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The bridge to possible

# Why SD-WAN is Essential for SASE Success

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PSOENT-1007

# Cisco Webex App

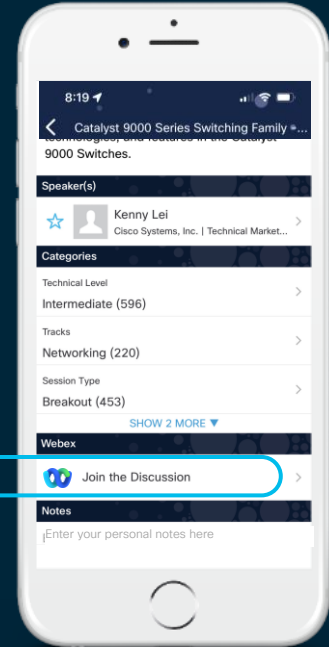
## Questions?

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
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Webex spaces will be moderated by the speaker until June 17, 2022.



<https://ciscolive.ciscoevents.com/ciscolivebot/#PSOENT-1007>



# Agenda

- Market Dynamics – Networking and Security
- What is SASE?
- SD-WAN: A key building block for SASE
- Customer Success Stories
- Summary

# Market Dynamics – Networking and Security

# Market Dynamics Driving New Networking and Security Architectures



More than half of **enterprise IT spending** in key market segments will **shift to the cloud by 2025** (Gartner)



Public cloud spending will grow up to \$500B in 2023 (IDC)



By 2022, **Wi-Fi and mobile devices** will account for **71% of IP traffic** (Cisco)



By 2024, at least **40% of all remote access usage** will be served predominantly by **zero trust network access (ZTNA)** (Gartner)



In 2021, the average cost was **\$1.07M higher in data breaches** where **remote work** was a factor in causing the breach (IBM)



**92%** of enterprises have adopted a Multicloud strategy, and **82% have a hybrid cloud strategy** in 2021 (Flexera)

<https://www.channelfutures.com/channel-research/gartner-more-than-half-of-enterprise-it-spending-will-shift-to-cloud-by-2025>  
<https://ieeexplore.ieee.org/document/8926345>  
<https://www.fiercetelecom.com/telecom/spending-public-cloud-will-more-than-double-by-2023-report>  
<https://www.appgate.com/blog/protect-against-ransomware-with-zero-trust-network-access>

# What do These Evolving Market Dynamics Hold for Networking and Security? Opportunity!

The enterprise network and security functions are evolving from the role of **business enablers** to **business innovators**

Pain Points	Solutions
Static, equipment-centric network deployment	Flexible, software-driven, dynamic and on-demand
Perimeter security appliances to protect network	Cloud delivered, integrated networking and security
Inconsistent experience with hosted apps	Superior user and application experience at any edge
Distributed control and management	Real-time visibility with centralized management

# Opportunities to Reimagine Networking and Security

Cloud-centric infrastructure generates a lot of **business value**, but it introduces even more **threats** if the **ecosystem is not secured effectively**





# What is SASE

# Today's Cloud-centric World

Drives the need for a Secure Access Service Edge (SASE) architecture

## ZTNA

Zero Trust  
Network  
Access

Consolidation  
through a single  
vendor

## CASB

Cloud  
Access  
Security  
Broker

Effective security  
and threat  
protection

## SD-WAN

Global presence  
and peering  
relationships

## FWaaS

Firewall-as-  
a-Service

Support for all  
devices and  
agents

## SWG

Secure Web  
Gateway

Microservices  
based  
architecture

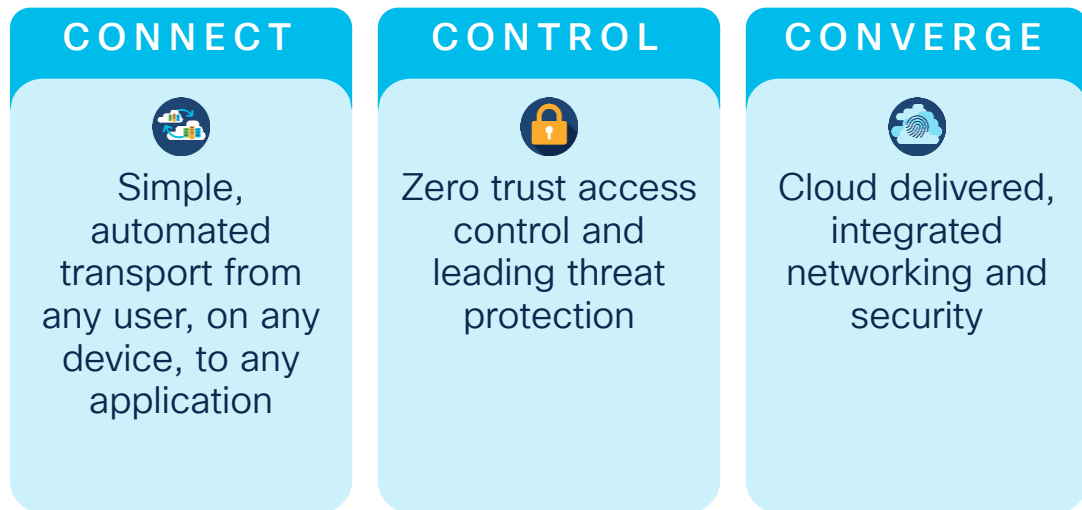
Flexible  
deployment and  
management

Gartner defines the SASE concept as “an emerging offering combining [wide-area network] capabilities with comprehensive network security functions to support the dynamic secure access needs of digital enterprises.”

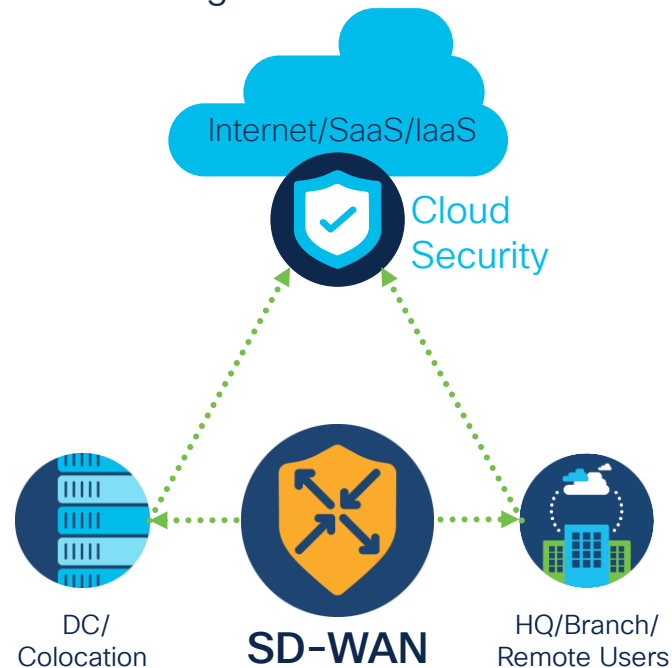
*Gartner, The Future of Network Security Is in the Cloud. 2019*

# Cisco SASE

The most complete, integrated SASE architecture



SD-WAN and cloud-native security  
integrated as a service



# SD-WAN: Key building block of SASE

# SD-WAN – a key building block in SASE architecture



## Secure SD-WAN: Simple and versatile



Automation and  
Cloud-Based  
Orchestration



Zero touch  
onboarding and  
provisioning



Dynamic  
Performance  
Routing



Predictable app  
performance and  
user experience



Analytics, SaaS  
Telemetry, Smart  
Thresholds



Proactive  
network  
assurance and  
network  
operations



Integrated  
Security and  
Macro/Micro  
Segmentation



Integrated  
security and  
network policy  
controls



Middle  
Mile  
Optimization



Flexible and  
programmable  
cloud interconnect  
options



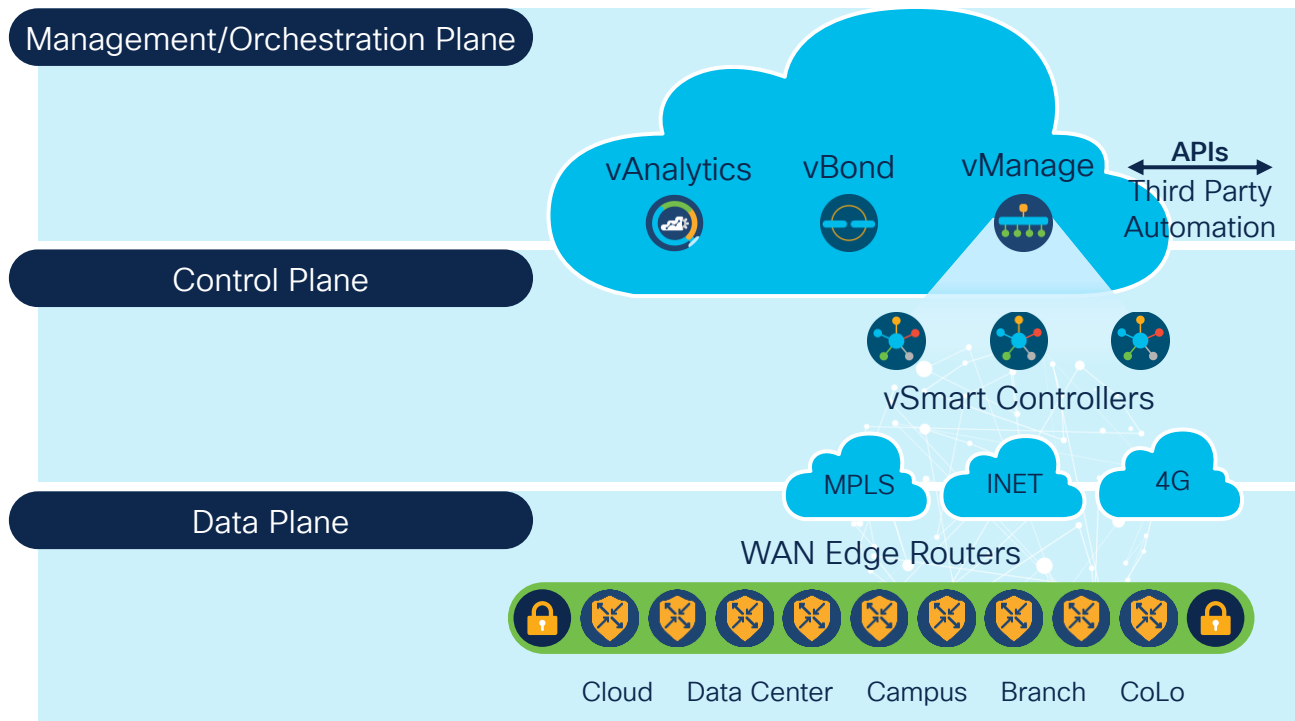
Cloud OnRamp  
and  
Multicloud  
Access



Single pane of  
glass cloud  
networking  
orchestration

# Cisco SD-WAN Overview

Applying SDN principles onto the Wide Area Network



# SASE Cannot Deliver Ubiquitous Security without the Safeguards SD-WAN Provides, Including:



Enabling network address translation (NAT)



Segmenting the network into multiple subnetworks



Monitoring and blocking malware and Malicious traffic



Restricting unauthorized users



Preventing unwanted content or applications



Firewalling unwanted incoming and VLAN-to-VLAN traffic



Securing site-to-site/in-tunnel VPN



Geofencing for location-based access control

# Customer Success Stories



# SASE Architecture that Evolves at Your Pace

## REDUCE COST

75%

Of customers were able to give their IT teams' ability to focus on cost savings<sup>1\*</sup>

“ ...Thanks to Cisco SASE, our network topology is now optimized and centralized across all of our operations and IT offices, making it easier to manage data and incrementally save costs.”

- Head of IT Enterprise, Vistara



## IMPROVE USE EXPERIENCE

73%

Improvement in latency and traffic consistency (jitter)<sup>2\*</sup>

“ ...a tremendous improvement in speed, stability and bandwidth across all our operations utilizing Cisco SASE capabilities along with effective enablement towards our cloud strategy.”

- Joel Marque, IT Director, Tamimi Markets



## MINIMIZE RISK

85%

Of customers were able to cut malware infections by half<sup>1\*</sup>

“ ...Threats and exploits can't get through – Cisco SASE gives us confidence because we know that our users are protected when they're surfing the internet on or off the network.”

- Adam Kinsella, Product Owner, Qantas



\* one or more of Cisco SASE capabilities



## Retail Customer – EMEAR



### Challenge

- Poor connectivity
- Internet Backhauling
- Lack of protection for remote workers
- ISP dependency
- Manual configuration
- Missing SLA measurement



### Solution

- Cisco SASE
- Networking – Cisco SD-WAN
- Security – Cisco Umbrella



### Outcome:

- Direct Internet Access
- Carrier independence
- Link Switching automation
- Visibility
- Customer satisfaction



## Finance Customer – Japan



### Challenge

Centralized network  
and security  
architecture

Cloud adoption  
acceleration

Unstable network



### Solution

Cisco SASE

Networking – Cisco SD-WAN

Security – Cisco Umbrella



### Outcome:

Ease of deployment

Direct Internet Access (DIA)

DNS Layer Security

Internet-Native, Cloud-Native  
secured network

Industry  
Finance

Region  
APJ



# Summary



Enterprises are moving their business-critical workloads and **applications to the Cloud**



There is a **need to accelerate network and security convergence** to improve overall security posture and deliver consistent protection while improving user experience



**Secure Access Service Edge (SASE)** is laying the foundation to help enterprises adopt a cloud delivered policy-based network security service model



**SD-WAN** is a **key element** for building a secure, flexible, network ecosystem that could be secured with a SASE

# Q&A and Giveaway





The bridge to possible

# Thank you

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- 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.





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IT learning hub that guides teams and learners toward their goals

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### Cisco Modeling Labs

Network simulation platform for design, testing, and troubleshooting

### Cisco Learning Network

Resource community portal for certifications and learning



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### 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

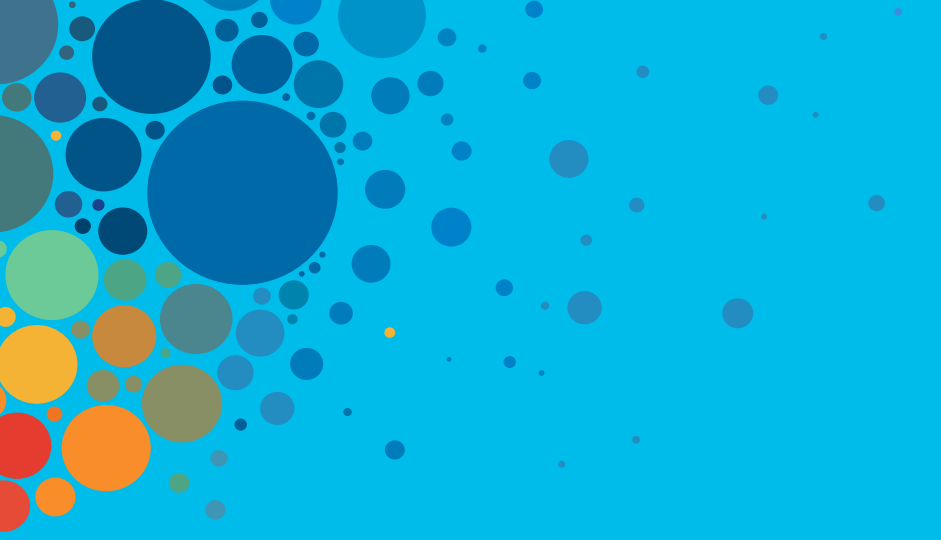
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- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
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# Customer Testimonials

- We would like to invite you to **share your thoughts, feedback, and experiences using our Cisco Secure products**. Your opinion is valued and could help others in their buying process.
  - We will have a team at the **Cisco Secure Pub and World of Solutions – Security area** to assist you and you will have **full control and can edit or delete your review** at any time.
  - We will be **wearing black t-shirts with**
    - **“What's Your Story?”** printed on the front.
- For more information, please reach out to
- **Cindy Valladares 503-784-8178**
  - **Tazin Khan (she/her) (917) 602-6338**

