Security Everywhere

Call Guide

With Cisco Next Generation Firewall products, you can offer your customers industry-leading security at competitive prices.

Below you'll find three key security sales scenarios to help you during calls with your customers. There's also guidance for the type of security questions that Partners should be asking their customers and suggestions on how to turn around customer objections.

Remember that minimising the security risk is the core benefit that should underpin every sales opportunity.

Scenario1: Hunting the Opportunity

Challenges:
There are four main reasons why customers should consider upgrading
their current firewall:
- Mobility and cloud are changing the way networks need to be secured
- Hackers develop new threats daily that legacy devices are not designed to handle
- Hackers often target SMB's not only for their own assets, but also as way of gaining entry to bigger clients' and suppliers' networks
- Security products from too many vendors in your network creates needless complexity and cost

Solution:
- Cisco ASA with FirePOWER Next Generation Firewall automatically adapts to dynamic changes in the network and stays up-to-date against threat trends
- Cisco ASA with FirePOWER allows security management from one interface, reducing complexity and eliminating blind spots

Know the features of FirePOWER Services:
- Next-Generation IPS
- Application Visibility & Control
- URL filtering
- Advanced Malware Protection
- AnyConnect Remote Access VPN
(See full explanations of these services on page 4 of this guide)

How to win:
- Compare Cisco's Next Generation Firewall strengths against the main competitors using the Competitive Battle Card
- If you are a Security Accredited Partner, offer your customer the opportunity of a Threat Scan POV to assess if there are security risks
- Enable partners to contact SMBs with cost effective Next Generation Firewall deals using Cisco Security Start Bundles

Click here for your Competitive Battle Card ▶

Scenario 2: Competitive Displacement

Challenges:
- Competitive products are aggressively priced
- Competitors targeting Cisco customer base

Solution:
Cisco delivers industry leading security performance:
- 99.2% security effectiveness score due to Advanced Malware Protection (AMP) – the highest of all vendors tested by NSS Labs
- 99.4% security effectiveness score due to Next Generation Intrusion Prevention System (NGIPS)

Cisco ASA with FirePOWER is the only adaptive threat-focused Next Generation Firewall (NGFW) in the industry:
- Contextual threat analysis and protection
- Full-stack visibility from physical layer to application layer and from attacker to target
- Automation and adaptability reduces the need for human intervention except in the most critical events
- Continuous analysis to detect and control advanced malware attacks

How to win:
- Use the Competitive Battle Card
- Offer the customer the opportunity of a Threat Scan POV to assess if there are security risks
- Enable partners to contact SMBs with cost effective Next Generation Firewall deals using Cisco Security Start Bundles

Click here for your Competitive Battle Card

Scenario 3: Farming the Customer Base

Challenges:
- Convincing legacy ASA installed base customers to invest in Next Generation Firewall technology

Benefits:
- Keep your business protected and up-to-date from emerging network threats
- Cost-effective Next Generation Firewall solution
- Unprecedented network visibility allowing you to better understand your network
- Robust remote access enhances Bring Your Own Device Environments (BYOD) via remote access VPN

Solution:
- Upgrade legacy Cisco ASA customer base to new ASA 5500-X FirePOWER capable hardware
- Upgrade existing ASA 5500-X customer base with latest FirePOWER services
- Leverage existing Cisco trade-in promotions that enable customers to return equipment

How to win:
- Use the Competitive Battle Card
- Offer the customer the opportunity of a Threat Scan POV to assess if there are security risks
- Enable partners to contact SMBs with cost effective Next Generation Firewall deals using Cisco Security Start Bundles

Click here for your Competitive Battle Card ▶

End user sales prompts. Partners can use:

Conversation starters:
- What network threat protection do you currently have in place?
- Do you know the benefits of FirePOWER Services?
    - **Next Generation IPS** provides full contextual awareness of users, infrastructure, applications, and content to detect multi vector threats and automate defense response.
    - **Application Visibility & Control** optimises security effectiveness with 3000 application-layer and risk-based controls that can invoke tailored IPS threat detection policies.
    - **Reputation and category-based URL filtering** offers comprehensive alerting and control over suspicious web traffic and enforce policies on hundreds of millions of URLs in more than 80 categories.
    - **Advanced Malware Protection (AMP)** uses big data to detect and block advanced malware outbreaks. AMP provides the visibility and control needed to stop threats missed by other security layers.
    - **AnyConnect remote access VPN** does not only provide traditional site-to-site and remote access VPN capabilities, but also strong VPN capabilities for mobile devices, including the option for split-tunneling of critical enterprise apps but not user apps for personal needs.

Overcoming customer objections:

My existing firewall works ok...
Cyber crime is on the up with more and more advanced hacks and vulnerabilities being discovered daily.

I have multiple security solutions in place, why do I need Cisco?
Cisco ASA with FirePOWER is an all-in-one security solution providing complete network visibility from a single interface, eliminating security blind spots and simplifying the threat management process. To help assess if there are any security risks, we recommend running a Threat Scan Proof of Value.

Cisco is too expensive!
You can't put a price on the security of your network and the safety of your data. Consider the cost of a single security breach, business-downtime, lost opportunities and loss of customers' trust. And right now, you can get fantastic savings.

Cisco has too many managers for its firewall solution.
Things have changed. Our latest Next Generation Firewall solution has just one single management interface avoiding blind spots and complex integration issues. And right now you can get fantastic discounts.

**Click here for your
Competitive Battle Card** ⊳