

CISCO *Connect* Korea

# All IN Cisco

최지희 대표 | 시스코코리아



CISCO *Connect* Korea

ALL IN

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4년 만의 오프라인 행사!

# My All IN...



# Cisco's All IN

“

시스코는 2025년까지 전 세계  
10억명의 사람들을 연결하고  
긍정적인 영향력을 미치겠다는  
비전을 가지고 있습니다.

”

Cisco's Purpose,  
**Inclusive Future for all**



“

ALL IN !

연결되어 있다면  
반드시 보호되어야 합니다.

”

시스코는 인터넷을 통해 전 세계를 연결한  
최초의 기업이며 전체 네트워크를 가장 안전하게  
연결하고 보호할 수 있는 유일한 회사입니다.



# We help customers navigate...



## More devices, more data

46B installed IoT devices in 2025,  
translating into 67 zettabytes of IoT  
data generated



## Growing app complexity

750M new applications by 2025



## Customer Experience

Networking  
Security  
Collaboration  
Observability



## Surging AI workloads

117M terabytes of data from  
AI-lifecycle workloads in 2025



## Work from anywhere

\$1.2T spent on Future of Work  
technology and services in  
2025



## Expanding attack surface

\$10T cost of global  
cybercrime in 2025

# Cisco Live US 2023 하이라이트

**CRN**

Cisco Builds On Security Platform Strategy,  
Unveils Unified Networking Platform

**ET Telecom.com**  
From The Korean Cable

Cisco unveils innovative AI-first  
security cloud

**CNBC**

Cisco CEO on networking cloud launch,  
new A.I. capabilities and cybersecurity

**NETWORKWORLD**

Cisco vision takes networking to  
the cloud in a big way

**siliconANGLE**

Cisco buys Armorbox to beef up cybersecurity with  
generative AI

*"The networking and security vendor doubled down on its strategic vision of a creating a more 'unified experience' for customers and partners "* - Channel Asia

*"Cisco's innovative technologies help connect the dots of its network- and cloud-based ecosystem"* - CIO

*"Cisco is cool again!"*  
- Gartner

# 키노트 연사 소개

## 키노트1

### Partnering for Innovation In the Hybrid World - Top 8 Examples of Cisco's Purposeful Innovation

비쉬 아이어(Vish Iyer), 시스코 APJC 아키텍처 부사장



## 키노트2

### Empowering Your Enterprise for the New Internet Age

모hit 라드(Mohit Lad),  
시스코 네트워크 어슈어런스 수석부사장 겸 총괄 매니저,사우전드아이즈 공동창업자





# Thanks for the Sponsorship

Diamond



MEGAZONE  
CLOUD



ECS

Gold

Ringnet



SNET SYSTEMS



omtec

Omtec Systems Co., Ltd.



PURESTORAGE®

Silver

IT Login



ETECH SYSTEM



인성정보

Thank you  
감사합니다





The bridge to possible

# Partnering for Innovation In the Hybrid World

Vish Iyer

VP, Architecture Sales, APJC

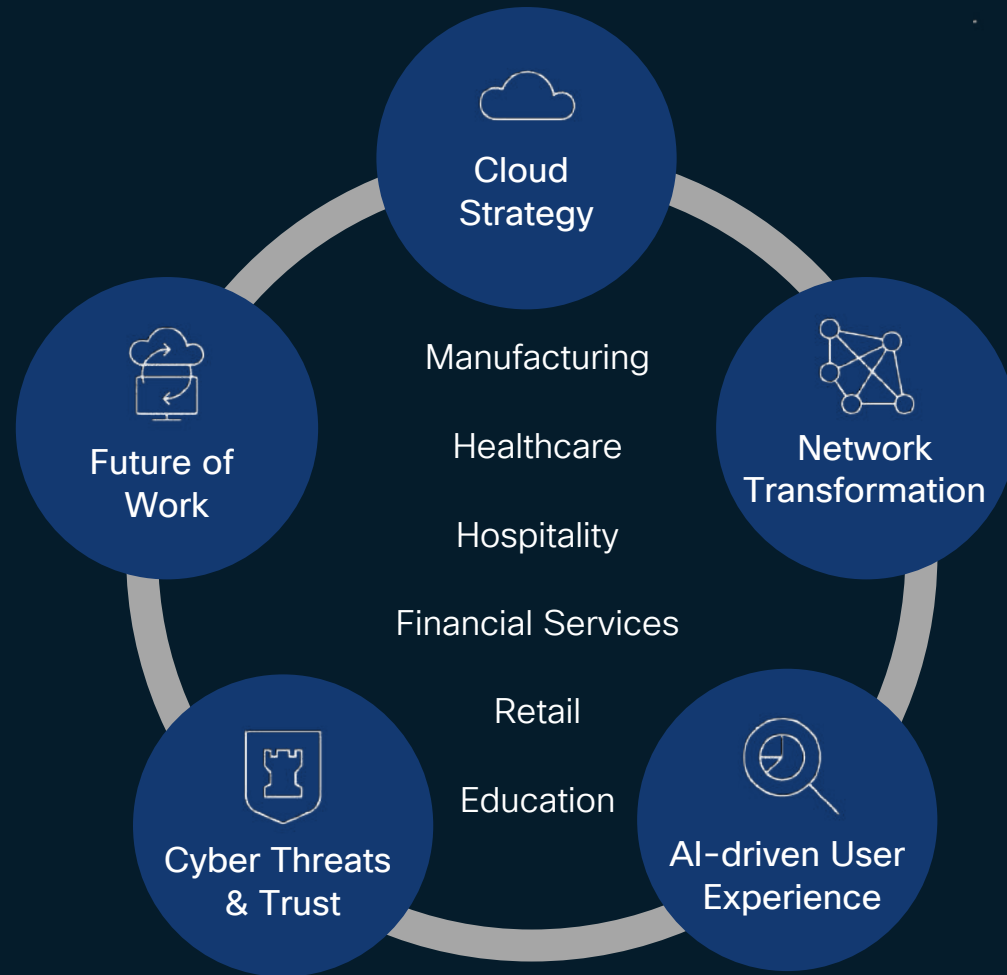
Jun 2023

cisco *Connect*

#CiscoConnect

# Challenges we can control

At Cisco, we enable digital transformation that is flexible & resilient to help mitigate what customers can't control.







“

Digital transformation requires a new and  
modern approach to innovation from all  
technology stakeholders

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# Cisco's Innovation Approach

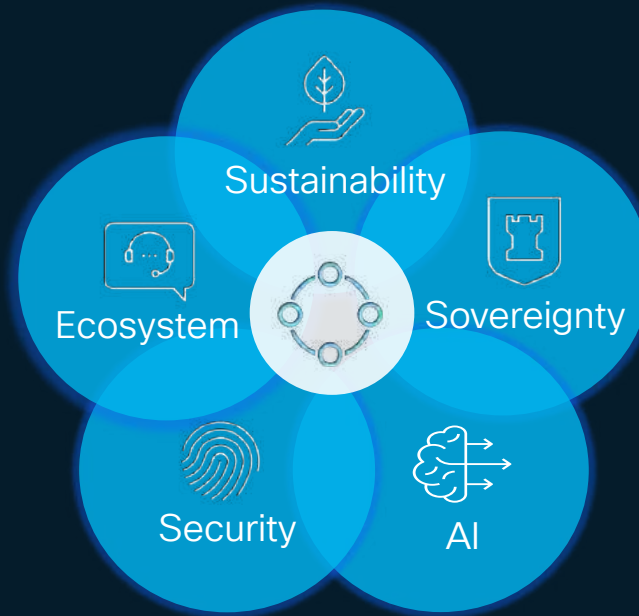
## Traditional Innovation

Feature Development



## Purposeful Innovation

Feature Adoption



## Innovation Enablers

*Sustainable*

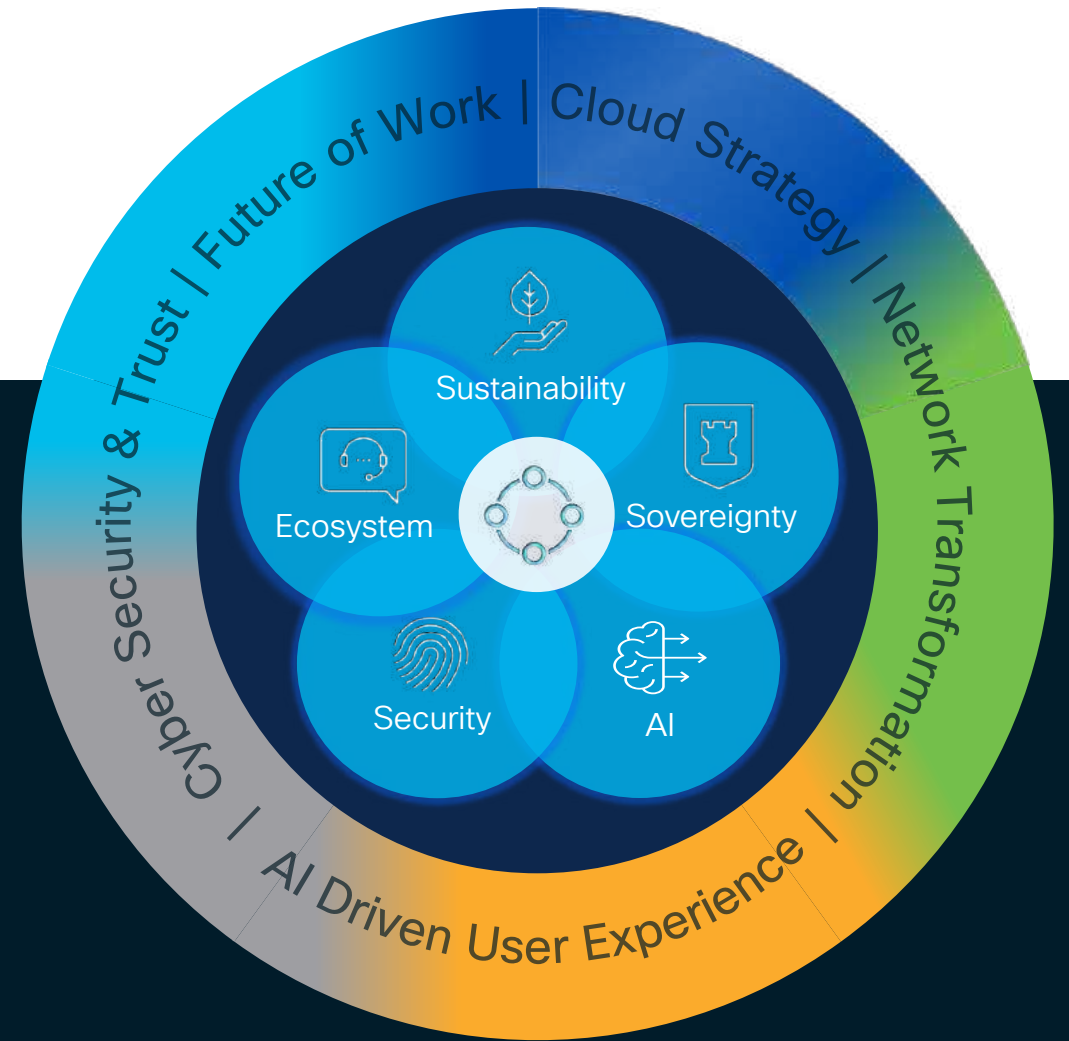
*Scalable*

*Insightful*

*Secure*

*Effortless*

# Top 8 Examples of Cisco's Purposeful Innovation



# 01

## Transforming Workspaces



Seamless Interop (Microsoft, Google, Zoom).  
Microsoft Teams Room (MTR) now available



Intelligent Experiences AI, Environment Sensors



Webex Suite Complete Collaboration Bundle



New launch: Generative AI innovations – catch me up, super resolution, smart lighting, meeting summaries, Vidcast summaries and more.

### Redefining the modern Workplace Experience

Cisco Devices in Webex mode or Microsoft Teams Room mode



#### Pervasive AI

Intelligent Audio,  
Super-scaling video



#### Simplified Ops

E2E visibility &  
management with Thousand  
Eyes & Control Hub



#### Expanded Value

Workplace environment  
sensors and optimization  
(DNA Spaces)



#### Compelling TCO

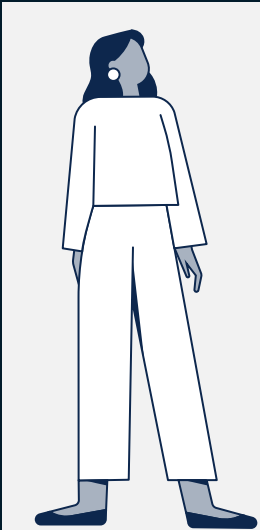
Webex Suite + Devices =  
Pricing/Capability  
Advantage



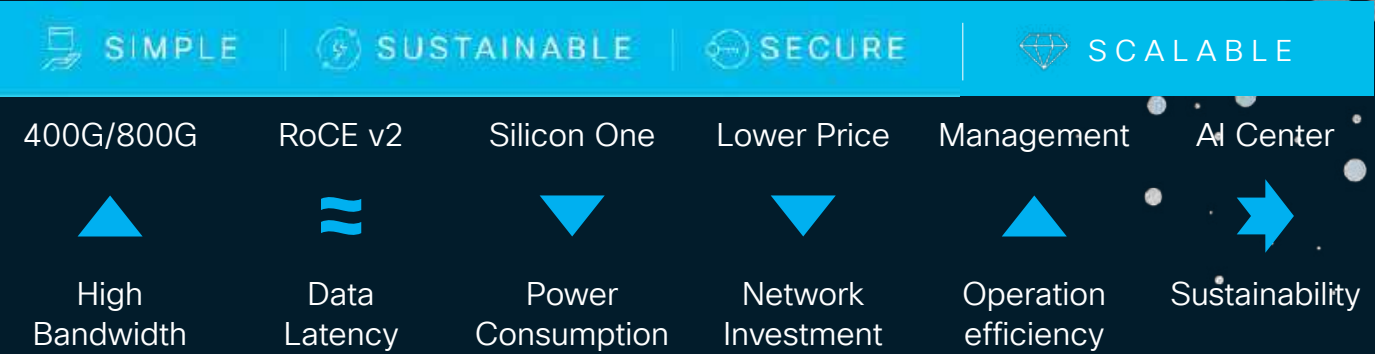
# 02

## Evolve Your AI ML Networks with Cisco-Validated Design

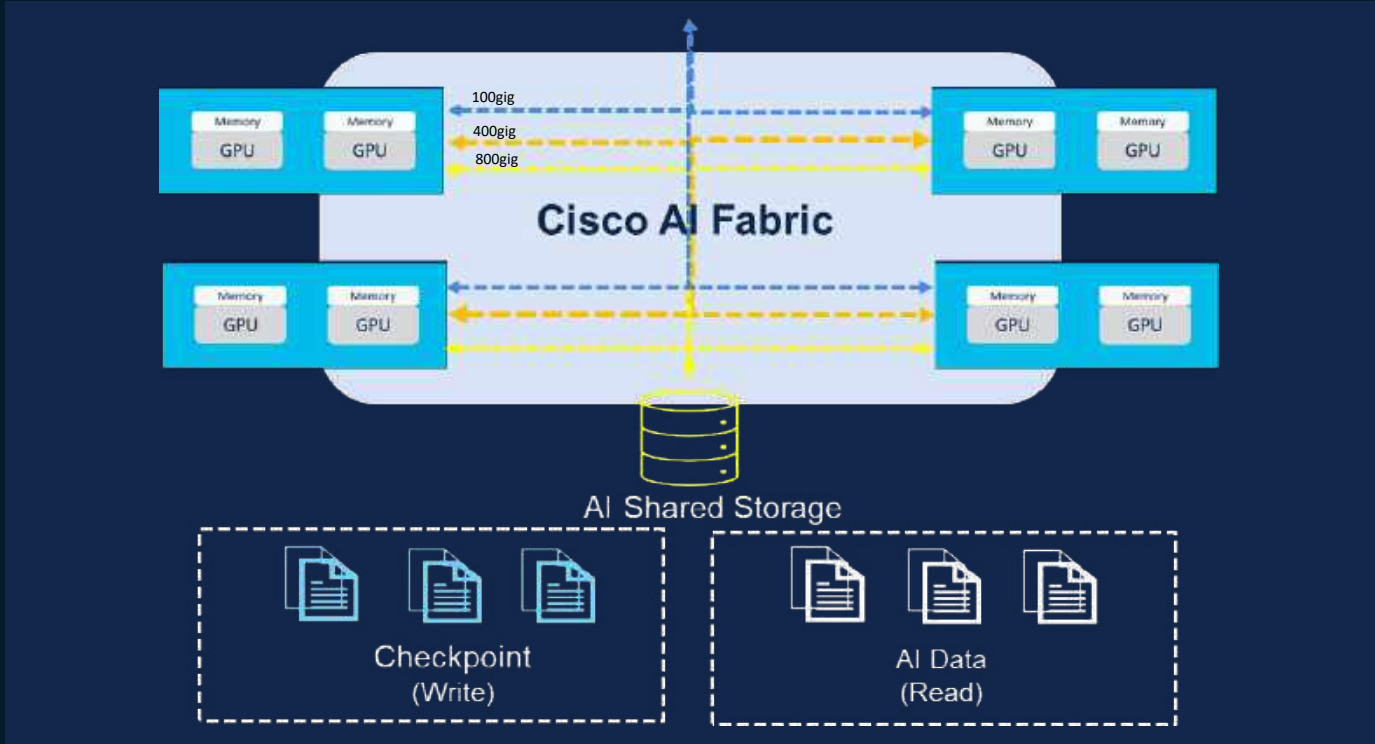
Build scalable sustainable networks, leveraging open standard ethernet fabrics with telemetry.



- Front-end & Back-end networks
- Building a non-blocking network
- Building a lossless ethernet fabric
- Ultra-low latency technology
- RDMA over converged-ethernet
- Joint-blueprints: NVIDIA AMD Intel Samsung Micron SK Hynix



### Hyperscale AI network with Cisco Cloud Networking



# 03

## Software Defined Access (SDA) Expansion with Full Stack

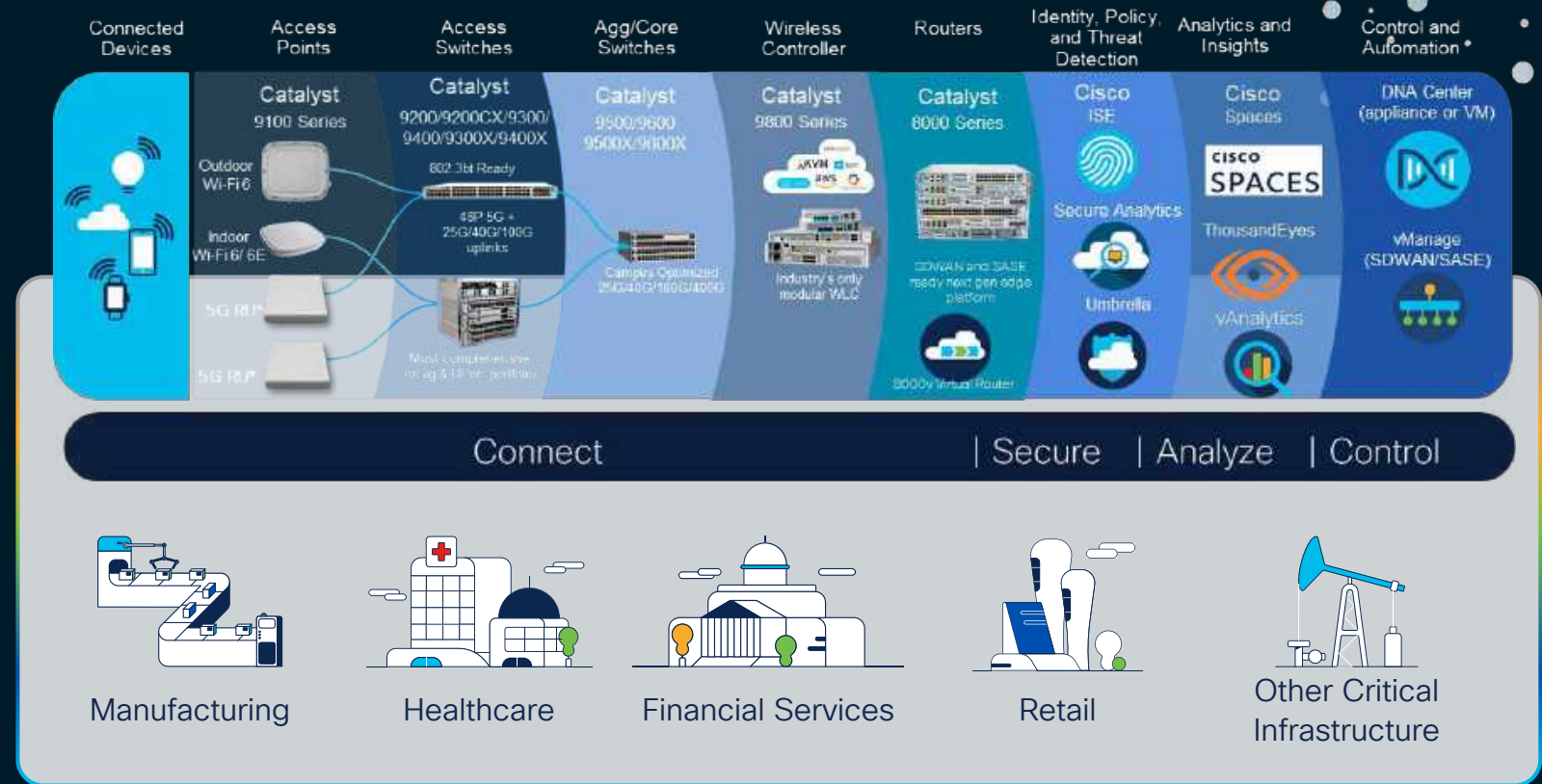
Modern secure agile network foundation  
for mission critical infrastructure

Connect and **secure** industrial assets and  
gain insights

Macro and micro segmentation

Single identity and policy, Zero Trust  
Network Access

Automation, analytics and assurance



~800  
Deployments

Across  
~1.6M  
Devices

# 04

## Cisco SD-WAN

The market leading platform providing the foundation for your SASE journey in a cloud-first world.



### Application Optimization

Network & application telemetry for optimized end user experience



### Distributed Security Enforcement

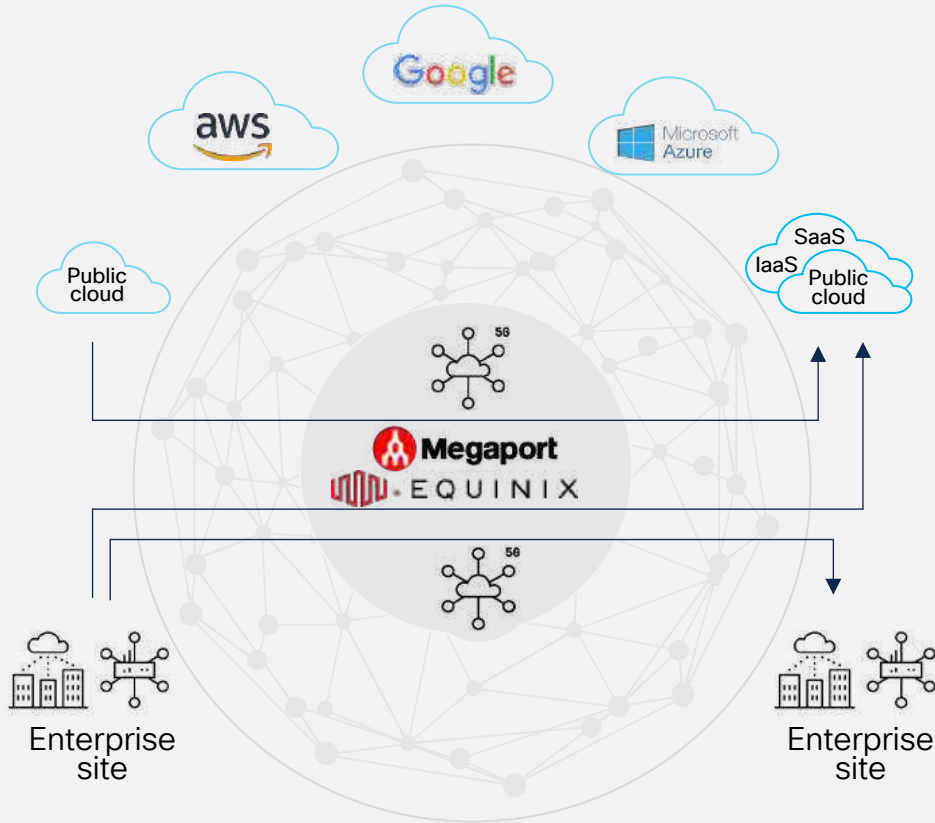
Enhanced protection, on premise and cloud-based. Securing access to applications and data from anywhere.



### AI/ML for Intelligent insights

Predictive Network | Long term trends | Multi layer insights. Providing a best-in-class digital experience

Partnerships and solution integrations with industry leaders to automate and optimize multi-cloud connectivity. Enabling secure, scalable, resilient, and geographically distributed WANs



CISCO SD-WAN FABRIC

Connect Cloud-to-Cloud | Site-to-Cloud | Site-to Site



Lower 5 year cost of WAN operations



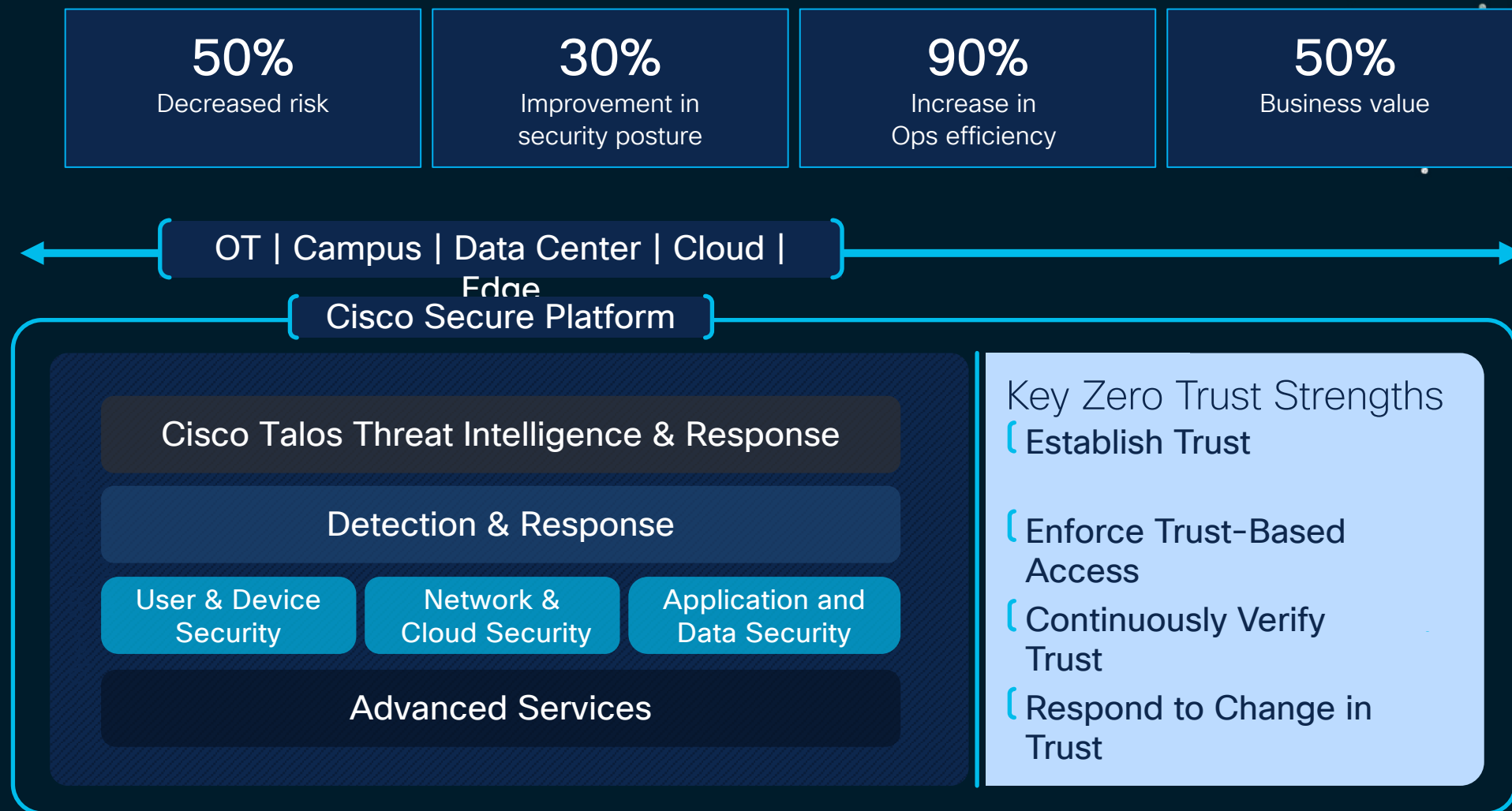
Faster to implement policy/configuration changes



Less unplanned downtime

# 05

## Zero Trust





# 06

## Cisco's XDR Solution



### XDR Product Launch

New product to simplify investigating incidents and enable security operations centers (SOCs) to immediately remediate threats.

Made to tackle the most pressing security operation challenges and the only vendor with a full XDR solution targeted at commercial and small midsize enterprise.

Available in Essentials, Advantage & Premier\*

\*Premier also bundles in (one single SKU) managed services

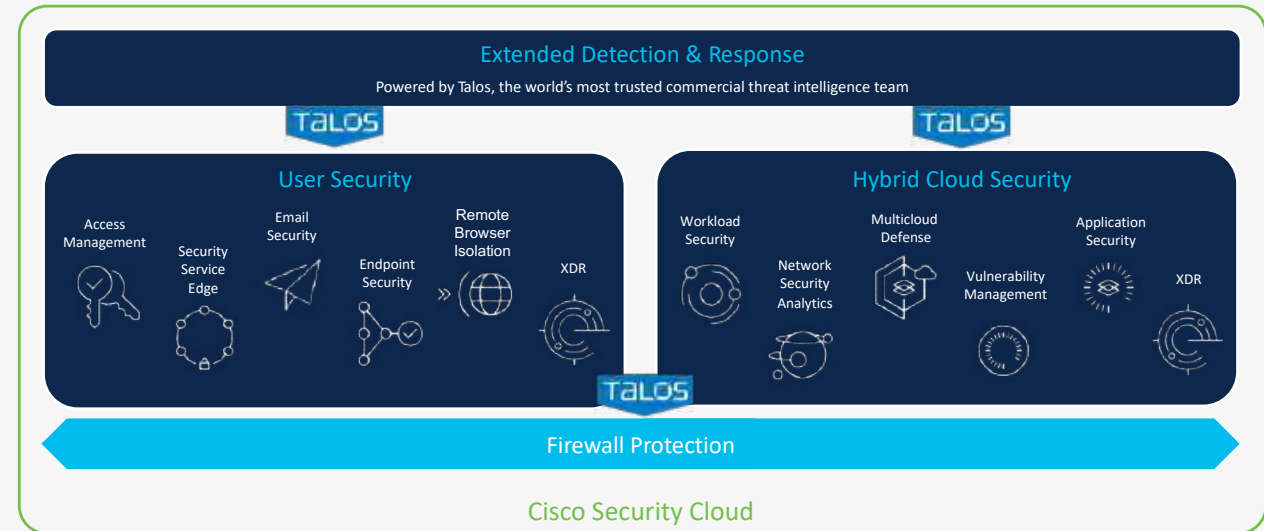
In a hybrid, multi vendor, multi vector universe:

- Complexity is enemy #1
- Everyone is an insider
- Attacks start from anywhere
- Alert fatigue is worse
- Hybrid Work is here to stay

The Total Economic Impact™ Of Cisco SecureX: Cost Savings And Business Benefits Enabled By SecureX, Forrester, July 2021



Cisco stops advanced threats with the broadest telemetry from the network to the endpoint combined with advanced AI and deep human insights from Talos.



DETECT MORE | ACT FASTER | ELEVATE PRODUCTIVITY |  
BUILD RESILIENCE

50%

Decreased risk &  
cost of data breach

90%

Reduction of analyst  
effort per incident

90%

Increase in  
secops efficiency

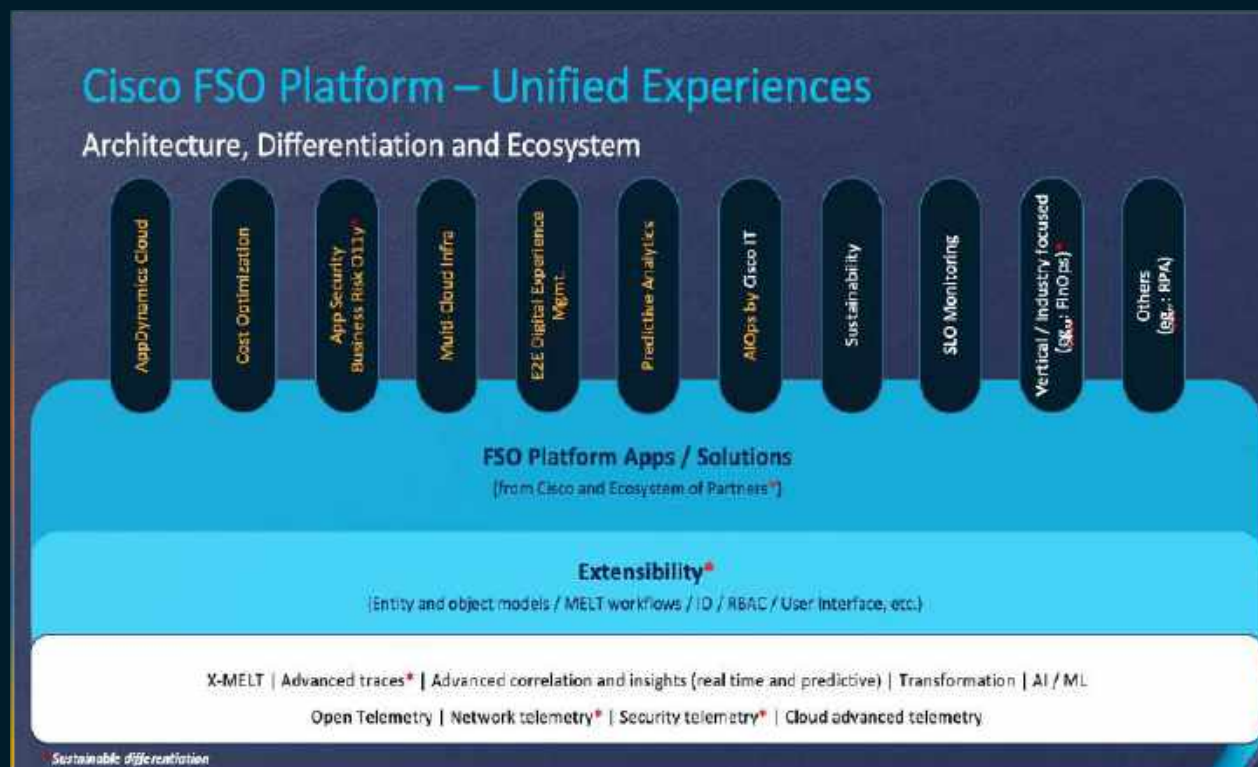
85%

Reduction of attack  
dwell times

The Value of Getting XDR Right

# 07

## Cisco Full Stack Observability Platform



Full  
Visibility



Meaningful  
Insights



Prioritized  
Actions



Cross domain insights  
and correlation



Faster  
Innovation



Business  
context



Entity based  
data modelling

# 08

## Sustainability with Cisco

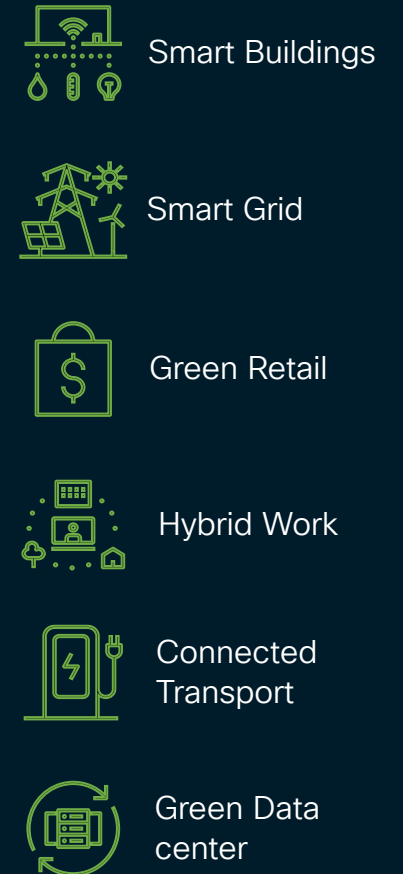
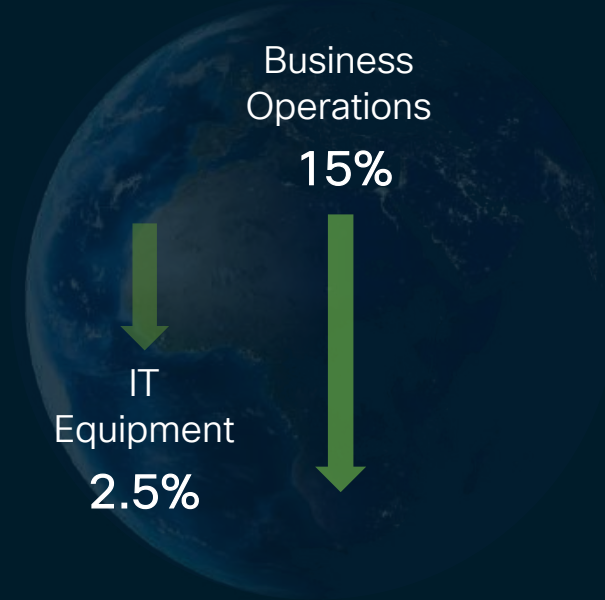
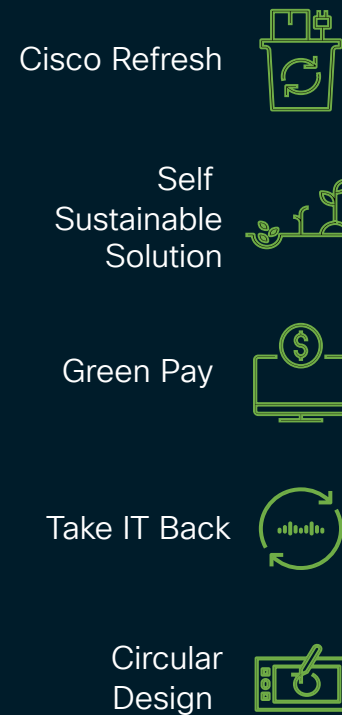
Developing technologies and ways of working that are more sustainable for the environment as well as for business.

**99.98%** Recycling & remanufacturing efficiency with Cisco Take IT Back

**5%** Extra incentive for boosting Circular IT with Cisco Green Pay

**39%** Reduction in energy consumption since smart building refurbishment at Cisco Office in Penn1

**20%** Reduction in energy consumption in store warehouse with cloud managed IoT sensors



# 8 Examples of Cisco's Purposeful Innovation

## 01 Transforming Workspaces

Truly making the hybrid work experience the best and most competitively priced

## 02 Evolve Your AI ML Networks with Cisco-Validated Design

Cloud networking & computing solutions that are simple, efficient & secure. Industry-first innovation, only from Cisco.

## 03 SDA Expansion with Full Stack

Building a modern secure agile network foundation for mission critical infrastructure

## 04 SD-WAN

The market leading platform providing the foundation for your SASE journey in a cloud-first world.

## 05 Zero Trust

Managed endpoints; unmanaged; on-premise, users, devices & things and select Cisco innovations

## 06 XDR

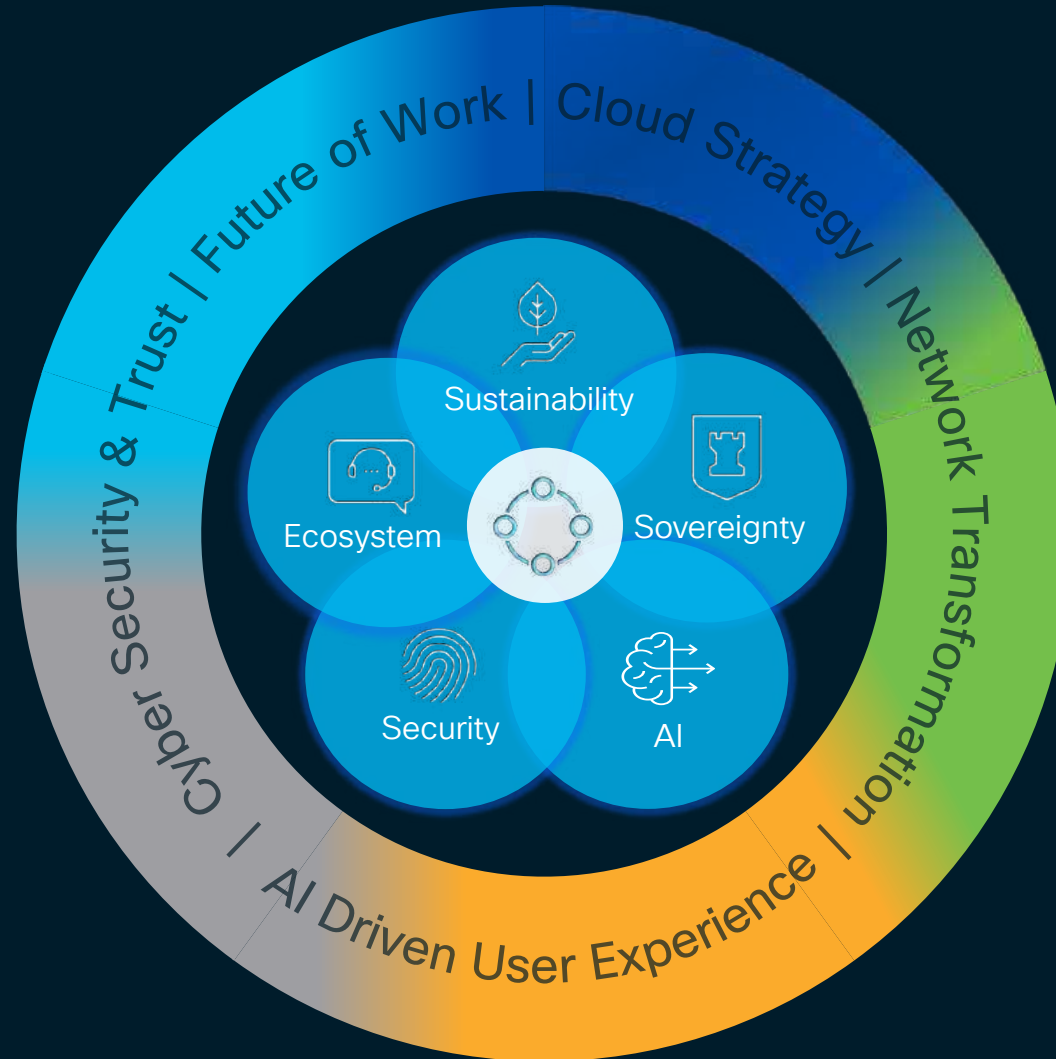
Cisco stops advanced threats with the broadest telemetry combined with advanced AI & deep human insights from Talos

## 07 Full Stack Observability

Previewed our vision for FSO Platform with APPD+TE, Sec+APPD used cases.

## 08 Sustainability

Silicon One, UPOE, Smart Buildings, Circular Design & Take Back





# Modern Foundation for a Digital Ready Enterprise



Future of Work



Cloud Strategy



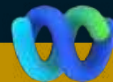
Security and Trust



Network Transformation



PLATFORMS



Webex



Nexus Dashboard



Intersight



DNA Center



Meraki



vManage



CX Cloud



APPLICATIONS

Webex Suite | AppDynamics | ThousandEyes | Spaces



SECURE

AMP | Umbrella | DUO | ISE | SNA | Firewall | Secure X | Talos



CONNECT

Networking | Data Center | SP Infra | Webex Devices

AIOPs



DevOps



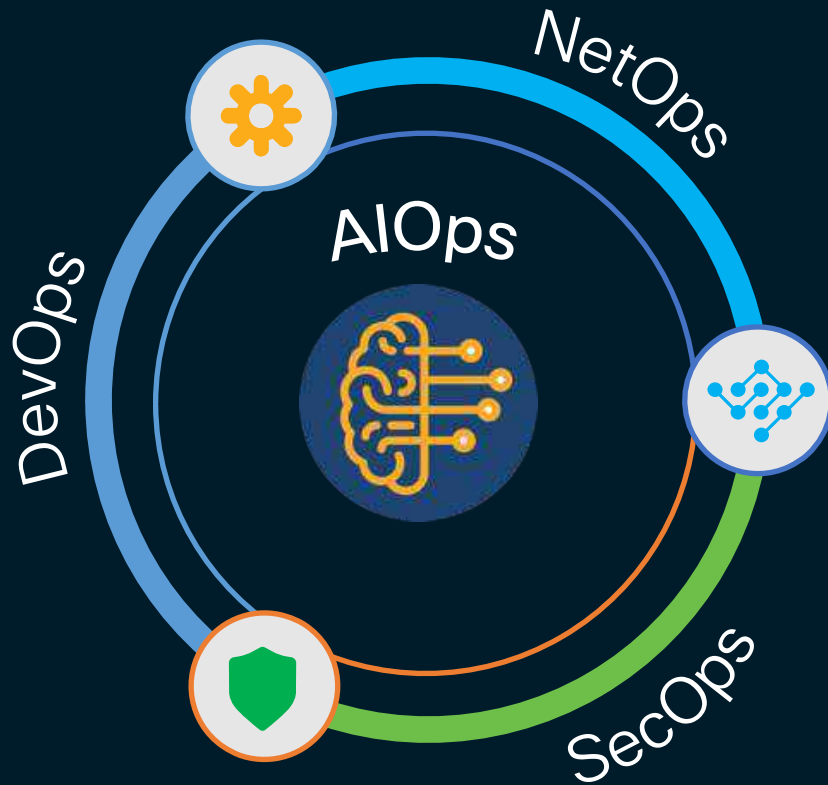
SecOps



NetOps



# Bring it together with a Connected Operating Model to improve efficiency, deliver outcomes, reduce risk



NetOps

Automation and workflows simplify building and maintaining large scale networks



SecOps

Classify endpoints, enforce security policies and mitigate threats with a complete workplace zero trust solution



DevOps

Integration and programmability for out-of-the-box connectors, open APIs and public SDKs



AIOps

AI/ML and insights ensure the health, performance and reliability of applications and infrastructure.



Only Cisco is innovating in hardware and software to drive digital transformation customer journeys.

---



The bridge to possible

# Empowering Your Enterprise for the New Internet Age

Mohit Lad, SVP/GM Network Assurance, Cisco | Co-founder, ThousandEyes

It started with a bet.





Datacenter



Cloud



App Stack



SaaS + API



Office



Home

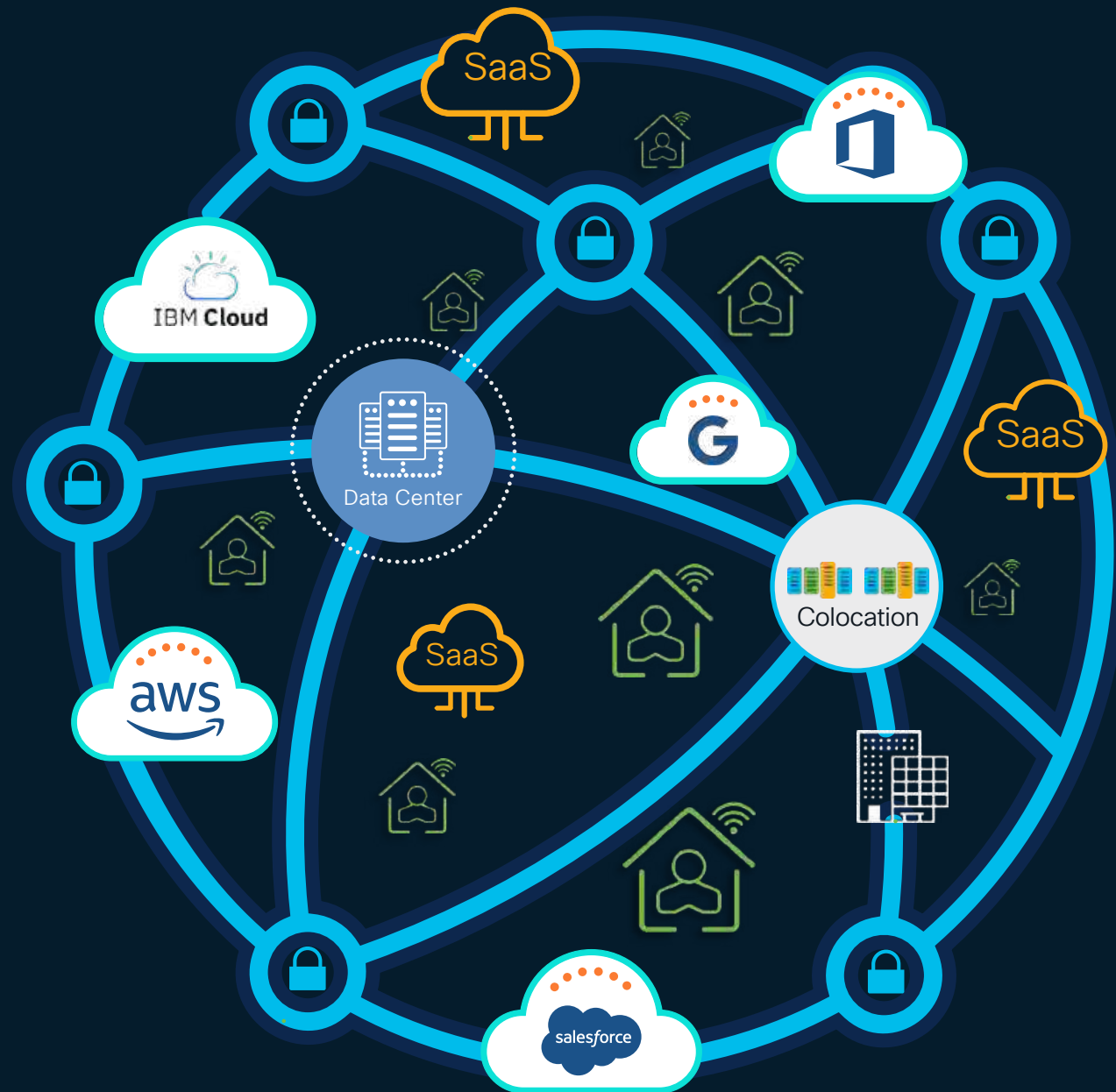


Network



Internet



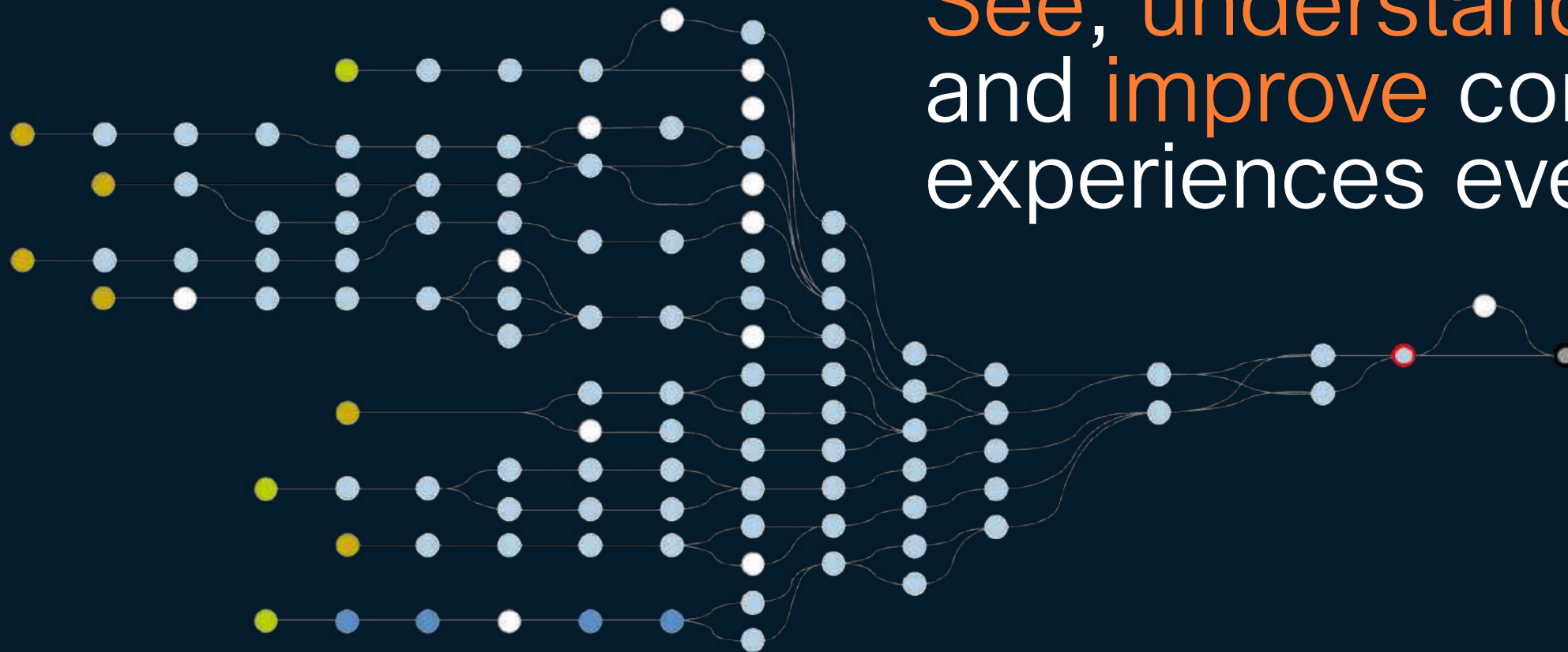




How do you ensure digital experiences  
when you don't control the network?



See, understand,  
and **improve** connected  
experiences everywhere







# Empowering **every** digital experience

Customers

Your Apps



Deliver stellar  
digital experiences  
to users

Workforce

Your People



Keep workers connected and  
enjoying seamless app  
performance

Enterprise

Your Infrastructure



Optimize and sustain  
the flow of your digital  
supply chain

**ThousandEyes**   
part of Cisco

# Seamless with Cisco

## Integration with Cisco Core Architectures

### Full Stack Observability (FSO)

ThousandEyes insights integrated into  
AppDynamics Dash Studio



**CISCO** *Connect*

### Hybrid Work

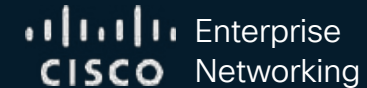
ThousandEyes Webex Vantage Points  
Automatic monitoring Webex sessions  
ThousandEyes insights in Webex Control Hub



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### Secure Access Service Edge (SASE)

ThousandEyes embedded in Cisco SD-WAN  
platforms + Catalyst 9000, Nexus 9000  
Simple, scalable agent admin through device  
management platforms





# Assuring the digitally connected future



# Ensure seamless digital connectivity



Broad Data Collection

Deliver ubiquitous  
visibility

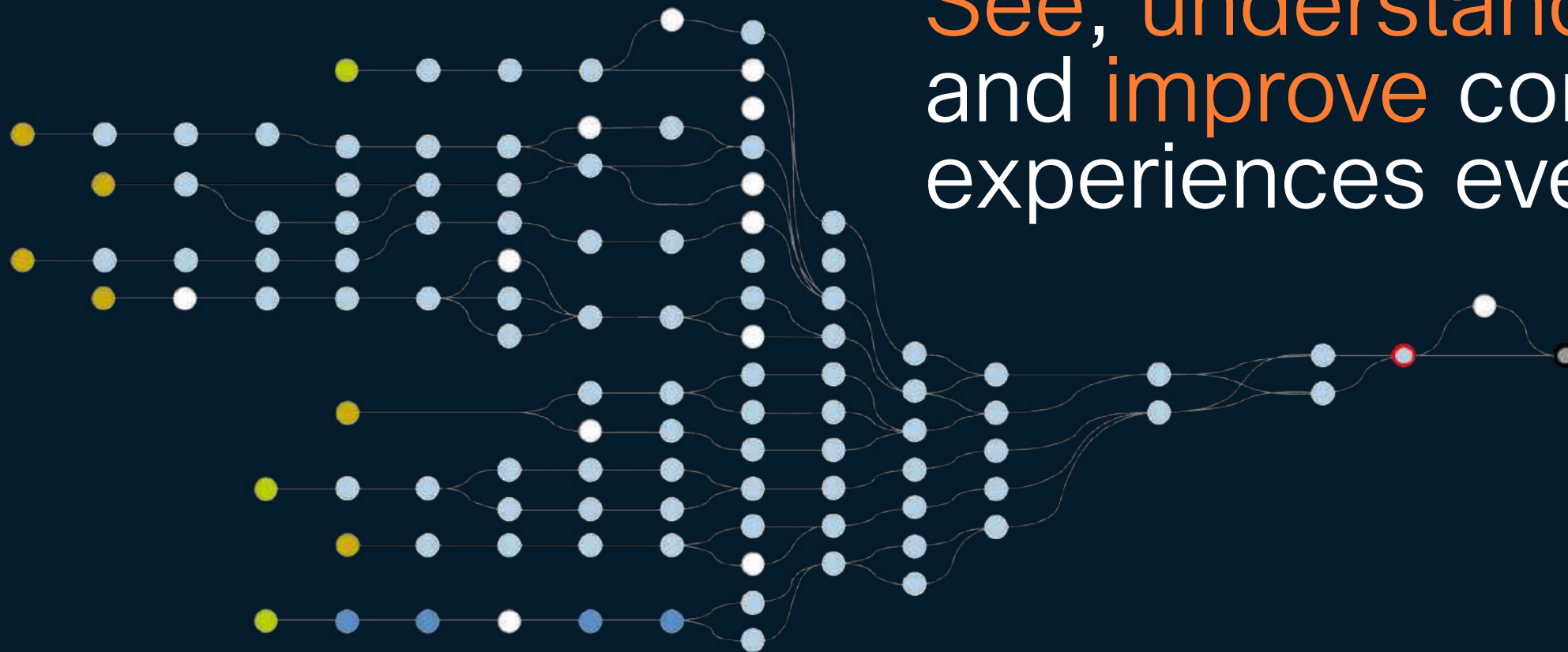
Proactive Intelligence

Identify and isolate  
issues quickly

Operational Workflows

Integrate with a  
connected ecosystem

See, understand,  
and **improve** connected  
experiences everywhere



# Ensure seamless digital connectivity



Mobile / Home



Wireless / Access / Routing



Datacenter / Service Provider



Internet



Cloud / App

Broad Data Collection

Proactive Intelligence

Operational Workflows



VPN Overlay [Add a filter](#)

Agents by **Network** [Interfaces by Network](#)

Forwarding Loss > 10 % ( 0 nodes ) [Link Delay > 100 ms \( 0 links \)](#)

Click a node or link [Quick selections by Info \(1\)](#)

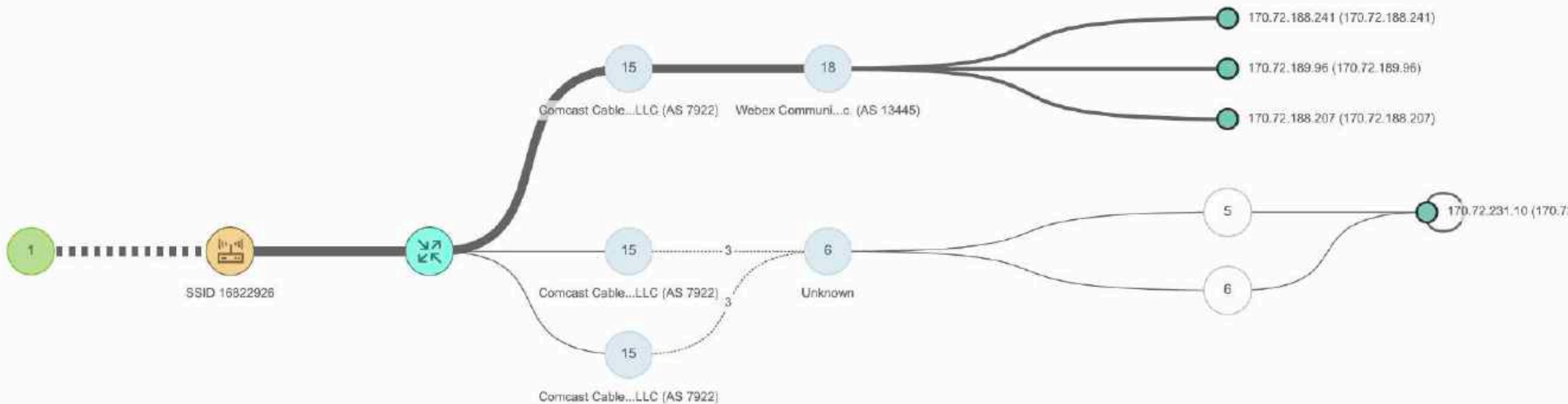
Showing data from Fri, May 12 15:15 - 15:20 UTC (May 12, 2023)

3 hops

Highlight nodes that match **all** / **any**

Node Labels by **None**

5e4ec...ddress 8a2fa9/16)



# New innovations to assure connected experiences across any network

## Visibility from Everywhere

### Meraki MX integration

Unparalleled Internet and SaaS visibility—at scale—from ThousandEyes vantage points on Meraki SD-WAN

### Webex RoomOS integration

Powerful insights into your Webex connections

## Faster Insights

### Event Detection

Auto-detects meaningful incidents so you can rapidly respond to what matters

### AWS Path Enrichment

Unmatched visibility into your cloud connections

## Seamless Workflows

### Cisco Secure Client Module

Simplified deployment of the ThousandEyes Endpoint Agent as a Cisco Secure Client module





**ThousandEyes**   
part of Cisco

Broad Data Collection

Deliver ubiquitous  
visibility

Proactive Intelligence

Identify and isolate  
issues quickly

Operational Workflows

Integrate with a  
connected ecosystem

See, understand,  
and **improve** connected  
experiences everywhere

# Continue your education



cisco *Connect*

## Come see us at the ThousandEyes booth

- Talk with some of our experts
- See demos
- Get a cool t-shirt!

“<https://www.thousandeyes.com/ko/>”

- Real-time Internet Outages map
- Internet and Cloud research
- Analysis of recent outages

## Get a customized ThousandEyes view

- Email ThousandEyes Sales Specialist Myles Lee ([myunglee@cisco.com](mailto:myunglee@cisco.com)) to learn more

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CISCO *Connect*

ALL IN

#CiscoConnect



The bridge to possible

# Keynote Closing

이종래 전무  
시스코코리아 시스템 엔지니어링 총괄

A decorative graphic in the top right corner consisting of numerous circles of varying sizes in shades of blue, teal, orange, and red, creating a cluster-like effect.

Theme: *If it's connected, it's secured*

# Secure, Sustainable and Digitally Connected Future

# Innovation In the Hybrid World



## Cisco's Purposeful Innovation

1. Transforming Workspaces
2. Evolve Your AI/ML Networks with Cisco-Validated Design
3. SDA Expansion with Full Stack
4. SD-WAN
5. Zero Trust
6. XDR
7. Full Stack Observability
8. Sustainability



# Empowering Your Enterprise for the New Internet Age



Ensure seamless digital connectivity

See, understand, and improve  
connected experiences everywhere

Broad Data Collection

Deliver ubiquitous  
visibility

Proactive Intelligence

Identify and isolate  
issues quickly

Operational Workflows

Integrate with a  
connected ecosystem

# Breakout Session

## 트랙 A. Secure Networking



- 사이버 보안 트렌드
- 보안 위협 가시성 및 대응 자동화
- 제로트러스트 아키텍처
- 애플리케이션 관점의 보안 및 관리

## 트랙 B. Future Enterprise



- ESG 경영을 위한 네트워킹 기술
- 하이브리드 업무 환경을 위한 콜라보레이션 솔루션
- 클라우드 콜링과 컨택센터
- IP+Optical 컨버지드 네트워크를 통한 차세대 전달망

## 트랙 C. Hyperscale Infrastructure



- 멀티 클라우드 네트워킹
- AI 시대, 성공적인 네트워크 전략
- IT/OT 컨버전스 아키텍처
- IT 인프라 운영 고도화

# 트랙 A. Secure Networking

보안 위협 동향 및 대응 방안과 언제 어디서나 안전한 제로트러스트 및 자동화 관리 방안, 애플리케이션 보안 솔루션 소개



사이버 보안 트렌드



보안 위협 가시성 및 대응 자동화



제로트러스트 아키텍처



애플리케이션 관점의 보안 및 관리

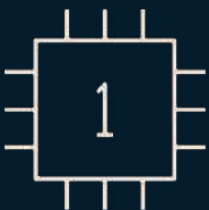
# 트랙 B. Future Enterprise



미래의 엔터프라이즈 인프라, 네트워크의 디지털 트랜스포메이션의 시작 !



AI가 탑재된 콜라보레이션 솔루션을 통한 하이브리드 워크 구현 방안,  
기업용 전화와 컨택센터까지 웹엑스 클라우드로 혁신해야 하는 이유



IP+Optical 컨버지드 네트워크를 통한 차세대 전달망

# 트랙 C. Hyperscale Infrastructure

거세지는 하이브리드 클라우드 요구에 따른 구축방안,  
Chat-GPT로 촉발된 초거대 AI 인프라를 위한 최적 인프라, IT/OT 컨버전스와 스마트 팩토리

기업의 멀티 클라우드  
네트워킹 준비하기



연결성  
Connectivity



운영 복잡성  
Complexity



지속가능성  
Sustainability

초거대 AI 시대,  
네트워크 아키텍처 새 판 짜기



신경망 통합  
Unified  
Network



비용 효율  
Cost Efficiency

지속가능성  
Sustainability

IT/OT 컨버전스 아키텍처를 통한  
스마트 팩토리의 진화



## Customer Experience :

복잡한 소프트웨어 기반의 비즈니스 산업에 민첩하게 대응할 수 있는 시스코 기술지원 서비스 소개

# 세션 중 궁금한 내용이 있다면?



시스코 솔루션  
상담 신청하기



온라인  
설문 참여하기



시스코 부스  
100배 즐기기





The bridge to possible

# 감사합니다.

CISCO *Connect*

#CiscoConnect

CISCO *Connect*

ALL IN

#CiscoConnect