



The bridge to possible

# Cisco Secure Firewall:

Driving Security Resilience Across a Hybrid and  
Multicloud World

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# Cisco Webex App

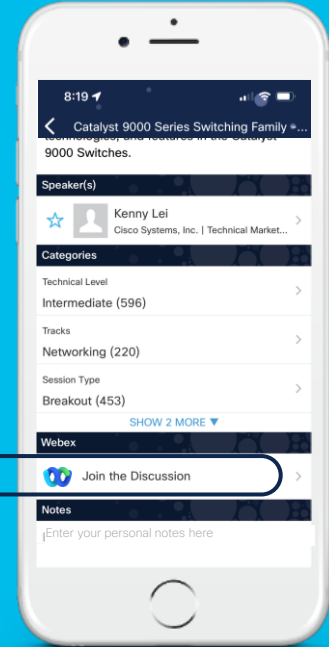
## Questions?

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.



# Key Takeaway

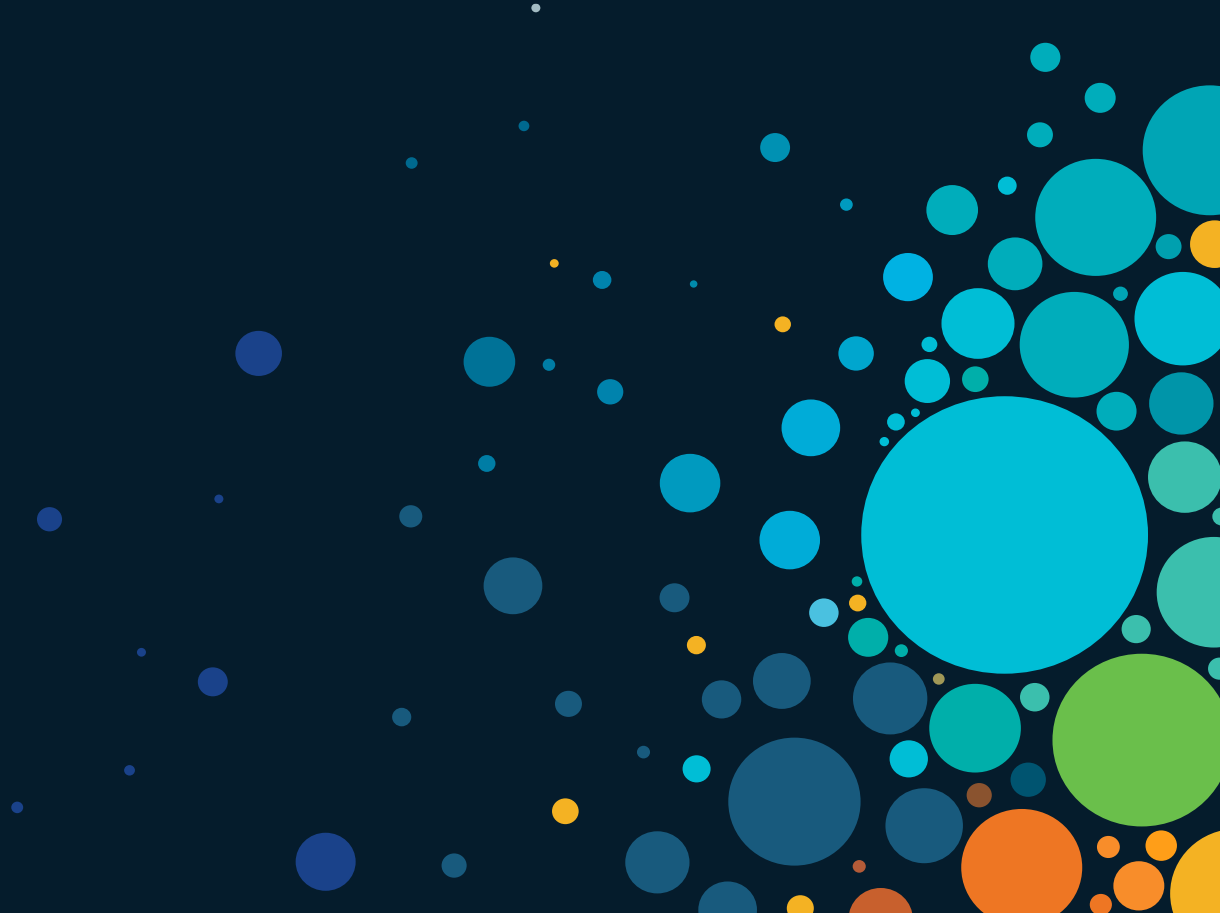
Cisco is driving firewall innovation that matters.



# Agenda

- The hybrid and multicloud world
- Security resilience with differentiated innovations
- Management
- Differentiated integrations
- Wrap up and Q&A

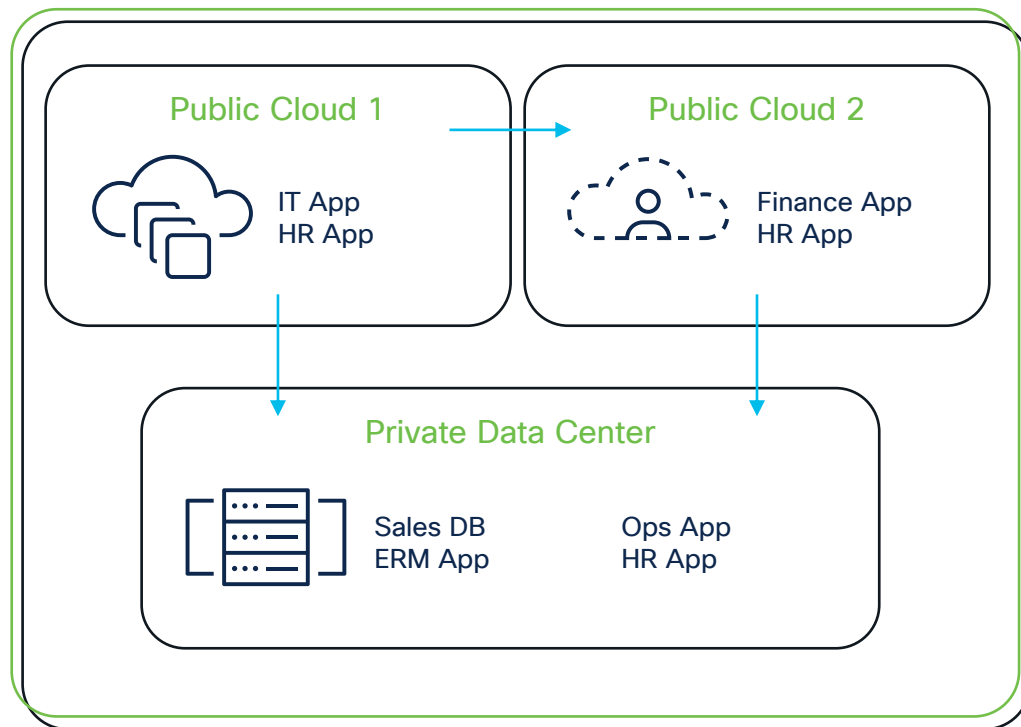
# Hybrid and Multicloud Trends



# This is the world your business depends on...

82% Of IT leaders  
have adopted  
hybrid cloud<sup>1</sup>

47% Of IT leaders deploying  
between 2 to 3 public  
IaaS clouds<sup>1</sup>

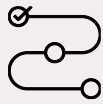


<sup>1</sup> 2022 Global Hybrid Cloud Trends Report

# Business resilience is top of mind for organizations...



*Financial*



*Operational*



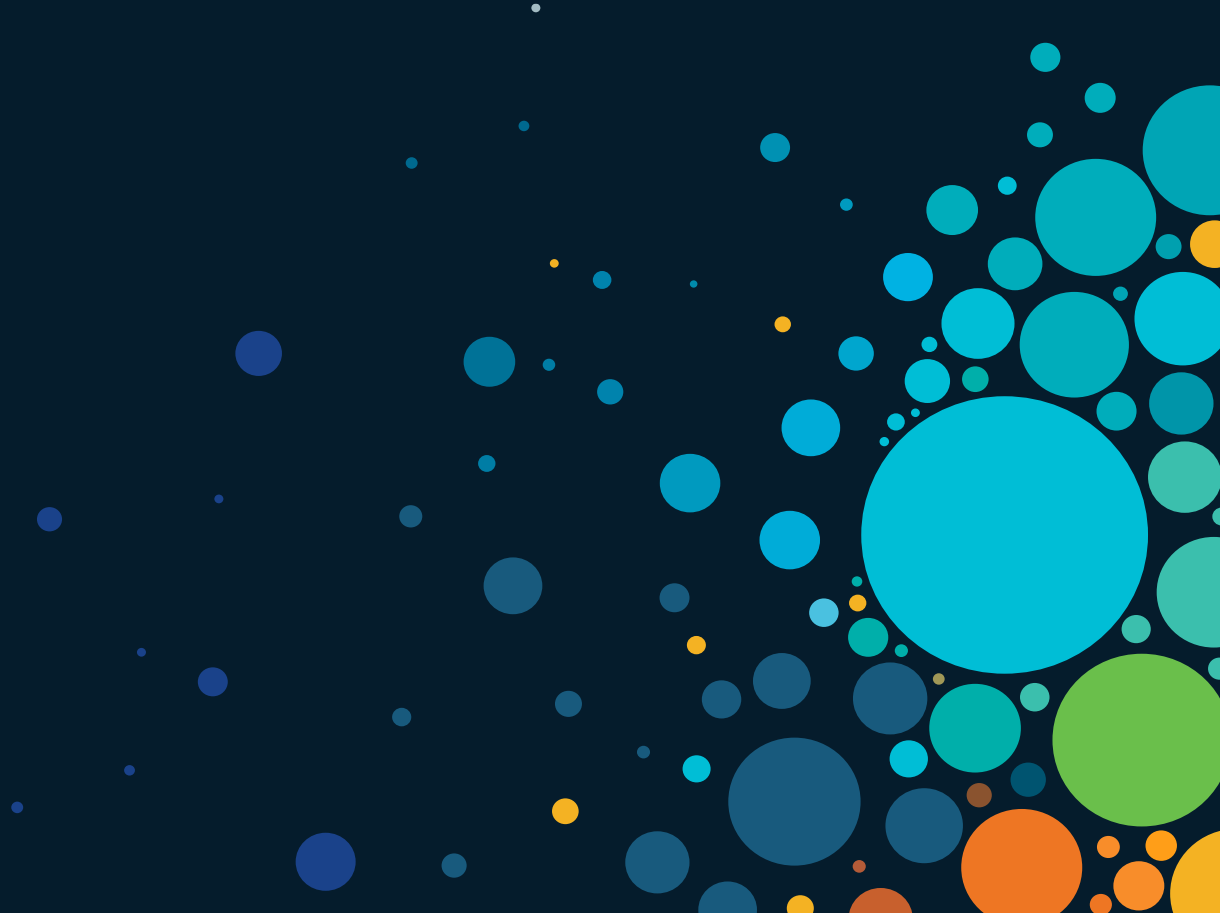
*Supply Chain*



*Organizational*

... and requires **security resilience** to withstand unpredictable threats and change.

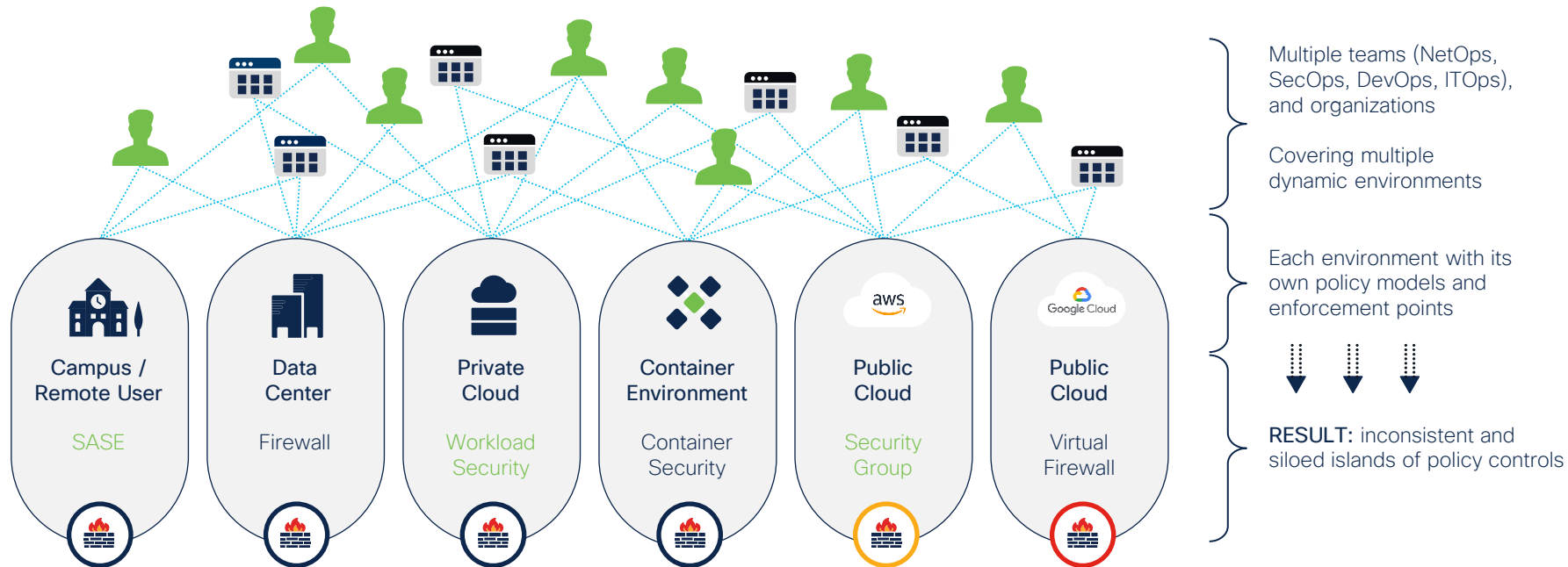
# Hybrid and Multicloud Challenges





# Multicloud complexity is enemy #1

Gartner: 99% of firewall breaches are caused by firewall misconfigurations...



...but in dynamic environments, “misconfigurations” are usually deliberate trade-offs

Data, apps, users  
live everywhere ...

... network security must adapt  
to the new realities ...

82% have adopted  
hybrid cloud<sup>1</sup>

73% lack visibility into threats,  
ongoing attacks<sup>2</sup>

70% have planned permanent  
hybrid work arrangements<sup>3</sup>



► Distributed data + apps  
constantly change

► Encrypted traffic  
is everywhere

► Hybrid work is  
here to stay

<sup>1</sup> 2022 Cisco Global Hybrid Cloud Trends Report

<sup>2</sup> Cisco Cloud Native Security Study

<sup>3</sup> Stanford Institute for Economic Policy Research, Nicholas Bloom

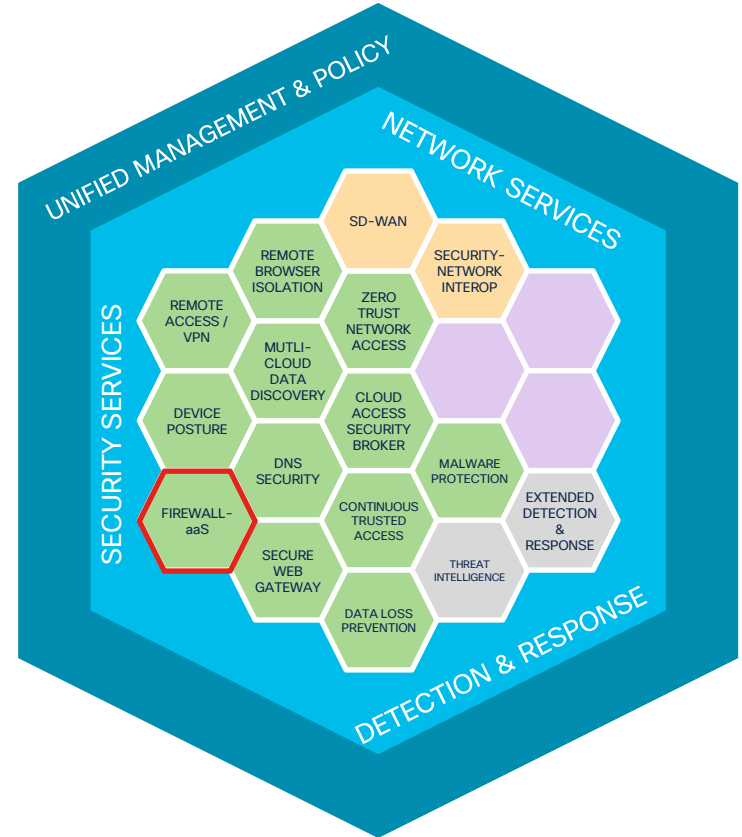
# Security Resilience for a multi-cloud future

## Cisco Security Cloud

### Our North Star:

Global, cloud-delivered, integrated platform that secures and connects organizations of any shape and size.

- Connect people and devices to apps and data anywhere
- Enable threat prevention, detection, response, and remediation
- Cloud-agnostic; public cloud economics without the public cloud lock-in



# Cisco Secure Firewall-as-a-Service on AWS

Simply consume our firewall as a SaaS on AWS without rearchitecting, deploying, or managing new infrastructure

- ▶ **Cisco-managed infrastructure**, customers retain policy management
- ▶ Protect your network **within minutes**
- ▶ Configure your security policy with just a **few clicks**

## Coming soon to AWS Marketplace

- ▶ **Save time** by reducing deployment complexity and with simplified billing
- ▶ **Meet demand** with flexible and scalable security
- ▶ **Stay agile** with the latest firewall software versions and IPS signatures – no hardware

# Umbrella SASE: cloud delivered security

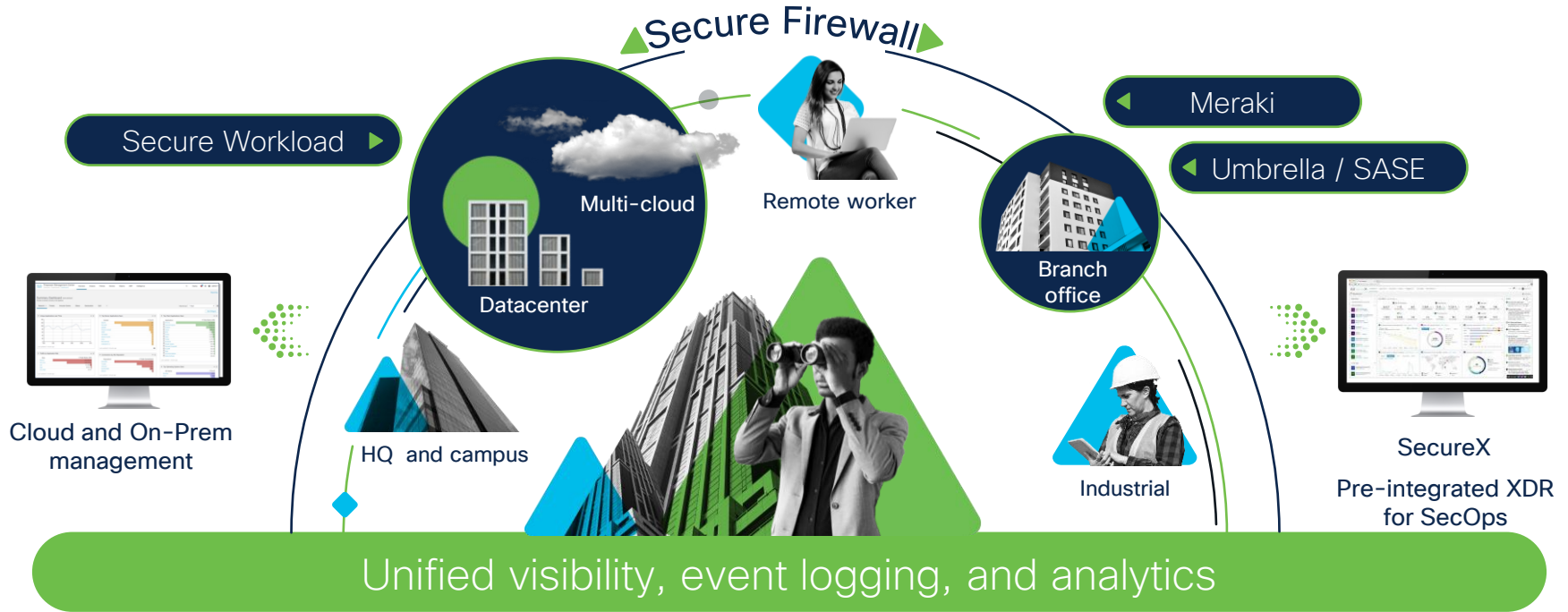


## Umbrella Firewall Vision

- Leverage Cisco Secure Firewall, Snort 3, Talos threat intel across all layers
- Increased contextual and risk-aware policy
- Autoscaling and high performance
- Hybrid policy management
- Full protection for Internet access; across any device

# Protect your data wherever it lives

The future of firewalling, today



# Driving Security Resilience with Secure Firewall

# Pillars for our investment

Harmonizing network, workload, and application security

## See more - Detect faster

- Gain Global Threat Intelligence with Cisco Talos
- Detect fast w/ Snort 3 Intrusion Prevention: 3X faster!
- See what's within - Detect malicious applications inside encrypted traffic

## Easy Ops

- Unite firewall controls across hybrid and multicloud environments
- Achieve application controls with the Firewall and manage it all from the cloud
- Unlock remote management w/Cloud-delivered FMC: Same great user-experience delivered aaS

## Greater ROI - Lower TCO

- Accelerate hybrid work with industry-first inline crypto acceleration → 17X VPN performance
- Seamlessly scale on demand across on-prem/virtual and Pay as you GO
- Industry Validated ROI: Forrester Consulting study reports 195% ROI



# Delivering on our promise to drive simplicity and lower TCO

## Key Highlights

**55**

labor hours saved for  
policy deployment  
and updates

**95%**

reduction in routine  
firewall task time

NPV  
**\$12.29m**

ROI  
**195%**  
over three years

**<12**

MONTH  
Payback Period

Up to  
**80%**

reduction in data  
breach risk

**49%**

time savings in  
threat detection

**83%**

faster incident  
response (IR)



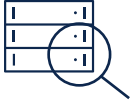
Cisco SecureX  
accelerates IR  
77% further



Forrester  
Total Economic Impact  
Study >>>



# Differentiated Innovation



TLS 1.3 Server  
Identity Discovery

FTD 6.8



Snort 3 Inspection

FTD 7.0



Encrypted Visibility  
Engine

FTD 7.1



TLS 1.3 Native  
Decryption

FTD 7.2



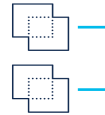
Umbrella DNS  
Connector

FTD 7.2



QUIC  
Fingerprinting

FTD 7.3



Stateful Cloud  
Firewall Clustering

FTD 7.3



Cisco Talos Threat  
Intelligence

Included

# Cisco Secure Firewall hardware portfolio

Flexibility, resiliency, visibility

## Flexibility

FTD or ASA, NGFW or dedicated IPS,  
Remote access or Site to site VPN

## Resiliency

High availability, multi-instance,  
clustering, load balancing

## Visibility

Application visibility and control, Encrypted  
visibility engine, TLS decryption

NEW

3105/10/20/30/40

FPR 4112/15/25/45

FPR 9300 Series  
SM-40, SM-48, SM-56

FPR 1120/40/50

2110/20/30/40

FPR 1010

Small Medium Business

Branch Office

Midsize Enterprise

Large Enterprise

Data Center

Service Provider

*Performance numbers based on published datasheet. See datasheet for detail.*

3-week lead time!

# Cisco Secure Firewall 3100 Series

The first purpose-built firewall for hybrid work, with the flexibility to ensure strong return on investment

The new enterprise-class Cisco Secure Firewall 3100 Series supports your evolving world



## Performance & Flexibility

Provide an exceptional hybrid work experience



## Visibility & Enforcement

Keep the network from going dark and strengthen your zero-trust posture



## Efficiency & Simplicity

Advanced automation and integrations drive cost-savings for modern environments

# Firewall insertion across hybrid and multicloud

Gain visibility, detect threats, control access, and reduce risk across multi-environment IT

Unified management across all environments

## Private Cloud



NUTANIX

NEW



HyperFlex



openstack

## Public Cloud



rackspace  
technology

ORACLE  
CLOUD INFRASTRUCTURE



NEW

alkira

NEW



EQUINIX

NEW



Alibaba Cloud

Your HQ, branches,  
and data centers

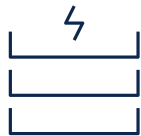
# Management

# Cloud-delivered Firewall Management Center

The new cloud-delivered Firewall Management Center boosts your productivity even further



Same look and feel, no learning curve for existing users



Supports up to 1000 firewalls



No rack space and utility bill, lowering operational cost



Cisco ensures uptime, increasing resiliency



Eliminate change management & update overhead

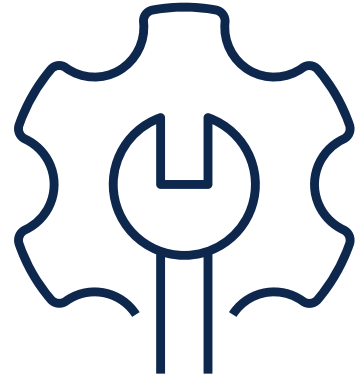
# Save time with dynamic policy management

Enable NetOps and SecOps to move at DevOps speed with dynamic attributes

Dynamic attribute support for AWS tags reduces policy maintenance and complexity in the cloud

Keep policies current without redeploying them as workloads scale up and back in your AWS environment

Uses Push and Pull REST API framework so organizations can build integrators without waiting for a future firewall release cycle





# Cloud innovation and beyond

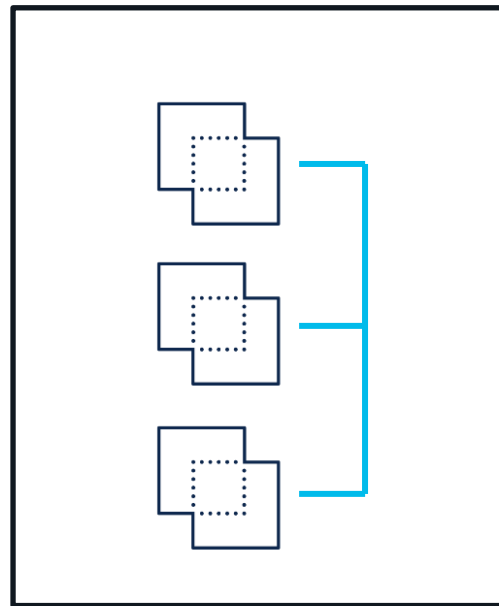
# Rapidly scale threat defense to meet demand

## Stateful firewall clustering in AWS

Highly available, always-on threat defense to meet demand of cloud application's security needs

Simplify management and integration into the network by combining multiple firewalls into a single logical firewall

Experience the increase throughput and performance of multiple firewalls with up to 16 firewalls in a single cluster.



# Optimize your security effectiveness

Resources to get started quickly and services to enhance experience

## Tools & Templates

[NetSec Community](#)

Infrastructure as  
Code (IaC)

[Firewall Essentials  
portal](#)

[Secure Firewall  
YouTube](#)

[Snapshot support](#)

[Getting Started  
Guides](#)

[GitHub Repository](#)

[Quickstarts and  
Automation](#)

## Integrated Cloud Services\*

Market-first firewall  
clustering in AWS

AWS Auto Scaling

AWS Gateway Load  
Balancer

Amazon Route 53 for  
RA-VPN

AWS Transit  
Gateway

Target Failover for  
Existing Flows

AWS Control Tower

AWS Security Lake

\*non-exhaustive list, for details on integrated services for Azure, GCP, OCI and more, across cloud vendors, please reach out to your Cisco Sales Rep



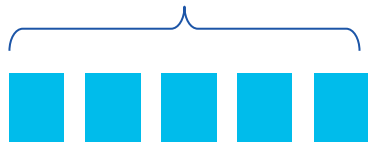
# Innovative, sustainable, security

Receive 10% discount on a new firewall by recycling with Cisco

## Cisco Lifecycle Pay for Secure Firewall

### Predictable fixed payments

Includes option to blend software and services into payment plan



Up to 20 Quarters



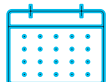
### Return your old firewall

All freight and shipping costs covered\*



### Upgrade incentive

Replacement incentive is applied to your new Firewall payments



### Extend

Options to extend, renew

[\\*Cisco Product Takeback and Reuse - Cisco](#)

# Next Steps

Visit the Security Showcase and Café Cisco Secure for a demo on Secure Firewall



Try our virtual firewall in AWS with a 30-day free trial!



Read the Forrester Total Economic Impact Report on Secure Firewall

Continue your firewall education with these sessions:

Feb 8 | 13:30

**BRKSEC-2484**

Snort 3 with the Cisco Secure Firewall

Feb 8 | 16:45

**BRK-2201**

SecureX and Secure Firewall Better Together

Feb 9 | 14:00

**LTRSEC-2735**

Deploying Cisco Firewalls in Azure Public Cloud

Feb 9 | 15:45

**BRKSEC-3058**

Route-based VPNs with Cisco Secure Firewall

If you are unable to attend a live session, you can watch it [On Demand](#) after the event

# 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).

# Security Technologies

## Next Generation Firewall

Learn how Cisco Secure Firewall keeps businesses moving while keeping it secure. They offer deep visibility using built-in advanced security features like Cisco Secure IPS and Cisco Secure Endpoint to detect and stop advanced threats.



# Complete your Session Survey

- Please complete your session survey after each session. Your feedback is important.
- 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>





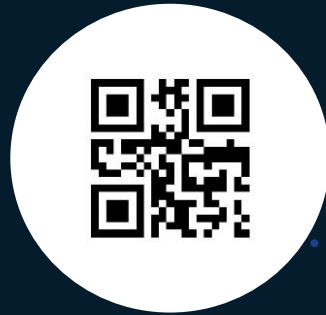


The bridge to possible

# Thank you

# Are you playing the Cisco Live Game?

Scan the QR code and earn your  
**Cisco Theater** points here



CISCO *Live!*

