Cisco Recognized for

2021

Market Leadership

Global Network Firewall Industry

Excellence in Best Practices

FROST & SULLIVAN

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria for each nominated company. Cisco Systems excels in many of the criteria in the network firewall space.

Securing Enterprise Networks with Cloud and On-premise Firewalls

Network firewalls are a critical line of defense in securing enterprise networks and protecting their vital data. The rapid transition to cloud infrastructure makes managing networks quite complex and cumbersome, leaving security and information technology (IT) teams with the overwhelming task of determining proper restrictions and access. Additionally, with many employees working from home during the COVID-19 global pandemic (and the likelihood that this trend will become the new normal), there is an increase in the need for traffic visibility of employees' connected devices to secure an enterprise network. Properly bridging the gap from physical on-premises network firewalls that protect traditional data centers to virtual firewalls, best suited for the cloud infrastructure, can prove challenging for enterprises. Firewall vendors must provide a robust security solution that improves traffic visibility for hybrid environments.

Since 1984, Cisco Systems (Cisco) has served as a leading technology enterprise. With headquarters in San Jose, California, the company has global recognition and respect from leading technology enterprises. Cisco specializes in developing and manufacturing products and services such as networking, software, Internet of Things, data centers, and security. The company offers robust on-premise firewall solutions, and is actively growing its virtual and containerized firewall capabilities that seamlessly integrate with its SecureX platform and its broader security portfolio. Furthermore, Frost & Sullivan observes how Cisco's strategic vision for the evolution of enterprises towards a secure access

service edge architecture, commonly known as SASE, ensures the company's foothold on supporting organizations through their network firewall and broader digital transformation journey.

Robust Firewall Solutions for Evolving Enterprise Networks

Traditional on-premises firewalls have limits in their capabilities and cannot keep pace with the emerging trend of cloud or hybrid use cases, lacking a deep understanding of modern applications. Additionally, as branch and remote users grow, security and IT teams require greater visibility and access control. Cisco has set out to achieve several goals to ensure its security portfolio can equip enterprises with reliable firewall capabilities. Cisco Secure Firewall is the foundation of the company's security platform that defends networks against threats, has unique capabilities for protecting applications and their workloads, and provides comprehensive visibility and reliable policy management, and integrates capabilities to expand threat prevention throughout physical, virtual, and hybrid enterprise environments.

Cisco Secure Firewall is available in the company's virtual, containerized, and physical appliances. The series serves a range of organizations from small businesses to large service providers. While the 1000 Series appliance suits smaller organizations and small branch offices, the 2100 Series addresses the needs of large branches and commercial enterprises. The 4100 Series appliances are optimal for large campuses and data centers, and the 9300 appliance is best-suited for service providers and high-performance data centers. In addition, Cisco offers virtual firewalls for private and public cloud environments and hyperconverged infrastructure. In 2021 Cisco introduced Secure Firewall Cloud Native, a lightweight containerized firewall ideal for securing Kubernetes environments. The company's firewalling extends to SASE cloud delivered Cisco Umbrella firewalls, and Meraki firewalls for lean IT environments. The company's range of security offerings provide robust cloud-edge perimeter protection, broad visibility, zone segmentation, and application microsegmentation capabilities within data centers and cloud environments.

> *"The company offers robust on-premise firewall solutions, and is actively growing its virtual and containerized firewall capabilities that seamlessly integrate with its SecureX platform and its broader security portfolio. Furthermore, Frost & Sullivan observes how Cisco's strategic vision for the evolution of enterprises towards a secure access service edge architecture, commonly known as SASE, ensures the company's foothold on supporting organizations through their network firewall and broader digital transformation journey."*
>
> ***- Elizabeth Whynott,***
> ***Best Practices Research Analyst***

Unified Management for Cloud and On-premises Firewalls and Security Integration for Wider Network Visibility

Many network firewall providers find it quite challenging to keep up with the growing need to manage the security of hybrid environments. As more and more enterprises move towards branch and remote locations, network security teams will require guidance in transitioning from physical to virtual network security.

Cisco properly recognizes the growing cloud adoption and need of enterprises to migrate their security

from on-premises firewalls to virtual appliances. The company's security portfolio is built around this understanding of clients' needs and aids in delivering a seamless transition experience to enterprise customers. The Cisco Secure Firewall Management Center is a complete and unified management system for firewalls, application control, intrusion prevention, URL filtering, and malware protection. The company provides simplicity in use and consistency, with both cloud and on-premises solutions sharing security and access policies, configurations, and analytics components. Many industry leading cloud providers have made the transition to Cisco purely due to the simplicity of the company's security management tools. The company maintains operational simplicity with a new user interface, user-friendly health monitoring dashboard, real-time event viewer, as well as easier and faster deployments, installations, and upgrades.

In addition, with multiple access points, security and IT teams need greater visibility along with better access and restriction capabilities. To that end, Cisco has improved firewall visibility from the multiple sources that access enterprise networks (e.g., users, connected devices) to meet the needs of modern enterprises, enabling security and IT teams with more information and tools for network traffic enforcement.

> *"The unification capabilities of the SecureX platform enable quick threat investigation and incident management with complete device inventory and awareness. With Cisco's integrated security portfolio permeating enterprises to provide much-needed visibility and control across the full security stack, Cisco's firewall security solutions are being widely adopted, and its growth is continuing year-over-year."*
>
> ***- Elizabeth Whynott,***
> ***Best Practices Research Analyst***

In light of the growing complexity of multicloud environments and threats, security teams also need to correlate telemetry from several security controls to gain a comprehensive understanding of attacks. Cisco's extended detection and response (XDR) and orchestration platform, Cisco SecureX, connects the Cisco Secure portfolio that protects critical attack surfaces such as users, connected devices, networks, endpoints, and applications. The SecureX platform license entitlement is included with Secure Firewall and provides the means to integrate a range of vital security controls, for firewalls, endpoints, and users, for comprehensive visibility, enabling XDR. In addition, the platform can automate routine tasks using common prebuilt workflows and allows security teams to build their own workflows to respond to attacks more effectively. The unification capabilities of the SecureX platform enable quick threat investigation and incident management with complete device inventory and awareness. With Cisco's integrated security portfolio permeating enterprises to provide much-needed visibility and control across the full security stack, Cisco's firewall security solutions are being widely adopted, and its growth is continuing year-over-year.

Meeting Enterprise Needs with Flexibility, Training, and a Focus on Utilization

In a world with rapid technological iterations, it is difficult for security and IT teams to maintain up-to-date firewall security and visibility. Network firewall providers must take measures to ensure enterprise customers' investment is not limited throughout the product's life. Cisco's new tiered subscription licensing model for its products and services gives customers flexible options and low-entry price points,

providing them with assurance their security investment is protected. As enterprise clients move towards a more virtualized security control environment, Cisco provides them with flexibility and cost-efficiency to deal with rapid changes in security expectations. The ever-changing process of adoption and deployment also provides customers with the ability to remain agile in a dynamic market.

Cisco's broad security portfolio enables enterprises with flexibility to customize their network firewall for their exact security and regulatory needs. The company also realizes the importance of security teams fully utilizing the capabilities of its security portfolio offerings and provides clients with online training and certification courses. These trainings and certifications enable clients with the information necessary to realize the functionalities of its security tools. To further improve product utilization, Cisco's development teams doubled the production of product features over the past year, increasing its Net Promoter Score by 20 points. Additionally, within the last year, Cisco's firewall offerings have led to a five-time increase from the previous year in migration from leading competitors by companies and have generated 23% growth in the latest quarter. While the COVID-19 pandemic accelerated digital transformation initiatives, growing Cisco's virtual unit utilization by 400%, Frost & Sullivan notes that the company is maintaining this growth due to the continued cloud adoption and the emergence of hybrid use cases.

Conclusion

The need for broader security of assets is necessary as enterprises make the complex transition towards hybrid and multicloudinfrastructure. These transitions often leave security, information technology, and application teams with poor security visibility and difficulty determining proper controls and policies for their enterprise.

Cisco Systems offers a robust on-premises firewall solution and is continually improving its virtual and containerized firewall capabilities that easily integrate with Cisco's SecureX open XDR and orchestration platform and its extensive security portfolio. The company's unified control center enables security, information technology, and application teams with end-to-end network access and security control capabilities, including cloud-edge perimeter protection, improved network visibility, zone segmentation and microsegmentation within data centers and cloud environments, policy discovery, and compliance. Cisco System's commitment to improving its user interface has improved the utilization of the company's virtual business by 400%, improved its Net Promoter Score by 20 points, and led to the transition of numerous high-value customers from competitors. Additionally, Cisco Systems provides a tiered subscription licensing model, giving customers flexible security options at competitive price points.

With its strong overall performance, Cisco Systems earns the 2021 Frost & Sullivan Global Market Leadership Award.

What You Need to Know about the Market Leadership Recognition

Frost & Sullivan's Market Leadership Award recognizes the company that achieved the greatest market share resulting from outstanding performance, products, and services.

Best Practices Award Analysis

For the Market Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Growth Strategy Excellence: Company demonstrates an ability to consistently identify, prioritize, and pursue emerging growth opportunities

Implementation Excellence: Company processes support efficient and consistent implementation of tactics designed to support the strategy

Brand Strength: Company is respected, recognized, and remembered

Product Quality: Products or services receive high marks for performance, functionality, and reliability at every stage of the life cycle

Product Differentiation: Products or services carve out a market niche based on price, quality, or uniqueness (or some combination of the three) that other companies cannot easily replicate

Technology Leverage: Company is committed to incorporating leading-edge technologies into product offerings to enhance product performance and value

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers are proud to own the company's product or service, and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and of high quality

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

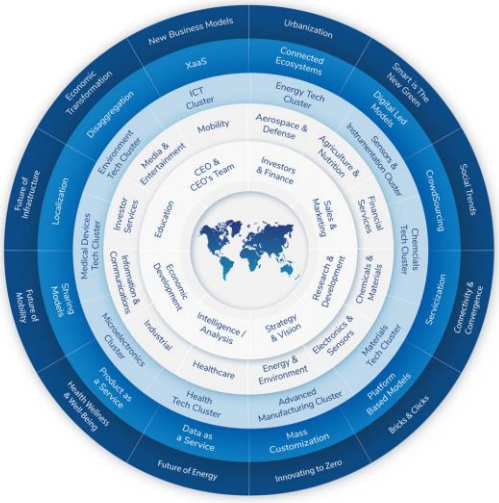
Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.
Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous flow of Growth opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.



Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)