Event: Americas Cup World Series LaSalle Partner Event

Date: Friday, June 10, 2016

Speaker: Martin Roesch, Vice President and Chief Architect, Cisco Security

Session Format: Keynote

Requested Topic: State of Security Industry and Cisco Security Portfolio/Architecture

Title and Abstract:

The Power of Effective Security

We hear about effective security. But what is it? And we believe keeping the bad guys out should be simple. So, why isn't it? In the era of digitization, security professionals are grappling with how to achieve and maintain an effective security posture. Progressing towards effective security requires a simplified, innovative approach. In this session, Martin Roesch will discuss:

- The state of the security industry;
- Improving security effectiveness through an architectural approach; and
- How Cisco's best of breed solutions and architectural approach can help you protect and grow your business.