

NETWORKING

THEME

CISCO CATALYST 9100 ACCESS POINTS



The Cisco Catalyst 9100 Series Access Points are advanced wireless access points designed to provide high- performance connectivity and security for modern wireless networks. Here are some key features and capabilities of the Cisco Catalyst 9100 Access Points:

- 1.Wi-Fi 6 Support: The Catalyst 9100 series supports the latest Wi-Fi 6 (802.11ax) standard, providing higher throughput, improved efficiency, and better performance in high-density environments compared to previous Wi- Fi standards.
- 2.High Performance: These access points are equipped with advanced radios and antennas to deliver high-speed wireless connectivity, enabling seamless access to applications and services.

3.Intelligent Capture: The Catalyst 9100 access points come with Cisco DNA Assurance, which includes intelligent capture technology to provide real-time insights into wireless network performance, client behavior, and RF interference.

4.Integrated Security: With built-in security features such as WPA3 encryption, MACsec encryption, and Cisco Identity Services Engine (ISE) integration, the Catalyst 9100 series ensures secure wireless connectivity and protects against threats.

5.IoT Integration: These access points support IoT (Internet of Things) integration, allowing organizations to connect and manage a wide range of IoT devices securely and efficiently.

6.Flexible Deployment: The Catalyst 9100 series offers flexible deployment options, including indoor and outdoor models, to meet the diverse needs of different environments such as offices, campuses, stadiums, and outdoor spaces.

Overall, the Cisco Catalyst 9100 Series Access Points are designed to deliver high-performance, secure, and reliable wireless connectivity, enabling organizations to support the growing demands of mobility and digital transformation initiatives.

CISCO BUSINESS 200 SERIES **ACCESS POINTS**



The Cisco Business 200 Series Access Points deliver high density wireless connectivity for small offices. Designed with simplicity, flexibility, and security in mind, the Cisco Business 200 Series Access Points provide superior performance and enhanced range for an optimal user experience.

Superior performance

Enjoy improved experience and superior Wi-Fi performance from 802.11ac Wave 2 with multiuser multiple-input, multiple-output (MU-MIMO) functionality.

Enhanced coverage

Experience fast and reliable Wi-Fi connectivity across your business. Expand your coverage with additional Cisco Business wireless access points and mesh extenders.

Security

Application Visibility and Control (AVC) and Cisco Umbrella provide pervasive security and control to help safeguard your customers' privacy.

Simplicity

An intuitive web dashboard and the Cisco Business Mobile app help simplify network operations, thereby freeing up valuable time and resources for growth and profitability.

Cisco Business 240AC Access Point

- 4x4 MU-MIMO with four spatial streams
- 802.11ac Wave 2 standard
- Two Gigabit-Ethernet (GE) ports with PoE support
- Simplified management with Cisco Business Mobile app

SECURITY

THEME

CISCO USER PROTECTION SUITE



Cisco provides a wide range of cybersecurity solutions and services aimed at protecting users, devices, and data across networks, endpoints, cloud environments, and applications. These offerings may include:

Cisco Secure Endpoint: Formerly known as Cisco Advanced Malware Protection (AMP) for Endpoints, this solution provides advanced endpoint security to protect against malware,

ransomware, and other threats across endpoints, including PCs, Macs, Linux systems, and mobile devices.

Cisco Umbrella: A cloud-delivered security platform that provides protection against threats such as malware, phishing, and ransomware by enforcing security at the DNS and IP layers, both on and off the corporate network.

Cisco Duo: A multi-factor authentication (MFA) solution that verifies the identity of users and the security posture of their devices before granting access to applications and data, helping to prevent unauthorized access and data breaches.

Cisco Secure Email: A comprehensive email security solution that protects against email-based threats such as phishing, business email compromise (BEC), malware, and spam, using advanced threat intelligence and machine learning.

Cisco Secure Web: A web security solution that protects users and devices from web-based threats by enforcing policies for web access, blocking malicious websites, and providing visibility and control over web usage.

Cisco Identity Services Engine (ISE): A network access control (NAC) solution that provides policy-based access control and enforcement across wired, wireless, and VPN connections, ensuring that only authorized users and devices gain access to the network.

Cisco SecureX: A cloud-native security platform that integrates Cisco's security products and third-party solutions to provide unified visibility, automation, and threat response across the entire security infrastructure.

These are just a few examples of Cisco's cybersecurity solutions that help protect users and organizations from a wide range of threats. Cisco's portfolio is extensive and continuously evolving to address the evolving threat landscape and the security needs of its customers. For the most up-to-date information on Cisco's cybersecurity offerings, it's recommended to visit Cisco's official website or contact a Cisco representative.

CISCO CLOUD PROTECTION SUITE



Secure your apps and data with a flexible framework for a hybrid and multicloud world. Protect your apps and data, gain pervasive visibility, and simplify security operations across your environment.

- Reduce the attack surface and protect applications wherever they live.
- Enable the business to grow while empowering security teams to achieve their objectives with the right resources.
- Secure the traffic to and from the clouds (ingress/egress) and use macro-segmentation to prevent unauthorized movement between virtual private clouds (VPCs).
- Ensure cloud-native applications maintain their integrity across their entire lifecycle from development to run-time, as well as every resource that connects them.
- It integrates with the application development and deployment process, so security is built in from the beginning.
- It has over 100 pre-built APIs and integrations to easily integrate existing or new systems and assets for deep visibility into vulnerabilities and the attack surface.
- The Cloud Protection Suite was designed specifically to address these issues by combining Multicloud Defense, Secure Workload, Vulnerability Management, Cloud Application Security, and Attack Surface Management into one framework.

COLLABORATION

THEME

CISCO 980 HEADSETS

The Bang & Olufsen Cisco 980 is a premium, wireless over-ear headset that delivers an engaging audio experience for phone calls, video meetings, and listening to music.

- Equipped with essential features for professional use and optimized for Webex.
- Connect on the go to any device that supports Bluetooth 5.1
- 6 microphones isolate your voice and cancel out background noise using advanced algorithms.
- Tune out the background noise with Active Noise Cancellation, or turn on Transparency Mode to better listen to your surroundings.
- Designed to provide ultra-high, all-day comfort with premium materials including high grain leather, memory foam, and aluminium.
- It has all bandwidths namely, narrowband(8kHz), wideband(16kHz) and fullband(48kHz).
- Connectivity range of up to 12 meters (40 feet).
- It has all certification that are Apple Mfi (for iphone), Google fast pair, Microsoft swift pair.
- Acoustic shock protection from sounds louder than 118 dB (A)
- Stereo Speaker configuration
- Quick usage time of 3 hours after 10 min of fast charging.
- Ensures only images encrypted by Cisco AES-128 bit key are allowed.



CISCO WEBEX

Cisco is designed to facilitate online meetings, webinars, video conferencing, and other collaboration activities.

- WebEx, as it was previously called, was formed in 1995 by Subrah Iyar and Min Zhu. In April 2018, the Webex suite was put together as a merger of Cisco's Webex web conferencing platform and the Cisco Spark team collaboration app. This was done to centralize Cisco's collaboration portfolio.
- Webex Teams is a cloud-based team collaboration application that features video meetings, messaging, file sharing and whiteboarding.
- Webex Meetings is Cisco's cloud-based web and video conferencing service that enables global and virtual teams to collaborate on mobile devices and standards-based video systems in real time.
- Webex Meetings offers calendar integrations including Outlook, Office 365 and Google Calendar, and also integrates with IBM Connections and Microsoft OneDrive for file sharing.
- Webex Events supports interactive webinars and events for up to 3,000 attendees. Webex Webcasting supports large-scale virtual events for more than 40,000 participants.
- The Webex Room Series includes kits of devices with a camera, codec, speakers and microphone for small and midsize meeting rooms.
- Webex Meetings encrypts sensitive data at rest and encrypts all media streams during sessions. End-to-end encryption is optional for customers.
- Webex Meetings is also certified with the Federal Risk and Authorization Program, or FedRAMP, for government organizations.



SOFTWARE

THEME

CISCO'S CLOUD CX:

Key Information in Points

What is it?

It is the on-demand availability of computer system resources, especially data storage and computing power, without direct active management by the user

A cloud-based platform for managing and optimizing Cisco infrastructure and services.
Combines data analytics, automation, and AI to deliver insights and recommendations.
Offers a range of tools and features for different IT needs.

Key Features:

Asset Management: Track and manage all Cisco devices, software, and contracts in one place.
Performance Monitoring: Real-time insights into network, security, and application performance.
Analytics and Reporting: Generate customizable reports, identify trends, predict potential issues.
Automation: Automate routine tasks and workflows, reduce manual effort.
Guided Journeys: Pre-built workflows and best practices for specific deployment and migration scenarios.
Customizable Dashboards: Tailor views based on individual roles and needs.
API Integration: Integrate with other IT tools and platforms for seamless workflows.

Benefits:

Improved Visibility and Control: Gain real-time insights into your entire IT environment.
Simplified IT Management: Automate tasks, reduce workload, and free up IT resources.
Faster Time to Value: Quickly deploy and optimize Cisco solutions.

Enhanced Security: Proactive threat detection and prevention, improved compliance.

Reduced Costs: Optimize resource utilization and save money on IT operations.

Data-Driven Decision Making: Gain insights to make informed decisions about your IT infrastructure.

Target Users:

Internal IT Teams: Network engineers, security engineers, IT Operations managers, application developers.

Business Unit Leaders: Track IT performance and its impact on business goals.

Managed Service Providers (MSPs): Deliver managed IT services to customers using CX Cloud.

Cisco Partners: Offer professional services and support to customers using CX Cloud.

Deployment Options:

SaaS (Cloud-based): Hosted by Cisco, ideal for scalability and flexibility.

On-premises: Deployed on your own infrastructure, suitable for specific security or compliance requirements.

Hybrid: Combines cloud and on-premises deployments for optimal balance.

Pricing:

Subscription-based pricing varies depending on the features and modules included.

Contact Cisco for customized pricing information.

Additional Information:

Case Studies: Read customer success stories showcasing how organizations have benefitted from Cisco Cloud CX.

Technical Documentation: Explore detailed documentation and resources on specific features and functionalities.

Training and Certification: Access training programs and certifications to enhance your knowledge and skills.

Managed services: Offload IT management to Cisco experts.

Remember:

Cisco CX Cloud is a complex platform with various features and capabilities. It's important to understand your specific needs and goals before implementing it.

Main Users of Cisco's Cloud CX:

Internal IT Teams:

Network Engineers: Monitor network performance, identify issues, and optimize configurations.

Security Engineers: Manage security policies, detect threats, and ensure compliance.

IT Operations Managers: Oversee IT infrastructure, track resource utilization, and automate tasks.

Network Architects: Design and implement network solutions, leverage analytics for informed decisions.

Other Users:

- Application Developers:** Gain insights into application performance and network dependencies.
- Business Unit Leaders:** Track IT performance metrics and understand how it impacts business goals.
- Managed Service Providers (MSPs):** Deliver managed IT services to their customers using the CX Cloud platform.
- Cisco Partners:** Offer professional services and support to customers using CX Cloud.

Additionally:

The target user base depends on the specific use case and deployment scenario. For instance, security engineers might be the primary users for a security-focused implementation, while network engineers might be more central for network optimization efforts.

CX Cloud offers various user roles and permissions, allowing organizations to tailor access and functionality based on individual needs.

Cisco launched Cloud CX in 2018, and it has become a key part of their strategy for recurring revenue and software subscriptions.

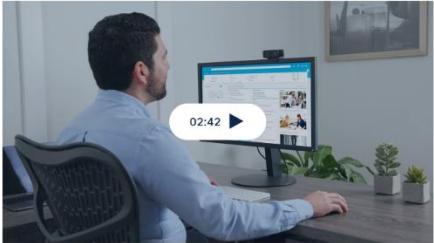
Industry analysts estimate that the cloud management market is growing rapidly, with a projected value of over \$20 billion by 2025.

Cisco is a leading player in this market, and Cloud CX is expected to be a significant contributor to their future growth.

OverviewResourcesDemos

Watch video (01:37)

See it all, do it all, from one digital experience



Unlock your IT advantage

Learn how to simplify operations, reduce costs, and empower your IT team, so that they can spend more time on projects that drive the bottom line.

Get the right information at the right time through CX Cloud digital platform to help you to predict better outcomes for your business, faster.

Make smarter decisions faster

Be proactive with analytics-driven insights fueled by actionable telemetry and focused on your most strategic use cases.

Simplify IT management

Respond, manage, and secure your infrastructure more efficiently and with deeper visibility.

Drive faster technology transitions

Get the most out of your Cisco investments with our guided journey to help you lead change with less risk at every step.

Fast-track business value

Grow, innovate, and boost your bottom line more quickly, with expertise and digital intelligence at your fingertips.

CISCO APPDYNAMICS

Key Information in Point Form

What is it?

Application Performance Monitoring (APM) solution from Cisco.
Monitors performance and health of all types of applications (web, mobile, etc.)
Offers real-time insights and root cause analysis.

Key Features:

Full-stack visibility: Monitors across entire application stack, including code, infrastructure, and external dependencies.
AI-powered insights: Uses machine learning to identify and predict performance issues.
Business impact analysis: Correlates application performance with business KPIs.
Automated remediation: Takes actions to resolve issues automatically.
Cloud-native support: Works in public, private, and hybrid cloud environments.

Benefits:

Improved application performance: Reduce downtime and improve user experience.
Faster issue resolution: Identify and fix problems quickly.
Proactive problem detection: Anticipate and prevent issues before they impact users.
Reduced IT costs: Improve efficiency and optimize resource utilization.
Enhanced business agility: Make data-driven decisions to improve business outcomes.

Cisco-specific benefits:

Deep integration with Cisco technologies: Leverages existing Cisco infrastructure for seamless deployment.
Enhanced visibility into Cisco environments: Provides insights into UCCE, ACI, and other Cisco solutions.
Faster time to value: Easier setup and configuration for Cisco customers.

Additional details:

Free trial available: Try AppDynamics for free to see its capabilities.
Multiple pricing options: Choose the plan that best fits your needs and budget.
Large and active community: Access support and resources from other AppDynamics users.

AppDynamics as an independent company: AppDynamics was **founded in 2008**, not by Cisco. They became an independent company until their acquisition by Cisco in 2017.

AppDynamics under Cisco: While AppDynamics started as an independent company, **they became part of Cisco in March 2017** after the acquisition. So, technically, AppDynamics under Cisco "started" in March 2017.

March 2017, Cisco acquired AppDynamics for a whopping **\$3.7 billion**

Customer logos: Cisco showcases logos of various companies using AppDynamics on their website, including Fortune 500 enterprises like Adidas, Samsung, and Expedia. This suggests adoption among large organizations.

Community size: The AppDynamics community forum has over 100,000 registered users, indicating active engagement and potentially representing a broader user base.

User testimonials and case studies: Cisco provides user testimonials and case studies on their website, showcasing how different companies benefit from AppDynamics. These offer insights into the types and sizes of organizations using the solution.

Industry reports and analyst research: Industry analyst firms like Gartner and Forrester publish reports on the APM market, including estimated user base sizes for different vendors. These reports can give a broader picture of AppDynamics' position in the market.

Market share: In 2018, AppDynamics held an 11.2% market share in the application performance management (APM) software market, which was valued at around \$4.3 billion. Based on this, a rough estimate for AppDynamics' revenue could be around \$486 million.

main competitors

In the Application Performance Monitoring (APM) market, Cisco AppDynamics faces several strong competitors. Here are some of the main ones:

Direct Competitors:

Dynatrace: Known for its AI-powered approach to APM and end-to-end visibility across the application landscape.

Datadog: Offers a comprehensive APM solution with strong infrastructure monitoring capabilities.

New Relic: A popular APM choice with a focus on user experience monitoring and digital transformation.

IBM Instana: Provides APM focused on microservices and cloud-native environments.

Other Notable Competitors: -splunk, honeycomb,prometheus

Technical details:

Supported technologies: AppDynamics monitors various technologies like web applications, mobile apps, databases, APIs, and microservices.

Deployment options: On-premises, cloud (public, private, hybrid), and SaaS.

Integrations: Integrates with various tools like CI/CD pipelines, ITSM platforms, and security solutions.

Openness: Supports open standards and APIs for customization and integration.

Market positioning:

Focus on business outcomes: AppDynamics emphasizes the impact of application performance on business metrics like revenue and customer satisfaction.

AI and machine learning: Leverages AI to automate tasks, predict issues, and provide proactive insights.

Focus on digital transformation: Helps organizations optimize performance and agility in their digital transformation journey.

Additional information:

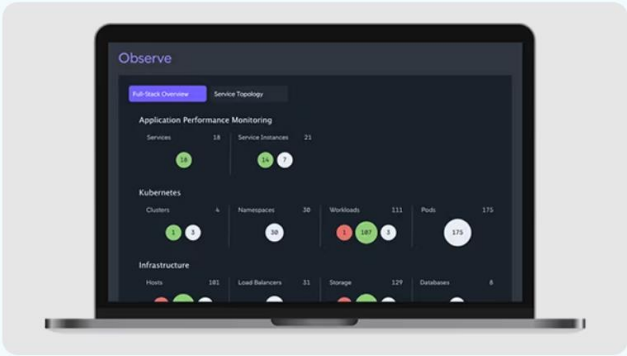
Awards and recognition: AppDynamics has won numerous awards for its APM solution and leadership in the industry.

Community and support: Offers a vibrant community forum, documentation, and training resources.

Sustainability efforts: Cisco emphasizes the sustainability benefits of optimizing application performance through AppDynamics.

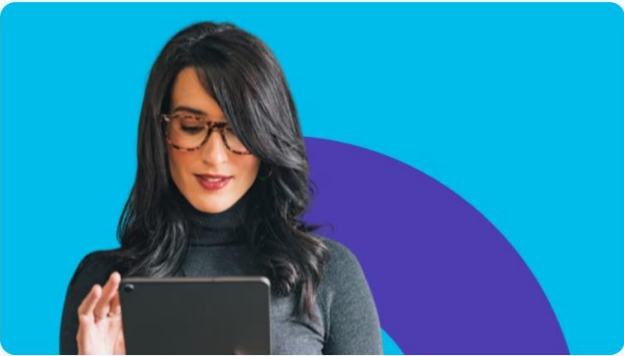
Cloud Native Application Observability

Your journey to cloud native is simpler than you think. Cloud Native Application Observability offers performance and analytics tools to overcome growth challenges to help you make every tech decision a business decision.



Tour Cloud Native Application Observability

Get to know Cloud Native Application Observability.



Solve your biggest cloud problems

Download the e-book to help ensure you're getting the most out of your cloud investment.

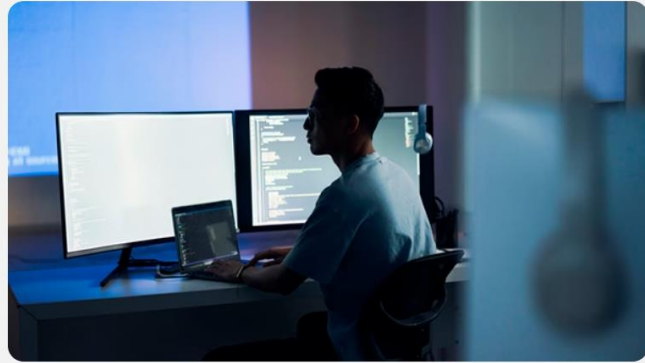
AppDynamics On-Premises

Delivering world-class experiences through your digital applications is critical. AppDynamics On-Premises observability solution provides safe and secure application performance monitoring.



Ensure application security

Deep dive into AppDynamics On-Premises core capabilities for secure application monitoring.



Simplify agent management

Learn how to spend less time maintaining software for application performance monitoring.

Customer use cases



3M (video 0:30)

3M completes one of the world's biggest SAP deployments with AppDynamics.



Swisscom (video 2:05)

Swisscom turns performance into profit with deep visibility from Cisco AppDynamics.



Nasdaq (video 3:02)

Nasdaq's gets visibility across its entire environment from local data centers to the cloud with AppDynamics.

[More customer stories](#)