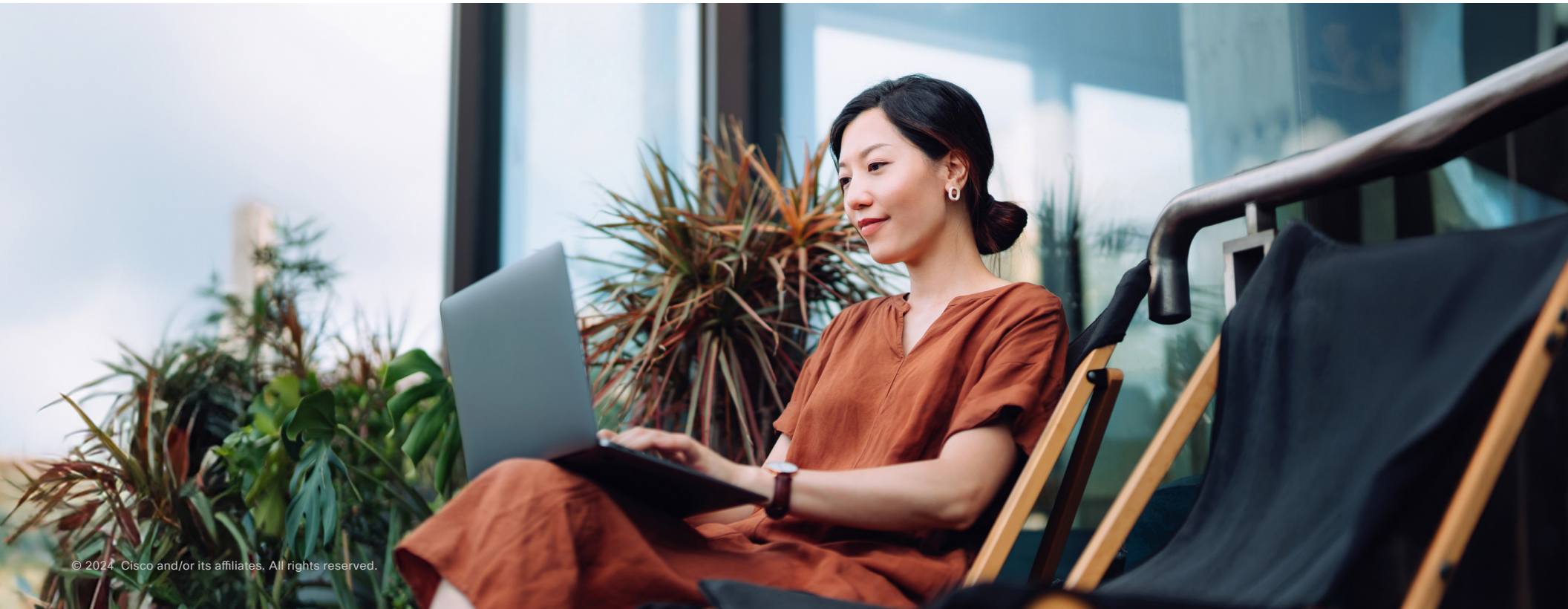
The bridge to possible

# Accelerate Zero Trust Adoption: Identity, Access, and Response



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## Benefits

- **Verify and continually protect identities against targeted attacks.** Implement phishing-resistant MFA while frustrating attackers - not users.
- **Enforce identity at the network level.** Build identity security into your network with visibility-driven network access control and segmentation.
- **Secure user access to apps anywhere.** Give users an exceptional user experience and protect access from any device to any app, anywhere.
- **Defend multi-clouds and workloads.** Gain multidirectional protection across public and private clouds, and block ingress, egress, and lateral movement.
- **Extend threat detection & response.** Optimize SOC team efficiency by leveraging generative AI to assist, augment, and automate workflows.



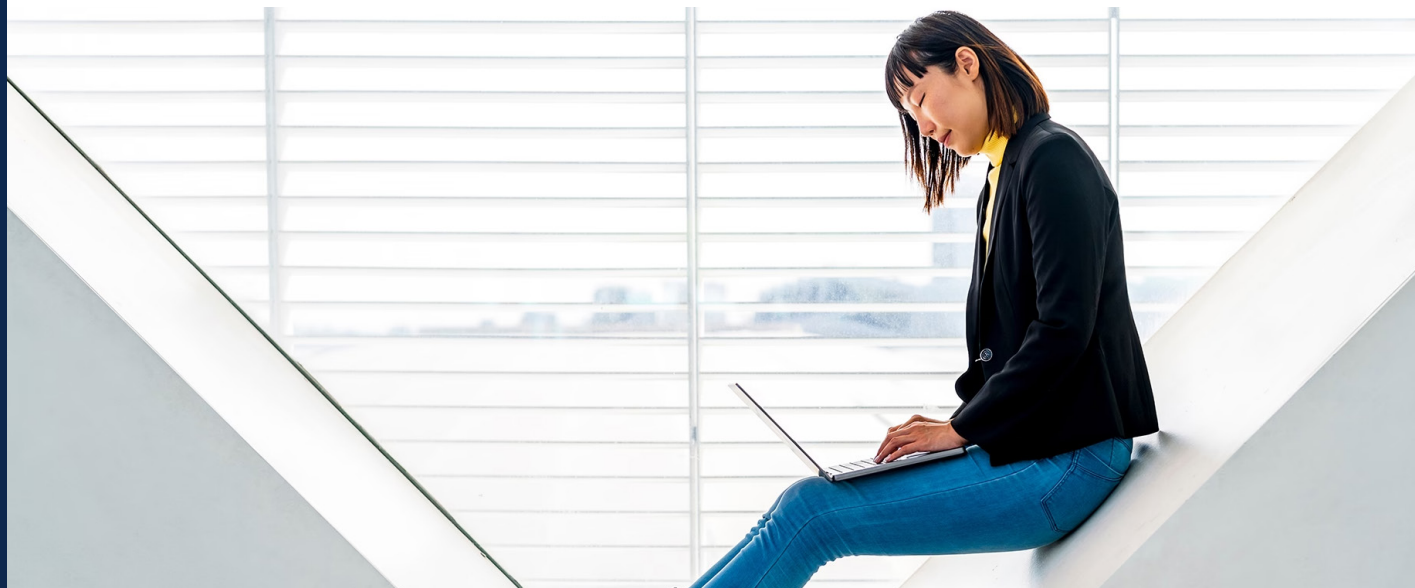
# Identity, access, and response: keys to unlock zero trust maturity

Considering the requirements in industry-approved standards set by CISA and NIST, no wonder organizations struggle with adopting zero trust everywhere – a wide variety of capabilities are required and no single vendor can truthfully claim to deliver every single requirement.

To ease zero trust adoption, Cisco offers a functional architecture for applying zero trust controls across these pillars: Identity, Access, and Response. Organizations must continually verify identity at every access decision – across users, devices, networks, clouds, and apps and - provide least privilege access for users, devices, networks, and apps.

And they can't stop there. They need to detect and respond quickly to threats before they spread – and the only way to do that reliably in this threat landscape is to do so with Generative AI and Machine Learning, informed by the latest threat intelligence.

Thankfully, Cisco delivers identity, access, and response capabilities across users, devices, networks, clouds, applications, and data to accelerate zero trust maturity. Our unified approach allows us to deliver outcomes for our customers faster and easier than point solutions.



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# How Cisco enables zero trust

| Identity | Access | Response |
| --- | --- | --- |
| ▪ User / device / service identity<br>▪ Identity intelligence<br>▪ Posture + auth mgmt<br>▪ Risk-based authentication | ▪ Unified access control<br>▪ SSE: ZTNA, VPN-as-a-Service, DLP, RBI, etc.<br>▪ Micro- and macro-segmentation | ▪ AI-powered extended detection and response<br>▪ Orchestrated remediation<br>▪ Integrated threat intelligence |

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# Cisco makes an ideal partner for zero trust. Here's why.

- **Data gravity.** More than 80% of internet traffic travels through Cisco gear. Having access to vast amounts of data enriches security visibility and analytics, and supports a vibrant ecosystem. After all, the more data you have access to analyze, the more informed your access policies can be.
- **Continuous policy enforcement.** A key aspect of zero trust. After all, operating in silos or based on the type of OS or whether the app is on-premise or in the cloud is not a scalable strategy. Cisco is one of the few zero trust vendors with the breadth of capabilities to serve as a bridge across identities, devices, clouds, networks and applications.
- **AI insights.** Our AI-driven analytics help to identify anomalous patterns that might indicate a security breach, thus enforcing zero trust principles with context-aware security posture, which is crucial for organizations seeking to implement zero trust amidst escalating threats.
- **Advanced Services.** Our CX team supports zero trust adoption via our Zero Trust Strategy and Analysis service so our customers become successful integrating our technologies effectively into their existing environments.

Along with our vast partner ecosystem and Cisco Talos Threat Intelligence, Cisco helps customers unlock zero trust outcomes.


- Data gravity
- Continuous policy enforcement
- AI-driven insights

To learn more, visit

[cisco.com/go/zero-trust](cisco.com/go/zero-trust)



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