

# Efficient Protection from Cyberattacks

## Challenges and Solutions

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Cybersecurity Solutions RSM for CEE

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# In a hybrid, multi-vendor, multi-vector universe

Everyone is  
an insider

**+30%**

of all incidents  
involved stolen  
credentials or  
malicious insiders

Attacks start  
from anywhere

**45%**

of breaches occurred  
in the cloud, and 19%  
due to a compromise  
at a business partner

Alert fatigue  
is worse

**37%**

of IT and SecOps pros  
say swelling alert  
volume, complexity  
increases job difficulty

Expanding  
attack surface

**22%**

increase in the  
average cost of a data  
breach where hybrid  
work was a factor

# According to “2024 Cybersecurity Readiness Index”

- Only 3% of companies are ready to tackle today’s threats
- Despite the lack of readiness, 80% of companies feel moderately to very confident in their ability to stay resilient in this evolving cybersecurity landscape
- The industries that ranked the highest in cybersecurity readiness are Financial Services, Technology Services, Media and Communications, and Manufacturing

# According to “2024 Cybersecurity Readiness Index”

- Over half of the companies plan to significantly upgrade their IT infrastructure in the next 12–24 months (an increase from 2023 when just one-third said they planned an upgrade)
- In response to the heightened cybersecurity risk, **97% expect to increase their cybersecurity budgets** in the next 12 months
- The talent gap persists with **nearly 50% of companies having more than 10 open cybersecurity roles**
- **11% of companies see AI-related cyber threats** among the top three risks in the year ahead



Tactics, Techniques and Procedures (TTPs) that once only impacted nation-states are now being used by every-day attackers





Are everyone's  
problem now





To address the threats of tomorrow, we need to change how we look at detection and response today

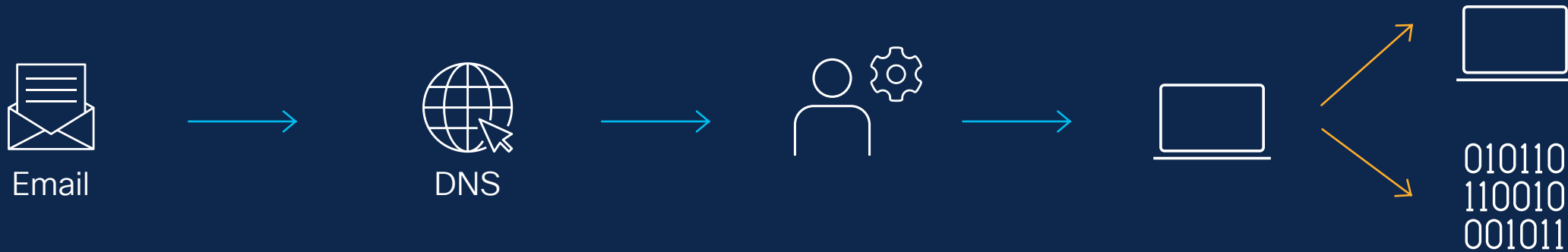


Security Operations Simplified - XDR



# Stop advanced threats like ransomware

Most attacks use a sequence like this...



A well-tailored and personalized email causes a user to click...

Which goes to a questionable web site...

Which leads to a strange process being created locally on the user's device...

That process will connect to another machine or directly to their data

T1055: Process Injection

T1566: Spear phishing

T1189: Drive-by Compromise

T1570: Lateral Tool Transfer

T1087: Account Discovery: Domain Account

T1048: System Network Connections Discovery

Vendor A

Vendor C

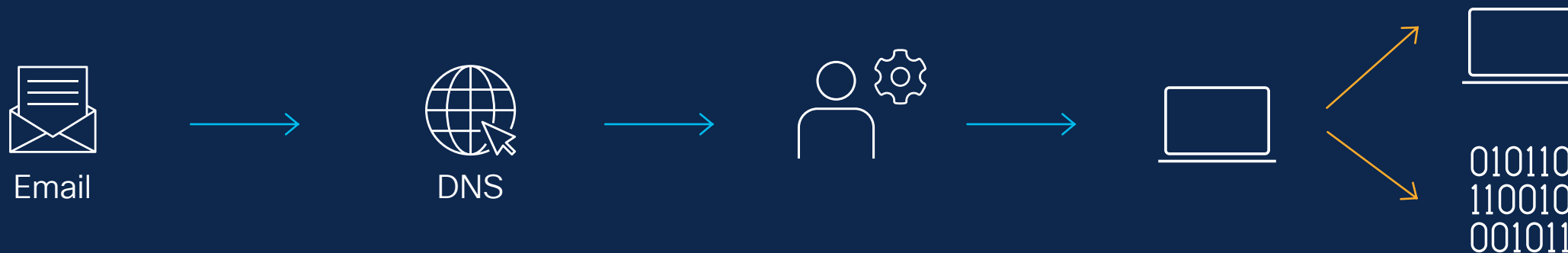
Vendor E

Vendor G

Vendor D

# Anatomy of a real attack

Most attacks use a sequence like this...

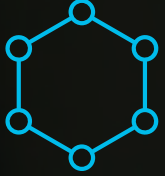


You need a solution that sees deeply across the entire attack chain



Built on the Cisco Security Cloud platform

# The XDR promise



Collection of telemetry  
from multiple security tools



Application of analytics to the  
collected and homogenized  
data to arrive at a detection  
of maliciousness



Response and remediation  
of that maliciousness





# Only an effective XDR solution can adapt to the changing nature of the threat



Security tools need to focus on the attacker



Turn potential false positives into validated incidents

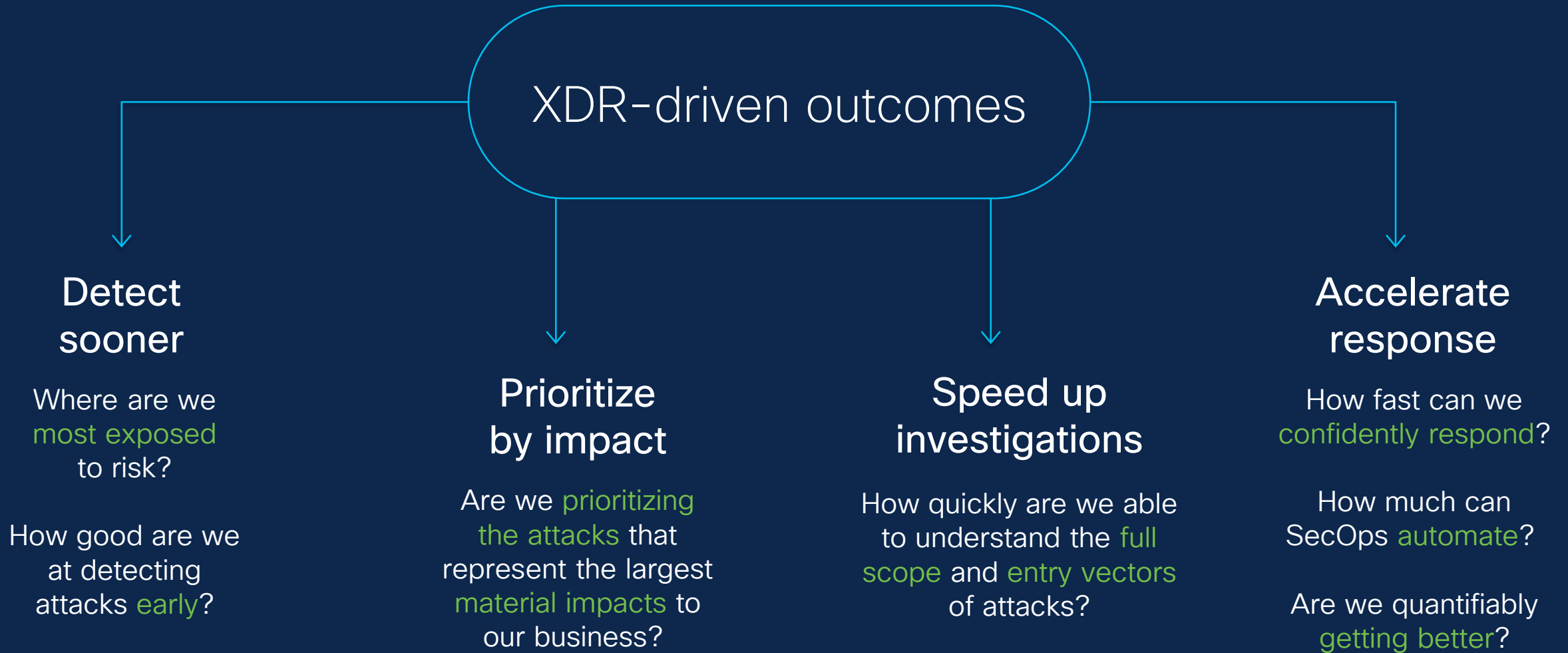


Focus on initial compromise, lateral movement, privilege escalation and data exfiltration

# Simplify with Cisco XDR



# Shift the focus to outcomes





# Key XDR use cases

Focus on the most critical security events for immediate attention



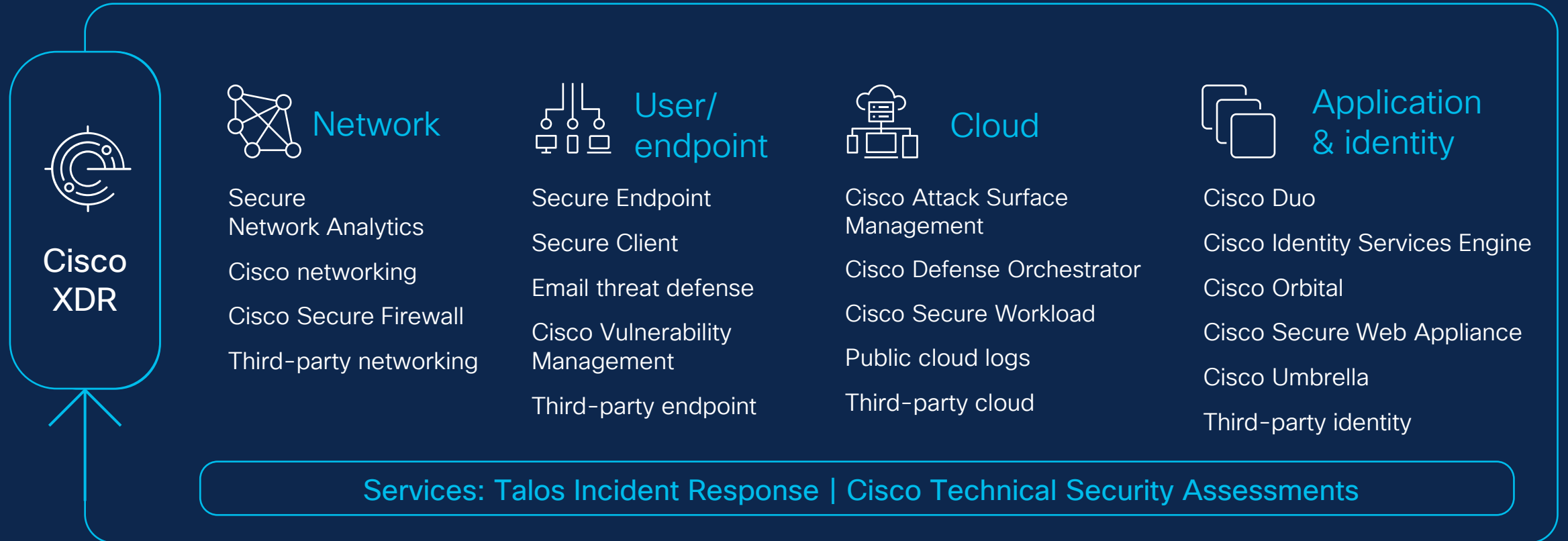
Prioritized incident response

Reduce the time between intrusion and discovery of attackers



On-demand threat hunting

# Delivering XDR to meet you where you are



## Leveraging the Cisco security cloud

Combining core capabilities including a frictionless experience, open and extensible ecosystem, and AI-driven automation

# Strategic integrations to deliver customer outcomes





# Easy to buy tiers for Cisco XDR

## Cisco XDR Essentials

### Full featured XDR

Native integration of the Cisco security portfolio enabling analysts to detect and respond to the most sophisticated threats, plus a repository for data ingest and retention

## Cisco XDR Advantage

### Full featured XDR

+  
Commercially supported and curated integrations with select third-party security solutions

## Cisco XDR Premier

### Full featured XDR

+  
Third-party integrations  
+  
Cisco Secure Managed Detection and Response  
+  
Cisco Talos Incident Response  
+  
Cisco Technical Security Assessment

# The Cisco approach to XDR

Detect more, act faster, elevate productivity, build resilience



Detect  
the most  
sophisticated threats

- Multi-vector detection: network, cloud, endpoint, email, and more
- Enriched incidents with asset insights, threat intel
- Optimized for multi-vendor environments



Act on  
what truly matters,  
faster

- Prioritize threats by greatest material risk
- Unified context to streamline investigations
- Evidence-backed recommendations



Elevate productivity

- Focus on what matters and filter out the noise
- Boost limited resources for maximum value
- Automate tasks and focus on, strategic tasks



Build  
resilience

- Close security gaps
- Anticipate what's next through actionable intel
- Get stronger, everyday with continuous, quantifiable improvement

# Increasing demands on Security Teams

## Business evolution



Unlimited devices



Transition to the cloud

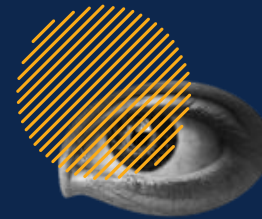


Distributed workforces

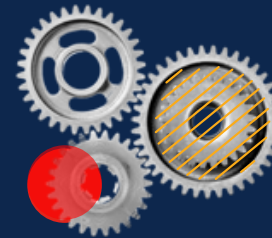


Digital transformation

## Security pressures



Too little visibility



Too little integration



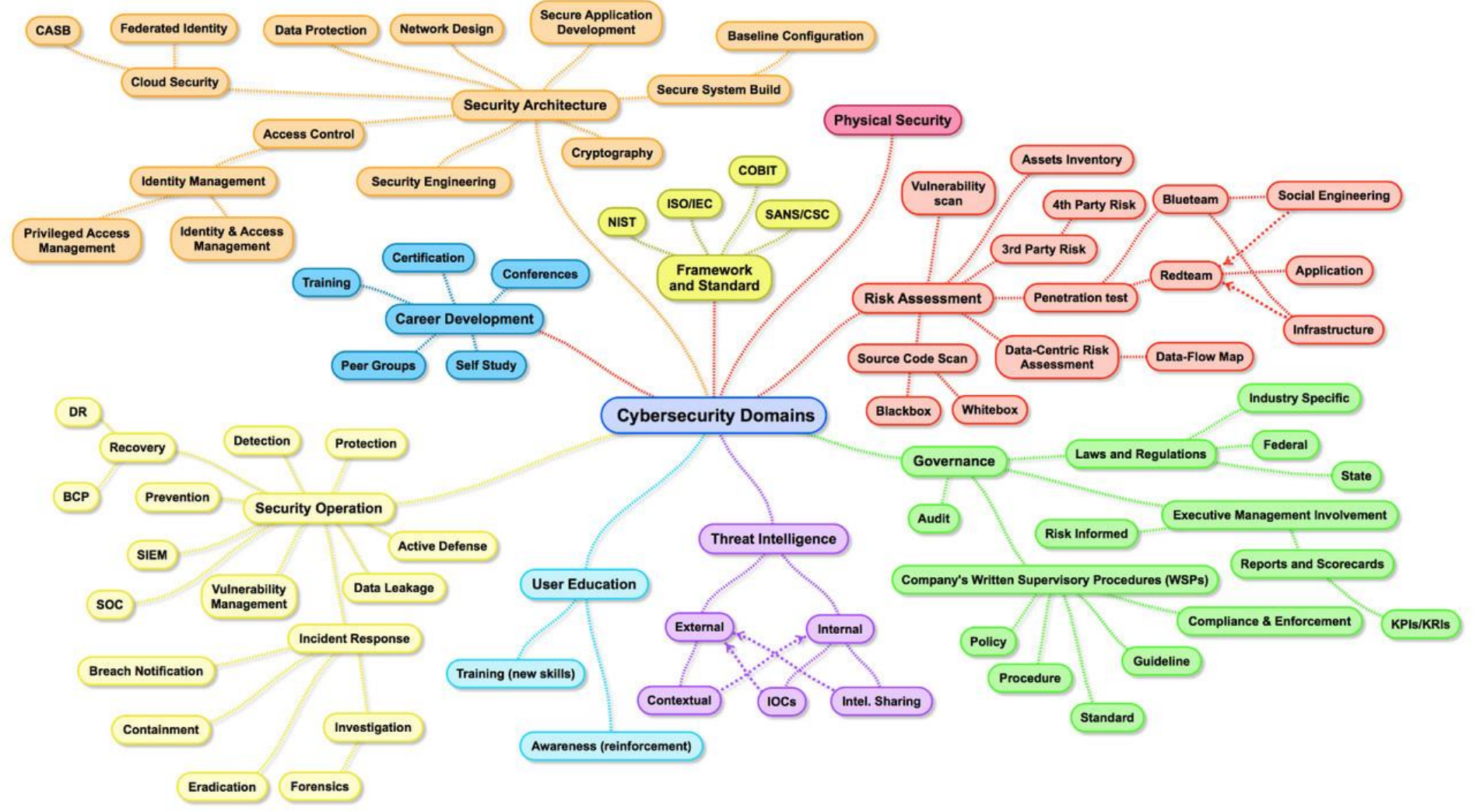
Too few experts



Too much exposure



# Cybersecurity Domains





TALOS THREAT INTELLIGENCE

Actionable threat intelligence

Collective responses

Comprehensive visibility

Signal identification

Threat research & analysis

XDR SECURITY OPERATIONS TOOLSET

Cisco Vulnerability Management | Secure Analytics XDR | Secure Client | Talos Incident Response

SERVICES

- Custom threat research on demand
- Implement and manage
- Incident response retainer
- Managed detection & response
- Strategy & assessment

CAPABILITIES

- Network detection & response
- Device discovery & insights
- Endpoint detection & response
- Open API platform & 3rd party native integrations
- Risk-based vulnerability management
- Security analytics
- Security orchestration, automation & response
- Threat visibility incident response & threat hunting

ZERO TRUST

SASE

User / Device Security

Cisco Secure Client (AnyConnect) | Umbrella | Secure Endpoint | Meraki Systems Manager | Duo | Secure E-mail | ThousandEyes

- Cloud managed
- VPN
- Telemetry Visibility
- Endpoint detection & response
- DNS-layer security
- Secure web
- Anti-virus Anti-malware
- Query
- Host FW
- Mobile device management
- Risk-based MFA
- Password-less
- Device trust
- Continuous Trust
- Email, Phishing, SPAM, BEC, DLP, content filtering
- Digital experience monitoring

Cloud Edge Network

SASE/Security Service Edge

Duo | Secure Access | Umbrella | Secure Connect

- Browser access control
- RAaaS
- Cloud access security broker
- Remote browser isolation
- Cloud malware detection
- Secure web gateway
- Data loss prevention
- TLS decryption
- DNS-layer security
- Zero Trust Network Access
- FWaaS
- Identity / posture
- Tenant restrictions

On-Premises Network

SASE/SDWAN

Meraki | Secure Firewall | ThousandEyes | Viptela

- Analytics
- Group tag propagation
- Application performance optimization
- IPSecVPN
- Cloud based orchestration
- Integrated security
- Cloud OnRamp
- Middle mile optimization
- Digital experience monitoring
- Segmentation
- Visibility

In the Office/Managed Location

Catalyst | DNAC | ISE | Meraki | Secure Firewall | Secure Network Analytics | Secure Web Appliance

- Application network gateway
- Group tag classification
- NGIPS
- Identity/pxGrid Cloud
- Security analytics & logging
- Configuration orchestration
- Network access control
- Segmentation
- Content filtering
- Network security analytics
- Threat mitigation
- Encrypted visibility
- NGFW
- Zero Trust Network Access
- Profiling

Industrial Threat Defense

DNAC | CyberVision | Industrial Networking | ISE | Secure Firewall | Secure Network Analytics

- Anomaly detection
- Ruggedized
- Compliance
- Segmentation
- Group tag classification
- Threat mitigation
- Identity pxGrid
- Visibility

Workload, Application, and Data Security

ACI | Attack Surface Management | Panoptica | Radware | Secure Application | Secure Endpoint | Secure Firewall | Multicloud Defense | Secure Workload

- Anti-virus Anti-malware
- API security
- App discovery
- Cloud analytics
- Cloud Native Security
- CSPM/CAASM
- DDoS, WAF/Bot
- Identity pxGrid
- Micro/Macro Segmentation
- Run-time application
- Telemetry
- Threat mitigation
- Visibility
- Firewall
- Data access & Integrity
- Defense Gateway



Lookout

passbase

CHECKPOINT

red canary

FusionAuth

proofpoint

Security Innovation

ping Identity

U410

solarwind

KnowBe4

hackerone

axio

deepwatch

HUNTRESS

GoGuardian

CROWDSTRIKE  
VARONIS

NowSecure

RAPID7

DARKTRACE



# Security Innovation is a Patchwork

New threats spawn new vendors, putting the burden on customers.



## Result

**3.500+** cyber security vendors in the market  
**76** security tools used per enterprise today on average

Source: CyberDB



A Modern Approach to Business Resilience  
and Employee Satisfaction: Secure Access

# Current patchwork approach exacerbates the problem

More products leads to more complexity within your business and IT environment

Exfiltration

Ransomware

Lateral movement

Web threats

Stolen credentials

Spam



76

Average number of security tools per enterprise



78%

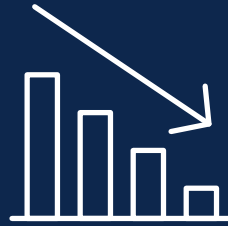
Organizations report that high number of security tools is driving cybersecurity complexity\*

# Customer top priorities address the challenges



## Boost Productivity

Empower users to  
do their best work



## Optimize Costs

Address inefficiencies

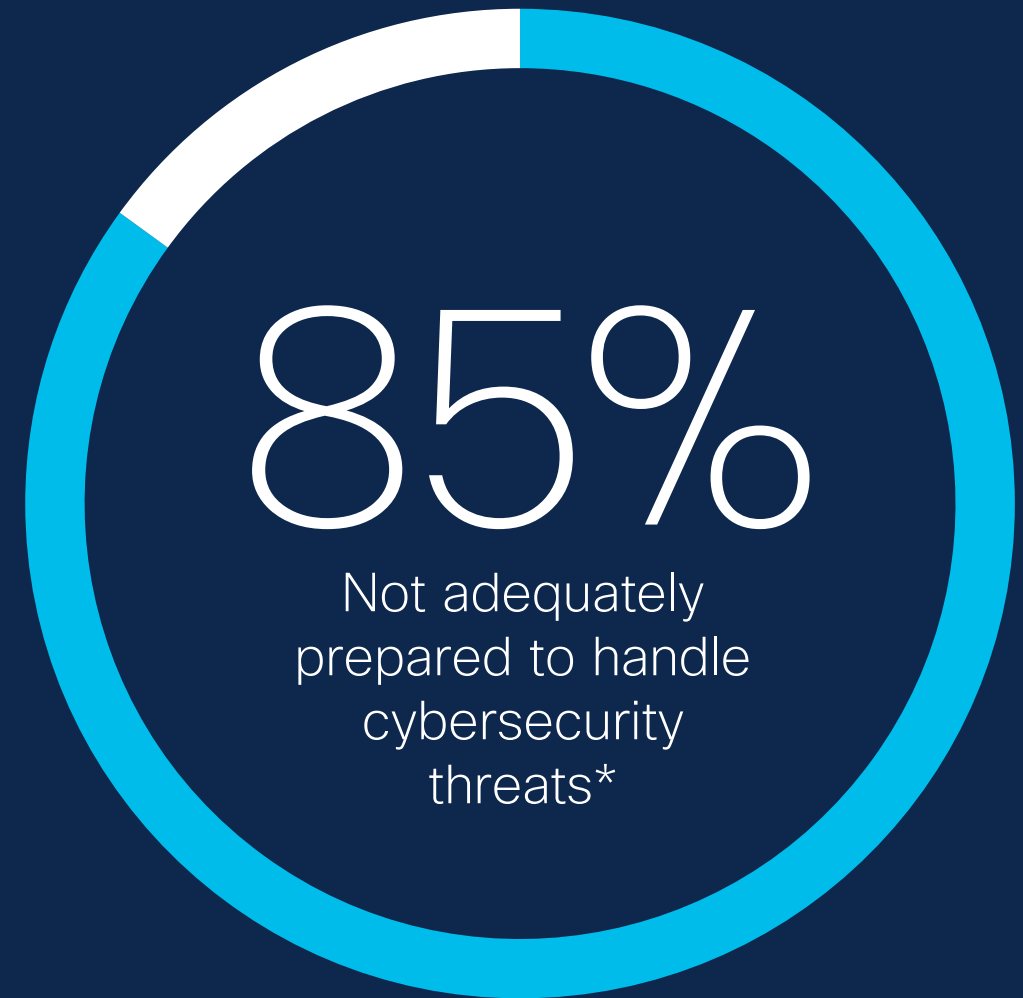


## Minimize Risk

Secure your organization

# Hybrid work era creates unmanageable risk

Highly distributed environments make secure connectivity hard



# According to “2024 Cybersecurity Readiness Index”

Employees are working and accessing data from anywhere, on multiple devices, and leveraging an array of applications from secured and unsecured networks.

- 85% of companies say their employees access company platforms from unmanaged devices
- 43% of those spend 20% of their time logged onto company networks from unmanaged devices
- 29% reported their employees hop between at least six networks throughout a week



# According to “2024 Cybersecurity Readiness Index”

- Hyperconnectivity is creating vulnerabilities. Readiness is critical, as 73% said a cybersecurity incident will likely disrupt their business in the next 12 to 24 months
- The cost can be substantial, as 54% said they experienced a cybersecurity incident in the last 12 months, and 52% of those affected said it cost them at least US\$300,000
- Threats ranging from malware and phishing to ransomware, supply chain, and social engineering cyber attacks

# Highly distributed and diverse IT landscape makes secure connectivity hard

41%

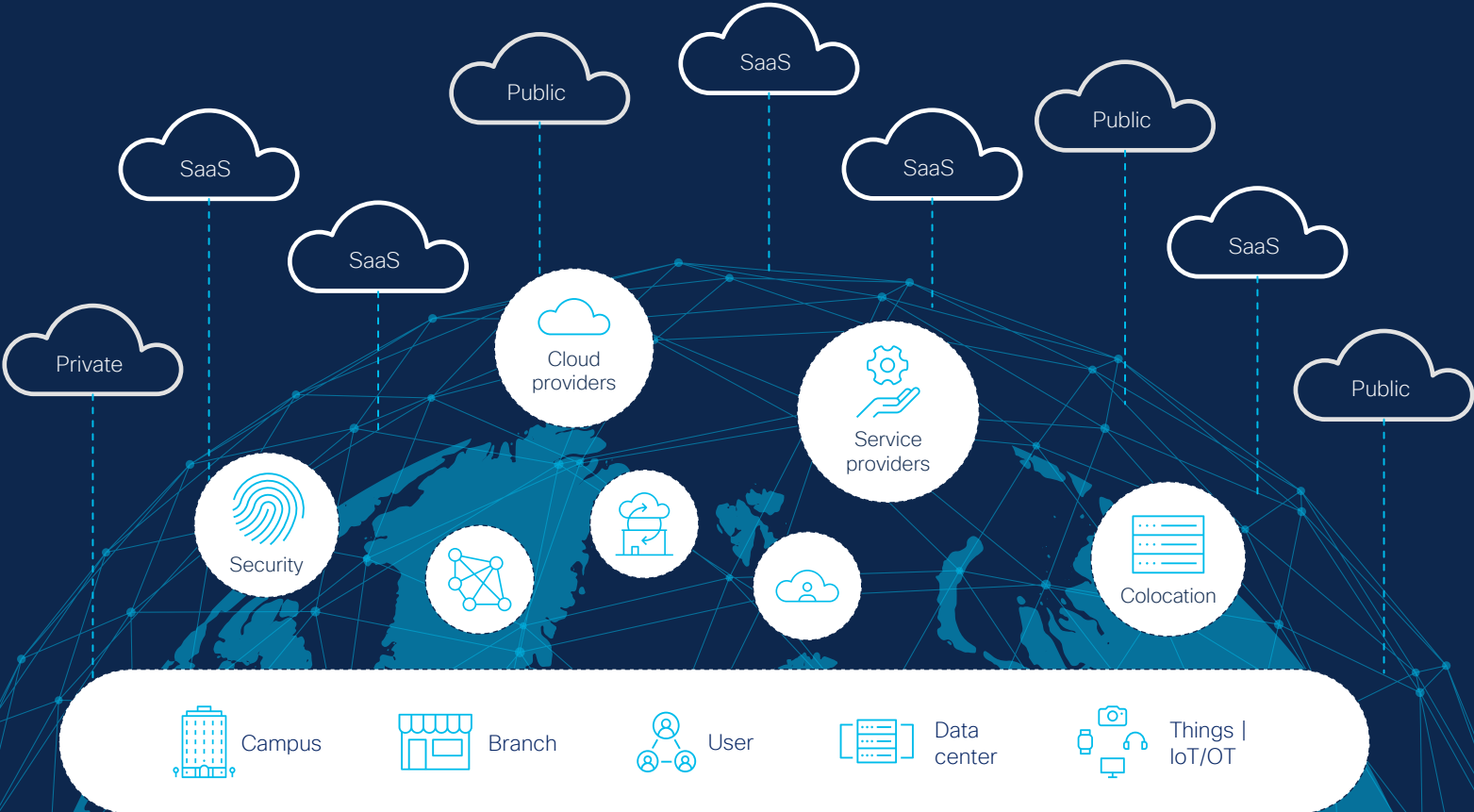
Say **securing user access** to cloud-based applications and mobile devices or cloud-based solutions is their biggest obstacle

86%

See having a **consistent operational model** across on-prem, private cloud, public cloud, and SaaS as important

85%

Say they value **simplicity** when it comes to **technology management**



Source: 2023 Global Networking Trends Report, Cisco

# SASE/SSE approach is the technology foundation

Fundamental to your security strategy for a hyper-distributed world

SASE brings networking & security capabilities into a single-service, cloud-native model to address today's challenges.

65%

plan on adopting SSE in next 2 years

SASE

Converged set of **cloud networking**



SD-WAN

Converged set of **cloud security**



SSE

# Customer priority use cases

## Secure Internet Access



+

## Secure Private Access



=

## Security Service Edge (SSE)



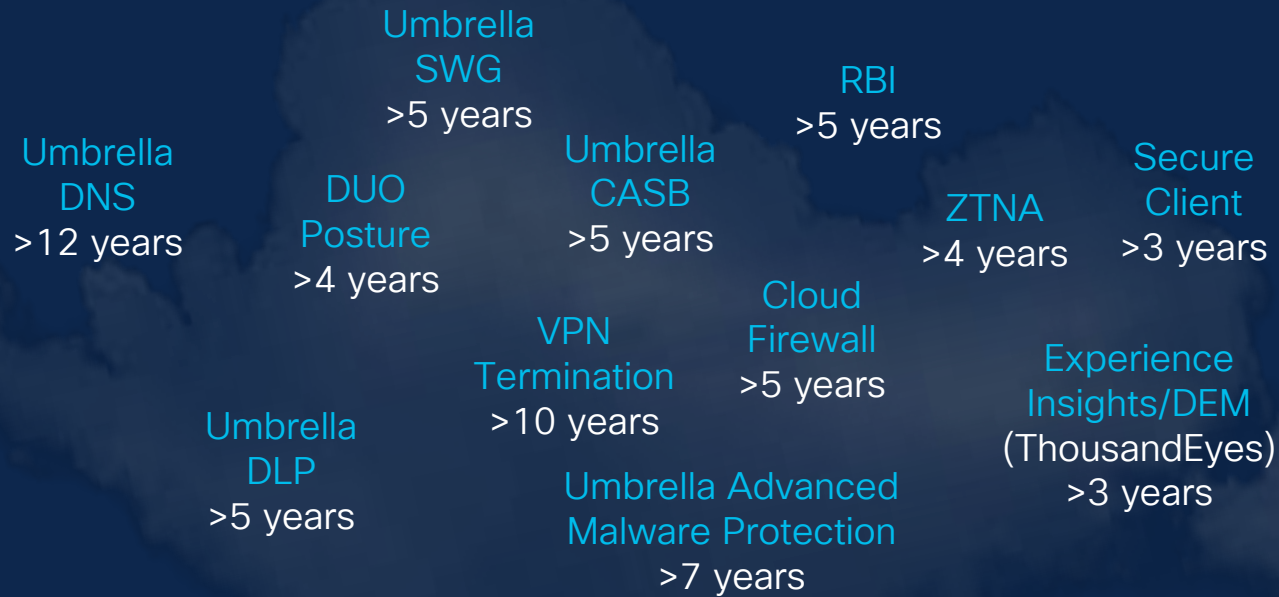
# Introducing an innovative new solution: Cisco Secure Access

Better for users, easier for IT, and safer for everyone



# Introducing Cisco Secure Access

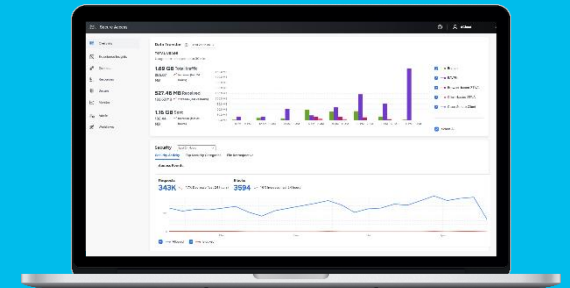
Proven cloud-native security converged into one service



Protecting 70,000+ customers

More than 220M endpoints

## Cisco Secure Access



- Single Console
- Single Client
- Unified Policies

# Cisco Secure Access

Modernize your defense with converged cloud security grounded in zero trust



**Better for Users**  
Empower their best work  
with a frictionless  
user experience



**Easier for IT**  
Lower cost and  
increase efficiencies



**Safer for Everyone**  
Reduce risk and improve  
business resilience

Imagine cybersecurity that's  
**safer and easier for everyone**

# Introducing Cisco Secure Access

Modernize your defense with converged cloud security grounded in zero trust





PVC

COPPER

IRON

STEEL

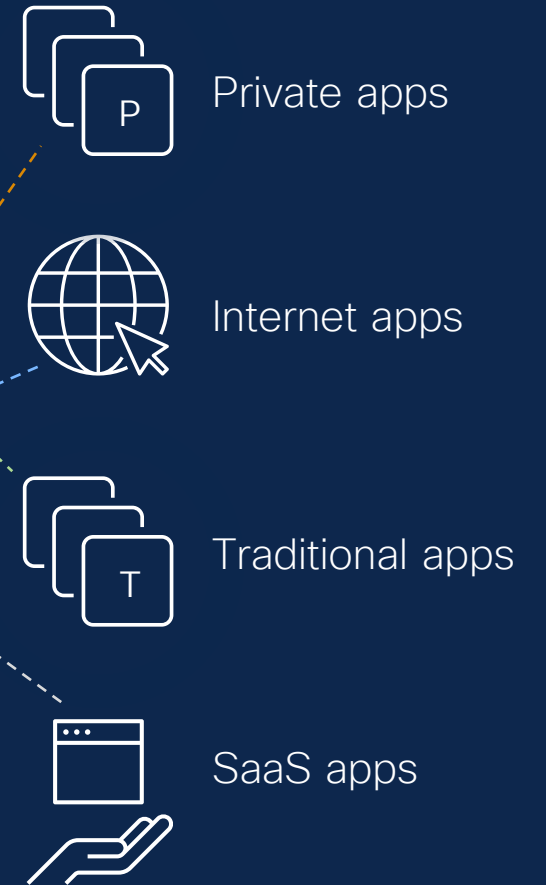


# Eliminate unnecessary decisions



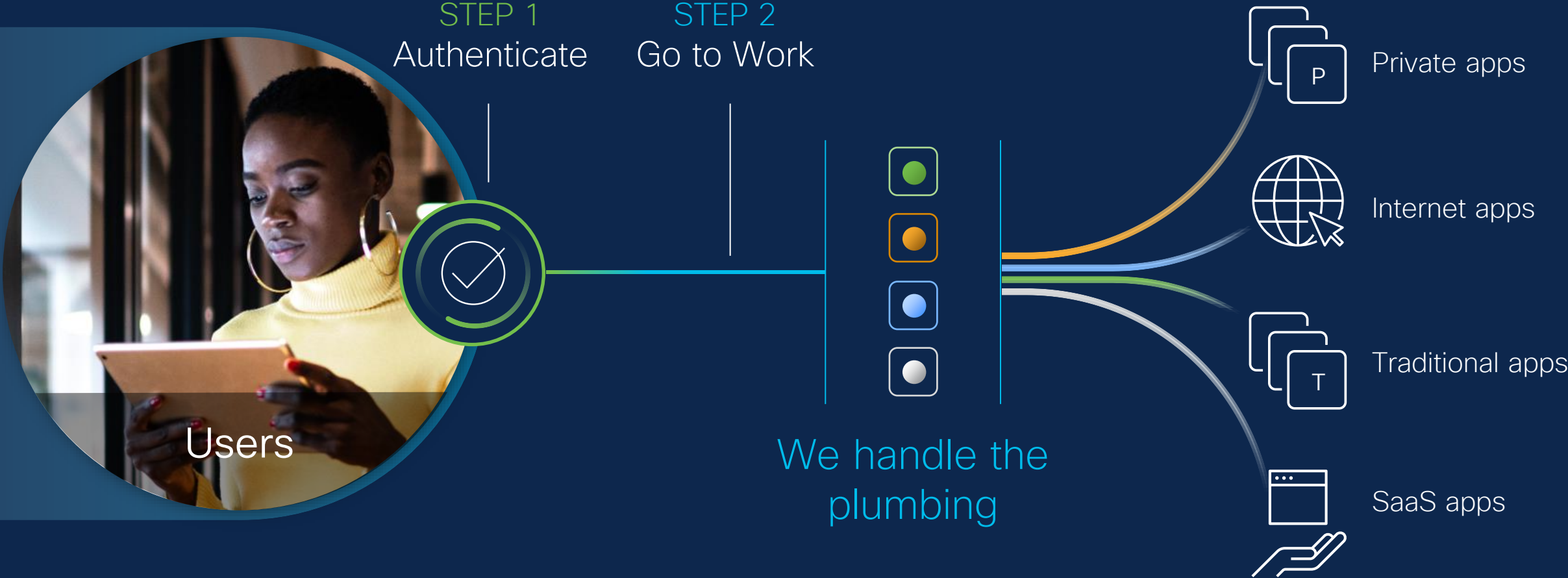
How would you like your water delivered?

VPN	<input type="checkbox"/>
ZTNA	<input type="checkbox"/>
Direct	<input type="checkbox"/>
SaaS	<input type="checkbox"/>





# Seamless user to app Zero Trust

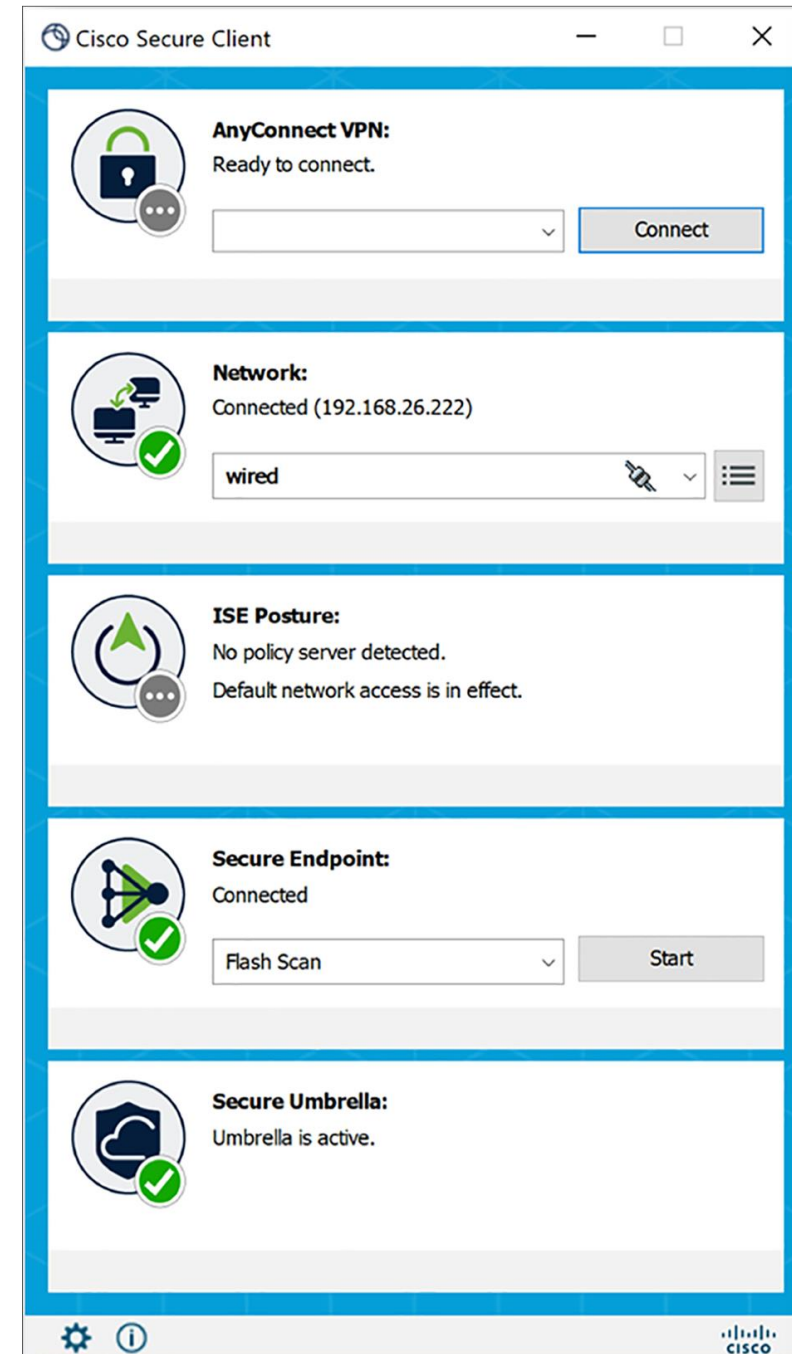


# Cisco Secure Client

Unify your stack by consolidating agents

Simplifies security with **ONE agent** across **SASE**, **XDR** and **Zero Trust**

- ONE agent driving operational efficiency
  - Unifies deployment, updates and management
- ONE agent radically reducing agent fatigue
  - Single agent for Secure Endpoint, Umbrella, AnyConnect
- ONE platform
  - Cloud-native, cloud-managed
  - Unmatched customer value as it comes included with:
    - Device Insights for deep visibility of all your endpoints, apps and more
    - Indicator of device compromise for easy and fast disposition lookup
    - Fast response actions and remediation



# Easy migration to Zero Trust Access

- ✓ You set the pace of ZTNA adoption
- ✓ Same client
- ✓ Common policy



## Traditional VPN

Network level access –  
cannot control at app level



## VPN as-a-Service

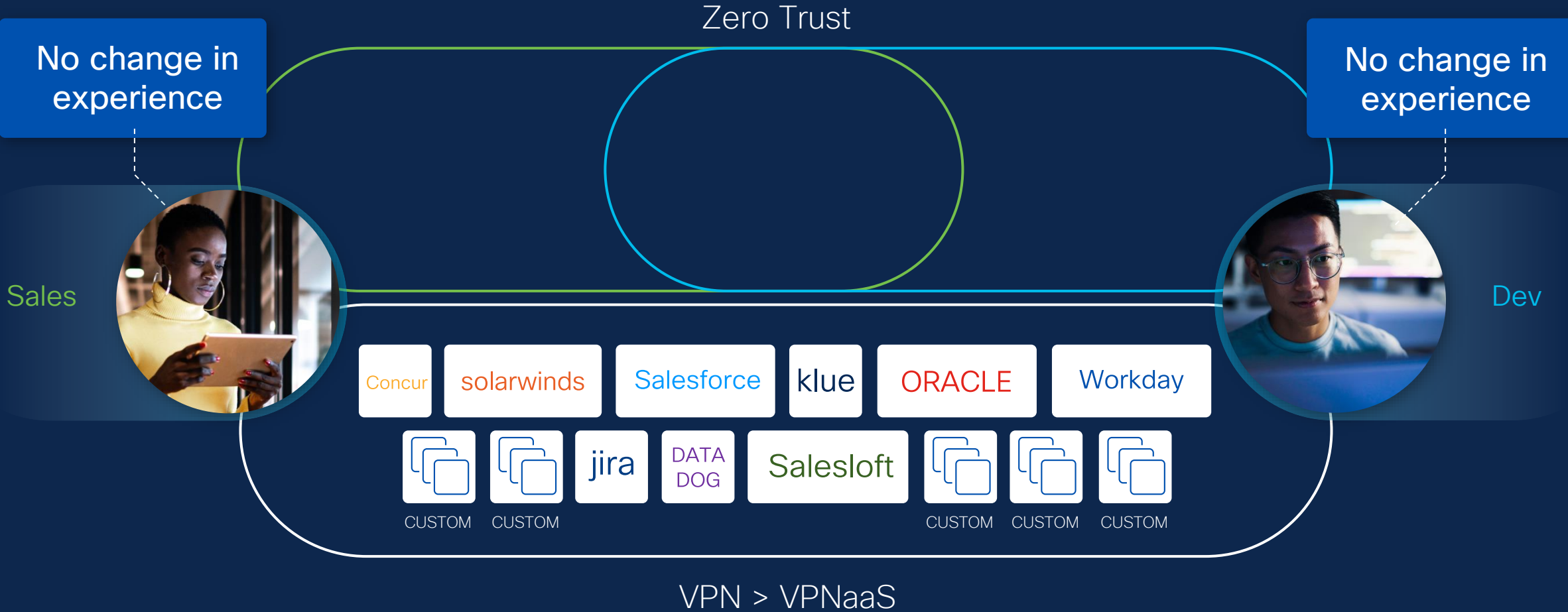
Lift your VPN to the cloud –  
more control and easier to  
manage



## Unified ZTNA

Granular controls at the  
application level + VPNaaS and  
Digital Experience Monitoring

# Simplifying the journey to zero trust



# The Why?

## TALOS

World's best Threat Intelligence.  
500 threat researchers + AI powered algorithms

Protect your organization  
from cyber criminals

Sophisticated  
machine scale attacks

Risk  
Mitigation

Nation-state  
sponsored attacks

Why  
Do Anything ?

Why  
Do it Now ?

Attacks are trending  
upwards & more and more  
organizations are targeted

SaaS, Cloud  
transformation,  
Remote / Hybrid work

Why  
Cisco?

AI powered, integrated  
platform

Simplify security outcomes

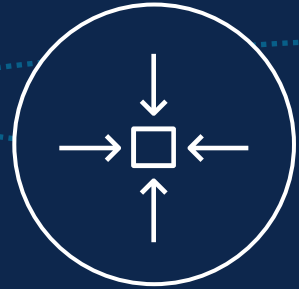




# Why Cisco?



# Talos powers Secure Access with intelligence



## Collect

Enormous scale and reach for inputs



## Analyze

Rapid speed of correlation and detection



## Defend

Global distribution and protection

We see more and automate more, so you can block more and respond faster to threats.

2.1M+

malware samples processed daily

625B

web requests resolved daily

200+

new vulnerabilities discovered yearly

- Backed by robust expert team of full-time researchers and data scientists
- Machine learning and automation intelligence

550 B

security events observed daily

# Talos Powers The Cisco Portfolio With Intelligence

TALOS



500  
threat researchers



AI  
powered algorithms



550B  
security events observed daily

# Go beyond core Security Service Edge (SSE)

Better connect and protect your business

## Core SSE



Secure Web Gateway (SWG)



Cloud Access Security Broker (CASB) and DLP



Zero Trust Network Access (ZTNA)



Firewall as a Service (FWaaS) and IPS



Cisco delivers the core and more in a single subscription...



DNS Security



Multimode DLP



Advanced Malware protection



Sandbox



Talos Threat Intelligence



VPN as a Service



Digital Experience Monitoring\*



Remote Browser Isolation

\*Global general availability coming soon

## Add-on solutions



SD-WAN



XDR



Duo MFA/SSO



CSPM

# Cisco Secure Access

Built on the Cisco Security Cloud platform to avoid patchwork IT dilemma



A common platform makes it easier to extend and manage your IT environment with better integration across the Cisco security portfolio and major 3<sup>rd</sup>-party solutions.



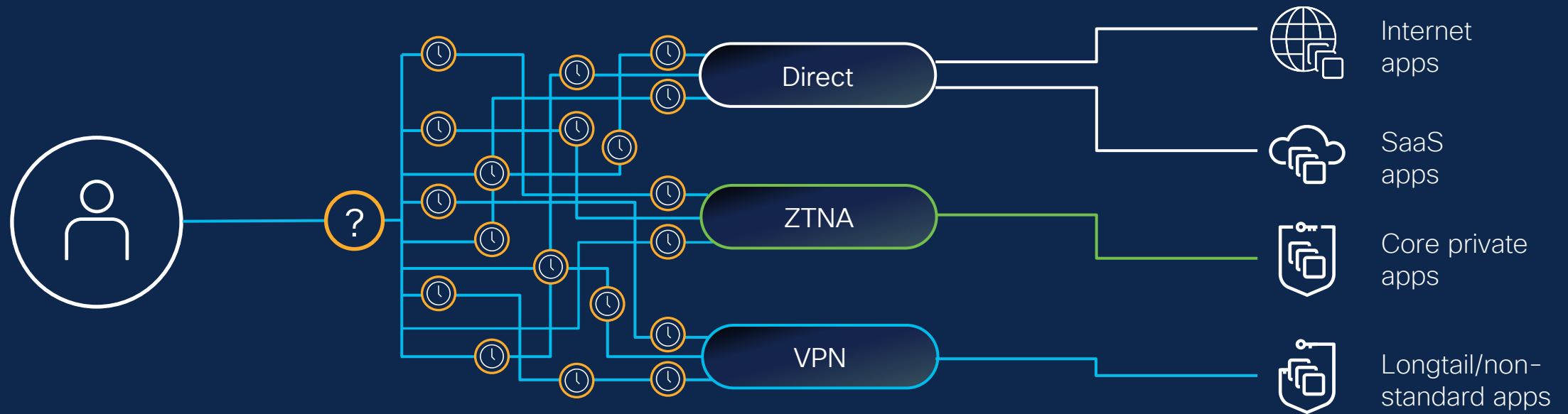
# Better for users

Facilitate frictionless workforce  
experience for better productivity





# Users experience fatigue, friction, repetition



- Many connection decisions
- Various processes
- Multiple steps
- Repetitive authentication tasks

49% Employees frustrated with tech

26% Employees leaving job because of tech experience

# Easy, frictionless user experience

1 Connect to a network

2 Get to work

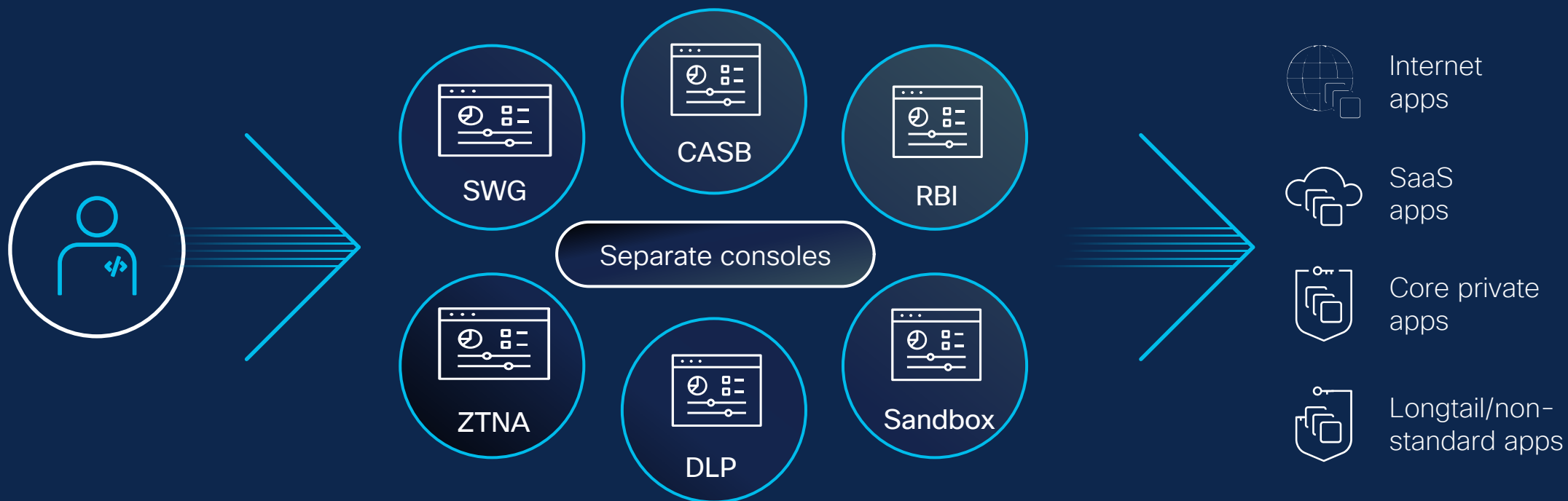


# Easier for IT

Lower costs and improve efficiencies



# The multi-vendor approach is problematic



Multiple products increase cost and inefficiencies

- Licenses/hardware
- Policy management
- Client management
- Reporting
- Elevated staffing levels

65%

of enterprises plan on consolidating vendors for better risk posture

# Easier for IT

Simplification with fewer consoles

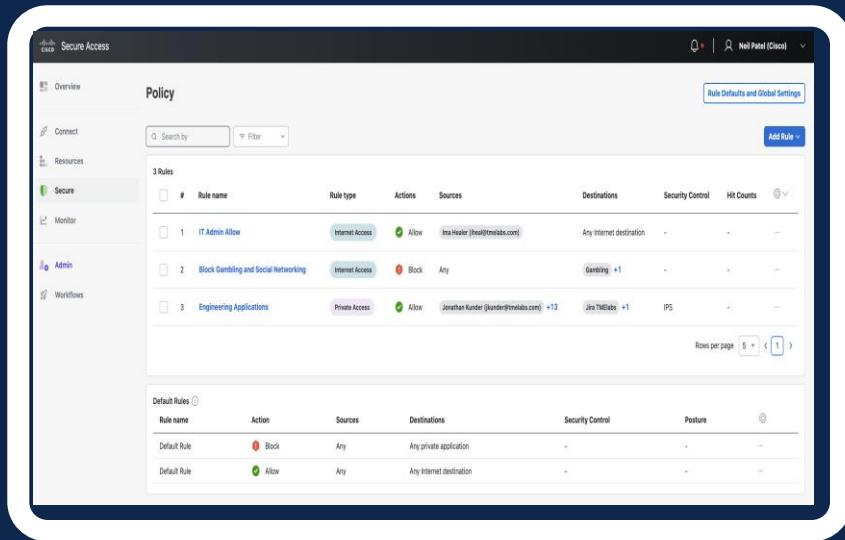


Secure Access converges multiple consoles into one



# Easier for IT

Converged cloud security for lower cost and improved efficiencies



Higher efficiency

Lower costs

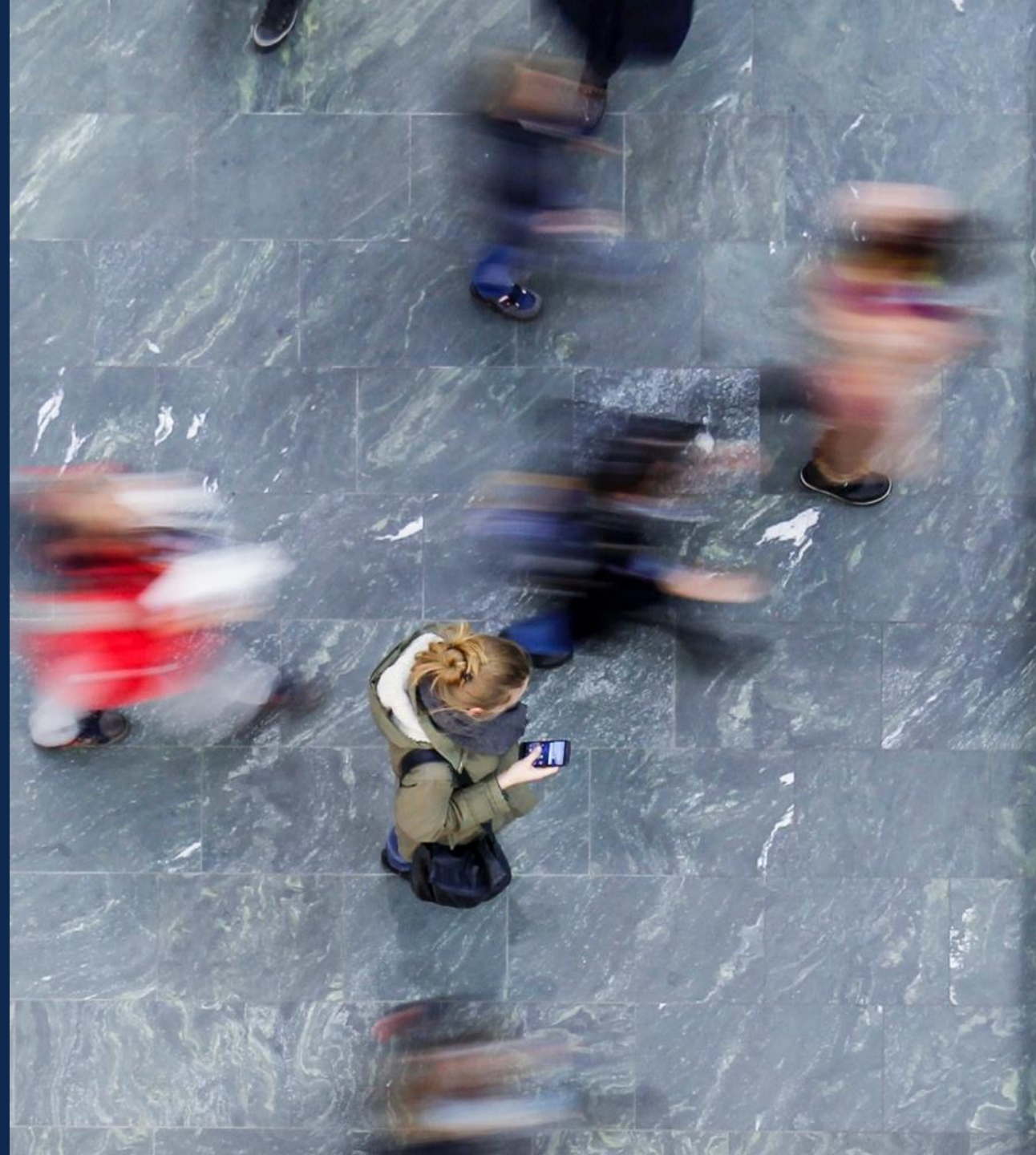
- *Single* agent, console, identity and posture, policy management
- Digital Experience Monitoring (DEM)\*
- Single SLA

- Consolidated licensing
- Less hardware
- Ecosystem

One place to see traffic, set policies, and analyze risk.

# Safer for everyone

Reduce risk and improve  
business resilience



# Advanced cybersecurity benefits

Block more, investigate faster, and remediate fully



**Improved security efficacy**

- Deeper visibility and insights
- Reduced alert volume
- Stronger threat correlation
- Faster detection

- High analyst effectiveness
- Least privileged app access
- Reduced exposure

**Reduction in successful attacks**

# Zero Trust Network Access (ZTNA) journey

Intelligent private application access from anywhere



## Benefits

- App-specific access
- Undiscoverable IP address
- Least privileged user access
- Reduced threat surface
- Automated selection of ZTNA or VPNaaS
- Posture verification
- Access segmentation





If it's connected,  
it's protected.



# The Next Step:

# Cisco Multicloud Defense



# Multiple clouds makes tool sprawl worse

Software as a Service

Applications



Platform as a Service

Services

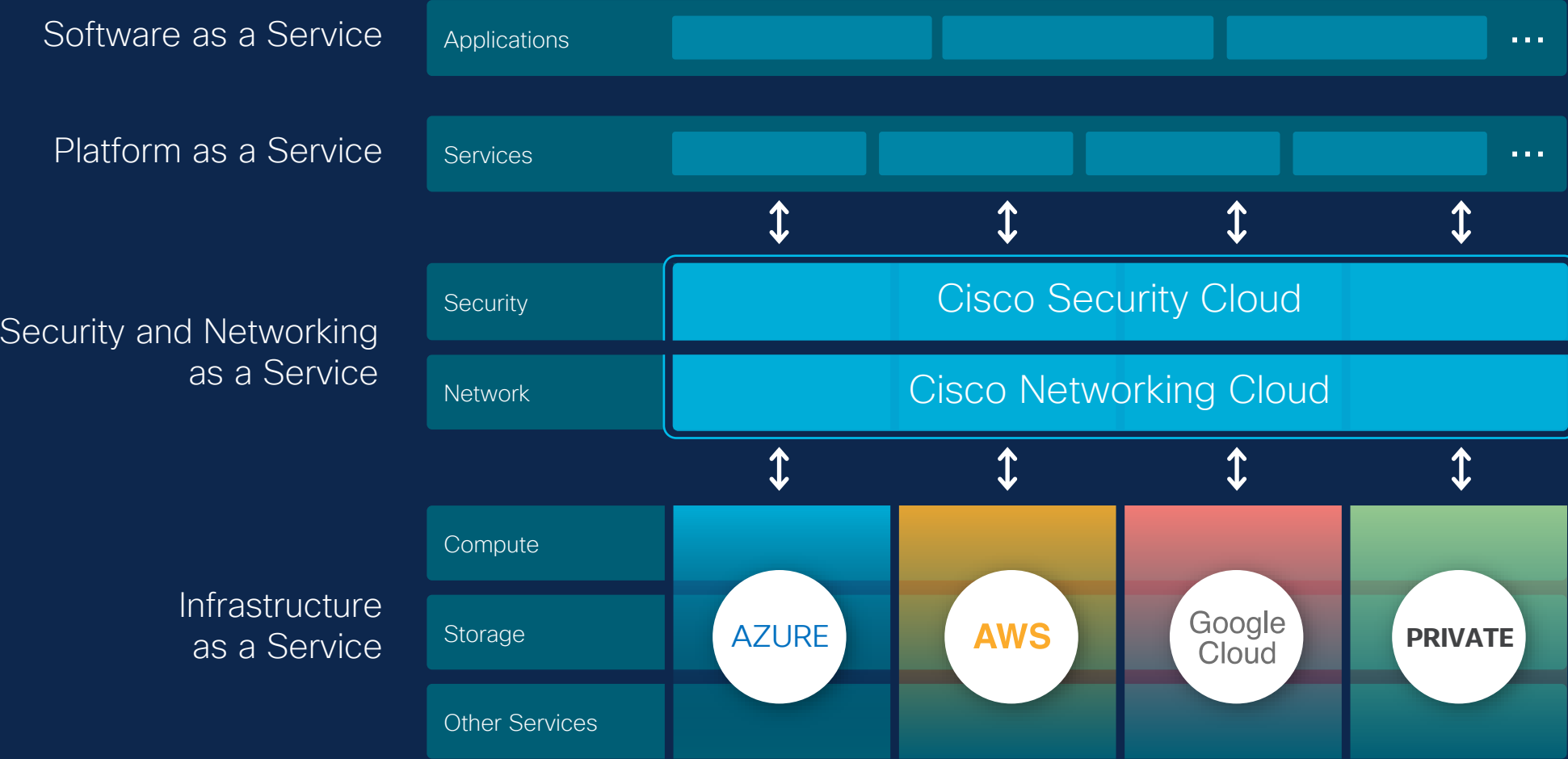


Infrastructure  
as a Service

Security				
Network				
Compute				
Storage				
Other Services				

Different platforms, different controls

# Introducing Cisco Security Cloud





SECURE