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#CiscoLive



The bridge to possible

# SD-WAN is going managed: is SASE next?

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PSOGEN-1028



#CiscoLive

# Cisco Webex App

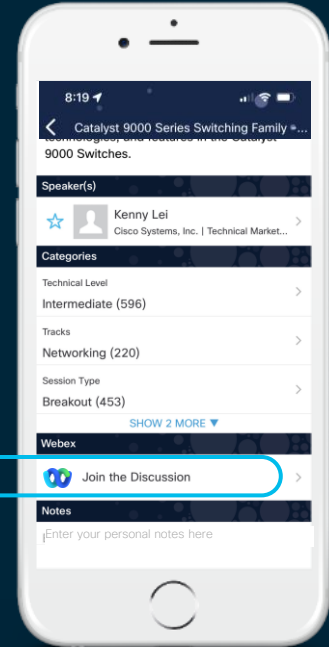
## Questions?

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 17, 2022.



<https://ciscolive.ciscoevents.com/ciscolivebot/#PSOGEN-1028>



# Agenda

- The journey to SASE is now
- Cisco's flexible approach
- Engage with a Cisco partner to achieve your outcomes
- Resources to get you going



Hybrid work

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# Network transformation is needed

A transition to a cloud-enabled topology

## SASE

is an approach and  
a cohesive long-term  
strategy to address  
these challenges

*"Cisco has a strong vision to deliver a fully integrated SASE solution, as well as the financial resources to execute the vision."*

Gartner MQ report for WAN Edge Infrastructure, September 2021



Applications

# Now is the time for SASE



Inflection point

Our market model indicates the SASE market will  
**more than double** between 2022 and 2025



**\$14B in 2025**

# Cisco is innovating with a flexible approach



## SASE a la Carte

Partner-integrated  
**managed services**

(Cisco's largest route to  
market opportunity today)



## Cisco+ Secure Connect Now\*

Unified solution on  
**converged platform** with  
turnkey operations

\* Limited availability

# As-a-Service and managed services



## Managed Services


is a **service delivery model** where a provider **fully** administrates one or more IT capabilities on the customers' behalf



## XaaS

is a **technology delivery model** where a provider offers a **cloud-enabled, consumption-driven** solution that abstracts complexity and ownership risks in favor of SLOs and **business outcomes**





*“Software is eating the world..  
But services are eating software”*

-Forbes

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*“Managed Services Eats Everything”*

-TSIA

# It's all about getting a better outcome



## Simplicity

Customers need to streamline cost and manageability with fewer vendors and tighter integration across the stack  
(package of technologies into one core capability)



## Flexibility

Desire for as-a-Service pricing & cost predictability



## Visibility

Cloud and remote work creates a much larger data plane to secure with the need for increased insight through a single source



## Reliability

Need to deliver constant connectivity to users everywhere, not just at the branch



## Adaptability

Expertise with upgrading existing network and security technology to easily converge existing NetOps/SecOps silos

# Why managed services

What operational burdens are customers trying to offload to an MSP

## Customer Pain Points

## Partner Managed Services



Remote & hybrid worker support

Onboarding and ongoing management of users and endpoints



Convergence of network & security

Integrating and orchestrating network and security operations to promote increased efficiency



Migrating & contextualizing existing security policies

Planning, implementing, ongoing performance monitoring, and reporting in a SASE environment



Increasing network efficiency

Managing a distributed network with an increasing number of end points and data



Improving cloud app performance

Optimizing IaaS and SaaS experiences with reduced network latency and increased availability



Troubleshooting, incident reporting, and root cause analysis

SLA-based support and technical services

# Where many customers start



FWaaS

CASB

SWG

Zero Trust

SD-WAN

65% of the SD-WAN market will be managed by 2025<sup>1</sup>

SD-WAN is foundational to the SASE journey and is a large driver for managed services

*“The idea of a perimeter is dead. As a result of that, if the perimeter is dead everything changes. We have to redraw the network.”<sup>1</sup>*

<sup>1</sup> Viewpoint Research, Managed SD-WAN Practices, 2021

# How a Cisco provider is helping customers



## Customer Need



**Streamline and consolidate IT infrastructure** to reduce costs and gain a flexible solution with end-to-end SD WAN with a Security Trust Sec solution.

## Partner Solution



NTT provided a complete network digital transformation solution featuring **Cisco SD-WAN Viptela**, replacing their existing iWAN technology and network transport with internet services, refreshing the existing WAN devices with new SD-WAN devices (Viptela), and converting the existing router's firmware to SD-WAN firmware.

## Result



**Reduced operating and MPLS costs and streamlined management** with a single vendor managing the customer's network and security technologies. NTT helped their customer achieve their business outcomes with a fully integrated and optimized experience.

# Building integrated SD-WAN and security practices for you



Cisco & 20+ Partners high-touch engagement



Co-create Partner offers based on Cisco SASE



Accelerate Partner services and customer outcomes so they can help you with your SASE journey today

# Cisco SD-WAN partners expanding to Cisco SASE

Amer



Long View



TELUS

Spectrum  
ENTERPRISE

RICOH  
imagine. change.



Telefónica



ConvergeOne



SENTINEL

LUMEN



Global



NTT

LOGICALIS  
Architects of Change

Tech  
Mahindra



wipro

Capgemini

Infosys

HCL

More to come!

# Plus, there are offers already in the market



**ATT&T Cybersecurity Delivers New Managed SASE Solution to Connect and Protect the Multi-Cloud, Hybrid Enterprise**

*AT&T SASE with Cisco empowers innovation through highly secure remote connection and collaboration*

Dallas, November 10, 2021



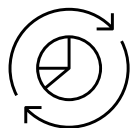
12.01.2021 | **Networks & Platforms** |  
**Networks Solutions for Business**

**Verizon Business, Cisco bolster enterprise agility with managed service offerings**



# Use cases & buying considerations for managed SASE

## Use Cases



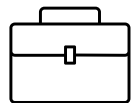
### Extensive SaaS use, data security driven

Broad organizational shift to SaaS for most major applications, limited private/ extranet complexity



### Remote Work

Scaled security solution for on-going remote work at scale, not interested in changing branch posture



### Office & Hybrid Work Driven

Desire to modernize office and remote worker environments with common policy. May have significant private app usage & IoT segmentation.

## Considerations

Organization priorities & staffing capabilities/ depth

Existing solutions in use (SD-WAN, SWG, CASB)

Co-management needs & provider capabilities

Topology plans: middle mile connectivity etc

Role of network & security teams in buying process

Scope of solution & desired integration (DEM etc)

# Learn more with these next steps



## Attend / listen to relevant sessions

How to supercharge your Next-Gen network with AIOps and Managed Services - BRKNWT-2208

Transforming Cisco+ Hybrid Cloud Technology into Outcomes with Partners - PSOGEN-1030

SASE Your Way: Transforming Your Infrastructure to Deliver Secure Connectivity - INTSEC-1775

Simplify and Speed SASE Adoption with an Easy to Deploy and Manage Turnkey Solution - PSOSEC-1019



## Visit us

Meet us in booth #3562

See a demo of Cisco+ Secure Connect Now

Meet our Engineer  
Sanjit Aiyappa  
(Meeting Zone)



## Talk to a Partner who can help you on your SASE journey



Booth #1040

Booth #1770 & 1200



Booth #3444



Booth #1970



Booth #C-35



Booth #925



Booth #3130



Booth #1060

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Subscription-based product, technology, and certification training

### 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 Learning Partner Program

Authorized training partners supporting Cisco technology and career certifications

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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

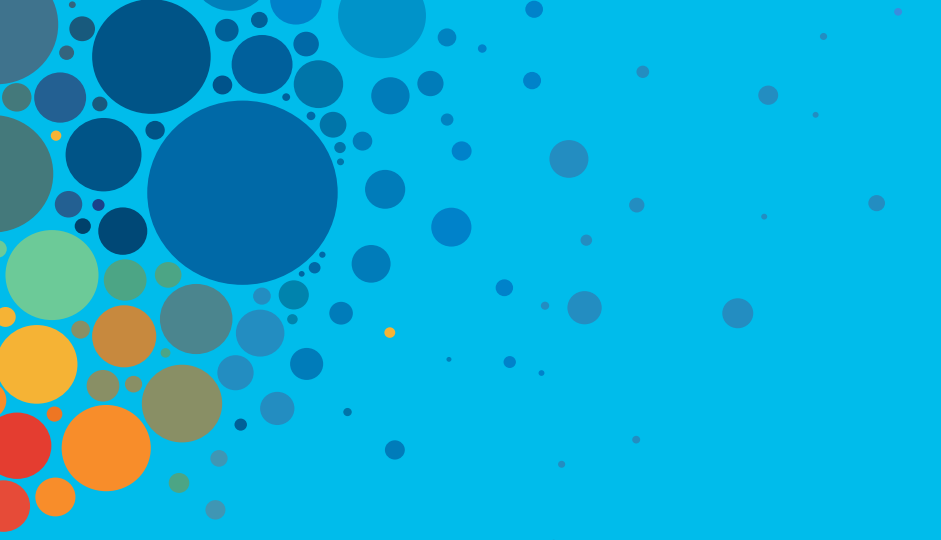
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- Visit the On-Demand Library for more sessions at [www.CiscoLive.com/on-demand](https://www.CiscoLive.com/on-demand)



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# Thank you