



# Why Your Peers Are Choosing Cisco Simple IT



## Giving the Status Quo the Old Heave Ho

And to think – you were this close to changing your major to accounting.

The new OS is all catawampus. Support tickets are flying in faster than invites for standing weekly meetings. That ransomware-prevention rollout is two weeks past deadline. And dealing with your gazillion IT vendors is like speed dating. **Or, as you call it, Wednesday.**

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## The State vs. IT

How did we get here? You defending yourself and your team against the pressures of IT business demands. We enter into evidence, **Exhibit A:**

All Rise	You May be Seated
<ul style="list-style-type: none"> <li>• The number, types and severity of security risks</li> <li>• Connectivity demands</li> <li>• More apps and innovations</li> <li>• Cloud adoption</li> <li>• Data storage/management needs</li> <li>• New skills to master</li> <li>• Demand for better employee and customer experiences</li> <li>• Move to the managed model, which means more vendors</li> <li>• The prominence of IT in the business</li> </ul>	<ul style="list-style-type: none"> <li>• IT headcounts</li> <li>• IT budgets</li> <li>• Availability of IT expertise</li> <li>• Business patience</li> </ul>

So how will you create a future where your department conquers these challenges and meets the increasing pressure with agility and grace? Drumroll please...



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## Simple IT to the Rescue

Some French guy once said, "Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away." (Google it. Author Antoine de Saint-Exupéry. Cool name.)

We agree with the good monsieur's premise. What if instead of adding more complexity to the already cluttered IT panoply, we went the other way? Greatly simplifying things by making fewer, better systems and solutions that all talk to each other to work together. Giving you better functionality in each specific area while delivering an unmatched experience as a whole. With one really good vendor to work with for almost everything. **That is Simple IT.**



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## Why Simple IT Is Simply Better

We don't need to tell you how difficult it is to manage all the apps, systems, vendors, updates, patches, etc., that make up your IT maelstrom. **Simple IT makes IT easy, delivering what no other solution or company does. This carefully curated portfolio of industry-leading solutions works as one, while allowing you to work with one proven vendor.** Now you can stop spending way too much time just keeping things running and start making headway on IT projects critical to business innovation.

Everything Just Works. Together.			
Better Security	Better Networking	Better Collaboration	Better Process
<ul style="list-style-type: none"> <li>Umbrella</li> <li>AMP for Endpoints</li> <li>Stealthwatch for cloud</li> </ul>	Meraki	Webex Teams	HyperFlex
Protect your business. Prevent, detect and mitigate security threats.	Deploy and manage your network faster using the cloud.	Deliver collaboration everywhere. Make it easy for dispersed teams to exchange ideas and build strong relationships.	Get computing, storage and connectivity with the simplicity of hyperconverged infrastructure.

### Simple Math

The best individual solutions  
 + Simple, unified management  
 + One trusted vendor  
 \_\_\_\_\_  
 = Simple IT



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## Security

Cloud-based security solutions improve your ability to detect and respond to threats, and better protect all your users against the growingly complex threatscape.

### Cisco Umbrella

Cloud-delivered network security provides new levels of visibility into internet activity across all locations and users.

- Protects users on and off the network, anywhere they go, even when not using VPN
- Quick, no-risk deployment (60 minutes or less)
- Invisible protection for your users

### Cisco AMP for Endpoints

Blocks malware in real time to prevent breaches (point-in-time), and continuously analyzes file activity across the extended network to quickly detect and remove malware that evaded front-line defenses (retrospective security).

- Cloud-managed and easy to deploy
- Retrospective detection of malware
- 13 different detection techniques
- Dynamic file analysis (sandboxing)
- Visibility of where files are in your network and where they have gone

### Cisco Stealthwatch for Cloud

Accelerates and improves threat detection, incident response and forensics across the entire network, including encrypted traffic.

- Detects attacks that evade perimeter defenses and patterns in encrypted traffic with no decryption needed
- Quickly detects zero-day malware, insider threats, advanced persistent threats and other sophisticated attacks
- Provides advanced analytics to conduct better investigations
- Effectively segments the network
- Extends visibility and control to your data center, monitoring both north-south and east-west traffic
- Delivers visibility and threat detection in the public cloud without the need for software agents



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### A Quick Little Story About Cisco Security

**Before:** Heritage Bank's security methodology had traditionally been built from a brick-and-mortar viewpoint – with strong walls to keep out the bad guys, and with freer rein once inside. However, with the advent of encrypted traffic and advanced attacks, the IT team needed increased visibility to realize the pervasive protection now needed.

**After:** "AMP for Endpoints has increased our confidence level, which has allowed us to relax some of our more traditional gateway solutions that were impacting business processes; specifically, delaying the processing of emails. AMP for Endpoints has a very high success rate in identifying malicious files, and also, on the flip side, a very low false positive rate. Knowing this, we've been able to save two man-days right away because we don't have to review emails manually, which is significant for our three-person team." – Lachlan Peters, Security Team Leader, Heritage Bank.



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# Networking

## Cisco Meraki

Everything runs in the cloud and you manage your entire network from a centralized dashboard. Simply tell the network what to do (e.g., enforce security policies, deploy apps and software, perform remote troubleshooting) and it does the work. So you don't have to.

- All products are cloud-managed under the same dashboard
- Native troubleshooting tools make day-2 operations easier
- Quick deployment without pre-staging or onsite IT, all provisioned automatically through the cloud, with templates
- One-to-one data mapping
- Complex configurations with high-end switches
- Access to all the features of Dell N-series switches

### A Quick Little Story About Cisco Networking

**Before:** Cutter & Buck's IT team was always having problems with its VPNs. And as is always the way, the issues seemed to more frequently affect executives like the CEO and CFO. The help desk was getting hammered and finding it difficult just to keep the system up and running. Upgrades were a constant project, and at least once a month someone had to drive down to a distribution center, an hour away from headquarters, to fix access points there or manage updates.

**After:** "Easy is not even the right word – it's just a great experience. Our philosophy is, we should build it once and let it run. We don't have to manage it. IT emails us if there's a problem. And our employees and guests just love it – it just works." – Dean Dunlop, Network Analyst, Cutter & Buck



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# Collaboration

## Cisco Webex Teams

Give everyone, everywhere, the ability to easily and securely communicate and collaborate using the same interface.

- Multiple communication modes (voice, video, web, messaging) in one interface
- Integrations w/ third-party applications
- Mobile-friendly platform empowers employees to switch devices and collaboration styles seamlessly
- Easily integrates with tools people love – Google drive, box, Trello, Twitter, Google calendar, etc.
- End-to-end encryption
- All teams in one view

### A Quick Little Story About Cisco Collaboration

**Before:** CMG's teams work together across international and domestic borders, and its video conferencing technology was inconsistent in quality and connections. This meant users shied away from using it. Plus, CMG's internal security policies, and client and compliance demands, meant the criteria for any collaboration tools were extremely stringent.

**After:** "With the amount of work my team and I have – answering day-to-day IT questions, ensuring security protocols are followed, regular troubleshooting – and the meetings we have to attend, using Webex Teams has proven to be a time-saver when we need to work together and connect with other offices. Each of the agencies we support is different, so it's critical for our collaboration solution to be reliable, secure and work across the different platforms and devices we all use. Managing IT operations for different companies can be difficult, especially since we're all in different locations. But using Webex Teams simplifies our communication." – Mike Conway, Area Technical Manager for Constituency Management Group (CMG), a wholly owned unit of IPG





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## Cisco HyperFlex

Unite and integrate your network, processing and storage elements into a single system.

- Single management console for data center
- Quick to deploy (60 minutes or less)
- Provides the status of every component in your environment from a single dashboard, with independent scaling of compute and storage as needs change
- Leverages existing storage systems
- Powers all major hypervisors on a common platform
- Integrates with existing systems to extend the life of your current storage
- Enterprise-level features don't require expensive add-on licensing and maintenance costs
- Flash-optimized system reduces costs while increasing performance and longevity

### A Quick Little Story About Cisco Process

**Before:** AS ONE was internally operating several hundred physical and virtual servers. As there was an extremely large number of managed devices, adding more network devices made it harder to increase performance while keeping the burden of deployment, construction, and operation and management as low as possible.

**After:** "We have deployed the Cisco HyperFlex system and experienced firsthand the benefits, such as performance and operation manageability, that could not be achieved through combinations of individual products. I really did not believe I would be able to use it in just 30 minutes. – Shinichi Hakoda, IT Promotion Department Manager, AS ONE Corporation



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## Let's put a bow on this thing

Imagine waking up one day and your work life is easier. You spend way less time searching “GIPHY” for “crying” gifs. You actually lose the urge to growl at people who reply, “Oh, that sounds interesting,” when you tell them you’re in IT.

No. Those days are behind you. Now, you’re less stressed. You’re more productive. And you have the flexibility to work on projects that

- Drive strategy and innovation throughout the business
- Give employees the tools they need
- Create better experiences for customers

This is the premise of Cisco Simple IT. Each piece on its own has benefits over the competition. And, when combined, you get a solution that is what IT was meant to be. Before it got all confusing, complicated, and frustrating.



### Look Closer at Simple IT

Visit [cisco.com/go/smb](https://www.cisco.com/go/smb) to learn more about the concept of Cisco Simple IT and the individual components that make it so great.