End-to-End Security

Jeetu Patel
EVP & GM, Security and Collaboration
Forward-looking Statements

This presentation contains projections and other forward-looking statements regarding future events or the future financial performance of Cisco, including future operating results. These projections and statements are only predictions. Actual events or results may differ materially from those in the projections or other forward-looking statements. Please see Cisco’s filings with the SEC, including its most recent filing on Form 10-K, for a discussion of important risk factors that could cause actual events or results to differ materially from those in the projections or other forward-looking statements.

GAAP Reconciliation

During this presentation references to financial measures of Cisco will include references to non-GAAP financial measures. Cisco provides a reconciliation between GAAP and non-GAAP financial information on the Cisco Investor Relations website https://investor.cisco.com/financial-information/financial-results/default.aspx
Security is a Growing Worldwide Problem
A Rapidly Growing Threat Surface

Hybrid Work

Move to the Cloud

Skills Shortage

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OUR GOAL

Empower the World to Reach Its Full Potential, Securely

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End-to-End Security Business Momentum

**Customer Momentum**
- 300K+ security customers
- 100% of the Fortune 100
- 840K Networks protected
- 61M endpoints protected
- 67M mailboxes protected

**Product Momentum**
- 500+ new innovations in 2021
- Launched SecureX

**Industry Momentum**
- Forrester Wave
  - Enterprise Firewall 2020 Leader
- Forrester Wave
  - Zero Trust 2020 Leader
- SC Magazine
  - 2020 Security Company of the Year
- AV-TEST
  - 2020 #1 Rating, Umbrella
- CRN
  - 2020 Products of the Year: SASE, SecureX, Umbrella
Growth Opportunity

Current

$43B

• Network Security/SASE
• Detection & Response
  Endpoint, Email
• Zero Trust
  Multifactor Authentication, Network Access Control

Expansion

$37B

• Detection & Response
  Vulnerability, Extended Detection and Response
• Zero Trust
  Identity Governance & Administration, Privileged Access, Single Sign-On
• Application Security

By 2025
Growth Opportunity

$80B
Cisco Opportunity

By 2025

- Detection & Response
  - Vulnerability, Extended Detection and Response
- Zero Trust
  - Identity Governance & Administration, Privileged Access, Single Sign-On
- Application Security

- Network Security/SASE
- Detection & Response
  - Endpoint, Email
- Zero Trust
  - Multifactor Authentication, Network Access Control
Massive Expansion Opportunity

Enterprise Agreements lead the way to growth in existing customers

- FY 2018: 1,317
- FY 2019: 2,212
- FY 2020: 3,420
- FY 2021: 4,581

92% Average Annual EA Growth (Q4'FY17 - Q4'FY21)
Massive Expansion Opportunity

Enterprise Agreements (EA) lead the way to growth in existing customers.

- 300,000+ Cisco Secure Customers
- Average Cisco Secure products owned by all customers: 1.4
- Average Cisco Secure products owned by Enterprise Agreement customers: 4.1

FY 2021
Past Approaches Are No Longer Sufficient

3,500+ Security point-solution vendors\(^1\)

50+ Products in a typical security stack\(^2\)

4M Unfilled security jobs\(^3\)

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\(^1\) The Cyber Research Databank (cyberDB.co)

\(^2\) "Oracle and KPMG Cloud Threat Report 2020," Oracle and KPMG, 2020

THERE ARE TWO VERY DIFFERENT CHOICES

Platform VS Point Solutions
Delivering the Industry’s Most Complete Open Platform for Security
Delivering the Industry’s Most Complete Open Platform for Security
Our Portfolio

SecureX Platform

User
- Secure Access by Duo
  Multi-factor authentication
- Secure Email
  Email security

Device
- Secure Client
  Single client for access, trust, DNS, threat, query
- Secure Endpoint
  Endpoint Detection and Response
- Secure Malware Analytics
  Sandbox
- AnyConnect VPN
  VPN
- Meraki Systems Manager
  Mobile device management
- Kenna
  Vulnerability management

Network
- Meraki MX
  Campus NGFW
- Secure Firewall
  Enterprise
- Secure Network Analytics
  Network detection and response
- Web Appliance
  Secure web gateway
- Identity Services Engine
  Network access control
- Cyber Vision
  Industrial control security
- Umbrella
  Secure internet gateway/SASE
- Cloudlock
  Cloud application security broker
- ThousandEyes
  Network and application monitoring

Apps & Data
- Secure Workload
  Workload protection/micro-segmentation
- Secure Application
  Application security
- ThousandEyes
  Network and application monitoring
Our Portfolio

SecureX Platform

**User**
- **Secure Access** by Duo
  - Multi-factor authentication
- **Secure Email**
  - Email security

**Device**
- **Secure Client**
  - Single client for access, trust, DNS, threat, query
- **Secure Endpoint**
  - Endpoint Detection and Response
- **Secure Malware Analytics**
  - Sandbox
- **AnyConnect VPN**
  - VPN
- **Meraki Systems Manager**
  - Mobile device management
- **Kenna**
  - Vulnerability management

**Network**
- **Meraki MX**
  - Campus NGFW
- **Secure Firewall**
  - Enterprise
- **Secure Network Analytics**
  - Network detection and response
- **Web Appliance**
  - Secure web gateway
- **Identity Services Engine**
  - Network access control
- **Cyber Vision**
  - Industrial control security
- **Umbrella**
  - Secure internet gateway/SASE
- **Cloudlock**
  - Cloud application security broker
- **Secure Cloud Analytics**
  - Cloud network detection and response

**Apps & Data**
- **Secure Workload**
  - Workload protection/micro-segmentation
- **Secure Application**
  - Application security
- **ThousandEyes**
  - Network and application monitoring

**Services**
- **Talos Incident Response services**
  - Incident response, threat hunting, penetration testing, emergency response
- **Managed Detection and Response**
  - Extended detection and response as a service
- **Advanced Services**
  - Design, Deployment, Optimization

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Delivering the Industry’s Most Complete Open Platform for Security

- Threat Detection and Response
- Secure Access Service Edge (SASE)
- Zero Trust
- Application Security

Talos Threat Intelligence

User
Device
Network
Apps & Data
“Cisco has delivered a purpose-built platform that addresses the ever-changing threat landscape, but that is also customizable and extensible.”

Mike Schofield, VP of Network & Cybersecurity Operations

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“For us, networking and security are one and the same. What we like about Cisco is the absolute integration.”

James Battin
Lead Network Architect

dyson

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“My biggest fear is we have a packed arena and then suddenly we have a cyberattack. It takes over the jumbotron, the network freezes, and the game has to stop. Without Cisco, things would be more difficult, more complicated, less secure.”

Krishna Bhagavathula,
Chief Technology Officer

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rackspace technology.
Innovation for Growth and Differentiation

Zero Trust

- Passwordless
- Continuous Trusted Access
- Device Insights
Innovation for Growth and Differentiation

Zero Trust
- Passwordless
- Continuous Trusted Access
- Device Insights

Secure Access
Service Edge (SASE)
- Native Meraki / Viptela Integration
- Snort 3.0 Intrusion Protection Service
- Single Security Client

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Innovation for Growth and Differentiation

<table>
<thead>
<tr>
<th>Zero Trust</th>
<th>Secure Access Service Edge (SASE)</th>
<th>Threat Detection &amp; Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passwordless</td>
<td>Native Meraki / Viptela Integration</td>
<td>SecureX Investigation</td>
</tr>
<tr>
<td>Continuous Trusted Access</td>
<td>Snort 3.0 Intrusion Protection Service</td>
<td>SecureX Orchestration</td>
</tr>
<tr>
<td>Device Insights</td>
<td>Single Security Client</td>
<td>Risk-based Vulnerability Management</td>
</tr>
</tbody>
</table>

**Cisco Investor Day 2021**
80% start their journey with one of these products

- Secure Firewall
- Umbrella
- Duo
- Secure Endpoint
80% start their journey with one of these products

- Secure Firewall
- Umbrella
- Duo
- Secure Endpoint

25% then purchase at least one other security product
Land

80% start their journey with one of these products

- Secure Firewall
- Umbrella
- Duo
- Secure Endpoint

Expand

25% then purchase at least one other security product

And the top 11,000 Cisco Secure customers buy 3+ products over 4 years
Recent Land and Expand Example

LEADING GLOBAL PHARMACEUTICAL COMPANY
Recent Land and Expand Example

LEADING MULTINATIONAL CONGLOMERATE

SECURITY CHOICE ENTERPRISE AGREEMENT WITH...
- SECURE FIREWALL
- SECURE NETWORK ANALYTICS
- IDENTITY SERVICE ENGINE
- ANYCONNECT
- SERVICES
- UMBRELLA

LAN

Pre 2019 → Mid FY19 → Mid 2020
Why We Win

**Breadth**
- Security + networking
- Security + observability
- On-premises + cloud
- Mitigation + response
- Pre + post access control

**Scale**
- 900M MFA requests per month
- 454B DNS requests per day
- 30B endpoint events per day
- 1.4M new malware samples per day

**Simplicity**
- 8,100 SecureX customers in first year
- 95% reduction in time to detect a threat¹
- 90% reduction in analyst effort per incident²
- 45-50% decreased risk & cost of data breach²

¹Tech Validate Survey, July 2019
²Total Economic Impact of Cisco SecureX, Forrester
Forward-looking Statements

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