Cisco Live EMEA, February 5-9, 2024
Summary of Key Announcements & Updates

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Any questions/remarks/additions? Please contact Patrick Bikar pbikar@cisco.com.

Transform the Infrastructure

Integration of Cisco ThousandEyes with Cisco Secure Access

Why it matters:
- Experience Insights incorporates the ThousandEyes Endpoint Agent into the Secure Access client on each user's machine.
- Goal: provide better insights into connectivity and application issues that our SSE users might experience when accessing their cloud applications.
- Provides system-level hardware metrics + network and application performance data.

Links for details:
- [Cisco Blog: Staying Connected and Protected in a Highly Distributed World with Cisco Secure Networking](#), Vikas Butaney, Joe Vaccaro
- [3-minute Demo](#)
- [9-minute demo: How to upgrade ThousandEyes Enterprise Agents using Cisco Catalyst Center 2.3.7](#), Lila Rousseaux

Secure Access for Catalyst SD-WAN

Why it matters:
- Cisco Secure Access (Cisco's SSE) is now integrated directly into Cisco Catalyst SD-WAN.
- Provide a unified SASE solution to Cisco customers, on top of their Cisco Catalyst 8000 series routers.

Links for details:
- [Cisco Adds New Security and AI Capabilities in a Crucial Step Toward Cisco Networking Cloud Vision](#)
- [SD-WAN Security At-a-Glance](#)

Meraki Dashboard: further unification & integration

Why it matters:
- Meraki Dashboard continues evolution towards full cloud management of Catalyst portfolio.
- First introduced as a capability for Catalyst **switching**, customers can now view select Catalyst **wireless** devices in the Meraki dashboard, including the Catalyst 9800 Wireless Controllers (IOS-XE) and Access points (public beta March 30)
- Journey to a single, unified hardware architecture with the new Catalyst 9300-M switches, which will be managed natively from the Meraki dashboard (orderability Feb 13)
- Customers can now seamlessly navigate between the Cisco Meraki dashboard, Cisco Intersight, and the Cisco IoT Operations dashboard, eliminating the need for multiple log-ins, saving time, and getting to incident resolution quicker.
- Cisco Meraki for Government (FedRAMP) is now available. With our agency Authority to Operate (ATO), Meraki now offers a stand-alone cloud platform that meets FedRAMP requirements for security and compliance.

Links for details:
- [Delivering Simplified Operations](#), Lawrence Huang
- [Information for Cisco Meraki for Government users](#)

Partnership with NVIDIA for integrated Data Center Solutions

Why it matters:
- Use of Nvidia GPUs into Cisco's M7 generation of UCS-X rack and blade servers
- Cisco Validated Solutions and AI/ML blueprint for data center networks, jointly validated by both Cisco and Nvidia, to help businesses deploy their AI infrastructure easily and securely.
- Availability of Nvidia's AI Enterprise suite on Cisco's global price list, sold through Cisco's vast global channel.

Links for details:
- https://nvidianews.nvidia.com/news/cisco-nvidia-secure-ai-infrastructure
- https://newsroom.cisco.com/c/r/newsroom/en/us/a/y2024/m02/cisco-nvidia-ai-collaboration.html

Cisco X-Series Direct for the edge + high-core-density Rack Server + CVD

Why it matters:

- IDC predicts a major shift in spending, with the edge making up 28% of IT spending by 2026. The computing and storage resources at the edge could equal those in the data center.
- Extension of UCS X-Series, built for environments where customers need connectivity and compute power at the edge. Data center in a box with built-in fabric interconnects with 100 Gbps unified fabric connectivity throughout (high density GPU to GPU connectivity). This is suited for customers looking to run applications at the cloud edge that are very compute-intensive, such as online transactions and AI workloads (on-prem GenAI).
- Cisco UCS C245 M8 Rack Server - New UCS servers with AMD 4th gen CPUs. AMD leads the market in CPUs with the highest core count, which allows for greater parallel processing and improved multitasking capabilities.
- New Cisco Validated designs for AI (Pure, NetApp, Red Hat), taking. the guesswork out of deploying infrastructure for AI workloads.

Links for details:

- https://www.cisco.com/c/en/us/products/collateral/servers-unified-computing/ucs-x-series-modular-system/ucs-x-series-direct-so.html
- Data Center Computing Innovations, Daniel McGinniss
- Time to Simplify: A Fresh Look at Infrastructure and Operations for Artificial Intelligence, Jeremy Foster
- Cisco Data Center Networking Blueprint for AI/ML Applications

Secure critical infrastructure with Cisco Cyber Vision

Why it matters:

- New EU cybersecurity regulations under the Network and Information Security (NIS2) directive being enforced as of October 2024. These regulations impact 350,000 organizations and need a good understanding of their security posture to implement cyber risk management best practices and zero-trust security policies.
- Cisco Cyber Vision builds a detailed inventory of connected assets and their security posture. The new OT security posture report in Cyber Vision captures vulnerabilities, risky activities, and security events on industrial assets. Cyber Vision now leverages **Cisco Security Risk Scores** from Cisco Vulnerability Management (formerly Kenna Security) to better prioritize risks by scoring asset vulnerabilities based on exploit histories rather than severity alone.
- The **Cisco Secure Equipment Access** solution adopts a Zero Trust Network Access (ZTNA) architecture that enforces strong security controls to grant remote users access only to specific resources at specific times and ensure compliance.

Links for details:

- Cisco Blog: Staying Connected and Protected in a Highly Distributed World with Cisco Secure Networking, Vikas Butaney, Joe Vaccaro

Industrial IoT

Why it matters:

- Catalyst IW9167E coming to hazardous environments. With even more ruggedized hardware and Class I Division 2 certification, IW9167E-HZ will bring Wi-Fi 6/6E, Ultra Reliable Wireless Backhaul (URWB), or Workgroup Bridge (WGB) to oil & gas, chemical, and pharmaceutical customers worldwide. (order March 2024, FC: July 2024)
- Catalyst IW9165 Series now supports Wi-Fi 6/6E. The same hardware supports Wi-Fi or URWB so customers can change modes in software without needing to replace hardware as different needs arise. (Order Feb 2024, FCS April 2024)
- Catalyst Industrial Rugged Routers (IR1100, IR1800, IR8300) now support 5G standalone pluggable interface module (PIM) support to unlock reliable high-bandwidth and low latency connectivity for roadways (cameras and sensors at intersections), public safety (ambulances, police cars), and utilities. Can be deployed in private or public 5G SA mode, and automatically switch in between. FCS: Q3FY24 (IR1101andIR1800), Q4FY24 (IR8300).

Secure the Enterprise

Cisco AI Assistant for Security

Why it matters:

- Spans across all the security portfolio, built securely and align with Cisco's Responsible AI Framework (non-negotiable)
- **AI Assistant for Firewall Policy**: Cloud-delivered Firewall Management Center and Cisco Defense Orchestrator to help administrators use natural language to discover policies and get rule recommendations, eliminating duplicate rules, misconfigured policies, and complex workflows.
- **AI-powered Encrypted Visibility Engine for All Firewall Models**: Most data center traffic today is encrypted and the inability to inspect encrypted traffic is a key security concern. Decrypting traffic for inspection is resource-intensive and fraught with operational, privacy and compliance issues. The Encrypted Visibility Engine leverages billions of samples, including sandboxed malware samples, to determine if the encrypted traffic is transporting malware.
- **AI Assistant in Secure Access:** Leveraging the power of generative AI, customers can create security access policies using natural language prompts within Cisco's Secure Services Edge (SSE) solution.
- **Securing AI:** New capabilities in Secure Access will also automatically detect and protect intellectual property (IP) as it flows in and out of AI systems.
- **AI-based Email Threat Detection:** based on capabilities from the Armorblox acquisition last June, Cisco Email Threat Defense now uses AI to simultaneously evaluate different portions of an incoming email for markers of malicious intent (e.g. phishing). This is a game-changer.

Links for details:

- https://newsroom.cisco.com/c/r/newsroom/en/us/a/y2023/m12/cisco-redefines-cybersecurity-defense-with-powerful-portfolio-wide-artificial-intelligence-capabilities.html
- https://blogs.cisco.com/news/how-were-making-ai-pervasive-in-the-cisco-security-cloud, Jeetu Patel
- Give Your Firewall Admins Superpowers with the Cisco AI Assistant for Security, Raj Chopra
- Demo (2 minutes): Cisco AI Assistant for Security Demo
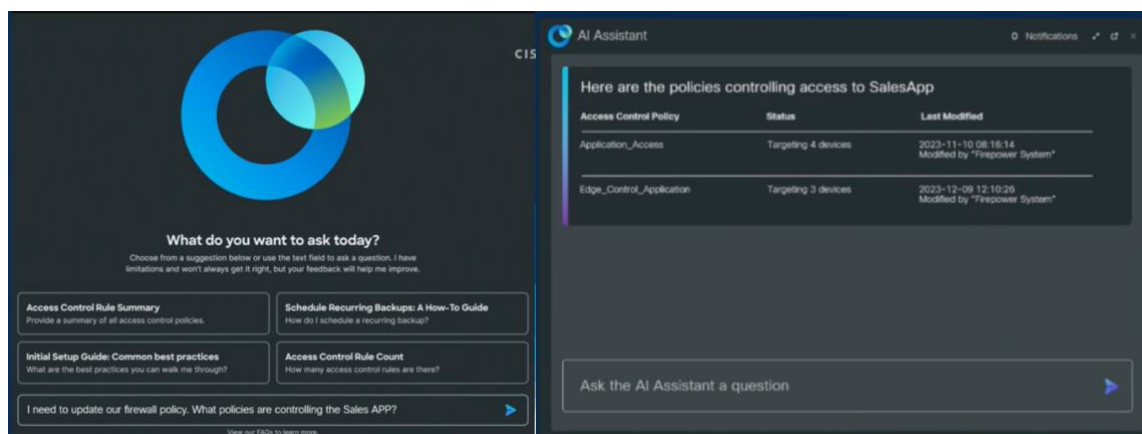
Cisco Identity Intelligence

Why it matters:

- 74% of breaches involved the human element, including social engineering attacks. "Why **hack in**… when you can simply **log in**?"
- More than 26% of all Cisco Talos Incident Response engagements in 2023 involved adversaries using compromised credentials on valid accounts.
- Cisco Identity Intelligence leverages an identity graph, consolidating data from diverse third-party sources responsible for managing identity and access.
- Runs on top of existing identity stores and provides unified visibility and AI-driven analytics.
- Gain insights into their entire identity population, secure vulnerable accounts, revoke unused and risky privileges, identify behavioral anomalies, and prevent high-risk access attempts.
- **Cisco Identity Services Engine (ISE)** for actions such as identity quarantine, termination of active sessions, or network isolation.
- **Smart Authentication with Cisco Duo**: Detect unusual patterns based on behavior and third-party signals.

- **Smart Access with Cisco Secure Access**: Verify the authentication decision and block unusual or high-risk behaviors.
- **Smart Threat Detection with Cisco XDR:** Correlate identity signals to provide missing information that traditional endpoint and network security solutions miss.
- Available July 2024
- Call to Action: take the Cisco Identity Security Assessment ➔ be safer because you know where the holes in your system are.

Links for details:
- https://investor.cisco.com/news/news-details/2024/Ciscos-Pioneering-Identity-Intelligence-Defends-Against-Most-Persistent-Cyber-Threat/default.aspx
- https://blogs.cisco.com/security/cisco-puts-identity-at-heart-of-security-strategy
- https://www.uctoday.com/collaboration/cisco-unveils-first-of-its-kind-ai-powered-identity-intelligence/

Cisco Identity Intelligence in action:
- *While tools like MFA (e.g., Duo, etc.) are great at securing access to a company's network, what happens if those credentials get compromised?*
- *Let's say Jeetu, who typically logs in from the Cisco office in San Jose, has his credentials stolen.*
- *The bad actor uses those credentials to log in from a different location and starts accessing the network differently than Jeetu.*
- *Cisco Identity Intelligence detects anomalous behavior by continuously assessing unusual patterns. It can initiate actions to quarantine the user identity, kill active sessions, and isolate that user from the rest of the network.*

XDR + Recovery with Cohesity
Why it matters:
- "Vaccination against ransomware"
- Minimize the time from detection to action during a ransomware attack using the integration between Cohesity DataProtect and Cohesity DataHawk with Cisco XDR.

Links for details:
- How Cohesity and Cisco XDR help you reduce data loss and recover faster with automated threat response
- Demo (1 minute): https://www.youtube.com/watch?v=pDGhWIodCdY
- Demo (5 minutes): https://www.youtube.com/watch?v=oMv4oSUkzmM

Reimagine Applications

7 key use cases for Cisco Observability:
- Shipping:
    - Hybrid Application Monitoring
    - Modern (Cloud-native) application monitoring
    - Cost insights + Application resource optimization
    - SAP Monitoring
- Announced at Cisco Live:
    - Business Risk Observability: Data Security Posture Management Observability (DSPMO)
    - Cisco Digital Experience Monitoring, with Real User Monitoring (RUM)
    - AIOps
- Biggest Challenges: Tool sprawl, High TCO, Delayed resolution

Overview: https://blogs.cisco.com/news/bringing-our-industry-leading-innovation-to-cisco-live-emea

Business Risk Observability: Data Security Posture Management Observability

Why it matters:
- Key questions: Where is my data? Who is accessing my data? And is my data secure?
- Data Security Posture Management (DPSM) helps IT operators understand which users and apps are accessing your data, helps identify security risks associated with dormant users, unused data and unencrypted data and then provide detection and remediation guidance to limit attackers from accessing your data.
- **Discovery and classification of sensitive data:** Easily identify all data stores and data entities to focus quickly on securing sensitive data.
- **Data access control:** Understand which users, roles, and applications are accessing your data and who have access to personally identifiable information. Seamlessly adopt a least privilege approach by detecting unused privileges and locking down access to your data stores.
- **Exfiltration attempt detection:** Unlock GenAI-based detection and remediation guidance for data exfiltration attempts to stop attackers in their tracks.
- **Identify security risks:** Efficiently detect unencrypted buckets, dormant risky users and siloed unused data entities to reduce your overall security risk posture.
- Available as beta now and generally available in spring 2024.

Links for details:
- Protect Your Cloud Environments with Data Security Observability, Kashyap Merchant

Cisco Digital Experience Monitoring, with Real User Monitoring (RUM)

Why it matters:
- DEM is about understanding the user experience when a user accesses a company's digital front-end via their web browser or a mobile phone.
- Bi-directional integrations with Cisco ThousandEyes and recently acquired Accedian enable applications and network teams to correlate and troubleshoot the applications, network, and multi-cloud affect digital user experience.
- Browser Real User Monitoring (BRUM) / Mobile Real User Monitoring (MRUM). For example, when a user is accessing their online banking app or making a booking with an airline, the DEM app can provide insights and metrics into user behavior.
- Session Replay accelerates problem resolution by recording and playing back user sessions in real time. This tool facilitates swift reproduction and Root Cause Analysis (RCA) of encountered issues. Allows the IT operator to look back and understand what the user was doing when accessing that app.

Links for details:
- Blog: The New Cisco Digital Experience Monitoring Application for Full-Stack Observability, Emily Wang

Cisco AIOps

Why it matters:

- Developed by Cisco IT, to automate IT operations with Unified Telemetry Data, eliminate the noise from the multitude of events continuously generated, and resolve issues faster.
- Unifies telemetry data ingestion from Cisco AppDynamics SaaS Cloud Service, Cisco ThousandEyes, Cisco Catalyst Center, VMWare and ServiceNow (ITSM, ITOM and CMDB), to name a few.
- Tool sprawl: 56% of respondents to a recent IDC survey report that they are using 10 or more monitoring and observability tools.
- 37% of respondents stated that "data collection and correlation across critical IT management domains" was their #1 most important observability solution capability.
- Full-stack observability requires data from a broad set of telemetry signals (Metrics, Events, Logs, and Traces), brings business context, and works with service data (ITSM, ITOM, CMDB).
- Built on the Cisco Observability Platform so that telemetry can be analyzed by service or business views without the need to rewrite metadata.
- Cross-domain service insights: detect and resolve issues across dense operational stacks with event and alert correlation using time and topology insights.

Links for details:

- [Cisco AIOps: Automate More IT Operations with Unified Telemetry Data](), Carlos Pereira
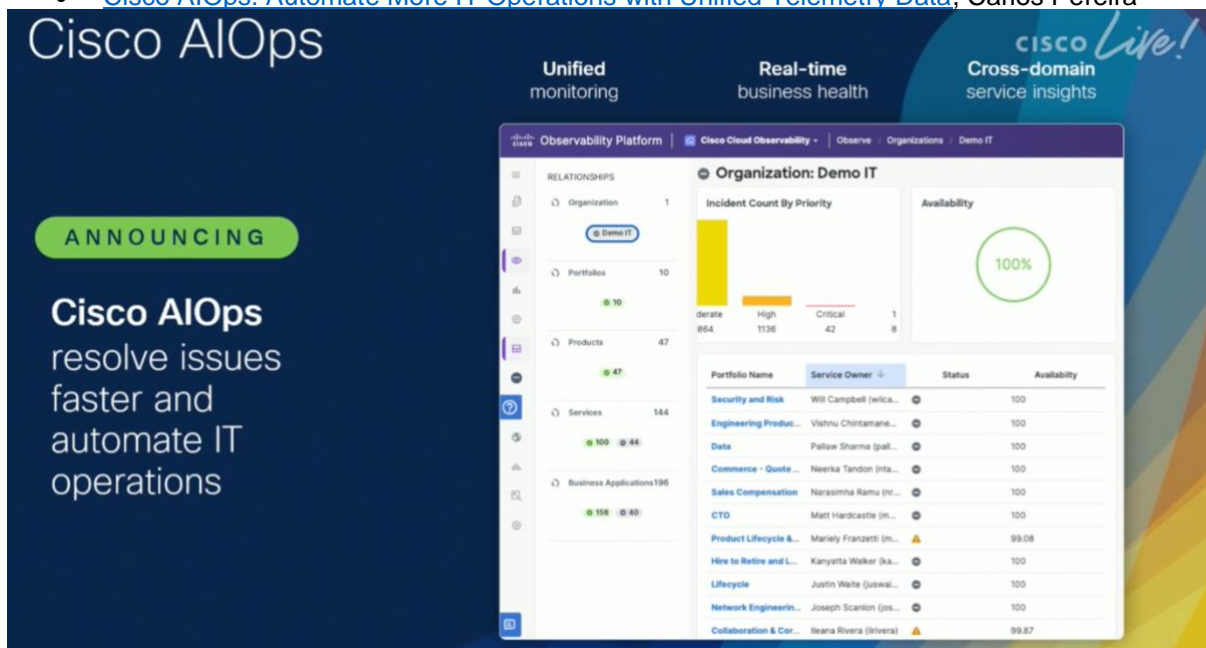
Full Stack Observability Platform

Why it matters:

- Platform to bring data together from multiple domains at scale – including networking, security, applications, end user, cloud services and multi-cloud infrastructure and business
- At the launch of FSO Platform during Cisco Live Las Vegas in June 2023, Cisco announced a suite of "Apps" that run on top of the FSO Platform. The vision is to encourage application ISVs to write their own apps on top of Cisco's FSO platform. We're seeing tremendous interest in multiple industries, including Financial Services.
- Extensible – partners have delivered 24 apps since launch (1 new per week!)
- This week, Cisco announced 8 new FSO apps that add huge value to our FSO Platform, including:
  - Aporia (Machine Learning Monitoring)
  - CloudFabrix (Asset Intelligence, Operational Intelligence and Infrastructure Observability)
  - Komodor (Kubernetes Change Management)
  - Perform IT (AS400 Monitoring and I4Cube business performance)
  - SoftServe (Operational Intelligence for Oilfields)
- Natural Language Interface: Operators can use conversational dialogues instead of a structured query language to perform common tasks during troubleshooting. This will become the FSO operator's day-to-day virtual assistant. It can understand and translate telemetry data that the FSO platform collects in a simple way for a human to read.

Links for details:

- Cisco Unveils New Innovations on the Cisco Observability Platform
- Expanding Our Full-Stack Observability Ecosystem with 8 New Partner Modules, Yogesh Ranjan
- The power of the platform: Observability takes a seat at the boardroom table, Liz Centoni
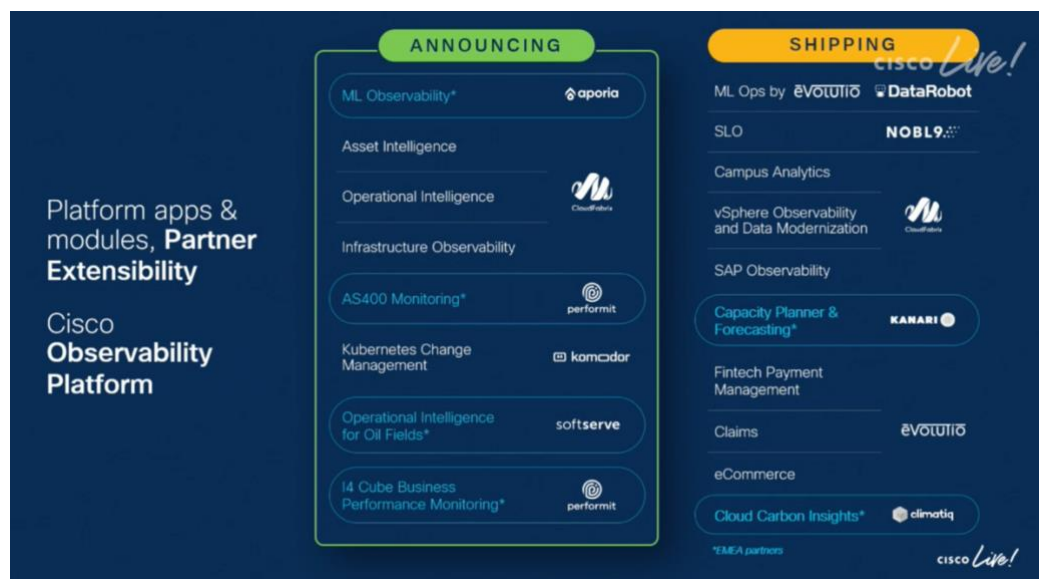
Observability for Kubernetes workloads

<u>Why it matters:</u>
- The world is going cloud-native and the heart of this is Kubernetes (K8s). But how do we get insights into the performance of K8s?
- Observability for Kubernetes workloads, powered by eBFP, a lightweight Linux kernel utility, allows operators access to granular, real-time visibility into network activity, resource utilization, application dependencies and misconfigurations.
- **Kubernetes-aware network traffic monitoring** tracks network KPIs for communications across dependencies in a K8s cluster (packet loss, RTT latency, bytes transferred, connection throughput).
- **Zero-instrumentation application dependency mapping** provides auto-discovery of workload-to-workload, within the first 5 - 10 mins of network collector installation, without needing APM instrumentation or manual path discovery.

<u>Links for details:</u>
- [Blog: Exploring eBPF: A New Approach to Observing Kubernetes Workloads](#), Akshit Grover

ThousandEyes Cisco Live EMEA 2024 Announcement Recap

<u>Why it matters:</u>
Deeper Visibility for Remote Workforce Management
- [Cisco Secure Access Experience Insights](#): ThousandEyes-powered insights embedded in Secure Access, so security teams understand network performance impacts
- [System Process Metrics for ThousandEyes Endpoint](#): Provides clear visibility into device-application interactions, with deeper insights into how end devices are impacting application performance. New endpoint agent enhancements now tracks measurements related to the performance of processes on a local device.

Streamlined Test Setup
- [Enhanced API Monitoring](#): Offers a user-friendly solution for API testing, providing comprehensive insights with minimal setup
- [Endpoint Test Templates](#): Pre-populated tests, no manual setup needed, streamlined workflow. Simplifies the endpoint configuration process, enabling broad deployment of application-specific templates.

Versatile Data Access
- [Dashboard Filters](#): Offers simple, configurable filters for streamlined monitoring, enhancing operational efficiency

<u>Links for details:</u>
- https://www.thousandeyes.com/blog/cisco-live-emea-2024

Launch of Motific, by Outshift

<u>Why it matters:</u>
- Cisco Outshift, led by Liz Centoni and Vijoy Pandey, has launched Motific.
- Why? Cisco customers love ChatGPT, but they need more security, assurance, and governance. Motific is a management interface to support fine-tuning LLMs (whichever one you want) securely.
- Motific sets up policies for who can do what with the LLM and provides an easy workflow to feed locally relevant documents to fine-tune the model.
- First SaaS application that allows to centrally manage trustworthy Generative AI deployments in organizations.
- Increase GenAI adoption velocity from months to days.
- Reduce GenAI risks linked to security, trust, compliance, and cost.
- Provide visibility and insights into Gen AI operational and business metrics.

<u>Links for details:</u>
- [Blog: Unlock Rapid, Trusted Delivery of Generative AI Applications](#), Vijoy Pandey
- [Press release: Motific: Outshift's first solution for trusted delivery of GenAI applications](#)
- https://motific.ai/

Power Hybrid Work

"Distance Zero" Hybrid Work

Why it matters:

- *(no announcement – but confirmation of the strategy and momentum)*
- 98% of meetings today include at least one remote participant. Yet, of the 87 million meeting spaces out there, less than 15% are equipped with video conferencing technology.
- RoomOS designed to support back-to-back intelligent experiences on Zoom, Microsoft Teams, Google Meet, and Webex.
- New integrated video collaboration solutions for Cisco Room series will feature Microsoft Teams Rooms with Front Row, and Samsung's Smart Signage displays.
- New Room Kit EQX built on the NVIDIA Jetson edge AI platform, enabling 20x the AI capabilities of previous generations.
- Confirmed partnership between Cisco & Microsoft to get native MS Teams experience on certified room and desk devices from Cisco

Links for details:

- Jan. 30, 2024: Cisco Collaborates with Microsoft and Samsung to Deliver Superior Meeting Room Experiences
- Dec 21, 2023: Webex Rewind 2023: Best of innovations, features, and more
- Oct 25, 2023: Cisco and NVIDIA: Announcing New Devices and Experiences, Snorre Kjesbu
- Oct 25, 2023: Cisco Partners with NVIDIA to Unleash the Power of Hybrid Workspaces
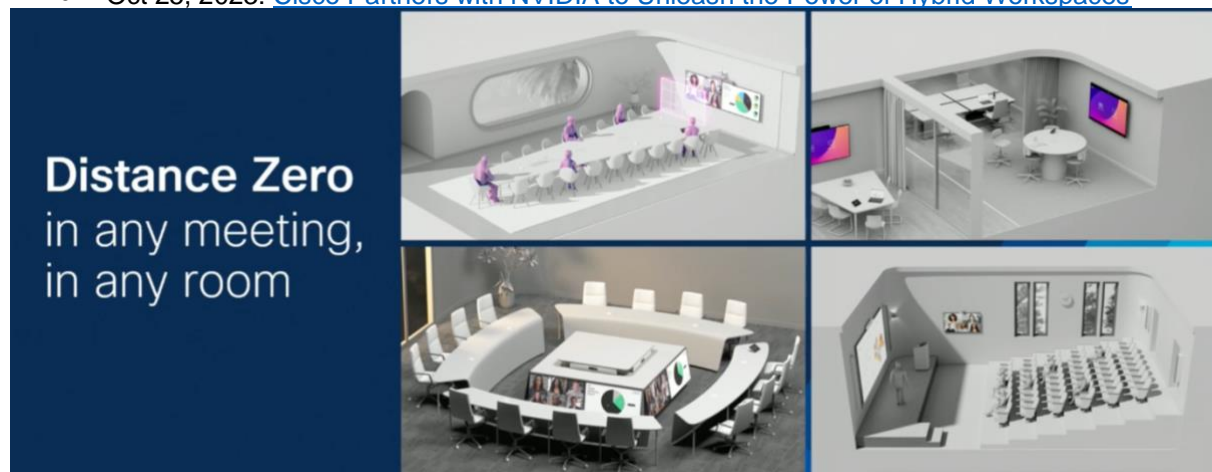
AI Assistant for Webex Suite

Why it matters:

- Announced the general availability and beta availability of Cisco AI Assistant features across the Webex Suite and Contact Center, including AI-powered Meeting and Vidcast Summaries
- Space Summaries and Rewrite Message, the ability to rephrase, change the tone, and even translate a message.
- Vidcast now available from within the Webex app!
- HD Voice: AI-powered technology that removes background noises and converts narrowband audio to wideband

Links for details:

- Cisco AI Assistant for Webex – Tomorrow's Innovations, Available Today

Partnership with Apple Vision Pro

Why it matters:

- New Webex app, exclusively designed for Apple Vision Pro, is available on the App Store for visionOS on day one (February 2).
- Features like Webex AI background noise removal, real-time translations, closed captions, live polling and Q&A by Slido, and many others, are integrated into Webex for Apple Vision Pro

Links for details:

- How Cisco, together with Apple, is tackling the next frontier of hybrid work — spatial computing, Jeetu Patel

Meraki Vision & New Cameras

Why it matters:

- Two new MV cameras: MV13 for indoors while MV33 for outdoors. FCS: Feb 13, 2024
- AI is being used within Cisco Meraki to manage sprawling camera networks, providing new features to improve security and observability.
- Search for video footage using attributes (e.g. color of shirt, color of vehicle). For example, Meraki cameras can now detect specific uniforms of workers to detect unauthorized access on business premises.
- Presence analytics - Count, track, and monitor people and vehicles in a particular space and get insight into people and vehicle occupancy. Available on second- and third-generation MV cameras.

Links for details:

- https://meraki.cisco.com/products/smart-cameras/video-analytics/
- 5-minute demo: https://www.youtube.com/watch?v=PhGKV6Eyygc

Drive toward Sustainability

Cisco signs agreement with Spanish renewable energy company

Why it matters:

- Goal: to decarbonize European operations over the next 15 years
- Owned and operated by IGNIS, Cisco anticipates that the Spanish solar plant will provide enough solar energy to match 100% of its European operations' annual electricity needs*
- The deal involves a 37-MWac new-built solar plant in a Virtual Power Purchase Agreement (VPPA) which will generate approximately 80,000 MWh of electricity per year (60,000 MWh allocated to Cisco)
- This milestone helps advance Cisco's net-zero goal and generates local impact, creating jobs and innovation in a rural area key to the Spanish national digitization agenda.

Links for details:

- Cisco Improves Sustainability of European Operations with New 15-Year Solar Energy Agreement in Spain

CX Offer for shaping your sustainable technology roadmap

Why it matters:

- **Sustainability Priority Assessment Advisory Service**: Bridge the gap between your current sustainability priorities and future business goals with an executable roadmap.
- **Energy Optimization Assessment Advisory Service**: We provide energy measurement and expert consulting to optimize energy utilization aligned with your business and sustainability goals.
- **Cisco Lifecycle Services Energy Optimization Management:** Gain a direct view of IT asset consumption, align energy efficiency, and reduce costs across the Meraki campus and data center environment.

Links for details:

- Cisco CX Empowers Sustainability with Expanded Services, Alistair Wildman
- The value of grounding sustainability in end-to-end services
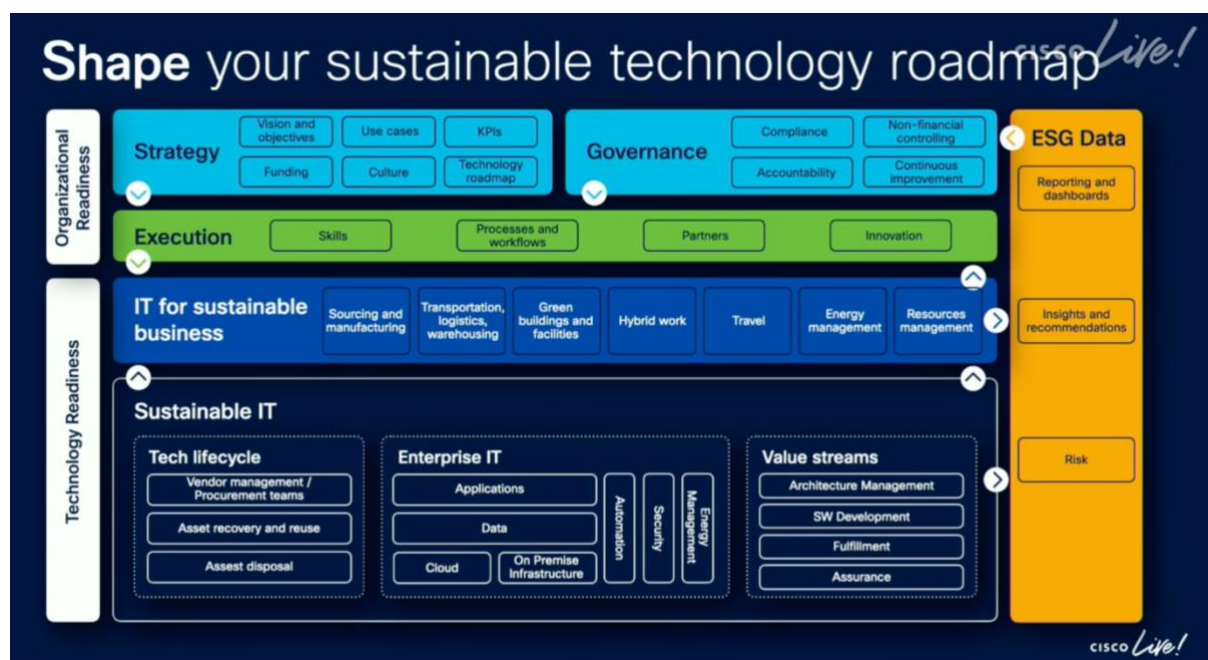
Summary of the Summary

Cisco Live EMEA 2024 (February 5-9) showcased significant updates and announcements. Here is a concise overview.

Transform the Infrastructure

1. **Integration of Cisco ThousandEyes with Cisco Secure Access:** This integration aims to provide comprehensive insights into connectivity and application performance by embedding the ThousandEyes Endpoint Agent within the Secure Access client. It focuses on improving user experiences by offering detailed system-level, network, and application performance data.
2. **Secure Access for Catalyst SD-WAN:** Cisco's Secure Access Service Edge (SSE) is now integrated with Cisco Catalyst SD-WAN, offering a unified Secure Access Service Edge solution that leverages Cisco Catalyst 8000 series routers for enhanced security and efficiency.
3. **Meraki Dashboard Enhancements:** The Meraki Dashboard has further evolved to offer unified cloud management of the Catalyst portfolio, including viewing capabilities for Catalyst wireless devices and the management of new Catalyst 9300-M switches. It simplifies operations across Cisco's cloud management platforms and introduces Cisco Meraki for Government, meeting FedRAMP security and compliance standards.
4. **Partnership with NVIDIA for Data Center Solutions:** This collaboration integrates Nvidia GPUs into Cisco's UCS-X servers and provides validated AI/ML solutions, aiming to simplify and secure AI infrastructure deployment.
5. **Cisco X-Series and High-Density Rack Server Innovations:** Addressing the shift towards edge computing, Cisco introduced the UCS X-Series for edge environments and the UCS C245 M8 Rack Server with AMD 4th gen CPUs, designed for compute-intensive applications. New validated designs aim to ease AI workload deployments.
6. **Cisco Cyber Vision for Critical Infrastructure Security:** In response to new EU cybersecurity regulations (NIS2), Cisco Cyber Vision offers detailed asset inventory and security posture assessments, leveraging Cisco Security Risk Scores for prioritized risk management and adopting a Zero Trust architecture for secure remote access.
7. **Industrial IoT Updates:** Cisco announced ruggedized hardware updates for hazardous environments with the Catalyst IW9167E, enhancements to the IW9165 Series for Wi-Fi 6/6E and Ultra Reliable Wireless Backhaul capabilities, and 5G standalone support in Catalyst Industrial Rugged Routers for high-bandwidth and low-latency connectivity.

Secure the Enterprise

1. **Cisco AI Assistant for Security**: This suite of AI-driven tools spans Cisco's entire security portfolio, enhancing firewall management, encrypted traffic visibility, secure access policy creation, and email threat detection. Key innovations include AI-powered rule recommendations for firewall policies, an Encrypted Visibility Engine for inspecting encrypted traffic, generative AI for creating security access policies, and advanced email threat detection capabilities. These advancements align with Cisco's Responsible AI Framework.
2. **Cisco Identity Intelligence**: Addressing the critical issue of breaches involving human elements and compromised credentials, Cisco introduces Identity Intelligence. This tool consolidates data from various identity and access management sources into an identity graph, offering AI-driven analytics for improved visibility and security measures. It enables actions like identity quarantine and network isolation, enhances authentication with Cisco Duo, and integrates smart access and threat detection features to secure accounts and prevent unauthorized access.
3. **XDR and Recovery Enhancements with Cohesity**: Positioned as a "vaccination against ransomware," this integration between Cohesity DataProtect, Cohesity DataHawk, and Cisco XDR aims to minimize the impact of ransomware attacks by accelerating detection and response times. It facilitates automated threat response, significantly reducing data loss and enhancing recovery capabilities.

Reimagine Applications

1. **Cisco Observability**: Introduced seven key use cases, including hybrid and cloud-native application monitoring, cost insights, SAP monitoring, business risk observability, digital experience monitoring, and AIOps. These offerings address challenges like tool sprawl, high total cost of ownership, and delayed issue resolution.
2. **Business Risk Observability**: Features Data Security Posture Management Observability (DSPMO) to manage data security, including discovery and classification of sensitive data, access control, exfiltration attempt detection, and identification of security risks. It emphasizes the importance of knowing where data is, who is accessing it, and ensuring its security.
3. **Cisco Digital Experience Monitoring with RUM**: Focuses on understanding the user experience for digital services, integrating with Cisco ThousandEyes and Accedian for comprehensive insights. It includes browser and mobile real user monitoring, along with session replay for faster problem resolution.
4. **Cisco AIOps**: Developed to automate IT operations through unified telemetry data, it tackles tool sprawl and enhances issue resolution. It integrates data from multiple sources, including Cisco AppDynamics and ThousandEyes, for cross-domain service insights.
5. **Full Stack Observability Platform**: Aims to aggregate data from various domains for comprehensive insights. Cisco announced new apps for the platform, highlighting its extensibility and the introduction of a natural language interface for easier data interpretation.
6. **Observability for Kubernetes Workloads**: Utilizes eBPF for lightweight, real-time visibility into Kubernetes performance, offering network traffic monitoring and zero-instrumentation application dependency mapping.
7. **ThousandEyes Enhancements**: Enhancements include deeper visibility for remote workforce management, streamlined test setup for API monitoring, and versatile data access through enhanced dashboard filters.
8. **Launch of Motific by Outshift**: A management interface for fine-tuning large language models (LLMs) with a focus on security, governance, and compliance. Motific aims to accelerate generative AI adoption while managing risks associated with security, trust, compliance, and cost.

Power Hybrid Work

1. **"Distance Zero" Hybrid Work Strategy**: Cisco reaffirmed its commitment to transforming meeting spaces to support hybrid work, highlighting the widespread need for video conferencing technology in meeting spaces. Innovations include RoomOS support for major collaboration platforms, new video collaboration solutions integrating Microsoft Teams Rooms with Front Row and Samsung displays, and the introduction of the Room Kit EQX powered by NVIDIA's Jetson AI platform. Cisco also confirmed its partnership with Microsoft for a native MS Teams experience on Cisco devices.
2. **AI Assistant for Webex Suite**: Cisco announced the availability of AI Assistant features across the Webex Suite and Contact Center, including AI-powered meeting and Vidcast summaries, space summaries, message rewriting, and translation capabilities. The update also introduced HD Voice for clearer audio communications, leveraging AI to enhance voice quality and reduce background noise.
3. **Partnership with Apple Vision Pro**: Cisco launched a new Webex app designed exclusively for Apple Vision Pro, available from day one on the App Store for visionOS. This partnership aims to advance hybrid work through spatial computing, integrating features like AI background noise removal, real-time translations, and interactive engagement tools within the Webex platform for Apple Vision Pro users.
4. **Meraki Vision & New Cameras**: Cisco introduced two new Meraki MV cameras, the indoor MV13 and outdoor MV33, leveraging AI to manage camera networks more efficiently. These cameras offer advanced search capabilities based on visual attributes, presence analytics for monitoring occupancy, and security features to detect unauthorized access, demonstrating Cisco's focus on improving security and observability within hybrid workspaces.