



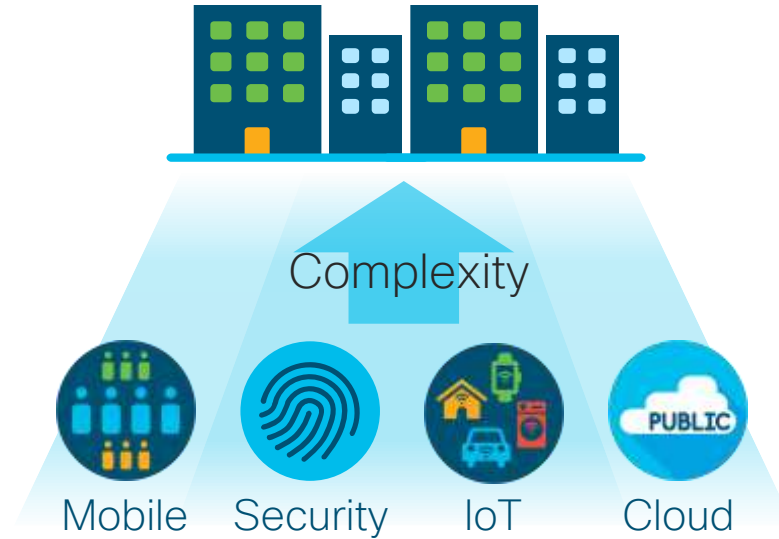
Secure Intelligent Platforms for the Digital Business

It's no longer just about Connectivity.

Gordon Thomson

Managing Director. Digital Acceleration, Architectures – Cisco EMEAR

Digital Business



the secure, intelligent PLATFORM
delivering value beyond *Connectivity*

Secure, Intelligent Platform for Digital Business

Security is
Foundational



Reinvent the
Network



Embrace a
Multi-Cloud
World



Unlock the
Power of Data



Employee and
Customer
Experience



Increased Pace of Innovation

Why Platforms: What is Different?

Platform Approach

- User Experience

- Open Architecture

- Systems Integration

Today's Networks are

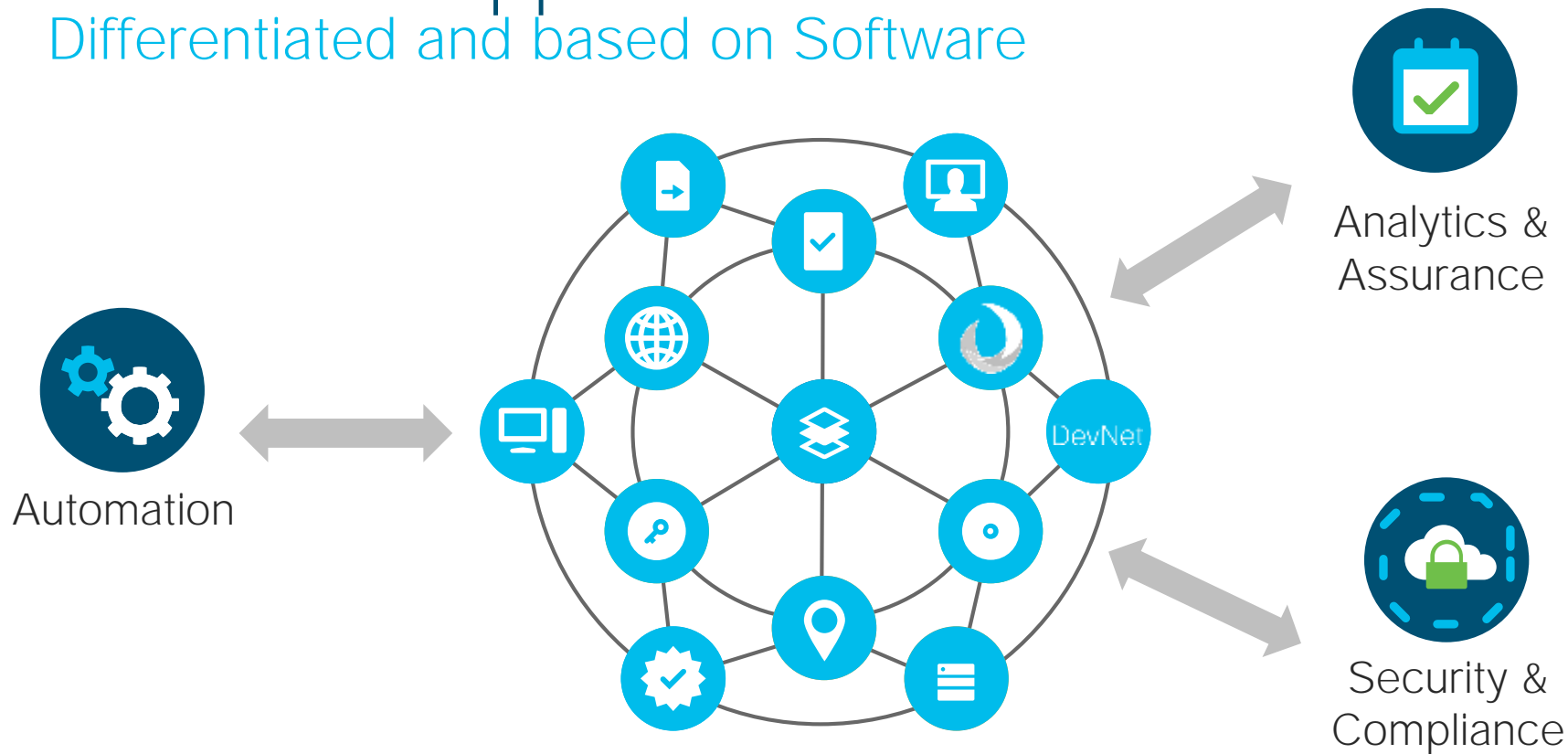
Cisco's R&D Strategy
has been focused
on building platform

Cisco has been working toward this for years



A Platform Approach:

Differentiated and based on Software



Intent-based network for

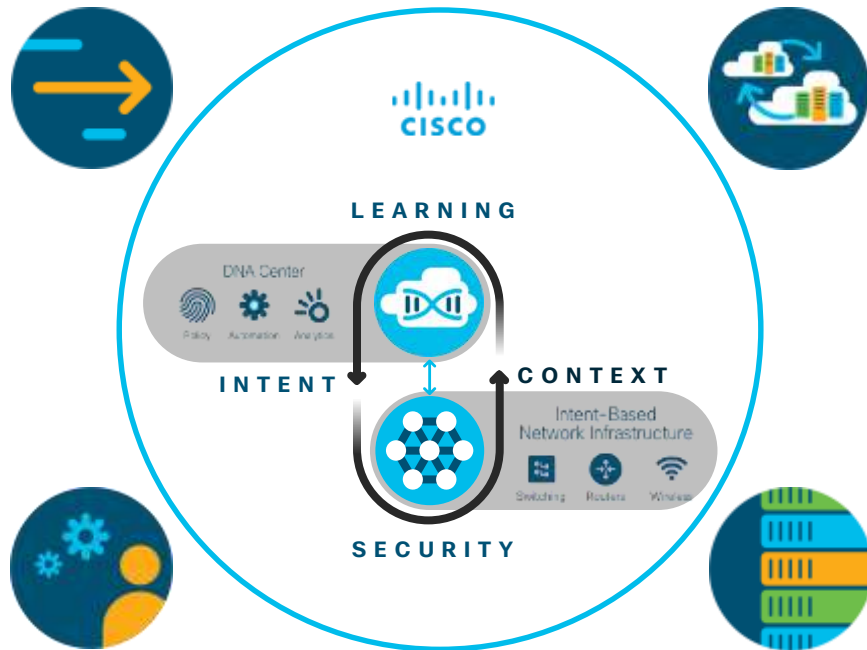
WAN

Optimize and secure application performance over any connection to the cloud.

Re-invent
Networking

Access

Segment your network and secure user access from the edge to the cloud



Cloud Edge

Securely connect and protect workloads moving into the cloud and between clouds.

Data Center

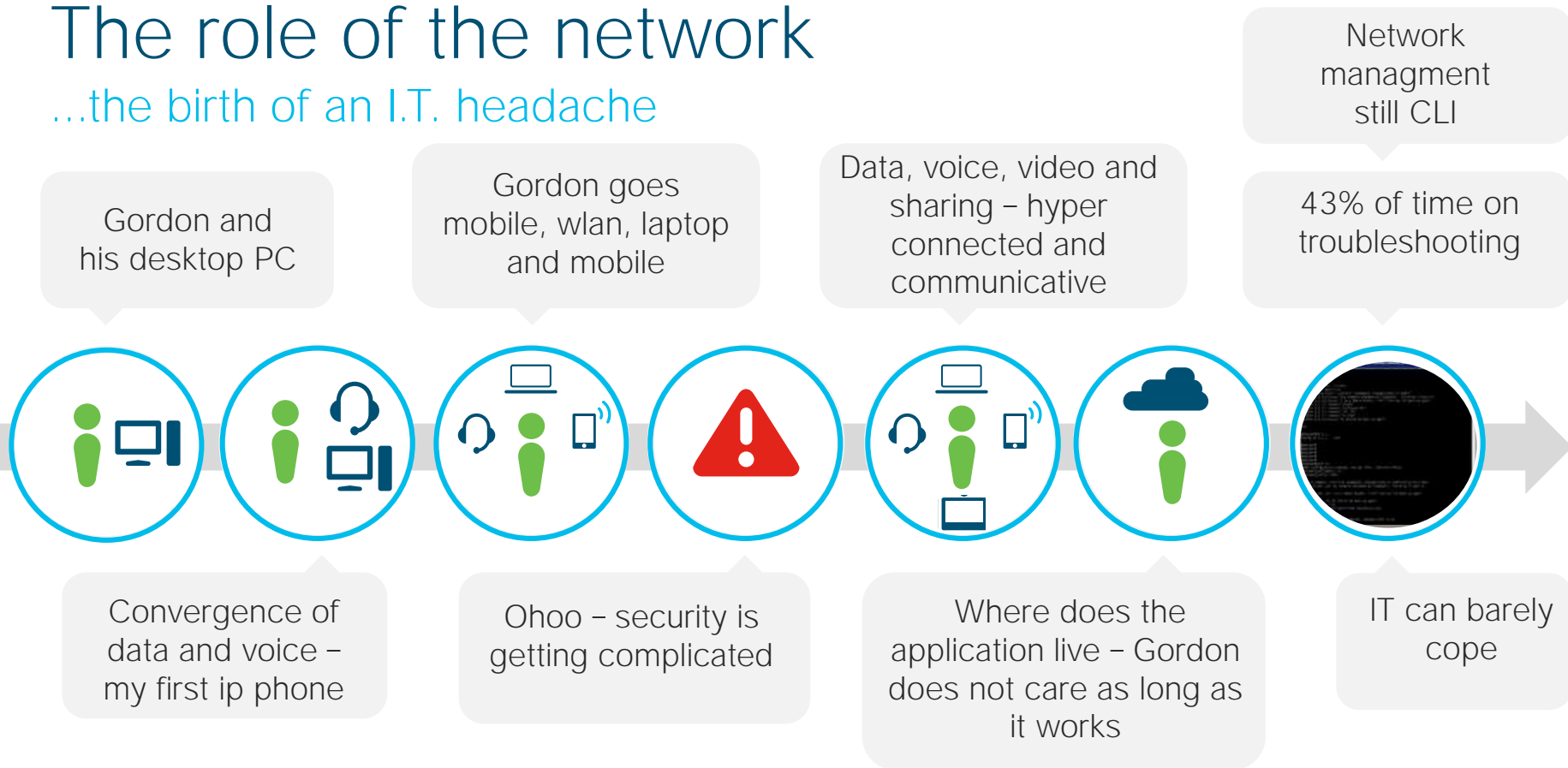
Run any traditional or cloud native application across any environment

Reinvent Networking



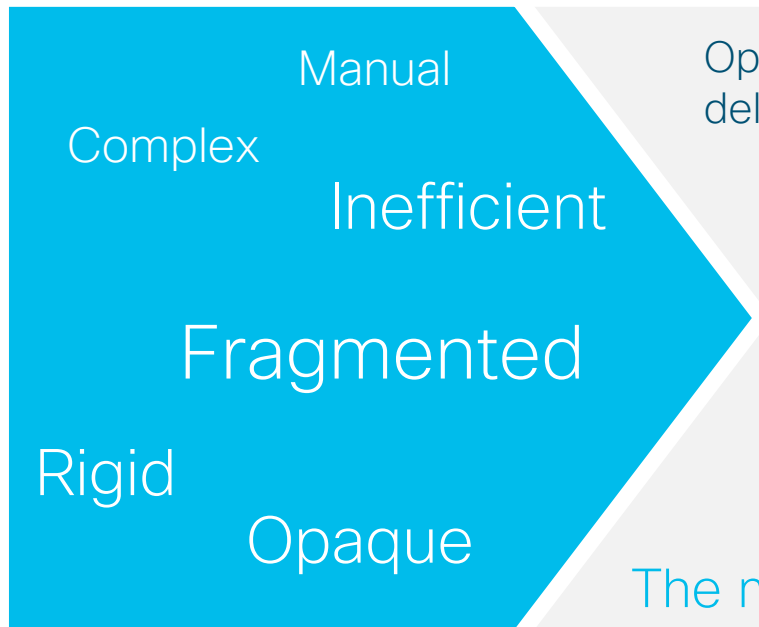
The role of the network

...the birth of an I.T. headache



The Enterprise Network Needs New Approach

Today's Networks



Tomorrow's Networks



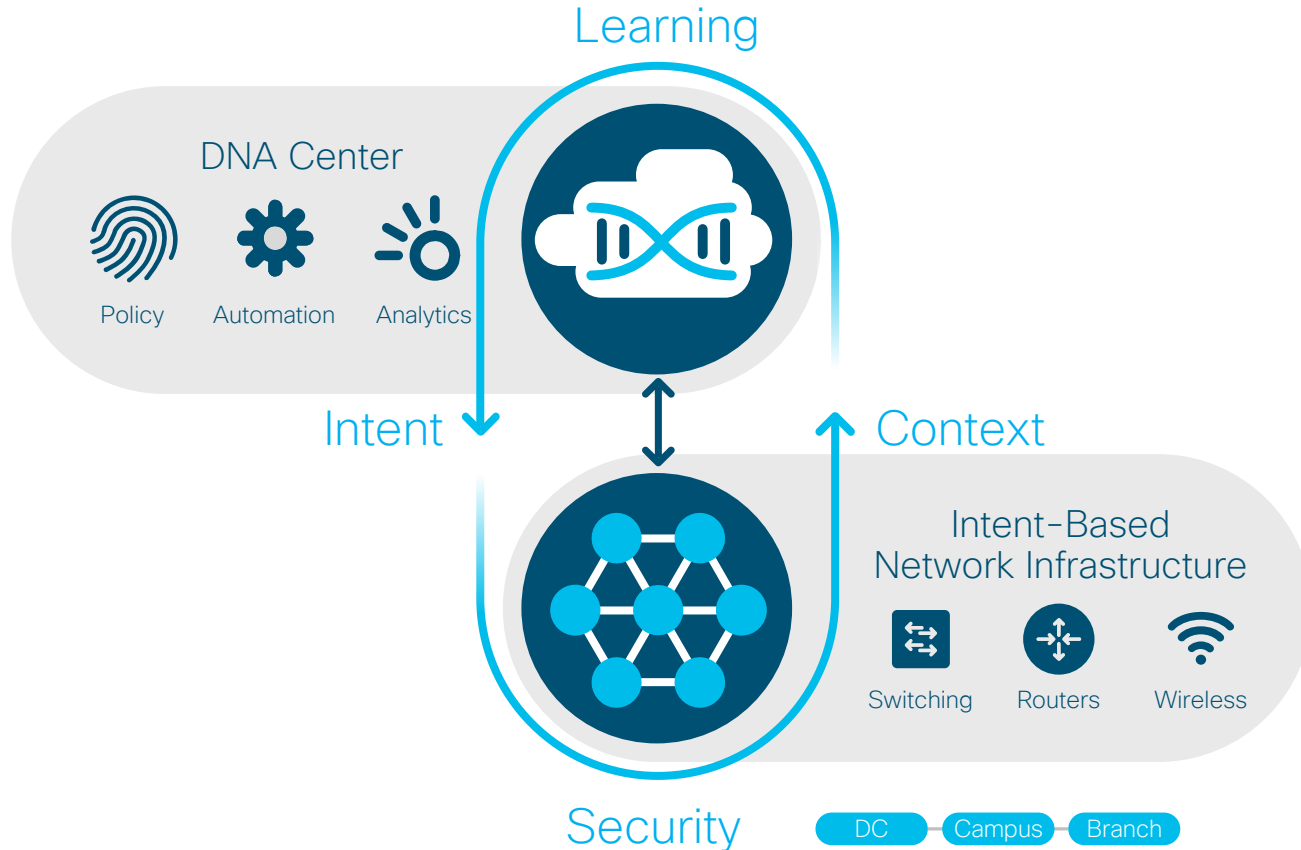


Rewriting the Networking Playbook with **Intent-based Networking**

“Intent-based networking systems monitor, identify and react in real time to changing network conditions.”

– Gartner

The Network. Intuitive.



What Has Been Announced ?

.

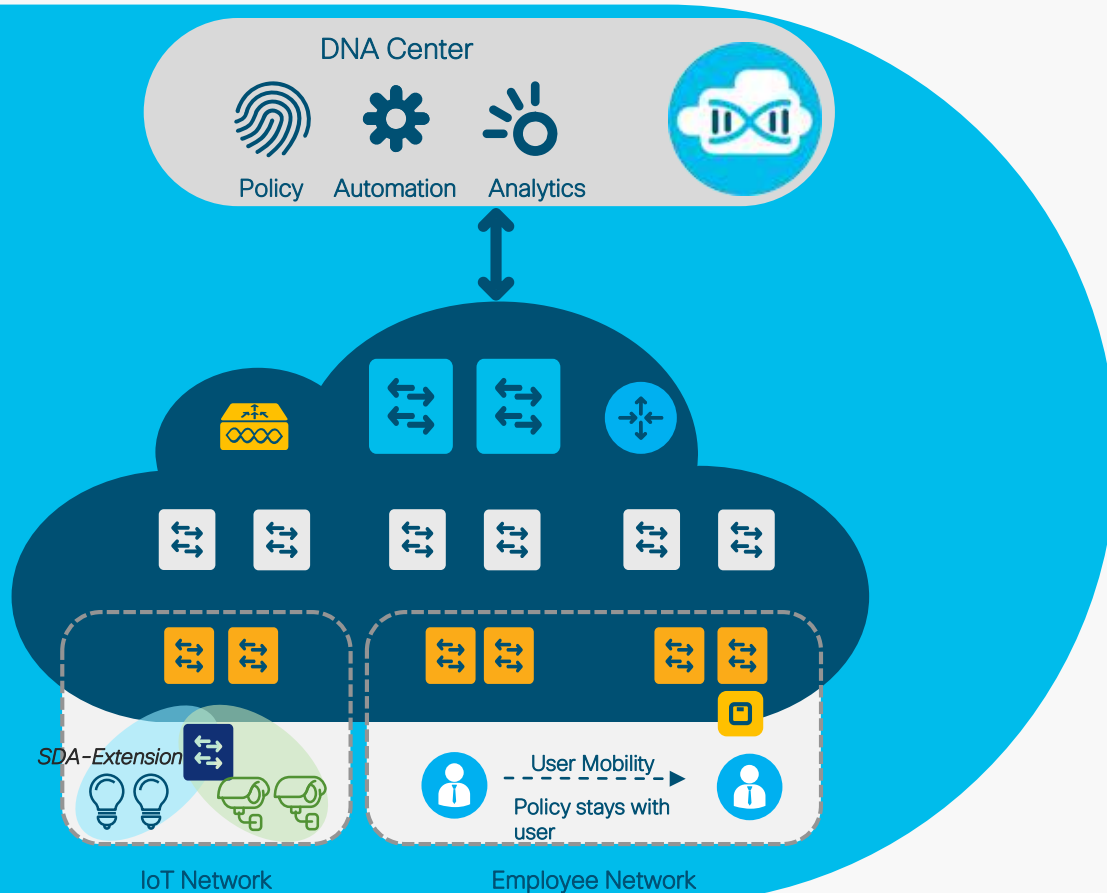


**One Network Fabric that
Automatically Adapts**

Software Defined Access

Software-Defined Access

Networking at the speed of Software!



Identity-based Policy & Segmentation

Decoupled security policy definition from VLAN and IP Address



Automated Network Fabric

Single Fabric for Wired & Wireless with Workflow-based Automation



Insights & Telemetry

Analytics and insights into user and application behavior

What Has Been Announced ?

.



**One Network Fabric that
Automatically Adapts**

Software Defined Access

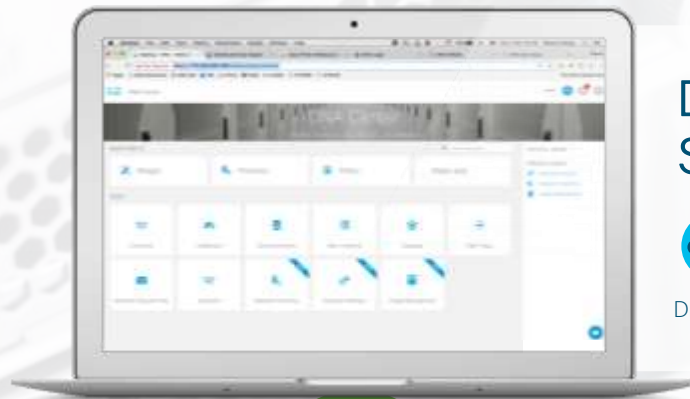


**Manage the network as one
entity**

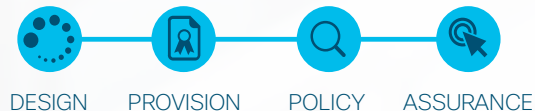
DNA Center

Cisco DNA

Enterprise Portfolio



DNA Center: Simple Workflows



DNA Center

Software-Defined Access

Network Data Platform

APIC-EM

Identity Services Engine



Routers



Switches



Wireless AP



WLC

What Has Been Announced ?

.



**One Network Fabric that
Automatically Adapts**

Software Defined Access

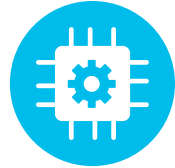


**Manage the network as one
entity**

DNA Center

Agile Infrastructure

Catalyst 9000 Switching Portfolio
with Software Subscription

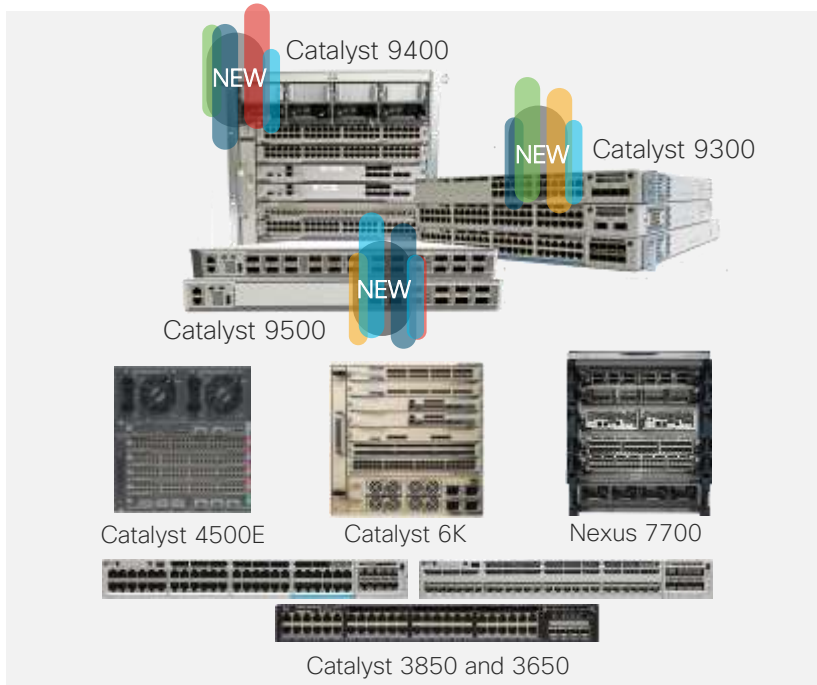


BUILT ON CISCO DNA

SD-Access Support

A single fabric for your digital ready network

Switching



Routing



Wireless



What Has Been Announced ?



**One Network Fabric that
Automatically Adapts**

Software Defined Access

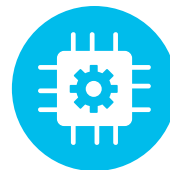


**Manage the network as one
entity**

DNA Center

Agile Infrastructure

Catalyst 9000 Switching Portfolio
with Software Subscription



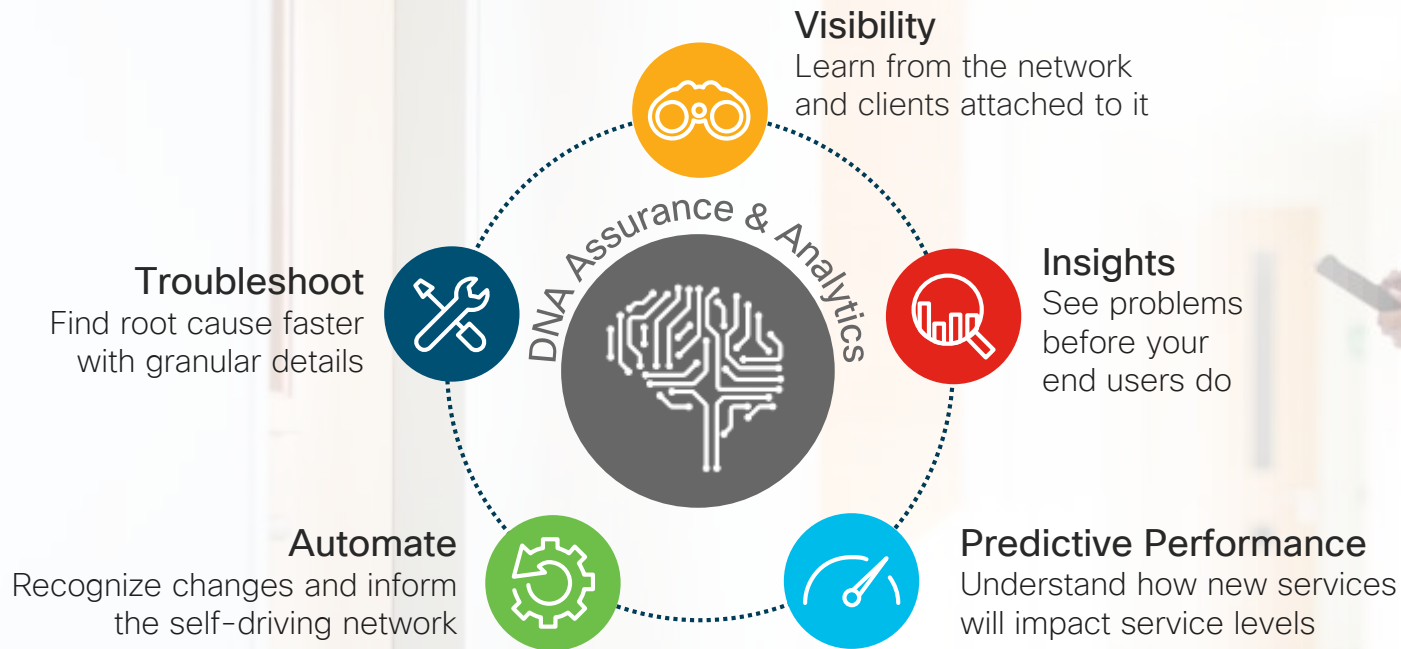
**Predict Issues Before they
Become Issues**

DNA Assurance

BUILT ON CISCO DNA

Applied Intelligence with DNA Assurance

Converting Data to Business and IT Insights



Industry's First Self-Predicting Network Analytics Platform

What Has Been Announced ?



**One Network Fabric that
Automatically Adapts**

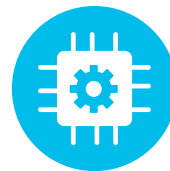
Software Defined Access



**Manage the network as one
entity**

DNA Center

Agile Infrastructure
Catalyst 9000 Switching Portfolio
with Software Subscription



**Predict Issues Before they
Become Issues**

DNA Assurance

**9xCv#1Apkf
Ahr5K&%0**

qw4h96Ynm177js



BUILT ON CISCO DNA

Catalyst 9000 + Encrypted Traffic Analytics

Visibility and Malware Detection without Decryption

Malware in
Encrypted Traffic



ETA algorithms analyze
multiple network data sources

Security AND
Privacy



No Information
is decrypted

Detection
Accuracy



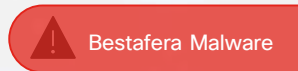
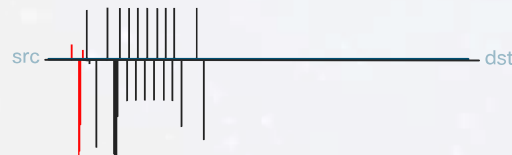
Very High
Accuracy

Cybersecurity and Network Context

Machine Learning Identifies Malware

- Talos Threat Intelligence
- Catalyst 9000 network context
- Machine learning identifies malware in encrypted traffic
- Network closed-loop response

Catalyst 9000 view of the data



Conclusion

Cisco DNA

Delivering real outcomes today.....



67%

Network
Provisioning
Time Savings

80%

Improve Issue
Resolution

48%

Reduced Security
Breach Impact

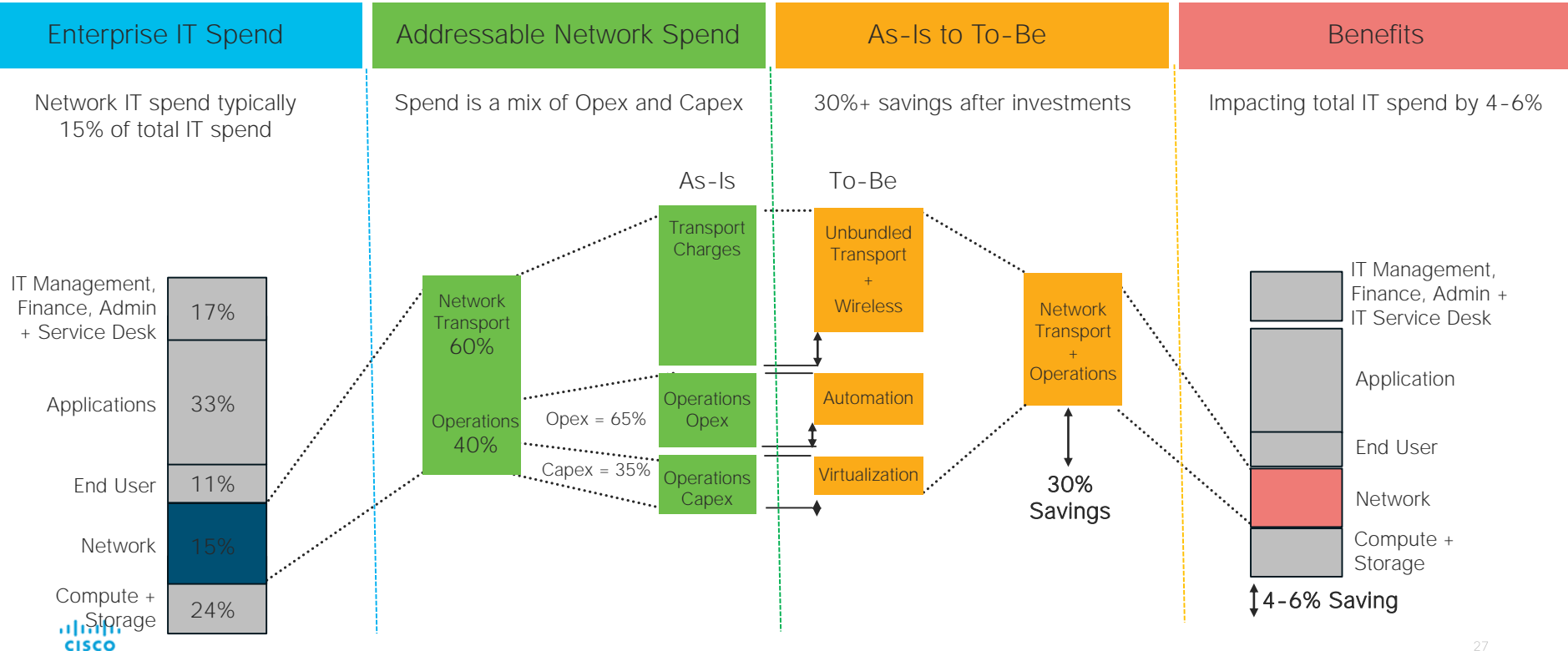
61%

Reduced
Operating
Expense

* Source: Internal TCO Analysis with Large Enterprise Customer (actual results may vary)

** Capex Reduction based on converging NOT Networks

Customer Cost Benefit: 30% Networking Saving, 4-6% IT Budget Saving



The Power of Cisco Platforms ...

