

Cheat Sheet for comprehensive Cisco Sales Expert (CSE) - Security

****1. Cisco Security Portfolio Overview****

- **Cisco SecureX:** Unified platform for security operations.
 - **Features:**
 - Integrated visibility across all security tools.
 - Automated workflows for threat response.
 - Contextual insights from global threat intelligence.
- **Cisco Secure Firewall:** Next-generation firewall solutions.
 - **Models:**
 - **Cisco Firepower 4100/9300:** High-performance, scalable firewalls.
 - **Cisco ASA:** Adaptive Security Appliance for traditional firewall needs.
 - **Features:**
 - Intrusion Prevention System (IPS).
 - Advanced Malware Protection (AMP).
 - URL filtering and application visibility.
- **Cisco Secure Endpoint:** Endpoint protection and response (EDR).
 - **Features:**
 - Advanced malware detection and remediation.
 - Behavioral monitoring and threat hunting.
 - Integration with Cisco SecureX for unified visibility.
- **Cisco Secure Email:** Email security solutions.
 - **Products:**
 - **Cisco Email Security Appliance (ESA):** On-premises email security.
 - **Cisco Secure Email Cloud Mailbox (SECMB):** Cloud-based email security.
 - **Features:**
 - Advanced phishing and malware protection.
 - Data loss prevention (DLP).

- Secure email gateway with encryption.
 - **Cisco Secure Web:** Web security solutions.
 - **Products:**
 - **Cisco Umbrella:** Cloud-delivered secure internet gateway.
 - **Cisco Web Security Appliance (WSA):** On-premises web security.
 - **Features:**
 - DNS-layer security.
 - URL filtering and malware protection.
 - Cloud access security broker (CASB) capabilities.
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*****2. Key Features and Capabilities*****

- **Threat Intelligence:**
 - **Cisco Talos:** Global threat intelligence and research.
 - **Cisco Threat Grid:** Advanced malware analysis and threat intelligence.
- **Identity and Access Management:**
 - **Cisco ISE (Identity Services Engine):**
 - Policy-based access control.
 - Guest and BYOD management.
 - Integration with Cisco Secure Endpoint for device posture.
- **Cloud Security:**
 - **Cisco Secure Cloud Analytics (Stealthwatch Cloud):**
 - Cloud workload visibility and threat detection.
 - Integration with AWS, Azure, and Google Cloud.
- **Network Security:**
 - **Cisco Secure Network Analytics (Stealthwatch):**
 - Network traffic visibility and threat detection.
 - Behavioral analysis and anomaly detection.
- **Zero Trust Architecture:**

- **Cisco Secure Workload:**
 - Workload protection for cloud environments.
 - Integration with Cisco SecureX for unified management.
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*****3. Sales Tips and Best Practices*****

- **Customer Needs Assessment:**

- **Identify Pain Points:** Focus on security challenges like ransomware, phishing, and insider threats.

- **Use Cases:** Tailor solutions to specific use cases (e.g., remote work security, cloud migration security).

- **Solution Positioning:**

- **Tiered Offerings:** Present tiered solutions (e.g., basic, advanced, premium) to cater to different budget levels.

- **Value Proposition:** Emphasize total cost of ownership (TCO) reduction, ROI, and risk mitigation.

- **Technical Demos:**

- **Live Demonstrations:** Show real-time threat detection and response capabilities.

- **Integration:** Highlight seamless integration with existing infrastructure (e.g., Cisco DNA Center, Cisco SD-WAN).

- **Competitive Differentiation:**

- **Cisco SecureX:** Unified platform advantage over fragmented solutions from competitors.

- **Talos Intelligence:** Leverage Cisco's global threat intelligence for superior threat detection.

- **Post-Sale Support:**

- **Training:** Offer training sessions for IT staff on using Cisco SecureX and other security tools.

- **Ongoing Support:** Highlight Cisco's support services (e.g., TAC, proactive monitoring) for continuous security.

****4. Common Sales Scenarios****

- Scenario 1: Remote Work Security

- **Solution:** Cisco Secure Endpoint + Cisco Umbrella.

- **Key Benefits:**

- Protect endpoints from malware and phishing.
- Secure internet access for remote users.

- Scenario 2: Cloud Migration Security

- **Solution:** Cisco Secure Cloud Analytics + Cisco Secure Workload.

- **Key Benefits:**

- Visibility and protection for cloud workloads.
- Integrated threat detection and response.

- Scenario 3: Advanced Threat Protection

- **Solution:** Cisco Firepower + Cisco Threat Grid.

- **Key Benefits:**

- Advanced malware detection and analysis.
- Real-time threat intelligence integration.

- Scenario 4: Email Security

- **Solution:** Cisco Secure Email Cloud Mailbox.

- **Key Benefits:**

- Protection against phishing and malware.
- Secure email gateway with encryption.

****5. Quick Reference Guides****

- Cisco SecureX Workflow Automation:

- **Use Case:** Automate threat response.

- **Steps:**

1. Define workflow triggers (e.g., threat detection).

2. Add actions (e.g., isolate endpoint, block IP).
 3. Deploy and monitor workflows.
- **Cisco ISE Policy Configuration:**
 - **Use Case:** BYOD access control.
 - **Steps:**
 1. Create device profiles.
 2. Define access policies based on device posture.
 3. Deploy and enforce policies.
 - **Cisco Umbrella Deployment:**
 - **Use Case:** Secure internet access for remote users.
 - **Steps:**
 1. Deploy Umbrella Roaming Client on endpoints.
 2. Configure DNS policies for URL filtering.
 3. Monitor and adjust policies as needed.
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****6. Resources and Tools****

- **Cisco Security Portfolio Brochures:**
 - [Cisco SecureX Overview](<https://www.cisco.com/c/en/us/products/security/secure-x.html>)
 - [Cisco Firepower Brochure](https://www.cisco.com/c/en/us/products/collateral/security/firepower-ngfw/data_sheet_c78-734072.html)
 - [Cisco ISE Datasheet](https://www.cisco.com/c/en/us/products/collateral/security/identity-services-engine/data_sheet_c78-734072.html)
- **Sales Enablement Tools:**
 - **Cisco Sales Connect:** Online training and certification.
 - **Cisco Partner Help Desk:** Technical support for sales teams.
- **Customer Success Stories:**

- [Cisco SecureX Customer Success](<https://www.cisco.com/c/en/us/solutions/security/customer-success-stories.html>)
- [Cisco Firepower Case Studies](<https://www.cisco.com/c/en/us/products/security/firepower-ngfw/case-studies.html>)

This cheat sheet provides a comprehensive overview of the Cisco Security portfolio, key features, sales tips, common scenarios, and quick reference guides. Use this as a reference to effectively position Cisco Security solutions to meet customer needs.

By Ahmed Baheeg Khorshid

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