

The background features a vibrant, abstract design with a rainbow color palette. On the left, there are horizontal, wavy bands of color transitioning from dark blue at the top to yellow and orange at the bottom. On the right, a bright white light source emits a series of sharp, triangular rays of light in various shades of blue, green, and yellow, creating a sunburst effect.

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The bridge to possible

Cybercriminals See All Users As Opportunities

The question is "What Kind of Opportunity"?

Adam G. Tomeo
Sr. Product Marketing Manager
PSOSEC-1009

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Cisco Webex App

Questions?

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- 1 Find this session in the Cisco Live Mobile App
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- 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/#PSOSEC-1009>

Agenda

- “The Opportunity”
- Business Goals
- Required Capabilities
- The Cisco Solution
- Next Steps

“The Opportunity”



“This year 82% of breaches involved the human element. Whether it is the use of stolen credentials, phishing, misuse, or simply an error, people continue to play a very large role in incidents and breaches alike.”

Data Breach Investigation Report (DBIR) 2022

Verizon

Discovery Questions

How concerned are you about your users clicking on malicious links, browsing compromised websites, ignoring MFA, avoiding connecting to a VPN, or bypassing security controls?

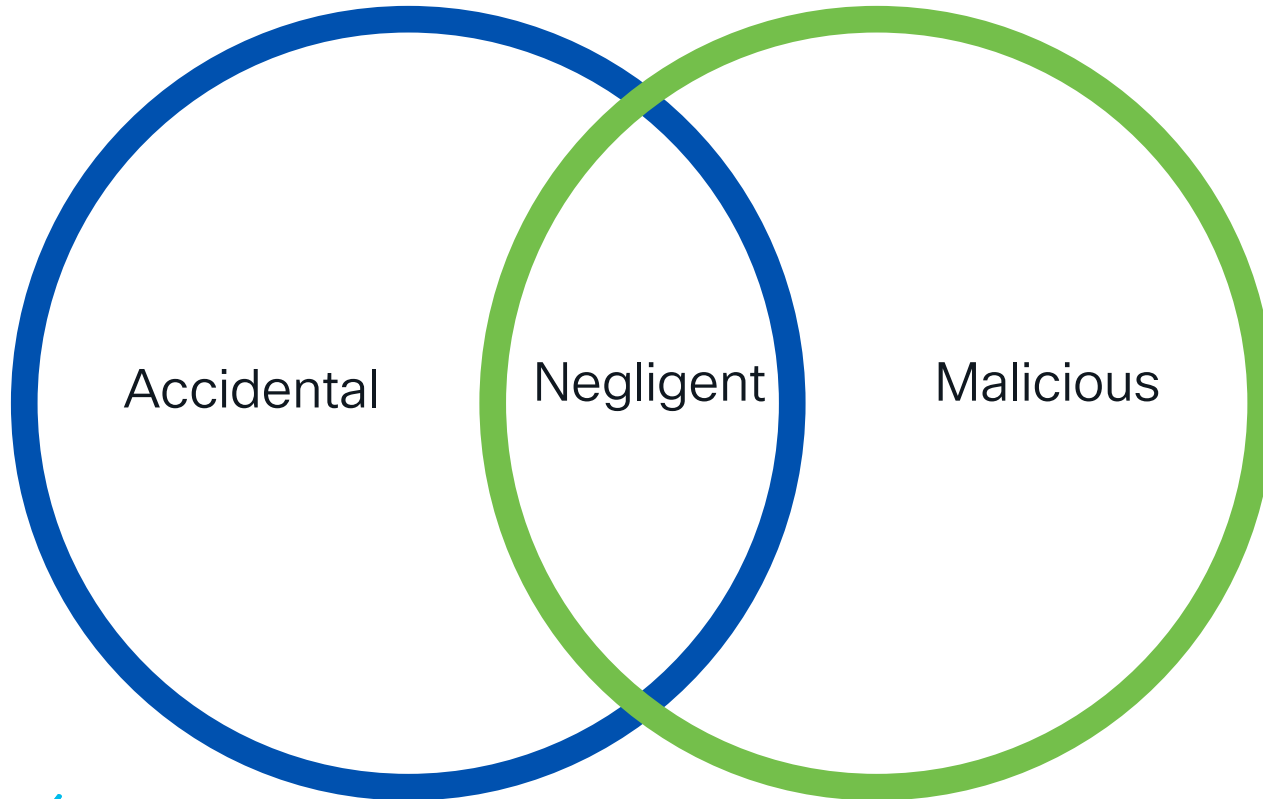
What do your users say about their current access experience? Have your users expressed frustration about security impeding access to the internal resources or tools they need to do their job?

How comfortable are you with the cybersecurity of your partners and supply chain?

What steps have you taken to secure your environment with your contractors or temporary workers?

Many organizations have shifted to hybrid or remote work. How are you preparing to enable your users for this new workstyle?

Insider Threats



Business Goals

Business Goals

Protect Against Breaches

Consolidate Security Vendors

Address Cybersecurity Skills Shortage

Deliver Secure Connectivity To Users

Make Hybrid Work Secure And Easy

Problem: Enabling Secure Access for Users

Users are frustrated because they don't have frictionless access to resources.



Required Capabilities

User Security: Required Solutions



Strong
Multi-factor
Authentication



Secure
Cloud
Services



Remote
Browser
Isolation



Secure
Communication
Tools



Secure
Endpoint
Devices

The Cisco Solution



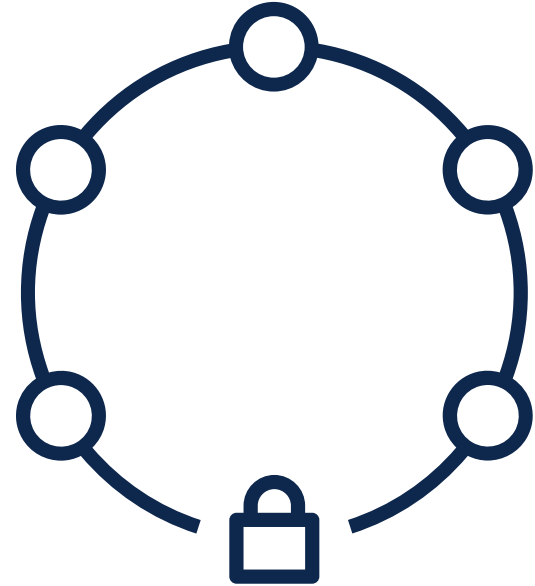
Duo

Gain complete device visibility and trust to safeguard all users, devices, and applications anywhere.



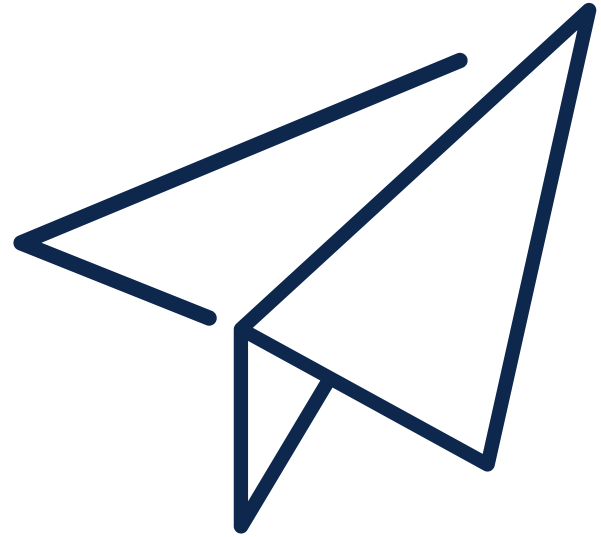
Cisco Umbrella

Effectively protect your users everywhere in minutes with fast, flexible, cloud-delivered security.



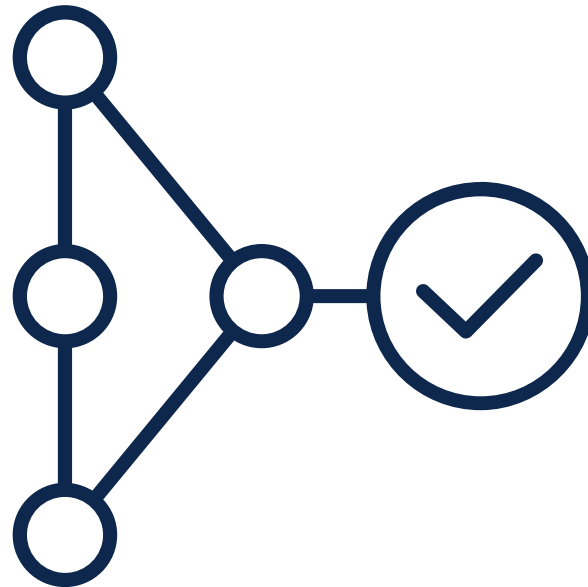
Cisco Secure Email

Rapidly detect, quarantine, investigate, and remediate cyberattacks that target your email.

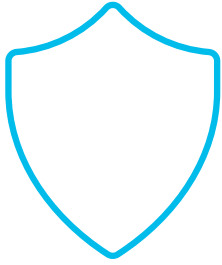


Cisco Secure Endpoint

Establish protection, detection, response, and user access coverage to defend your endpoints.



How Cisco Does It Better



Protects users from
every threat vector



Bolsters defenses
with unique insights
and deep visibility



Anticipates the next
attacks with resilient
security

“Cisco gives us that in-depth visibility that we need and offers the ability to automate workflows, to keep those threats from impacting users and devices throughout the district.”

– Director of IT, Education

“With the rise of remote work, our employees and agency partners can now use any device, any connectivity, and work from any location. Managing these threats using point solutions was stressful for our cybersecurity team. This underscored the need for an innovative approach to security. We needed a strong security partner with great expertise in cloud technology who could protect the organization and our users with a comprehensive solution and facilitate advanced security architectures.”

– Chief Operating Officer and Chief Technology Officer, Insurance

“We wanted to approach security as one integrated ecosystem to ensure defense-in-depth. And the vendor with the most cohesive security platform was Cisco.”

– Network Security Architect, Banking

“It has become harder to reach or breach anything at our company now. We have way more protection.”

– IT Security Operations Specialist, Telecommunications

Next Steps

Next Steps

- Visit us in the World of Solutions
- Visit us in the Brew Pub

Imagine a world in which users get frictionless access to the resources they need to effectively do their job. They can easily access their applications, devices, cloud services, and email without having to worry about cyberattacks.

Adam G. Tomeo – Sr. Product Marketing Manager, Cisco

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The bridge to possible

Thank you

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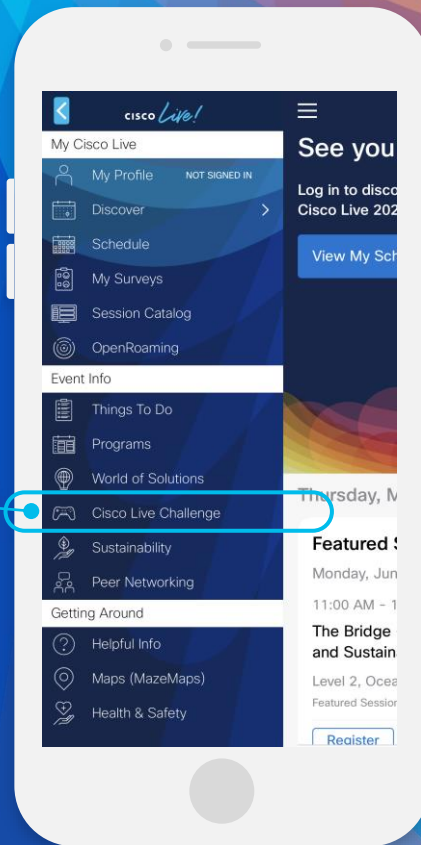
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- 1 Open the Cisco Events App.
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- 4 Click the + at the bottom of the screen and scan the QR code:



The background is a vibrant, abstract graphic. On the left, there are overlapping, wavy shapes in shades of red, orange, and yellow, resembling a stylized cloud or a series of overlapping circles. On the right, a bright white light source emits a series of colorful rays in shades of blue, green, and yellow, creating a sunburst effect. The overall color palette is a rainbow spectrum.

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Let's go

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