

The background is a vibrant, abstract graphic. It features a central bright white light source from which numerous colorful rays emanate, creating a sunburst or starburst effect. The rays transition through a spectrum of colors including yellow, orange, red, and various shades of blue and green. Overlaid on this are several large, semi-transparent, wavy shapes in similar color tones, giving the overall image a sense of motion and energy.

cisco *Live!*

Let's go

#CiscoLive



The bridge to possible

Protect your network from counterfeit Cisco products

Cisco Brand Protection

Chuck Williams – Director, Brand Protection

Tim Casto – Investigator

BRKGEN-1003

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 9, 2023.



<https://ciscolive.ciscoevents.com/ciscolivebot/#BRKGEN-1003>

slido



Join at slido.com
#1999494

① Start presenting to display the joining instructions on this slide.

slido



What is your favorite Las Vegas-themed movie/series?

ⓘ Start presenting to display the poll results on this slide.

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



Agenda

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

Impact of counterfeit products

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What is the financial impact of counterfeiting on the Global IT industry?

① Start presenting to display the poll results on this slide.

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

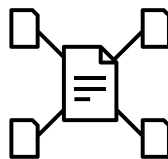
Global financial and security threat

Why should you care?



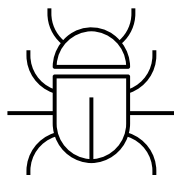
Sourcing unauthorized products

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



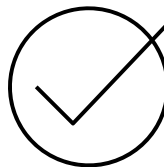
Types of unauthorized products

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

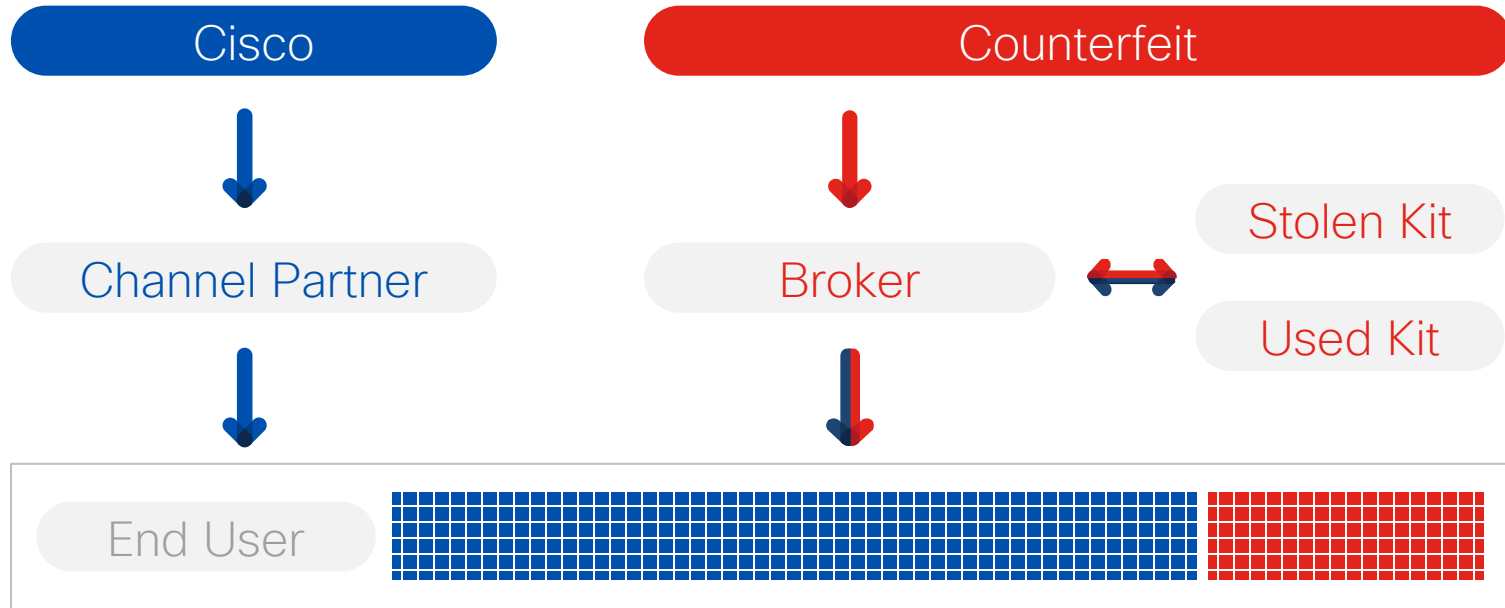
Quality and authenticity should be your top consideration when buying products.



Counterfeit risks

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

How products move on the unauthorized market



How Cisco is 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**.”*

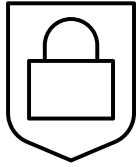


Oliver Tuszik

Senior Vice President

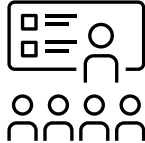
Global Partner Sales

How Cisco is addressing the counterfeit challenge



Investigation and enforcement

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.



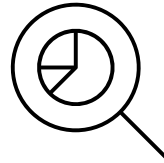
Global partnerships

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



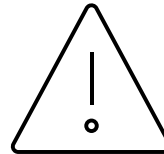
Anti-counterfeiting defenses

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.

Multifaceted approach to addressing global counterfeit trafficking



Customs
Seizures



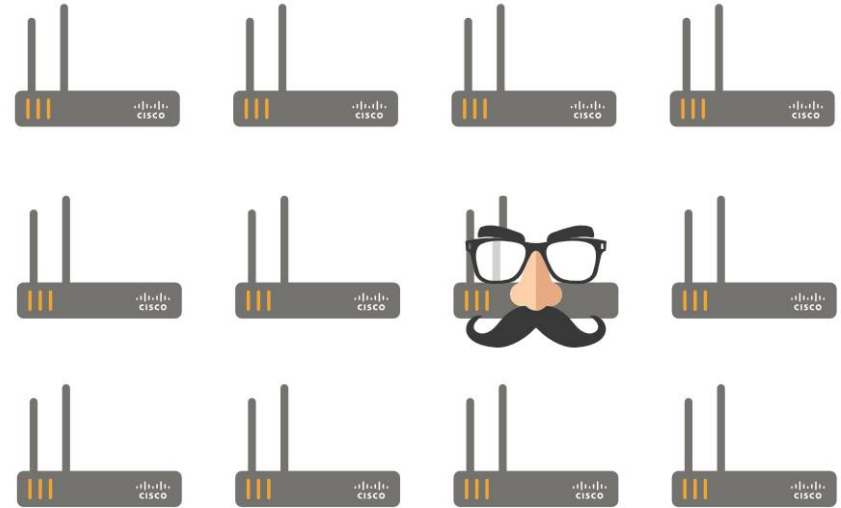
Search
Warrants



Legal Actions

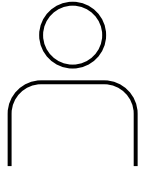
Appearances can be deceiving.

Cisco Brand Protection
Keep it Cisco. #KeepItReal

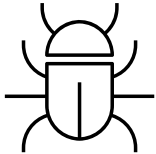


Real-life scenario

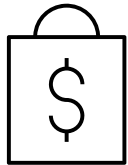
Network issues with counterfeit Cisco products



Customer purchased Cisco switches and firewalls 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


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
	


Package Lookup


Chassis Lookup

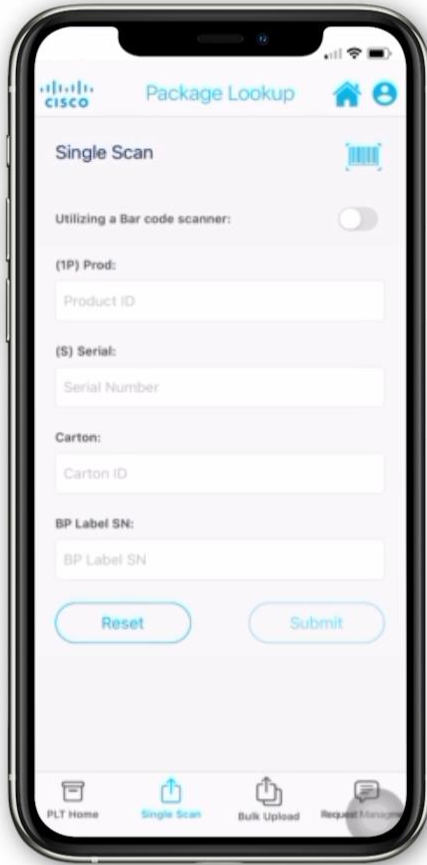


MLT 

PLT 

CLT 





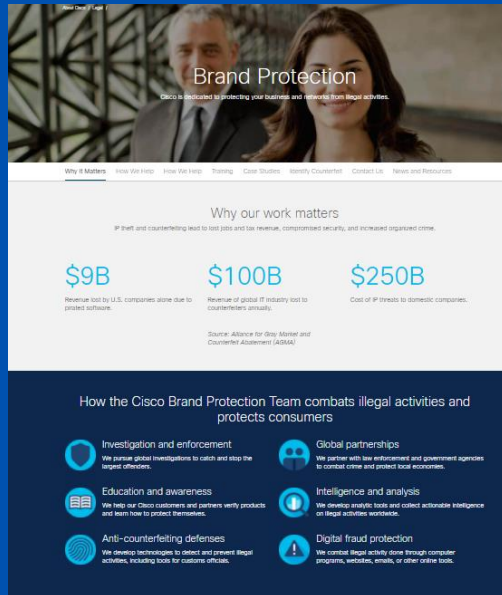
The Cisco Product Verifier helps identify suspicious products by validating whether certain inputs on Cisco labels are consistent with genuine Cisco labeling

Key takeaways

Leverage Cisco tools to verify your Cisco products

Brand Protection

www.cisco.com/go/brandprotection



The Brand Protection landing page 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." The page is divided into sections: "Why it Matters" with statistics (\$9B, \$100B, \$250B), "Why our work matters" with a paragraph about IP theft, and "How the Cisco Brand Protection Team combats illegal activities and protects consumers" with six icons representing different protection methods.

Brand Protection

Cisco is dedicated to protecting your business and revenue from illegal activities.

Why it Matters

Why our work matters

IP theft and counterfeiting lead to lost jobs and lost revenue, compromised security, and increased organized crime.

\$9B

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

\$100B

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\$250B

Cost of IP threats to domestic companies.

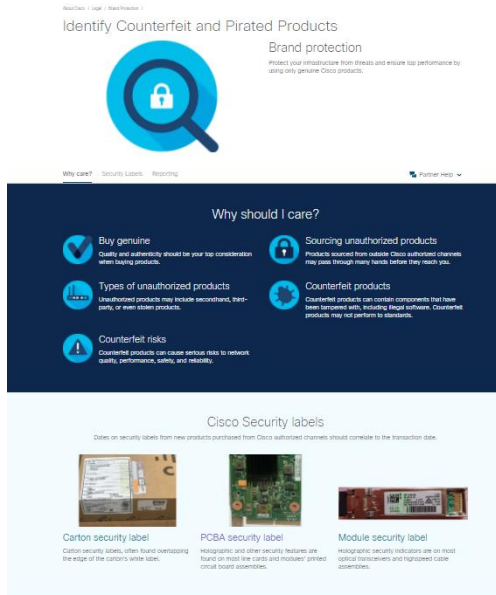
Source: Alliance for Open Market and Counterfeit Abatement (AOMA)

How the Cisco Brand Protection Team combats illegal activities and protects consumers

- Investigation and enforcement: We pursue global investigations to catch and stop the largest offenders.
- Global partnerships: We partner with law enforcement and government agencies to combat crime and protect local economies.
- Education and awareness: We help our Cisco customers and partners verify products and learn how to protect themselves.
- Intelligence and analysis: We develop analytic tools and collect actionable intelligence on illegal activities worldwide.
- Anti-counterfeiting defenses: We develop technologies to detect and prevent illegal activities, including tools for customer officials.
- Digital fraud protection: We control illegal activity done through computer programs, websites, emails, or other online tools.

Identify Counterfeit

www.cisco.com/go/identifycounterfeit



The Identify Counterfeit landing page features a hero image with a magnifying glass over a padlock. Below the image, it states "Identify Counterfeit and Pirated Products" and "Brand protection". The page is divided into sections: "Why care?", "Why should I care?", and "Cisco Security labels".

Identify Counterfeit and Pirated Products

Brand protection

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

Why care? Security labels: Receiving

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 cause through delays before they reach you.
- Types of unauthorized products: Unauthorized products may include secondhand, test-party, or even stolen products.
- Counterfeit products: Counterfeit products fail to meet requirements that have been benchmarked with, including legal software. Counterfeit products may not perform to standards.
- Counterfeit risks: Counterfeit products can cause serious risks to network safety, performance, safety, and reliability.

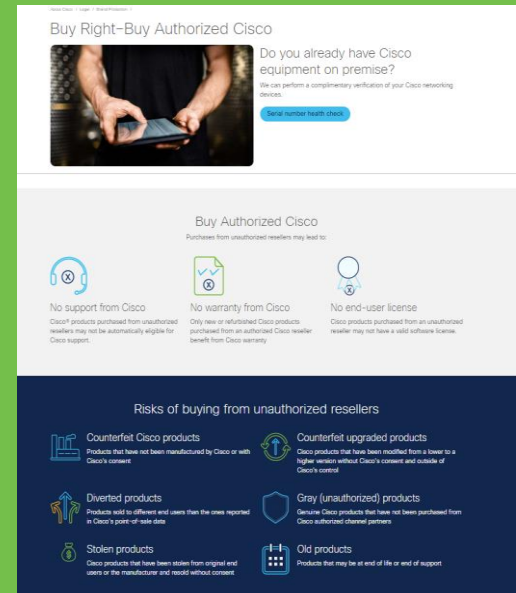
Cisco Security labels

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

- Carton security label: Carton security labels, often found on the edge of the carton's visible label.
- PCBA security label: Micrographs and other security features are found on most low cards and modular printed circuit board assemblies.
- Module security label: Micrographic security indicators are on most vertical transceivers and high-speed cable assemblies.

BuyRight

www.cisco.com/go/buyright



The BuyRight landing page 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?". The page is divided into sections: "Buy Authorized Cisco", "Risks of buying from unauthorized resellers", and "No support from Cisco".

Buy Right-Buy Authorized Cisco

Do you already have Cisco equipment on premise?

We can perform a complimentary verification of your Cisco networking devices.

Serial number health check

Buy Authorized Cisco

Purchases from unauthorized resellers may lead to:

- No support from Cisco: Cisco products purchased from unauthorized resellers may not be automatically eligible for Cisco support.
- No warranty from Cisco: Only new or refurbished Cisco products purchased from an authorized Cisco reseller benefit from Cisco warranty.
- No end-user license: Cisco products purchased from an unauthorized reseller may not have a valid software license.

Risks of buying from unauthorized resellers

- Counterfeit Cisco products: Products that have not been manufactured by Cisco or with Cisco's consent.
- Counterfeit upgraded products: Cisco products that have been modified from a lower to a higher version without Cisco's consent and outside of Cisco's control.
- Diverted products: Products sold to different end users than the ones reported in Cisco's point-of-sale data.
- Gray (unauthorized) products: Genuine Cisco products that have not been purchased from Cisco authorized channel partners.
- Stolen products: Cisco products that have been stolen from original end users or the manufacturer and resold without consent.
- Old products: Products that may be at end of life or end of support.



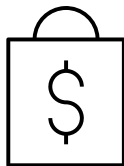
Purchasing authentic Cisco products from authorized Cisco partners is a valid way to mitigate risk to your company's network.

ⓘ Start presenting to display the poll results on this slide.

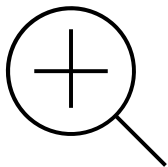
Key takeaways



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



Do not trust prices that are too good to be true



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



For support, contact [Brand Protection](#)



Fill out your session surveys!



Attendees who fill out a minimum of four session surveys and the overall event survey will get **Cisco Live-branded socks** (while supplies last)!



Attendees will also earn 100 points in the **Cisco Live Challenge** for every survey completed.



These points help you get on the leaderboard and increase your chances of winning daily and grand prizes

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



The bridge to possible

Thank you



#CiscoLive

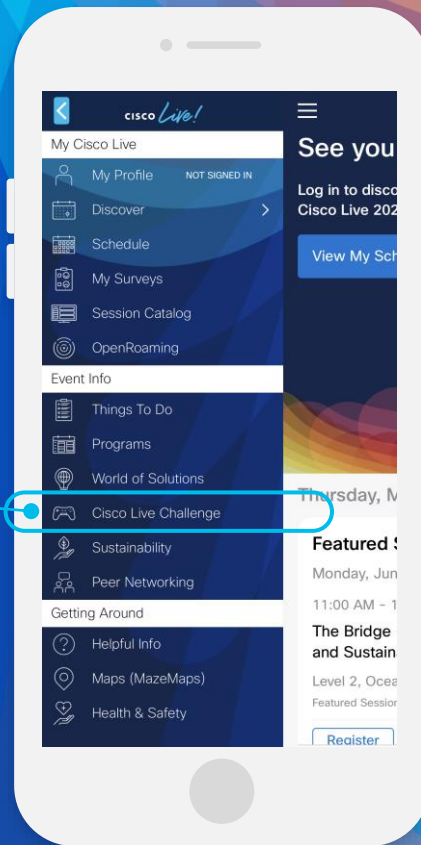
BRKGEN-1003

Cisco Live Challenge

Gamify your Cisco Live experience!
Get points for attending this session!

How:

- 1 Open the Cisco Events App.
- 2 Click on 'Cisco Live Challenge' in the side menu.
- 3 Click on View Your Badges at the top.
- 4 Click the + at the bottom of the screen and scan the QR code:



The background is a vibrant, abstract graphic. It features a series of overlapping, wavy, horizontal bands of color in shades of red, orange, yellow, and green on the left side. On the right side, there is a bright, multi-colored sunburst or starburst pattern that radiates outwards, transitioning through yellow, green, and blue. The overall effect is energetic and colorful.

cisco *Live!*

Let's go

#CiscoLive

BRKGEN-1003