

Safeguarding Your Organization: Cisco Email & Web Security Play

Why Should I Care About Web and Email Security?

Email and web security are critical components of a holistic security strategy and represent a multibillion-dollar market worldwide. A study by the Radicati Group found that spending on email security is expected to grow worldwide from US\$6.6 billion in 2013 to over \$7 billion in 2014¹. The Cisco “Safeguarding Your Organization” play gives you everything you need to make the most of this \$2.5 billion² global opportunity. It can help you:

- Secure your installed base
- Boost margins
- Decrease customer complexity, and optimize investment (OpEx and CapEx)
- Up-sell more security and services
- Improve flexibility to meet customer needs
- Enhance customers’ business continuity

A Complete Web and Email Security Solution

Cisco provides a powerful set of world-class security solutions designed to meet the demands of any organization. They’re available on the widest range of devices in the market:

- **Purpose-built appliances:** [Cisco® Web Security Appliance \(WSA\)](#)
- **Virtualized devices:** [Cisco Web Security Virtual Appliance \(WSAV\)](#)
- **Cloud-based services:** [Cisco Cloud Web Security \(CWS\)](#)
- Integration with the network infrastructure, such as on the [Cisco Integrated Services Router Generation 2 \(ISR G2\)](#)
- **Built into Cisco’s family of next-generation firewalls:** [Cisco ASA 5500-X Series](#)
- **Integrated into the most-deployed VPN tool:** [Cisco AnyConnect® Secure Mobility Client](#)
- **Email security:** [Cisco Email Security Appliance \(ESA\)](#) and Cisco Email Security Virtual Appliance (ESAV)
- [Cisco Cloud Email Security](#)
- [Professional and Technical Support Services](#) to compliment your service portfolio and accelerate the ASA Migration with planning, design, and on-going network intelligence.



Flexible Deployment Options

Cisco’s market-leading email and web security solutions can be easily deployed anywhere across the distributed network environment.

Simplified Licensing

Regardless of implementation, all of Cisco’s web security solutions come in two basic licenses:

- Web Security Essentials provide the critical set of web security features any organization needs to protect its assets, including Application Visibility and Control, URL filtering, and the ability to judge the reliability and reputation of web destinations or applications.
- Advanced Web Security, for organizations that need a true web security gateway, adds powerful tools such as multiple anti-malware scanning and advanced data loss prevention engines to help ensure that critical resources stay protected.

Regardless of implementation, all of Cisco’s web security solutions come in the following bundles.

¹Email Security Market, 2010-2014. The Radicati Group. Retrieved from www.radicati.com/wp/wp-content/uploads/2010/05/Email-Security-Market-2010-2014-Executive-Summary.pdf.

²Content Security Gateway Appliances, Software, and SaaS Quarterly Worldwide and Regional Market Share, Size, and Forecasts: 2Q13, Infonetics Research.

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Cisco email and web security solutions are available through flexible licensing bundles (Tables 1 and 2).

Table 1. Cisco Web Security Solutions

| Bundle | License | Includes |
|--|--------------|--|
| Cisco Web Security Essentials | WSA-WSE-LIC= | Provides protection and control of an organization's web traffic using URL filtering, reputation, and application visibility and control technologies (Web Usage Controls + Web Reputation + Software Subscription Support); includes license for Web Security Virtual Appliance |
| Cisco Web Security Anti-Malware | WSA-WSM-LIC= | Combines Cisco Web Reputation with deep content scanning (Web Reputation + Sophos Anti-Malware + Webroot Anti-Malware + Software Subscription Support); includes license for Web Security Virtual Appliance |
| Cisco Web Security Premium | WSA-WSP-LIC= | Combines URL filtering defense with deep content scanning (Web Usage Controls + Web Reputation + Sophos Anti-Malware + Webroot Anti-Malware + Software Subscription Support); includes license for Web Security Virtual Appliance |

Table 2. Cisco Email Security Solutions

| Bundle | License | Includes |
|------------------------|-------------|---|
| Inbound bundle | ESA-ESI-LIC | Antispam, Sophos antivirus, virus outbreak filters, clustering |
| Outbound bundle | ESA-ESO-LIC | Data loss prevention (DLP), compliance, email encryption, clustering |
| Premium bundle | ESA-ESP-LIC | Antispam, Sophos antivirus, virus outbreak filters, DLP, compliance, email encryption, clustering |

For any of these solutions—appliance or cloud—Cisco provides a simple-to-use, single UI management and reporting tool for complete visibility and control.

Stacking Up Against Competitors

Table 3. Web Security Competitor Comparison

| Attribute | Cisco | Websense | Zscaler | Blue Coat |
|---|-------|----------|------------------|-----------|
| Multiple deployment models (appliance, virtual, cloud, hybrid) | Yes | No | No | No |
| Zero-day anti-malware solution | Yes | No | No | No |
| Simplified deployment and management | Yes | No | No | No |
| Complete web security with a single appliance or cloud interface | Yes | No | No | No |
| Reputation filtering | Yes | No | Yes, but minimal | No |

Table 4. Email Security Competitor Comparison

| Attribute | Cisco | Microsoft | McAfee | Proofpoint |
|--|-------|--------------------|---------------------------------|------------|
| Virtual edition | Yes | Cloud-only service | Yes | Yes |
| Runs malware engines concurrently | Yes | It's a black box | No | No |
| Multiple antispam engines | Yes | No | No | No |
| Mobile encryption | Yes | Voltage | No | Yes |
| Outbreak filters | Yes | No | Limited within antivirus engine | Limited |

For more information, please refer to the competitive information in [Partner Marketing Central](#).

Cisco Services

Professional and Technical Support Services

Cisco email and web security solutions include professional and technical support services that can increase the availability, reliability, and performance of your customers' secure infrastructure. Enhance your market differentiation and role as a trusted business advisor.

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Cisco Branded Services

[Cisco Security Planning and Design Service](#): Deploy a robust security solution, quickly and cost-effectively, by creating an integrated defense system.

- [Cisco Services for Email and Web Security](#) support you as you add these devices to your network and manage them as a part of your overall security strategy.

Cisco ASA Migration Service: Cisco can help partners and their customers with ASA migration. This service includes remote or onsite services, or a combination of the two, depending on the business needs and preferences.

- [Security Optimization Services](#)
- [SMARTnet](#) and [Smart Net Total Care](#) Technical Support Services

Collaborative Technical Support Services: [Collaborative Services](#) help you deliver compelling and customized service offerings that help set you apart from competitors, uncover new opportunities, and increase customer loyalty and peace of mind. Learn more at www.cisco.com/go/partnerservices

Customer Offers

Fixed-Discount Competitive Trade-In Program

Take advantage of the [Cisco Email Security Competitive Technology Migration Program](#) or [Cisco Web Security Competitive Technology Migration Program](#) when migrating a customer from a competitive solution to a Cisco solution. The program provides partners with a 15 percent stackable discount on email and web security products when your customer trades in existing email or web security solutions.

Complete information, including details on stackable discounts, restrictions, and the Certificate of Non-Use, is available at:

[Email Security Competitive Equipment Exchange](#)

[Web Security Competitive Technology Migration Program](#)

Note: Special offers of an additional 15 percent off are also available for trading in legacy ASA 5500 Series appliances for new [ASA 5500-X Series Next-Generation Firewalls](#).

Cisco Try and Buy Program

The Try and Buy Program provides customers with a free 90-day trial of Cisco email and web security technology.

Try and Buy Program details:

- An ongoing, global opportunity
- Specific Cisco email and web security solution SKUs are eligible
- Applies to partners who have accepted the [Try and Buy Legal Terms and Conditions](#) in the [Partner Program Enrollment \(PPE\)](#) tool
- Try and Buy is a 90-day trial with an automatic invoice on the 90th day unless the products are returned or approved for extension. The program is not a product loan, and local policies and procedures must be followed as applicable.

Cisco Web Security Virtual Appliance Try and Buy

Cisco now provides a 45-day virtual appliance demonstration option for customers. To provide a virtual email or web security appliance demonstration for your customers, follow the three simple steps outlined below:

1. Fill out the ESAV/WSAV 45-day demo license request form at <https://tools.cisco.com/SWIFT/LicensingUI/demoPage>.
2. Download the ESAV or WSAV software image:
 - The Web Security Appliance is available at <http://software.cisco.com/download/navigator.html?mdfid=284806698>.
 - The Email Security Appliance is available at <http://software.cisco.com/download/navigator.html?mdfid=284900944>.
3. Load the software image onto the appropriate server and apply the license. Several different models are available, with different hardware resource allocation requirements. One software license can be applied to as many virtual appliances as needed.

Documentation: Documentation for the virtual appliances is available at the following links:

- [Cisco Content Security Virtual Appliance Installation Guide](#) (for WSAV and ESAV)
- [Cisco Web Security Virtual Appliance User Guide](#)
- [Cisco Email Security Virtual Appliance User Guide](#)



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Cisco SMARTnet Service 3-for-2

Purchase three years of Cisco SMARTnet® 8x5 next-business-day technical support service for roughly the price of two years (Cisco suggested resale price) for selected products. The promotion is valid on Limited Lifetime Warranty and Enhanced Limited Lifetime Warranty products and on many products included in the Fast Track program. The Cisco distributor and partner set the actual price.

For more information, visit www.cisco.com/web/partners/incentives_and_promotions/smartnet_3_for_2_promo.html.

Cisco Financing Solutions

Cisco Capital® can tailor financing solutions to your customers' business needs. That means they can access Cisco technology faster and see the business benefits sooner.

[Cisco Partner Process \(United States and Canada\)](#)

[Cisco Capital Customer At-a-Glance \(United States and Canada\)](#)

Or contact your Cisco representative to find out more about Cisco Capital financing solutions for your location.

Marketing Demand Generation Materials

Visit [Partner Marketing Central](#) for marketing materials to help you drive the "Safeguarding Your Organization" play.

Additional Resources

[Partner Education Connection](#)

[Cisco Support Community](#)

[PDI Helpdesk](#)

[Partner Helpline](#)

[Secure Web Gateways Magic Quadrant report](#)

[Mitigating Web Threats white paper](#)

[The Value of Selling Cisco Technical Services – Accelerate Training](#)

[PAM/CAM Locator Tool](#)

[Cisco Partner Services](#)

[Cisco Email Security Appliance](#)

[Mitigating Email Virus Attacks white paper](#)

[Email Security Magic Quadrant report](#)

[Cisco ASA 5500-X Series: Why Upgrade?](#)

Sales Resources

Partner Offers

Partner Incentives

Special incentives may be available for selling Cisco web security solutions. Contact your Cisco partner account manager for more information about conditions and timing.

Cisco Value Incentive Program (VIP)

Get rewarded for focusing your practice on technologies that are part of Cisco architectures, such as data center, collaboration, and Borderless Networks. Get a 5 to 15 percent financial reward on the Cisco ASA 5500-X Series.

See www.cisco.com/go/vip.

Cisco Opportunity Incentive Program (OIP)

Get rewards for actively identifying, developing, and winning new business opportunities when selling Cisco technologies. Receive deal protection and incentives when you register new business opportunities through OIP.

See www.cisco.com/go/oip.