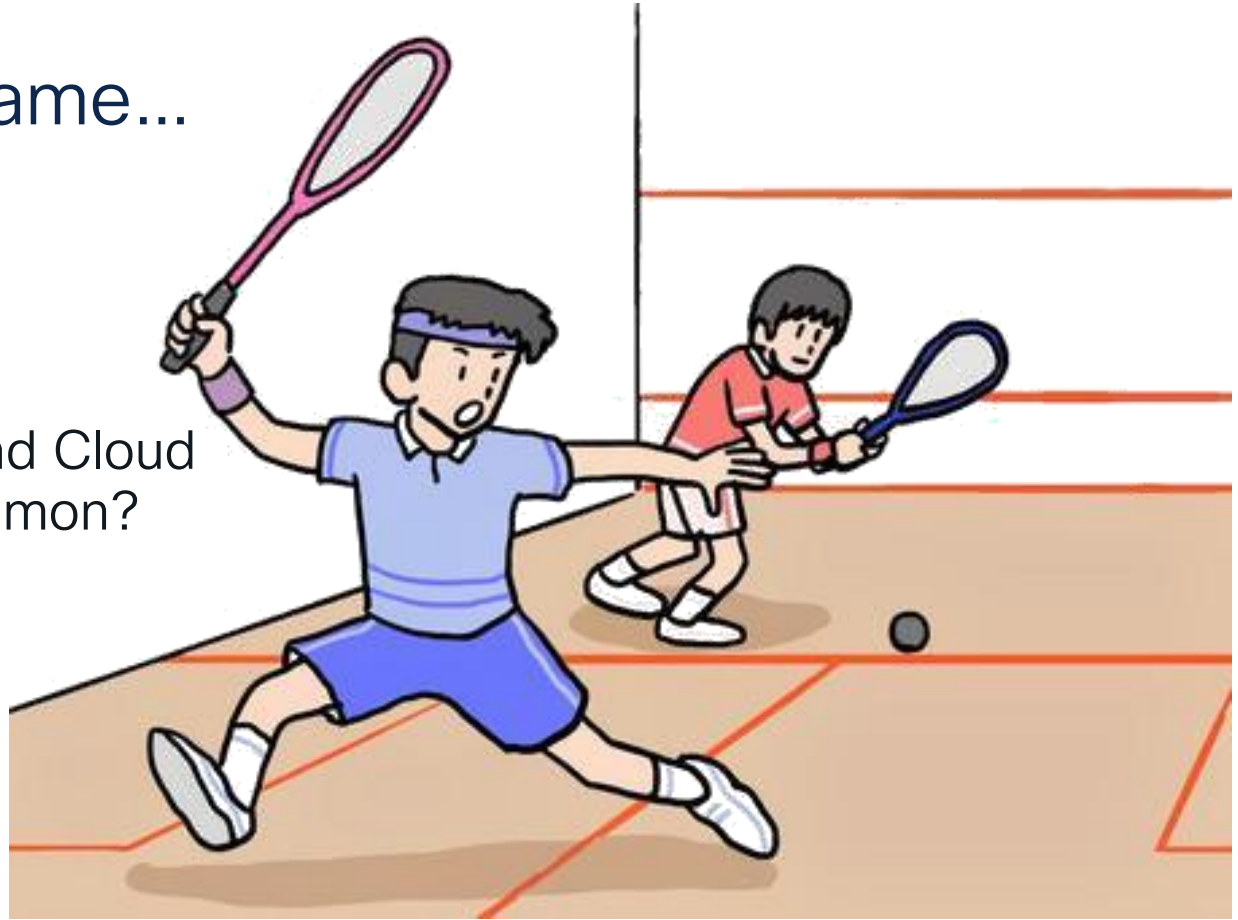
Slido

Join at
slidocom
#1945 992
Passcode:
gplbds



A two-player game...

What does Squash and Cloud Adoption have in common?



Session focus

For the Enterprise



Cloud
expansion



Agility



Multicloud
adoption



Security



WAN scale



Better
visibility

For the SP



Support
Multicloud
journey



Grow revenues



Reduce costs



Increase
customer loyalty



Simplify
operations

*The Service Exchange simplifies and
accelerates your digitization journey*

Agenda

Why? The vision

CISCO *Live!*

What? Components

Middle Mile

Security

Automation

Multicloud

Visibility

CISCO *Live!*

How? Approach

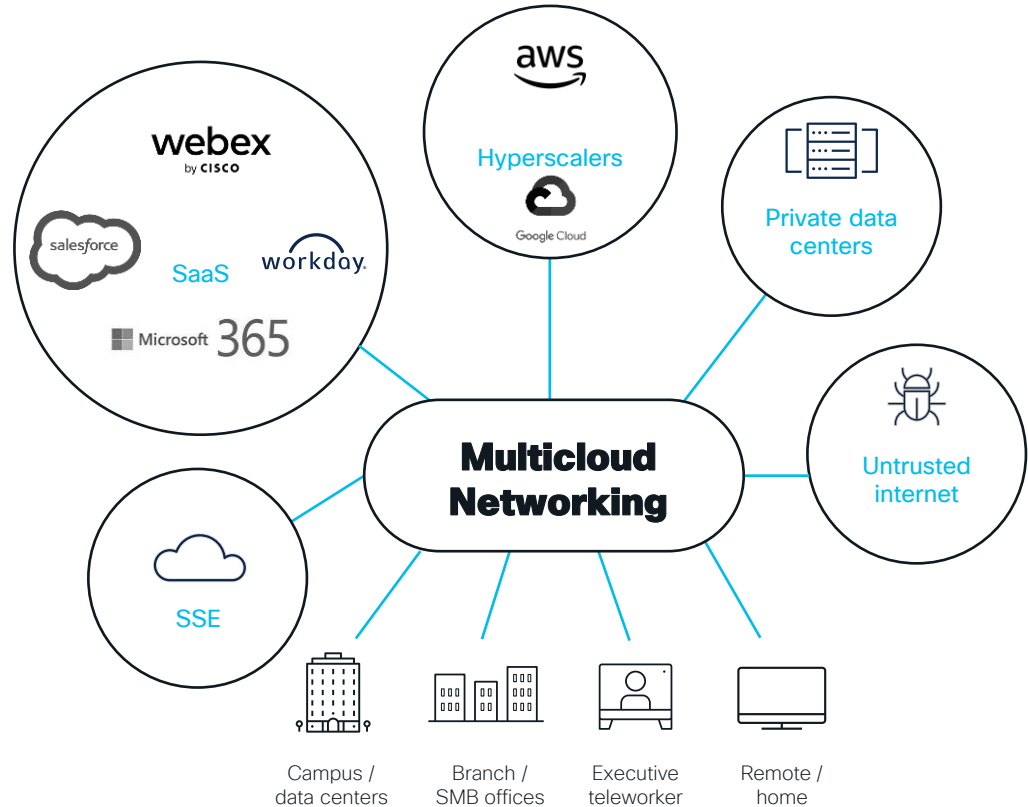
CISCO *Live!*

Why? The vision



Trends shaping the transformation of WAN Edge

- Multicloud adoption acceleration
- Work from anywhere
- Secure internet only branch
- Application experience
- Simplify IT



Why: Business opportunity



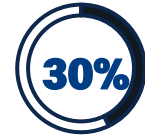
■ Enterprises... □



■ Enterprises... □

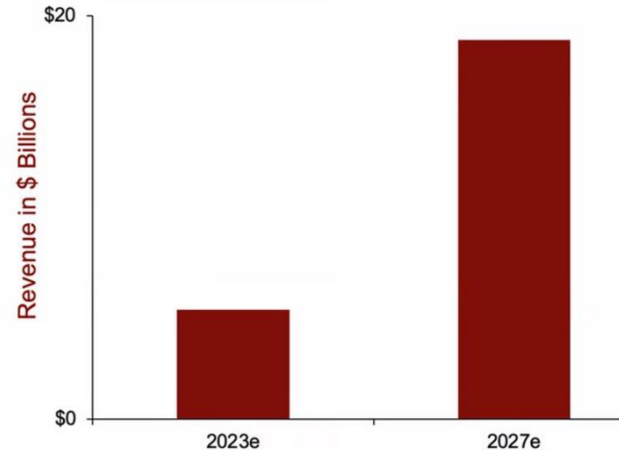
17%

■ CAGR. Growth of. □ ■



■ Enterprise adoption... □

The market opportunity for
distributed cloud networking

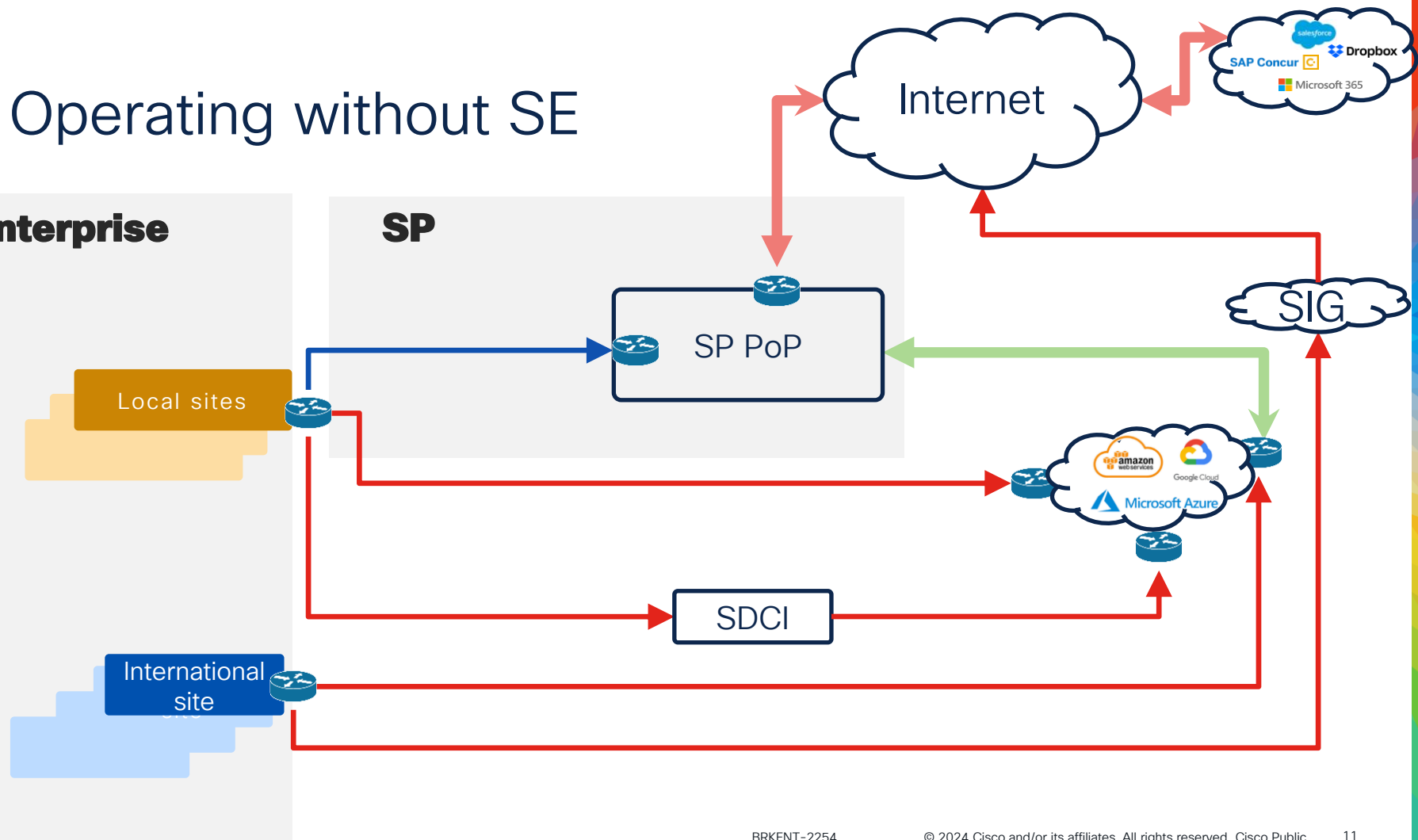


Source: Gartner

Operating without SE

Enterprise

SP



Key tenets for Service Exchange



Multi-Cloud



Multi-tenant



Automation



Security



Visibility



Assurance



Re-usable
skills



Cost reduction



Modularized
operations



Self-service
portal



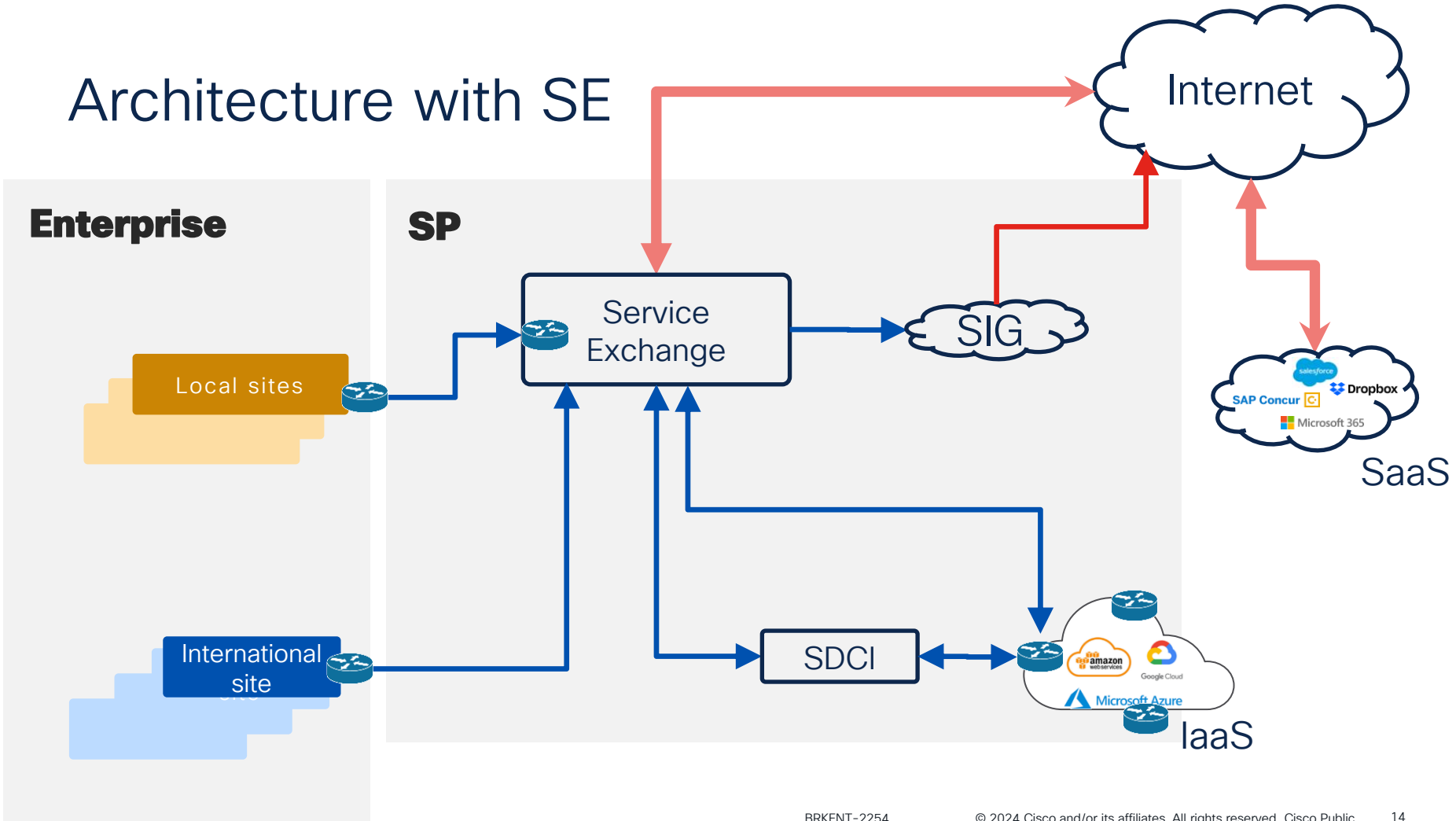
Flexible
consumption



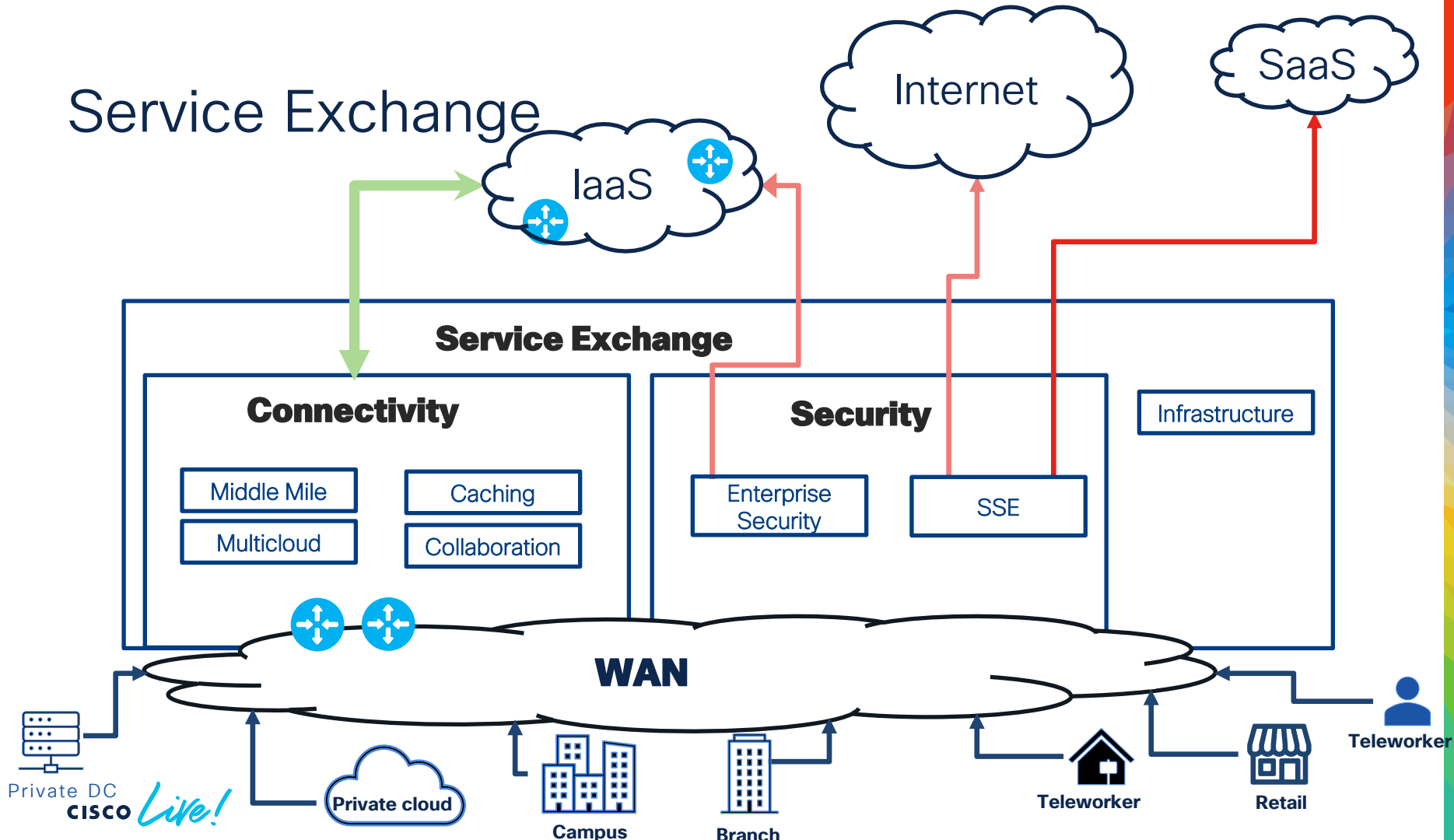
Open
Marketplace

The Service Exchange simplifies and accelerates your digitization

Architecture with SE



Service Exchange



Benefits

For the Enterprise



Accelerate
digitisation



Reduce OPEX



Simplified
operations



Increased
trust



Focus on
core business



Better
visibility

For the SP



Support
Multicloud
journey



Reduce costs



New revenue
streams



Increased
customer loyalty



Simplified
operations

What? Components

Middle Mile

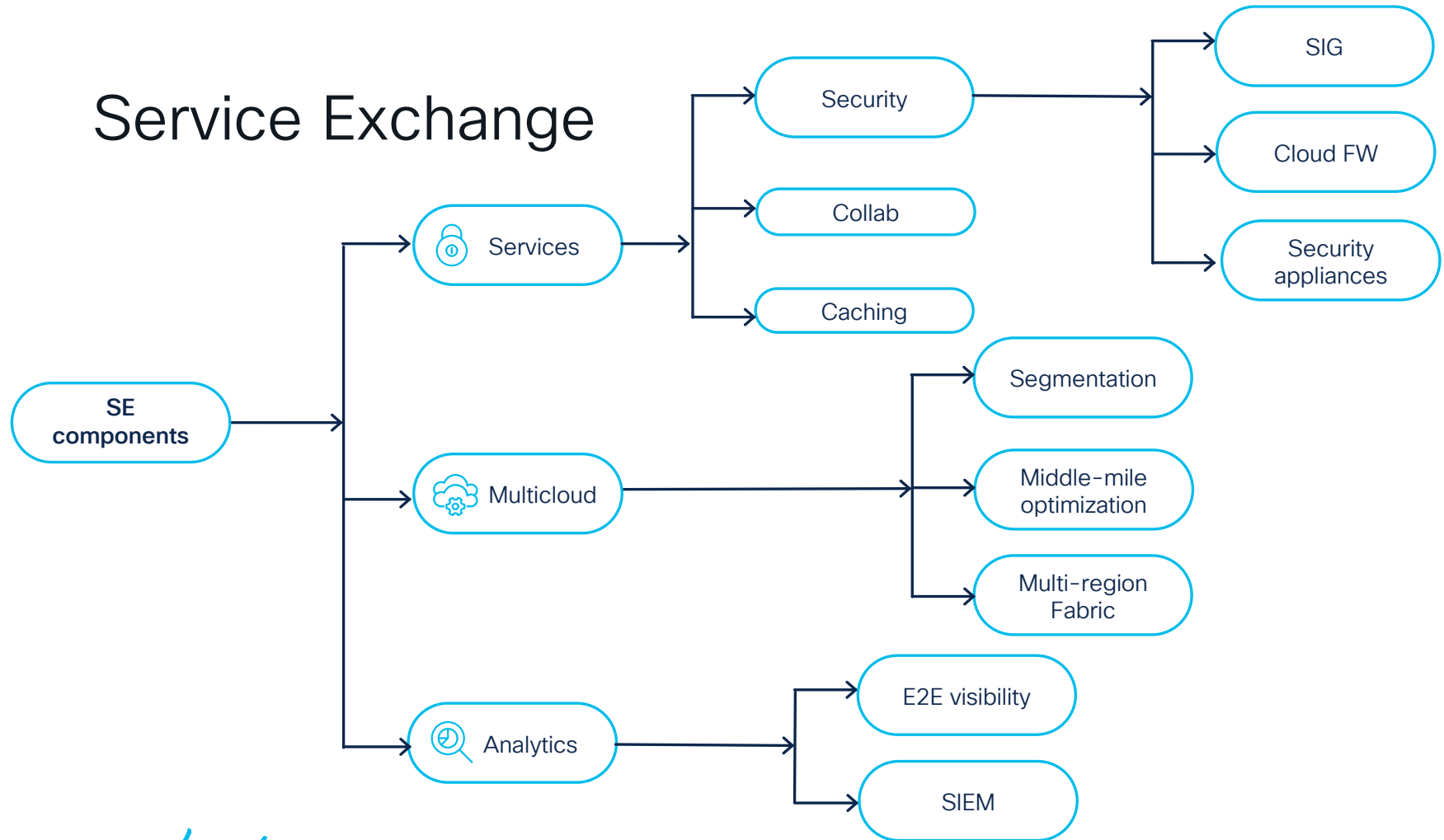
Security

Automation

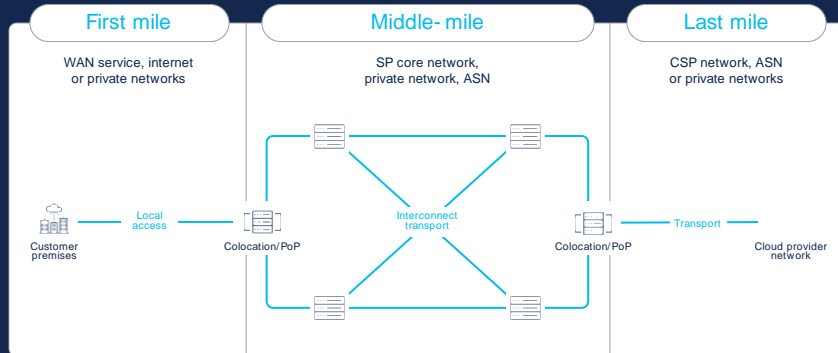
Multicloud

Visibility

Service Exchange



Middle Mile



Opportunity to capture ~5K Enterprises

SDCI Will Drive \$1.4B Incremental TAM Over Next 3 Years



Key Assumptions

- Analysis based on triangulating internal Cisco sales data, Gartner projections and vendor financials...30% of Cisco Enterprise customers will use SDCI, spending approx. \$1B by 2024
- Assumes \$150K current average annual spend per customer based on financial data with CAGR of ~15% as larger firms adopt

Note, does not include Access business pull thru

Sources: Cisco, Gartner 2022

ROI of Middle Mile Optimization for Site to Cloud Connectivity



Return on investment
Up to 50% savings over Internet Egress



Time to Value
Deploy solution in minutes



Single pane of glass
Complete network stack automation

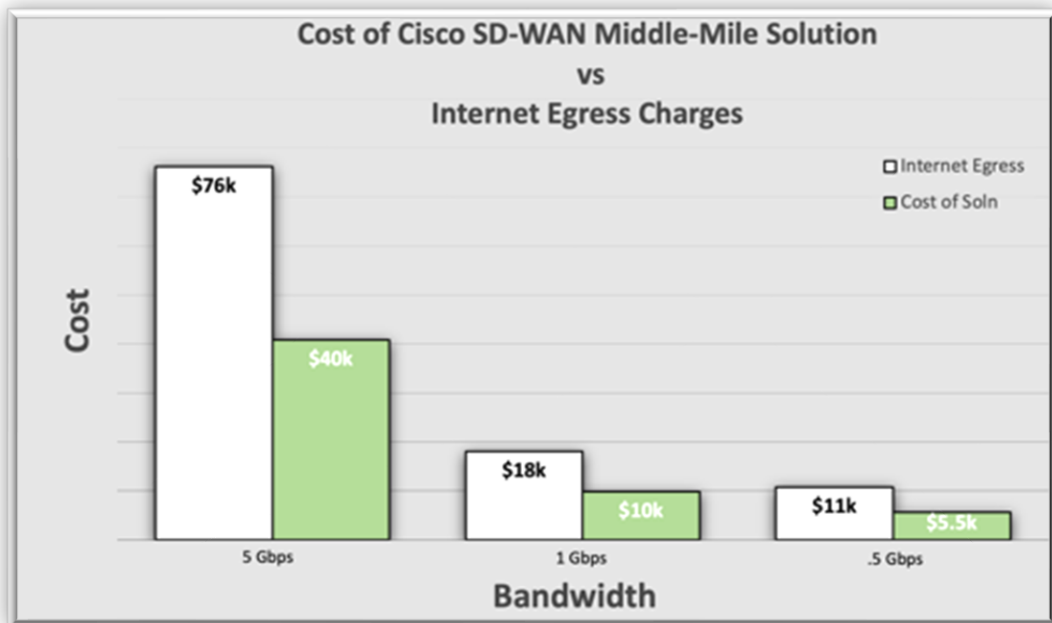


Secure multicloud networking
End to End Encryption



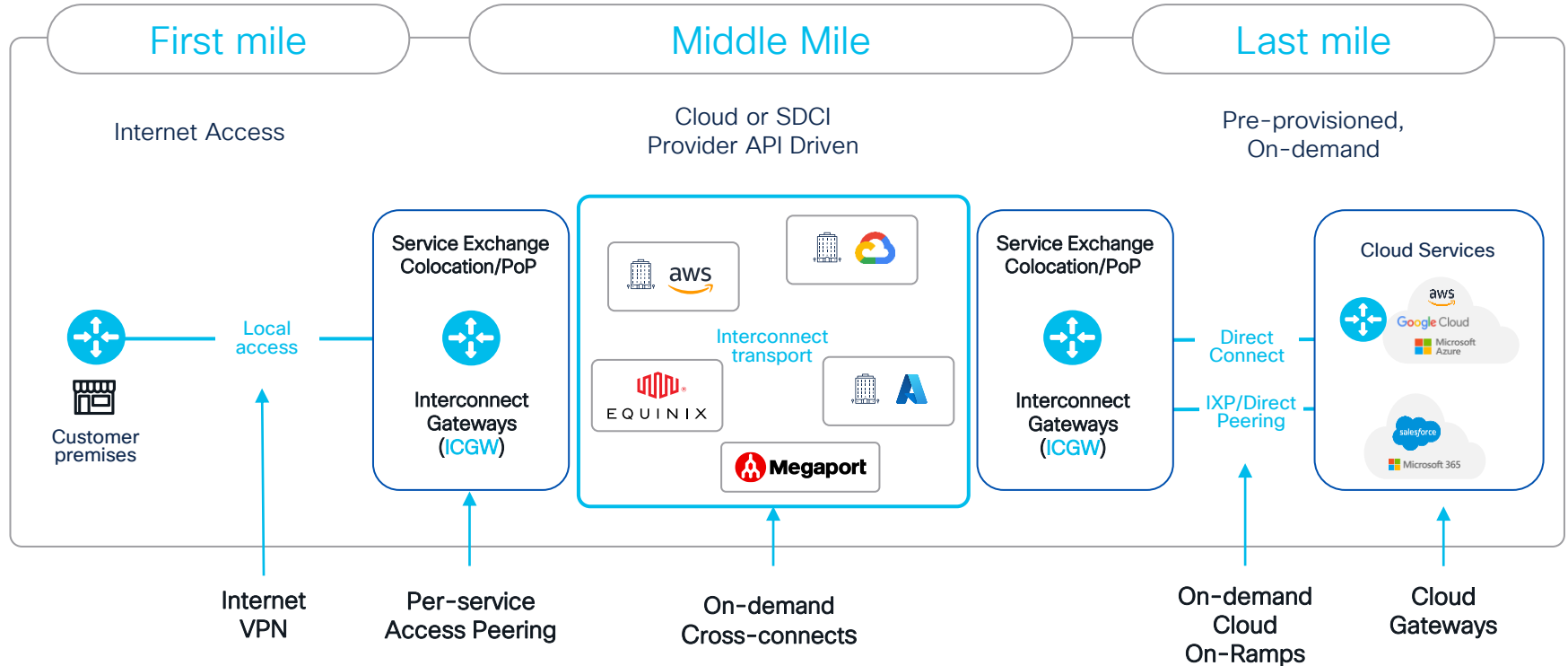
Improved operations
Single Vendor to buy, onboard, deploy and support

CISCO *Live!*



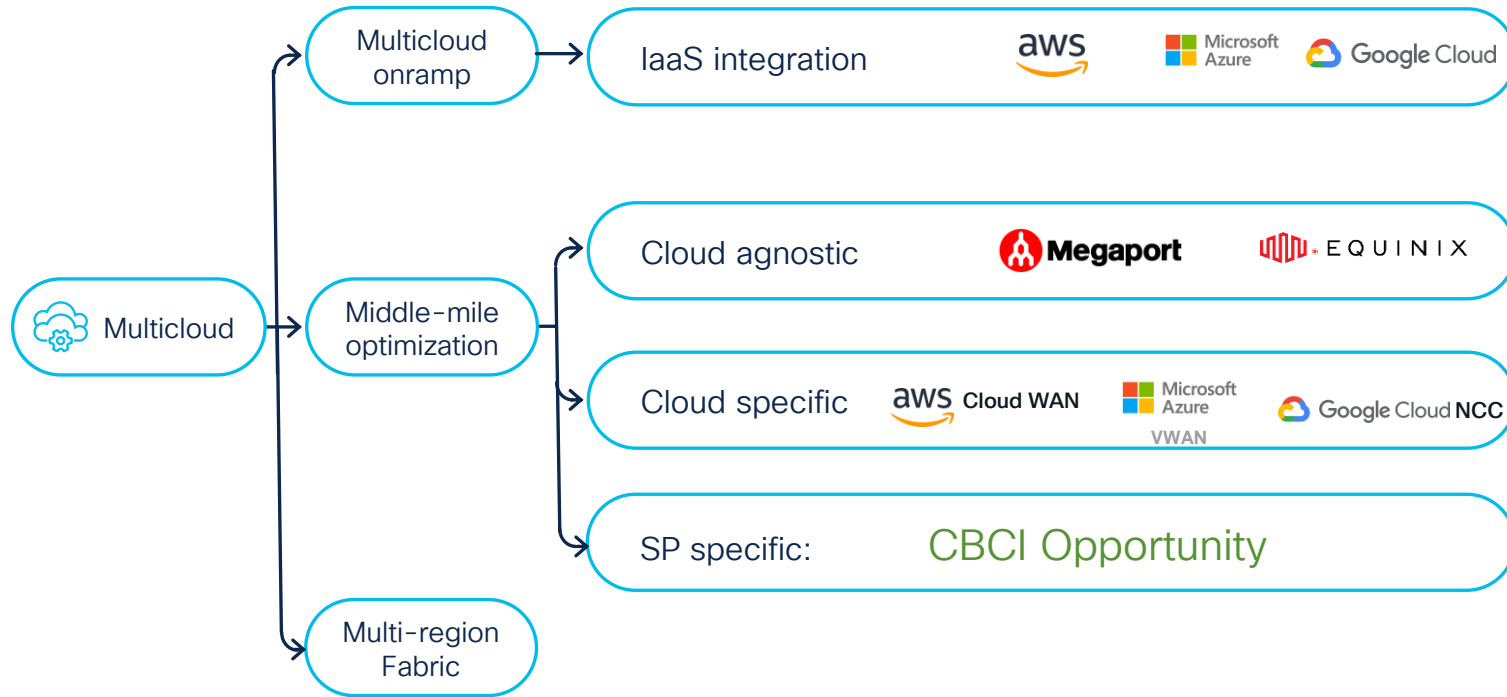
*Solution Priced with Megaport Components and includes Cloud Egress Charges and Cisco SD-WAN Licenses and Support at list prices

WAN is Evolving to a Service Exchange



New consumption models - Short-term Contracts - Usage-based - On Demand

Catalyst SD-WAN Multicloud & SaaS Alliance





To the cloud



Any location to cloud

Multicloud connectivity



Between clouds



In the cloud

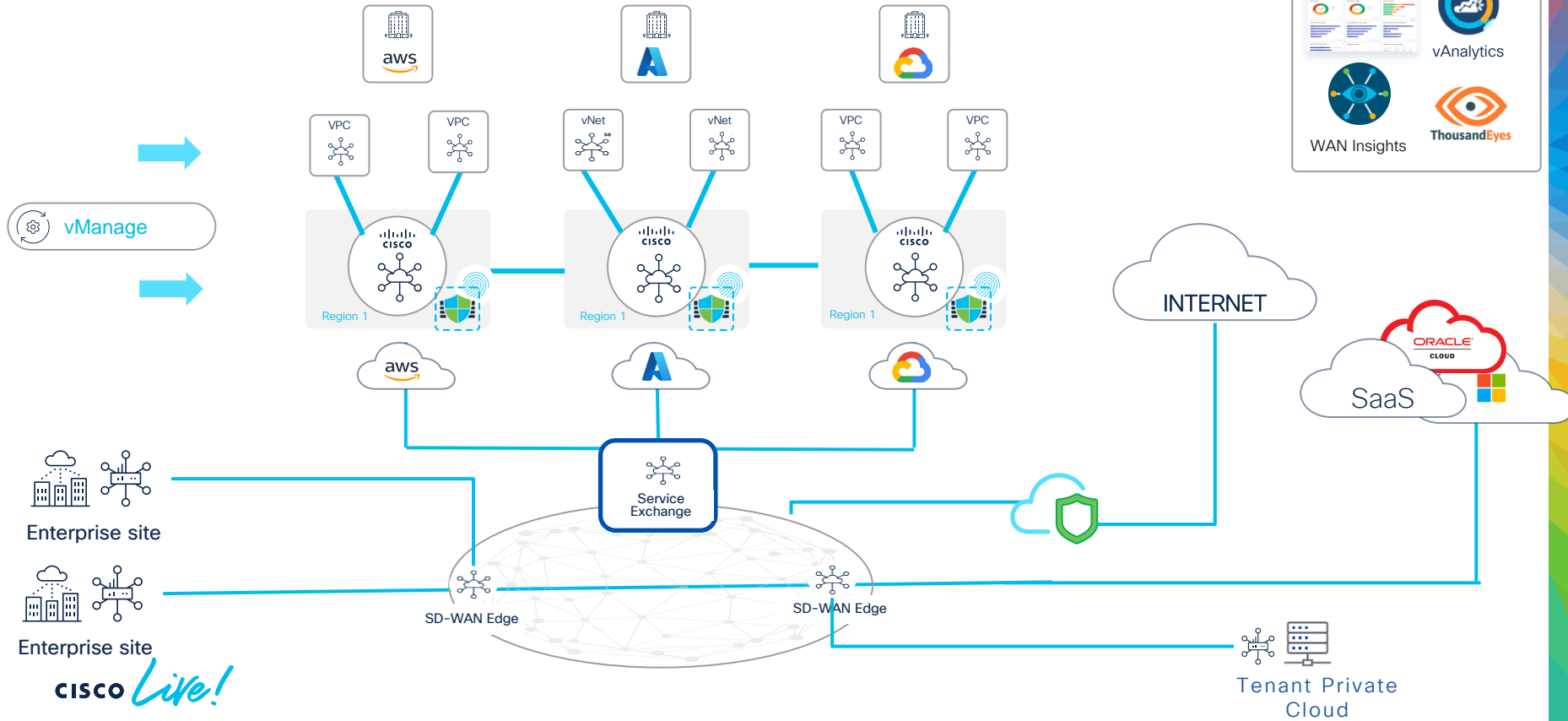


Cisco Secure Firewall



= Cisco SD-WAN virtual router hosted at Cloud and Middle-mile

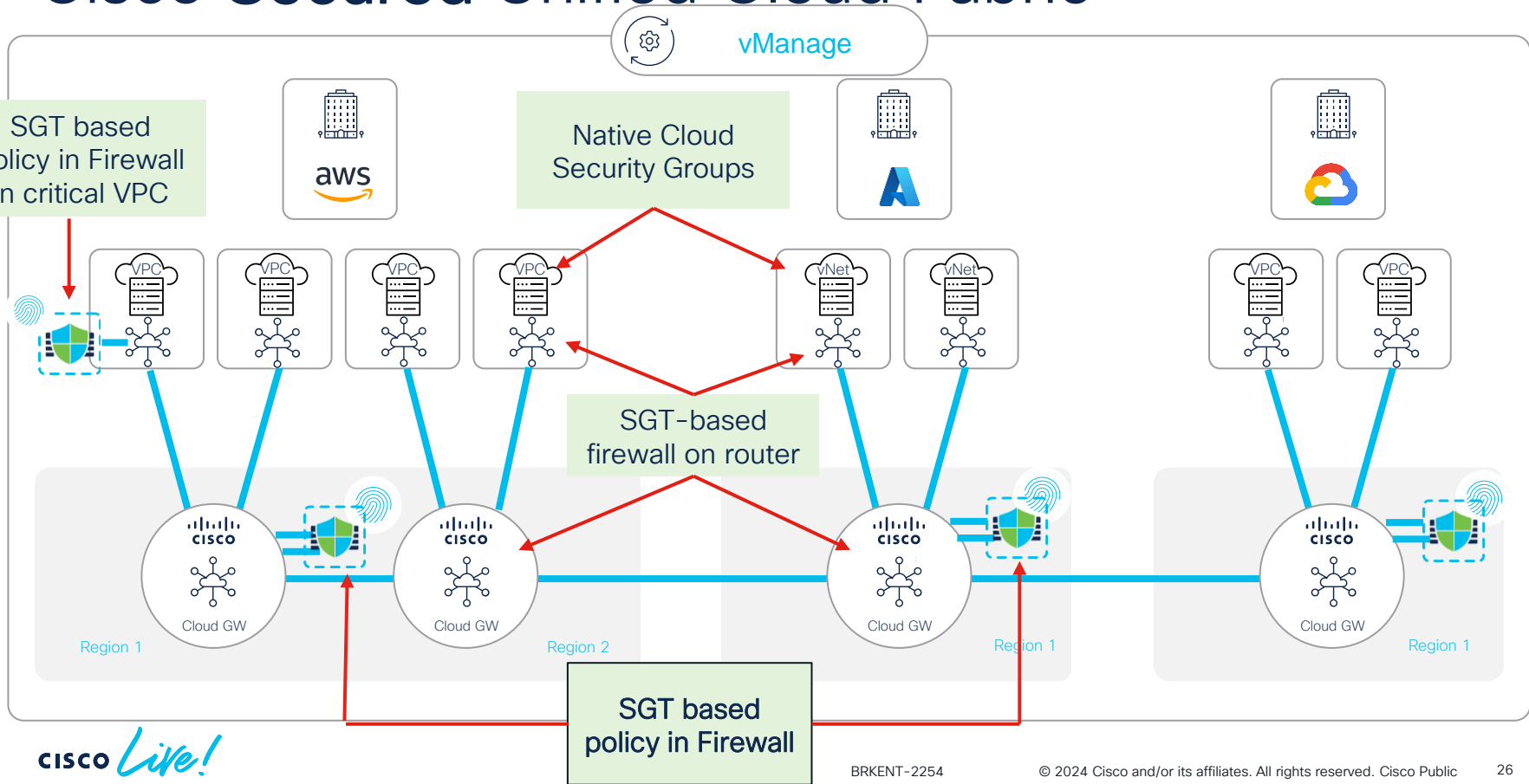
A Fabric into the clouds...



Cisco Secured Unified Cloud Fabric

SD-WAN Tunnel

Cat8kv hosted in CSP

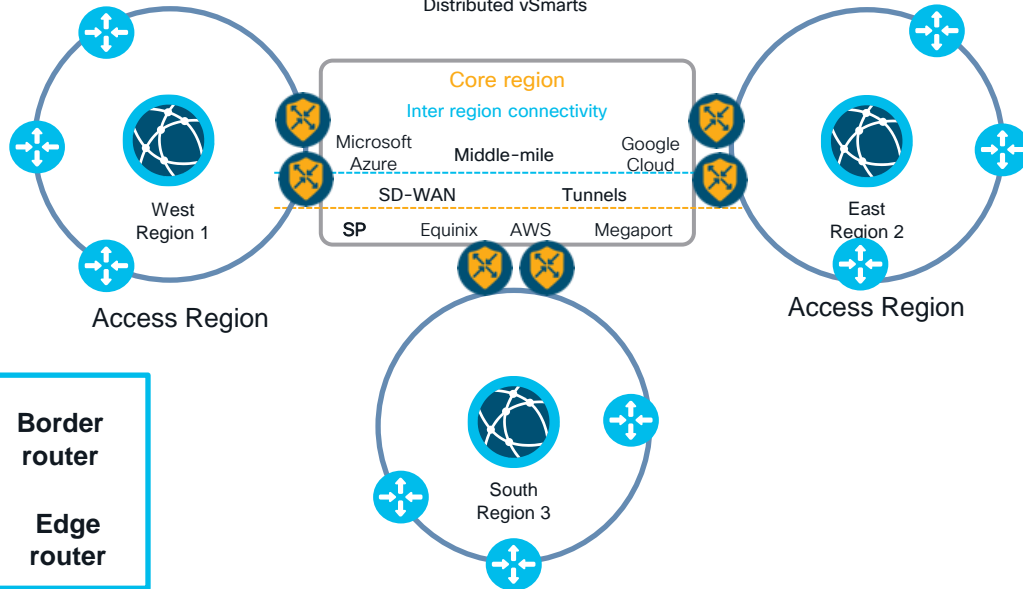


Cisco Catalyst SD-WAN multi-region fabric

SD-WAN evolved for any middle-mile topology



Distributed vSmarts



Eliminate lengthy global network policies



Automatic hop-by-hop inter-region routing



Scalable design



Simpler redundancy planning



Flexible architecture to cater to dynamic network needs



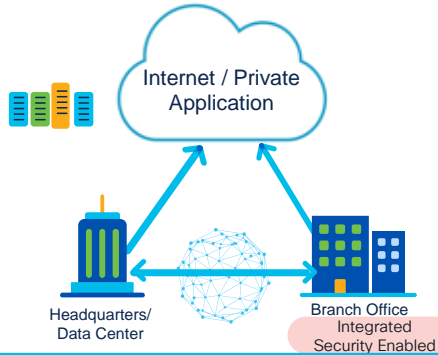
Operationally easier to deploy and manage

Security



Flexible Deployment Options

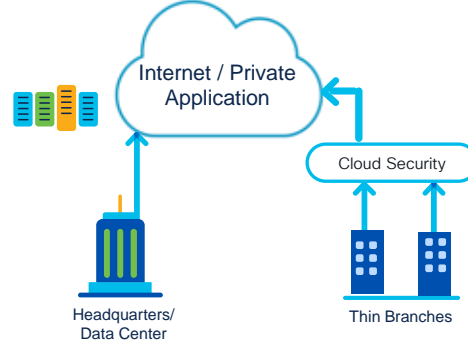
SD-WAN w/ On-Prem Security



Integrated Security

SD-branch model
Thick branch with routing and security

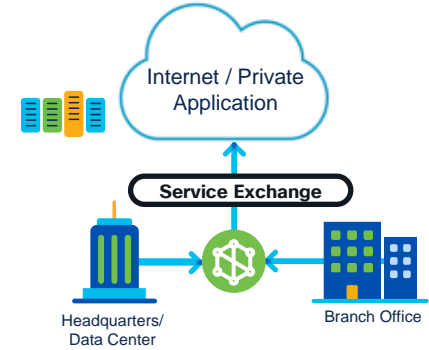
SD-WAN w/ SSE Integration and Hybrid Security



SD-WAN with SSE/SIG integration

Hybrid model
Thin branch with cloud security
Thick branch with routing and security

SD-WAN w/ Colo Security

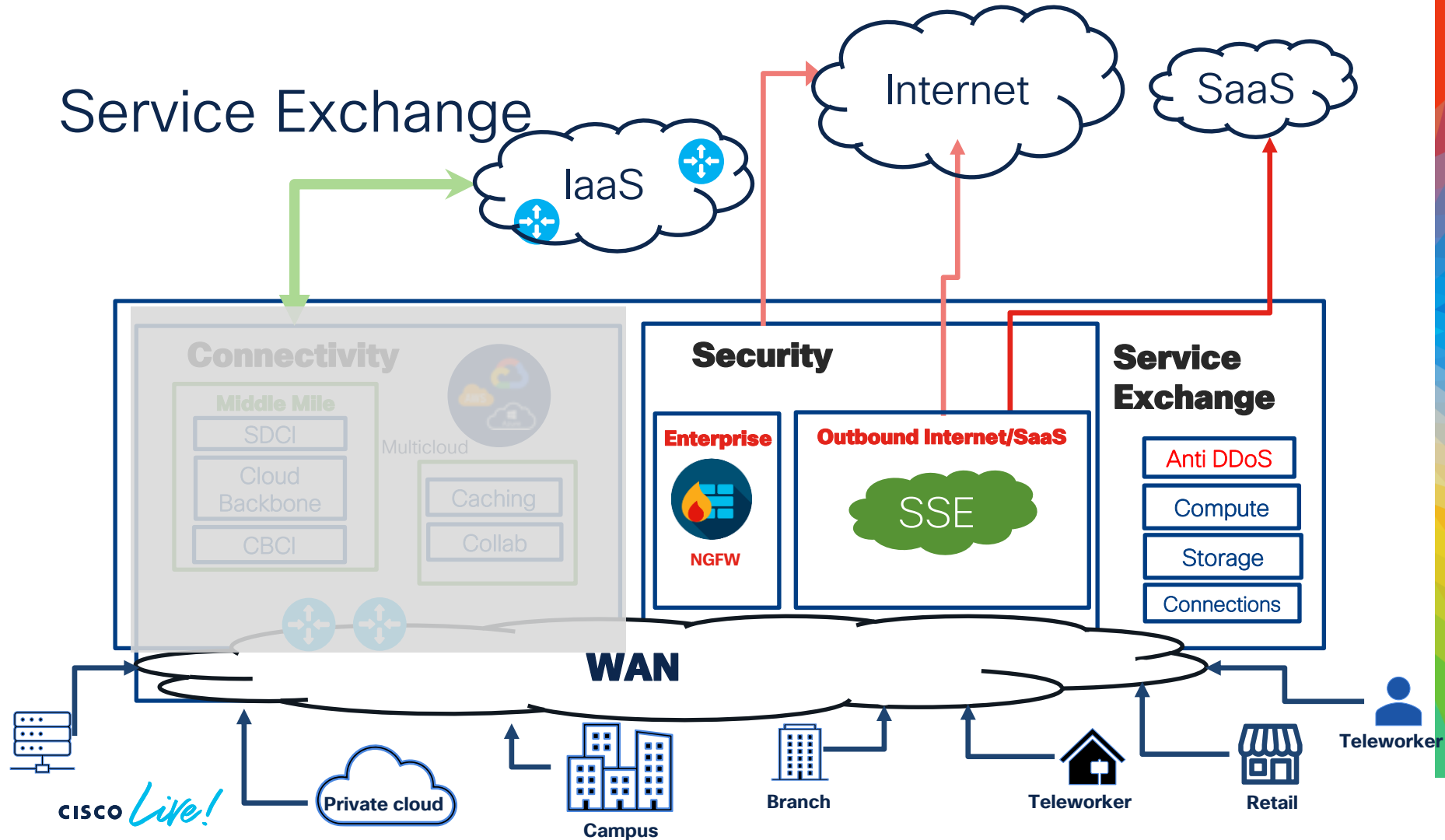


Service Insertion at Service Exchange

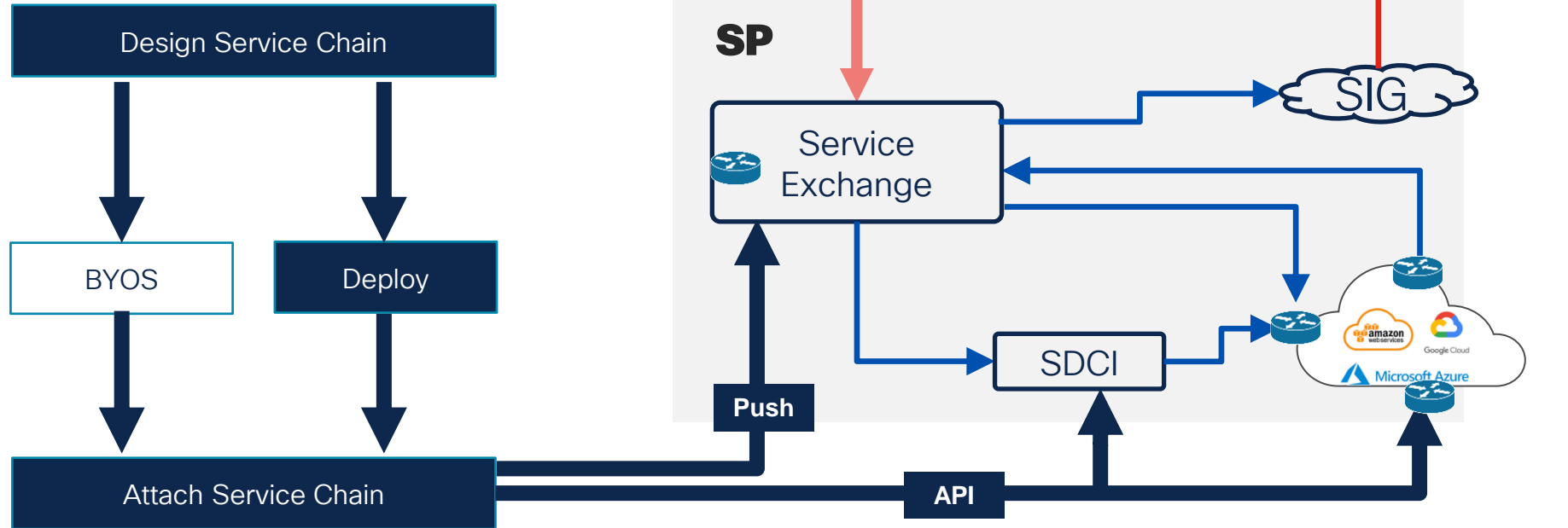
SD-branch model
Thick branch with routing & Security Services as VNF at Regional Colocation Hub

Feature Richness with Operational simplicity

Service Exchange



Service insertion



Cisco Secure Edge

Go beyond core Security Service Edge (SSE) to better connect and protect your business

A converged, cloud-delivered security service in a single subscription

Core SSE



Zero Trust Network Access (ZTNA)



Secure Web Gateway (SWG)



Cloud Access Security Broker (CASB)



Firewall as a Service (FWaaS)

Cisco delivers the core... and more



DNS



DLP



RBI



TALOS



Sandbo
X



DEM*



CSPM*



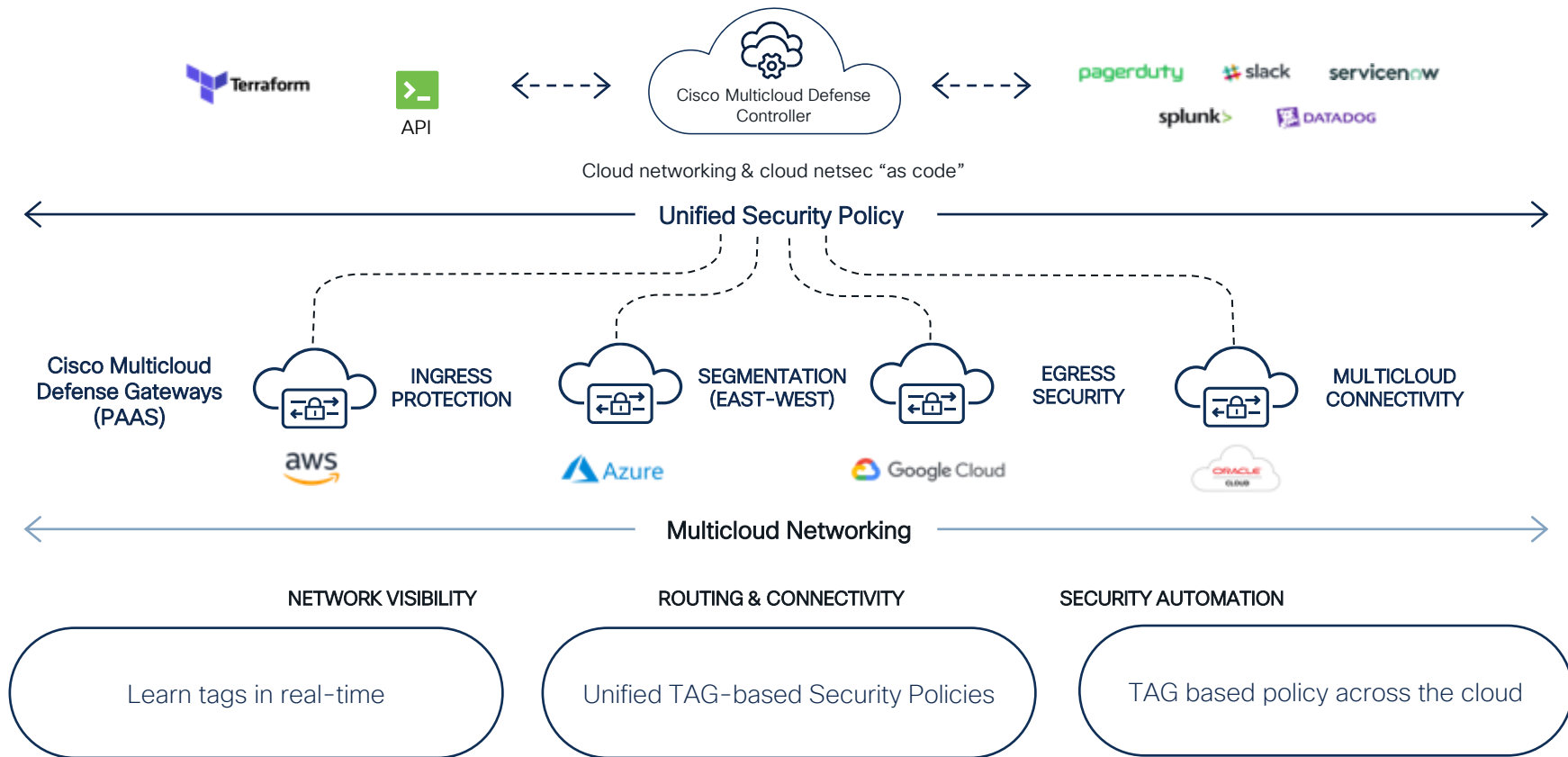
XDR*

Additional value-add

- Cisco SD-WAN integration
- 3rd party integrations (IdP, MDM (posture), and other security tools)
- Global scale with Cisco data centers and public cloud locations

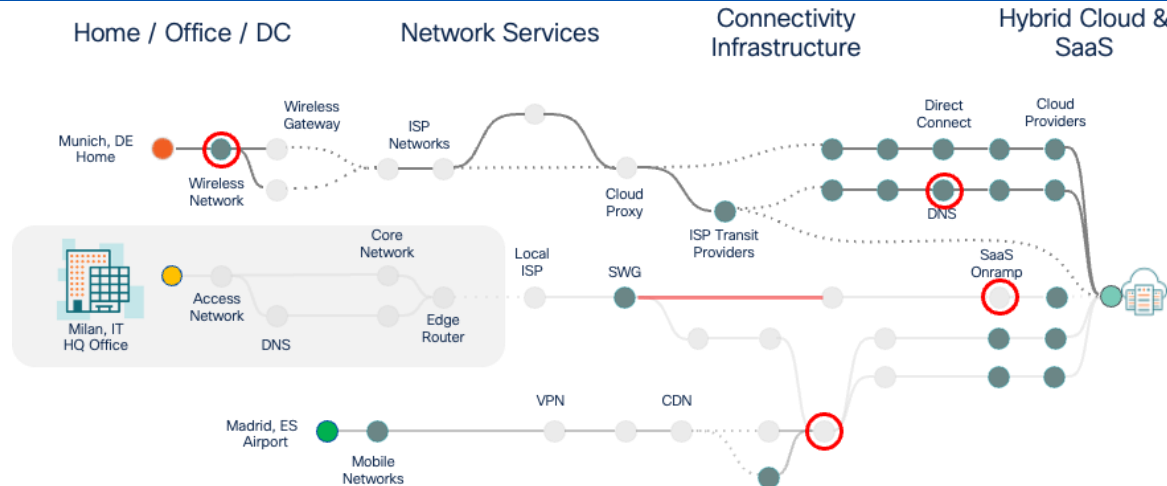
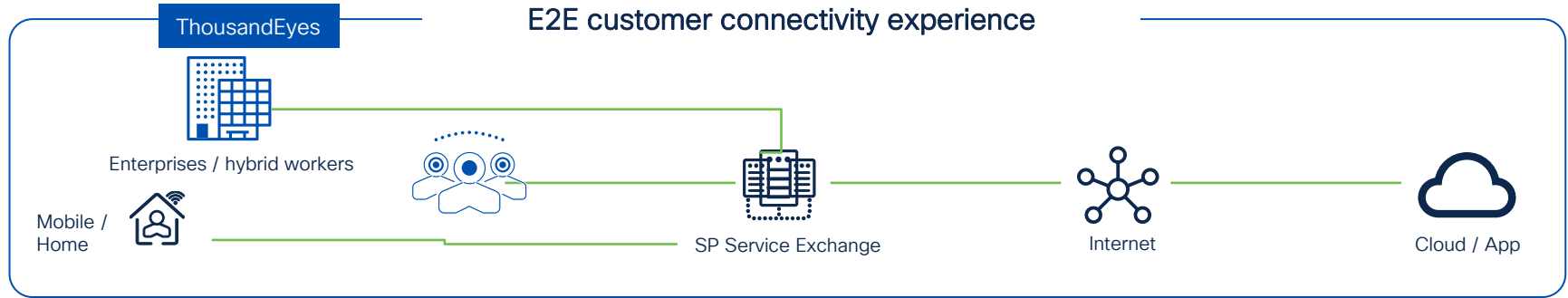
Cisco Multicloud Defense

Combining multicloud networking, automation, and cloud-native network security controls

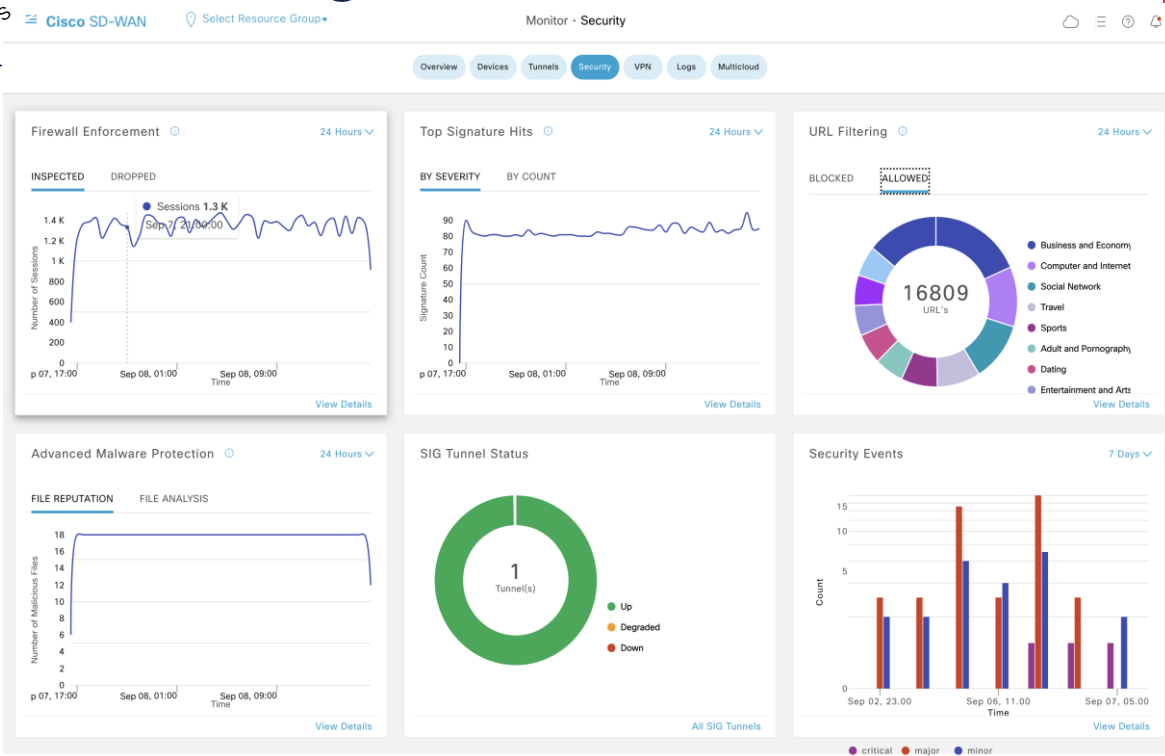
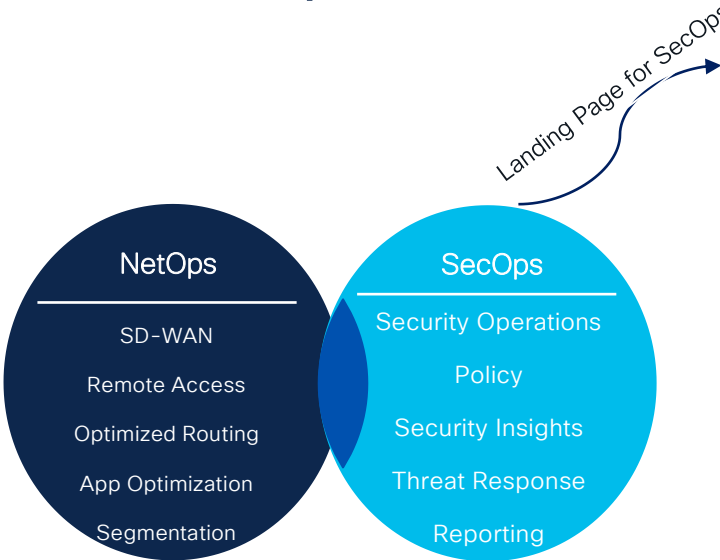


Visibility

End-to-End visibility



SecOps Persona on vManage Dashboard



- Security-focused dashboard in vManage
- Used for Improved security management, reporting, and deeper security insights for the SecOps team

Cisco SD-WAN / Splunk Integration - Use Cases

Use Case 1 SoC Dashboard

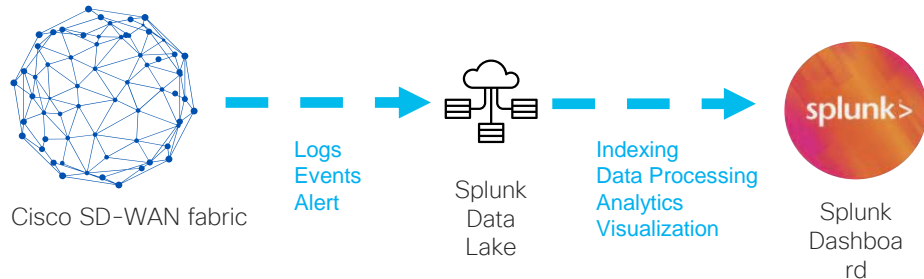
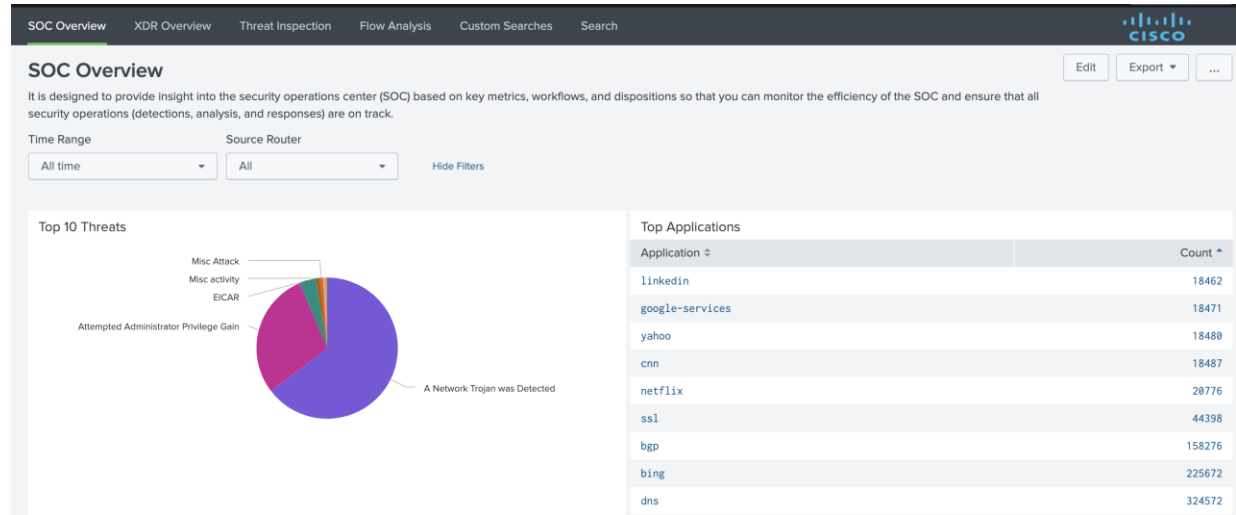
- Holistic view of all security events in your network
 - Top Threats
 - Top Policy Hits
 - Overall Application Traffic
- Drill down to device level from any security widget

Use Case 2 Threat Management

- List all IPS events in the network
- List all Malware events in the network
- View which devices are impacted by threat events

Use Case 3 Traffic flow Analysis

- View device network patterns
- Top applications accessed
- Top website domains visited
- Generate reports



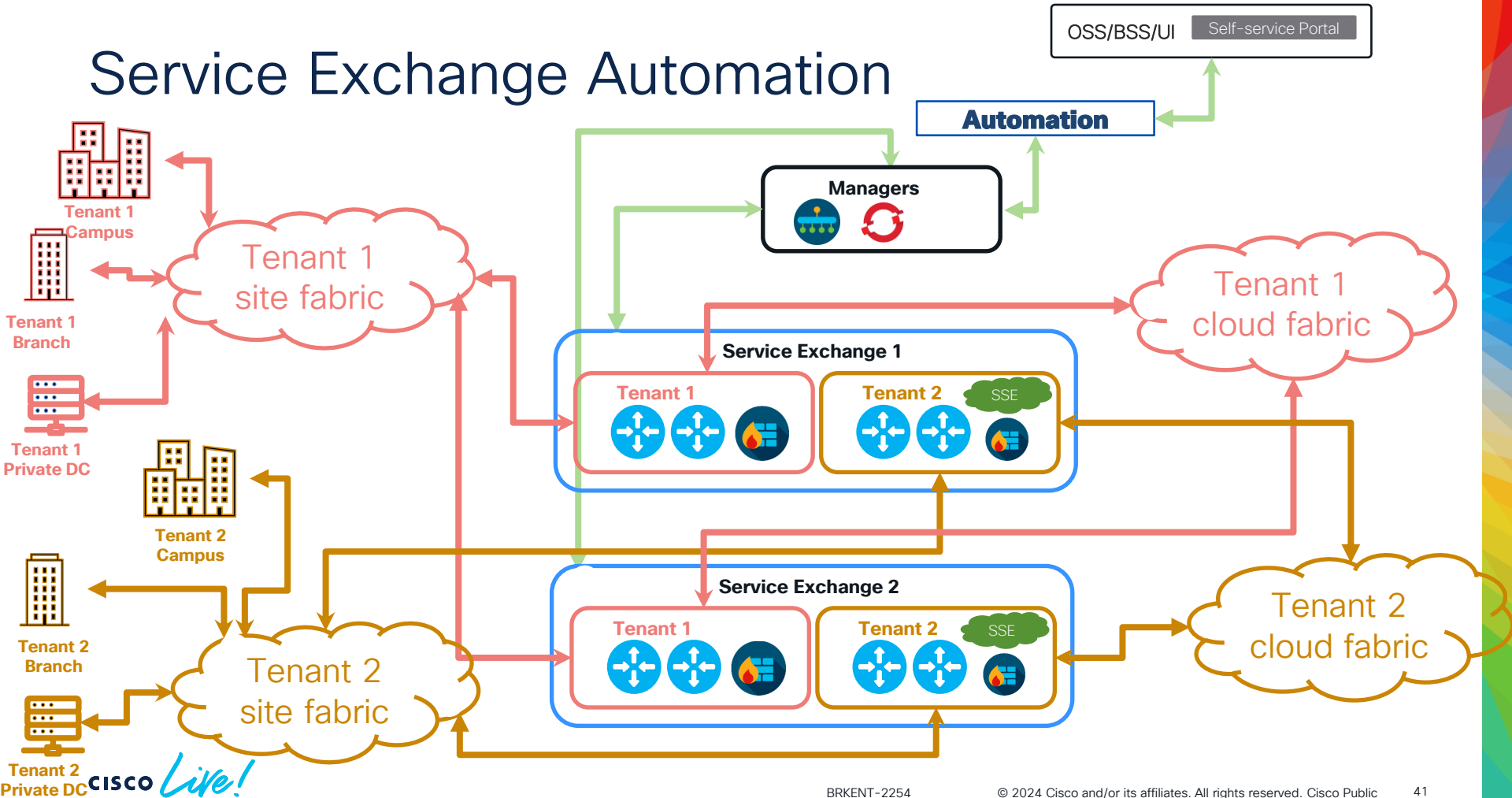
Automation

Customer provisioning

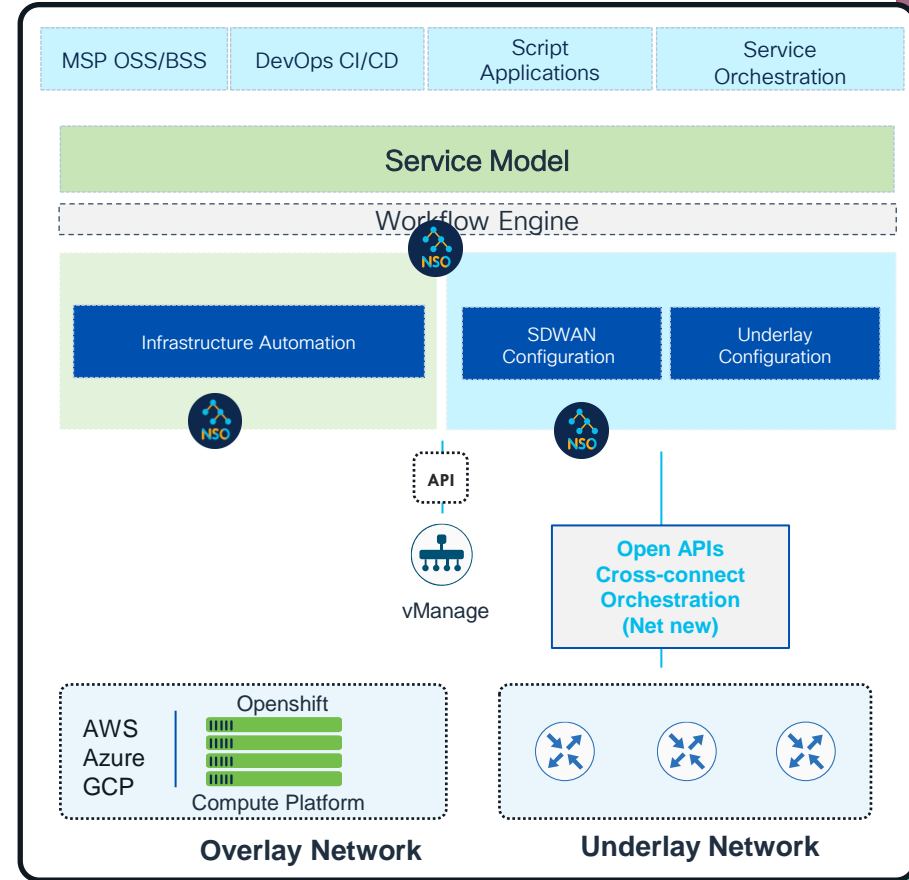
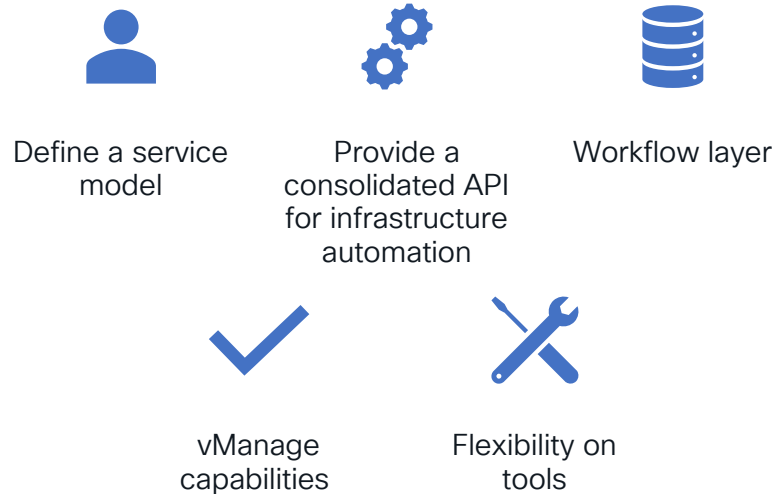
Use the service catalogue:



Service Exchange Automation



Automation Architecture Proposal



Cisco Edge POD

Compute and Networking

- UCS Servers + Switching Platforms (N9k) to connect to PE

Virtualization Software

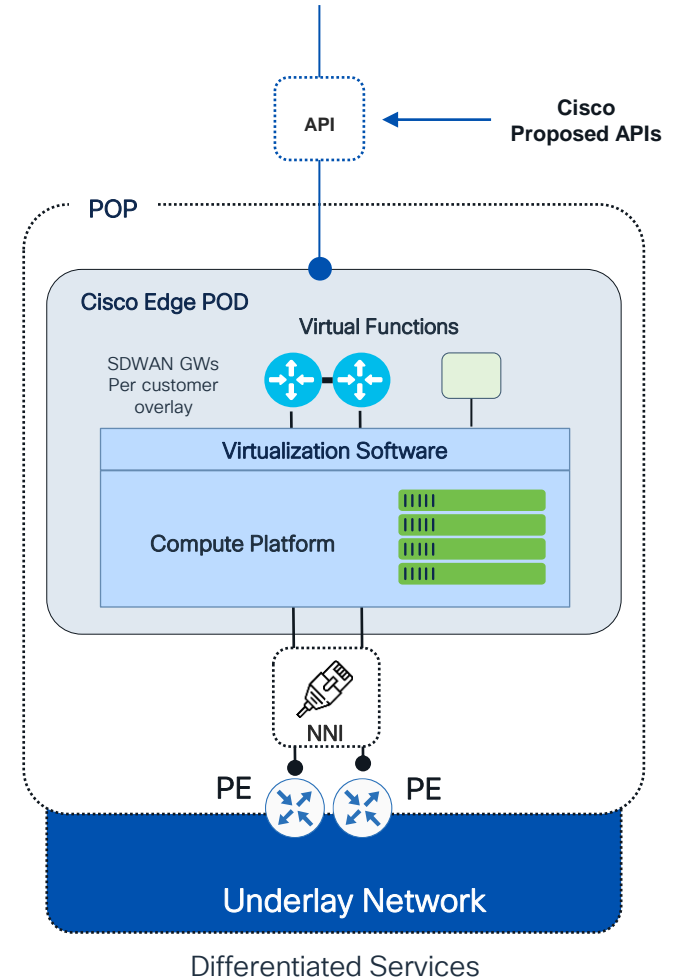
- KVM or Openstack (not recommended, SPs now migrate to cloud native in POP)
- Redhat Openshift
- 5 to 10 VNFs per compute server – Average VNF size: 8 vCPU
- DPDK, for services requiring a high level of performance. CPU Pinning is enabled
- Kernel, for less consuming services. No CPU Pinning, nor oversubscription

Virtual Functions

- Cat8000v as Gateways (SD-WAN, FlexVPN, Remote Access)
- Firewalls

Automation

- NSO
- Or Terraform, Ansible, etc



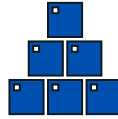
How? Approach



How to proceed



- Naas is a journey
- Co-developed
- No one-size-fits-all



- Platforms vs. components
- Design and integration services critical for success



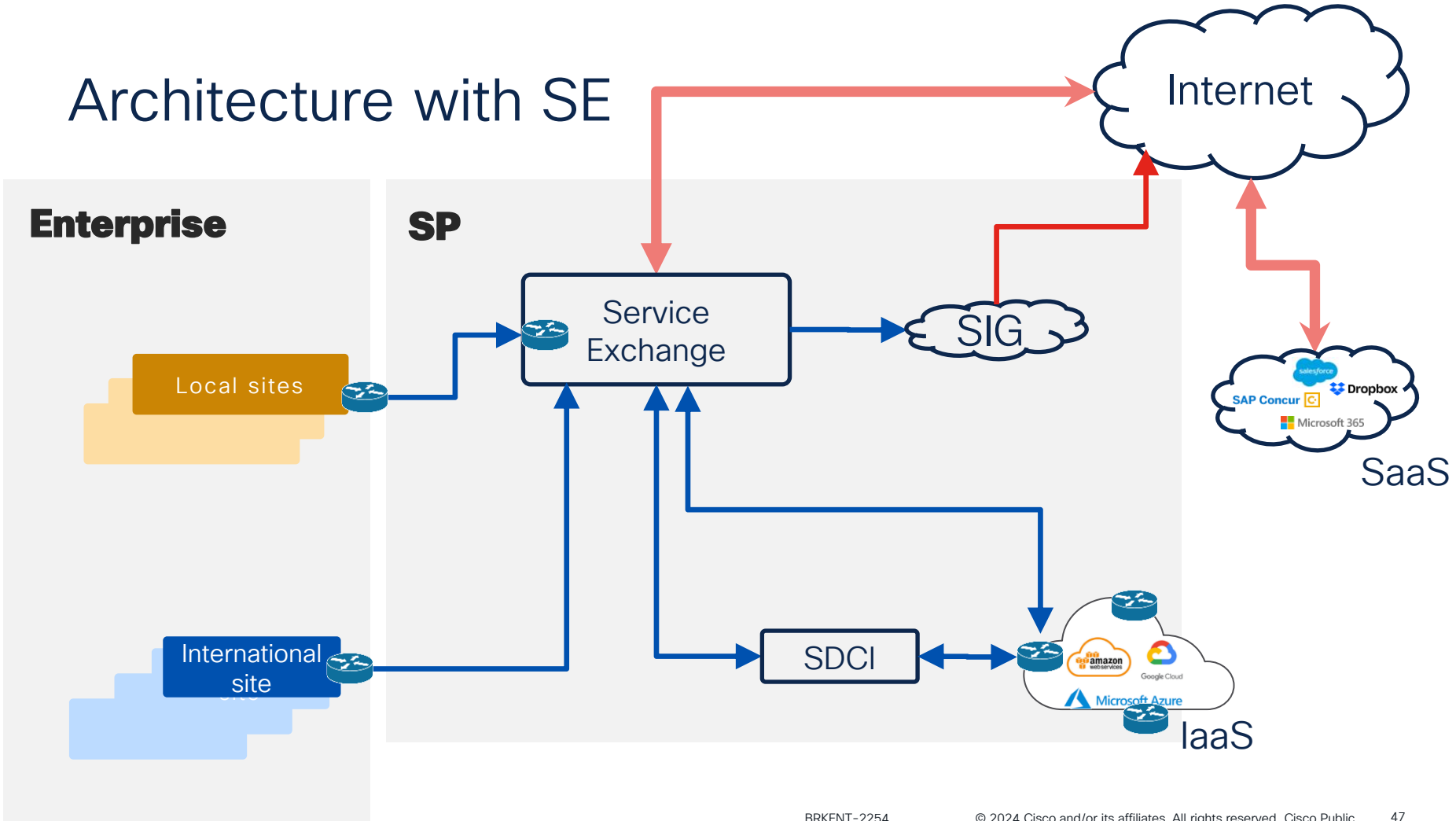
- Work as one team



- Pilots are important

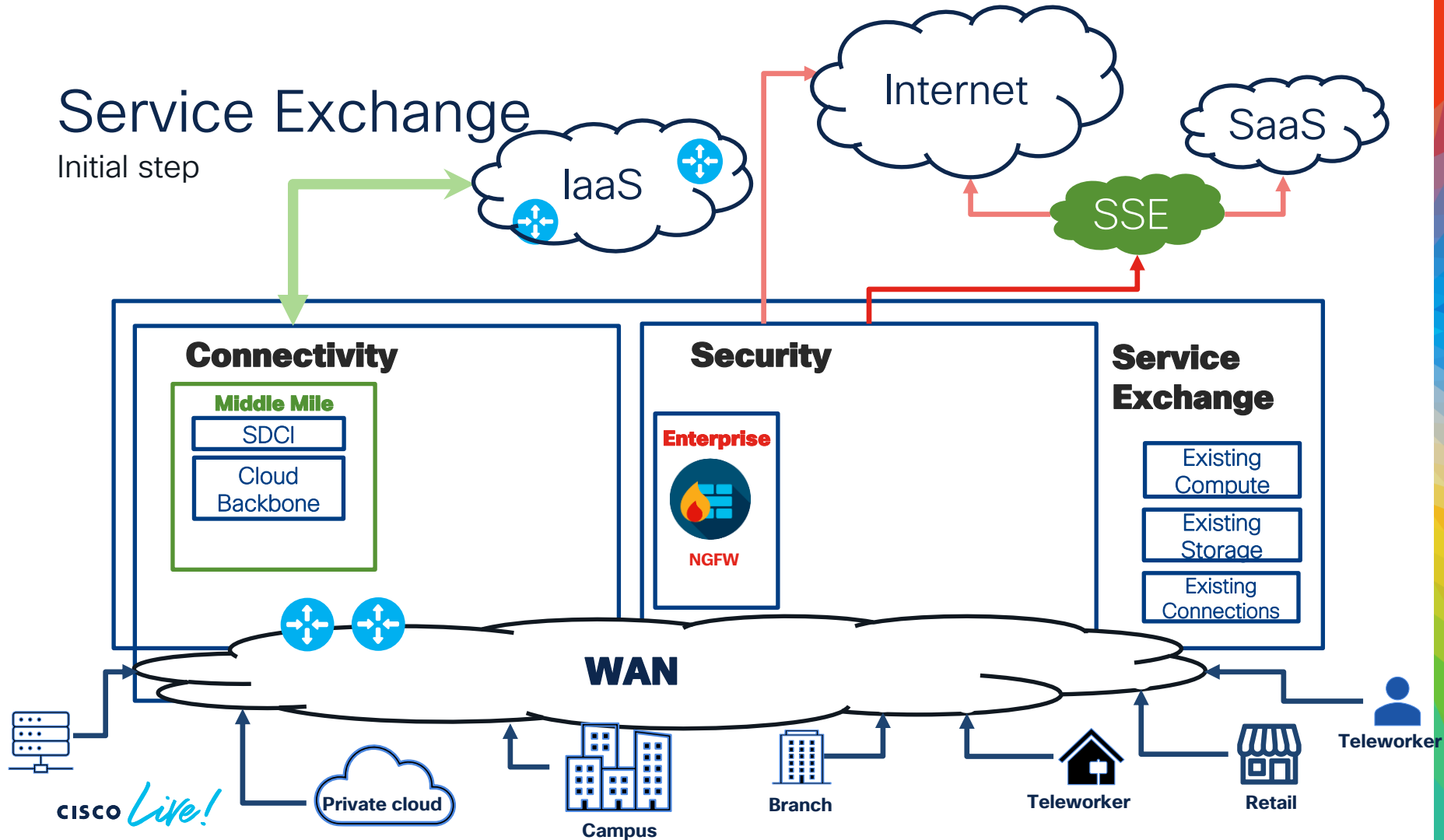
The Service Exchange simplifies and accelerates your digitization

Architecture with SE



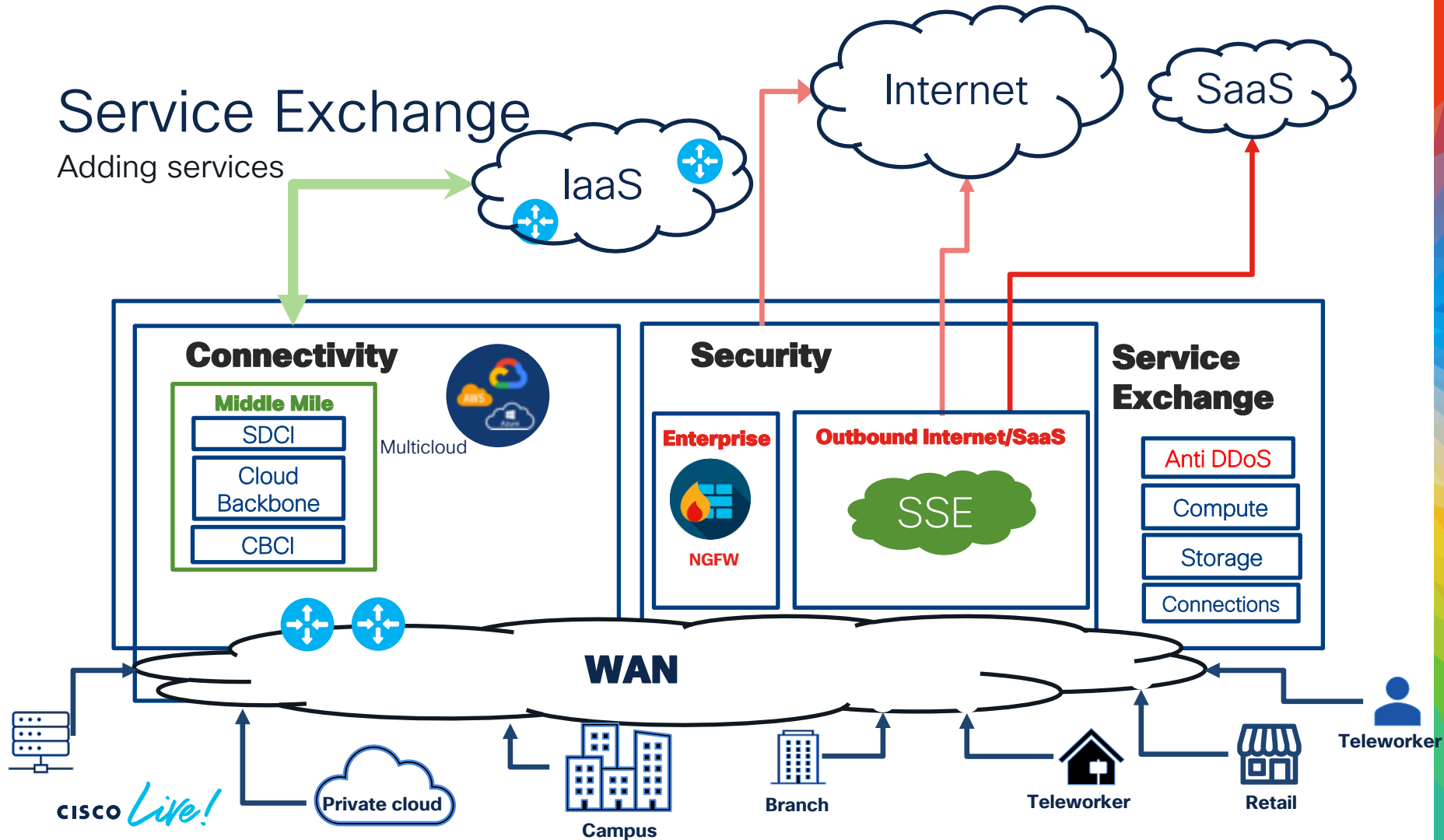
Service Exchange

Initial step

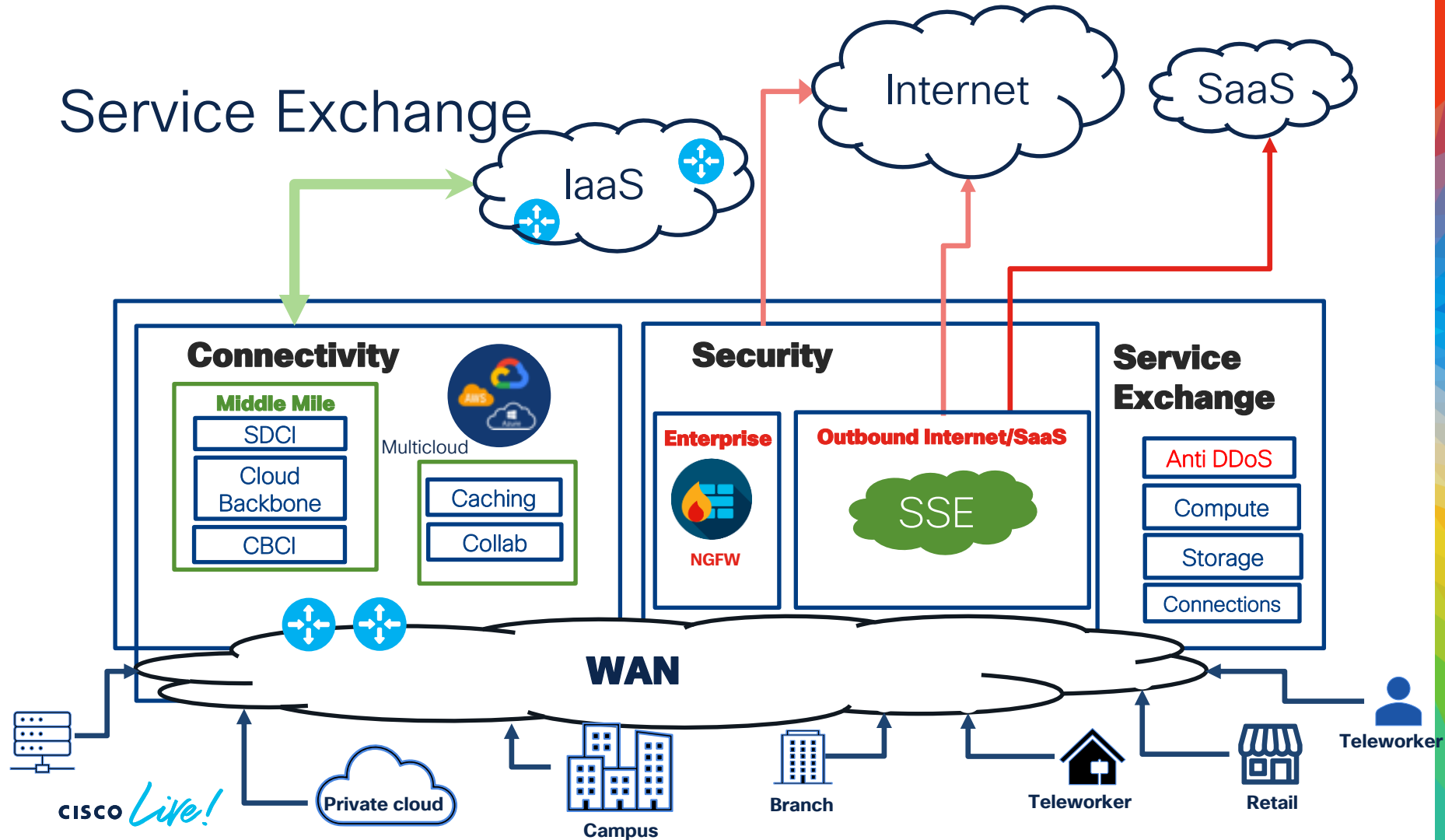


Service Exchange

Adding services



Service Exchange



Call to action



Learn more about
NaaS requirements



Finalise design



Order pilot
components



Build the pilot

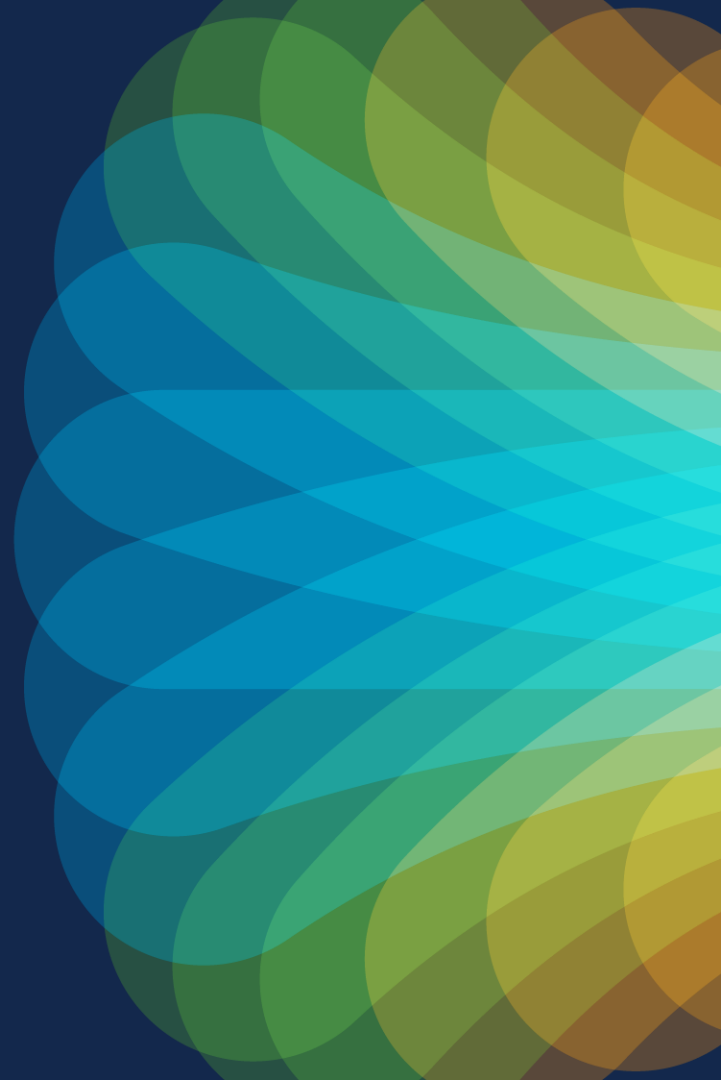
The Service Exchange simplifies and accelerates your digitization



The bridge to possible

Thank you

CISCO *Live!*



The background features a vibrant, multi-colored abstract design. On the left, there are horizontal, wavy bands of color in shades of red, orange, yellow, and green. On the right, a bright white light source emits a series of sharp, radiating lines in various colors, including blue, green, and yellow, creating a sunburst effect.

cisco *Live!*

Let's go