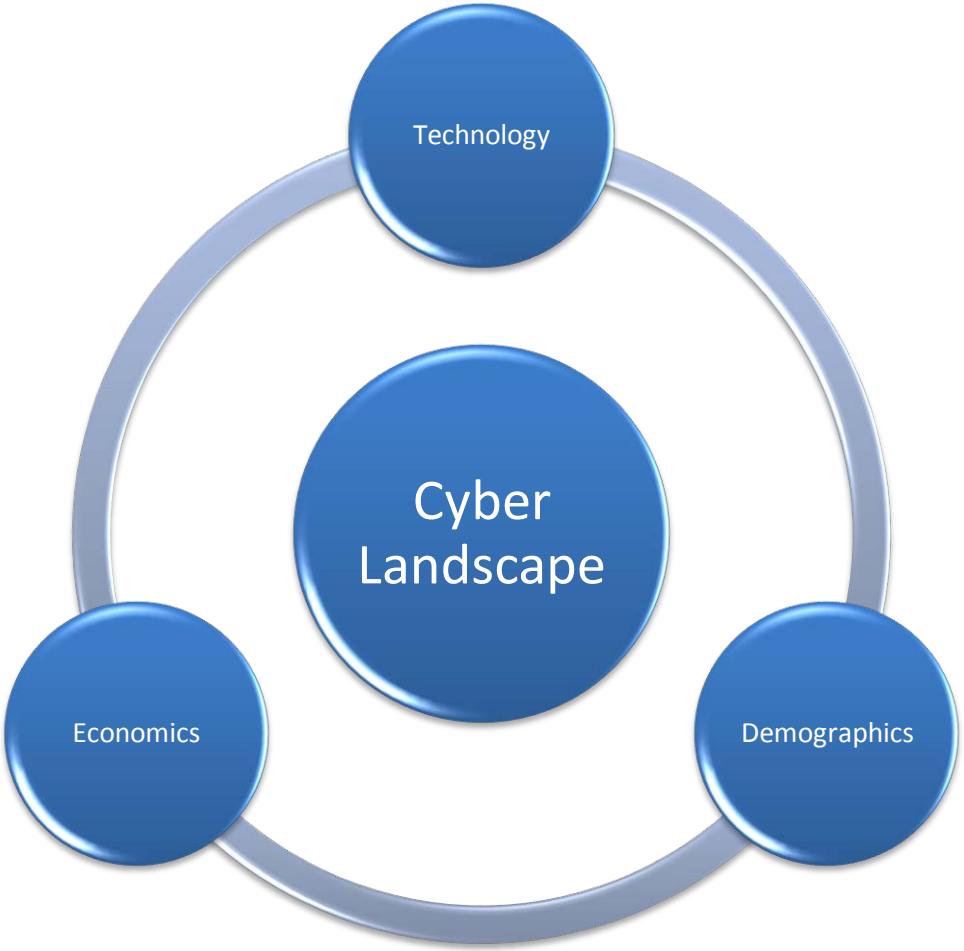
Cybersecurity: It's Everyone's Responsibility

Kevin Parra, GGSG Marketing Manager
Cisco Systems

Tectonic Forces Driving Change



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Innovation vs. Innovation

Productive

Malicious

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Inside the Tornado…

The Public

- Trade-off between functionality and security

Market Challenge

- Society is witness to a growing presence of advanced persistent threats, a proliferation of devices and the erosion of trusted perimeters.

Market Objective

- We need to raise the awareness of our online behavior to minimize vulnerabilities

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A Path Forward…

Technology alone will not solve the problem. We must engage the public with content that is relevant to their world.

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Raising Awareness…

DHS Cybersecurity Awareness Challenge

Cisco on Cisco

Cyberspace Action for Education

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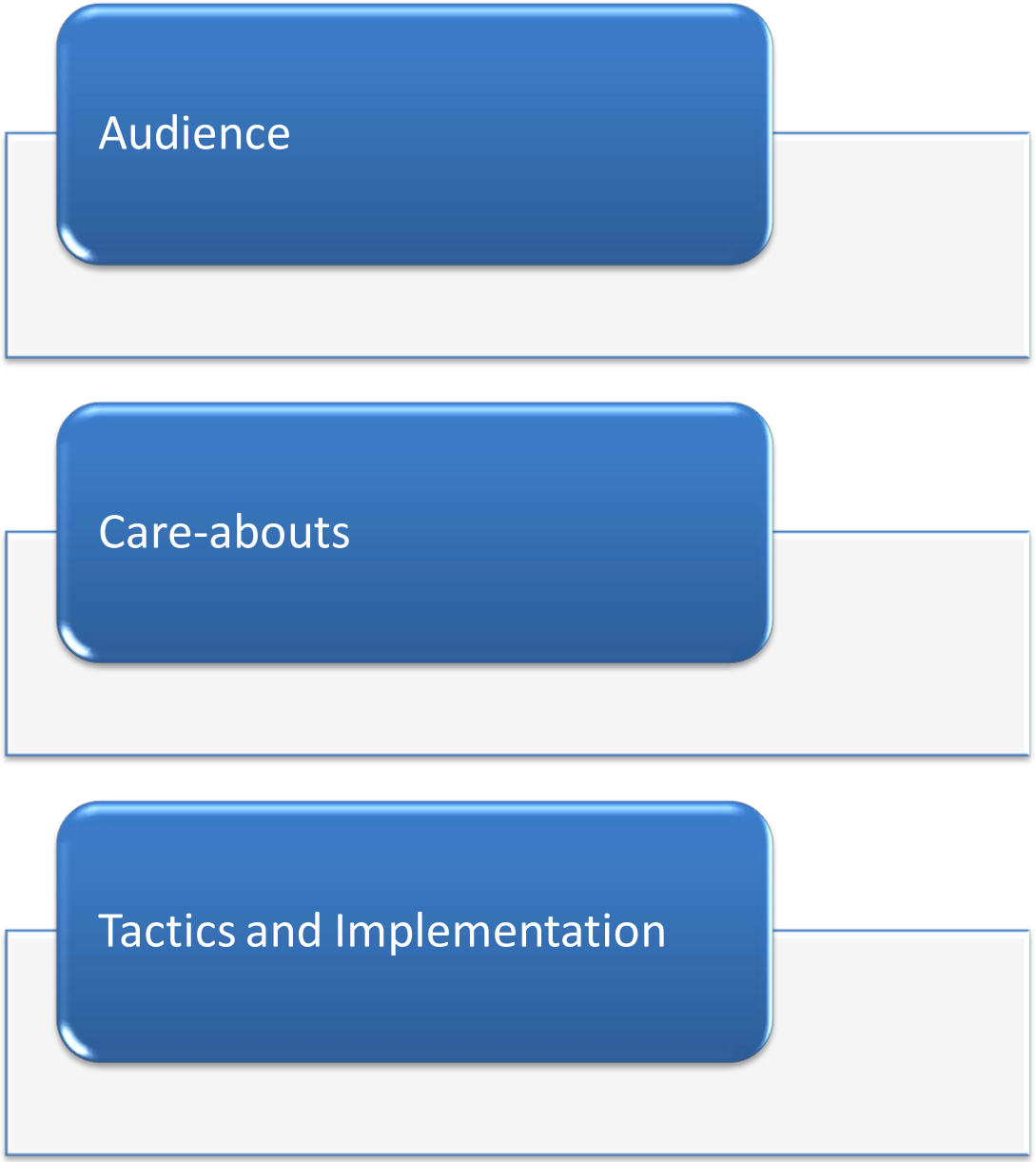
DHS Cybersecurity Awareness Challenge

Public and private industry working together makes a powerful combination



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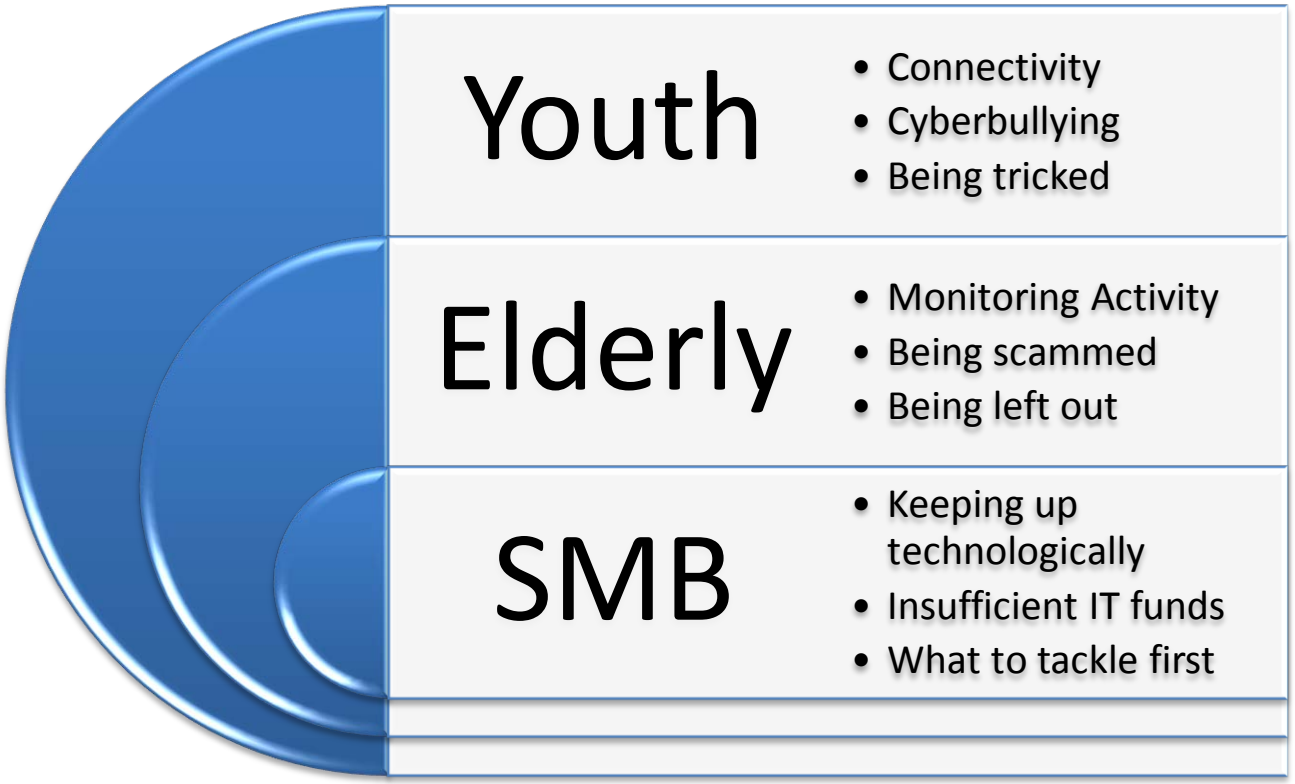

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Public

- Forum Leads
- Amateur Content

Industry & Associations

- Safety and Security Course
- Thought-leadership Content
- Incentives

Government

- Law Enforcement Engagement
- Thought-leadership Content

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Cisco on Cisco

Cisco's approach to cybersecurity awareness focuses on people, technology, and processes.

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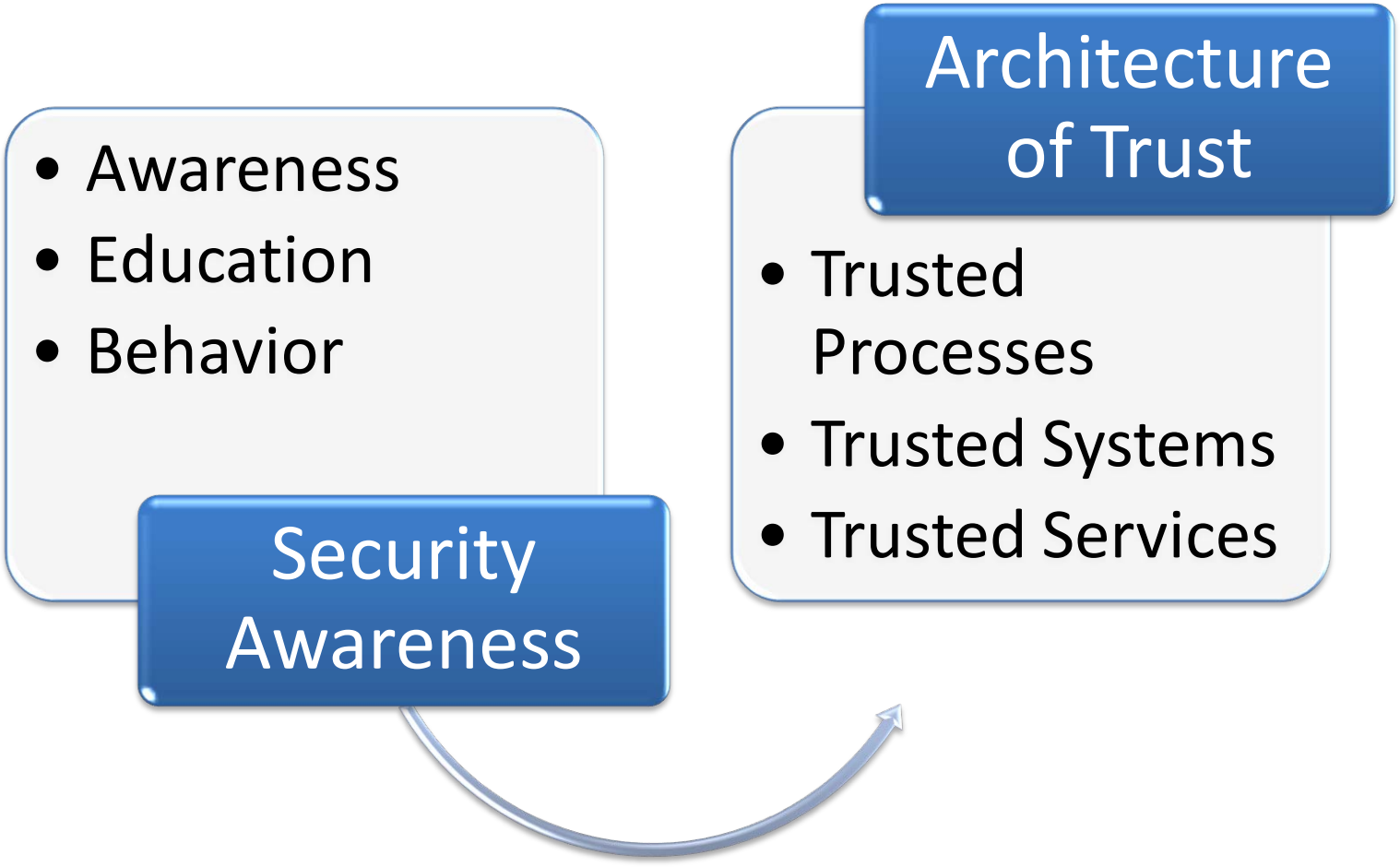

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Policy & Advisory Board Participation

IT SCC – Information Technology Sector Coordinating Council

DNI Enduring Security Framework Steering Council

Project 12

National Infrastructure Advisory Council (NIAC)

FIRST – Improving Security Together

Infragard

Information Sharing and Analysis Centers (IT-ISAC)

IT ISAC

Advisory Board to National Security Agency

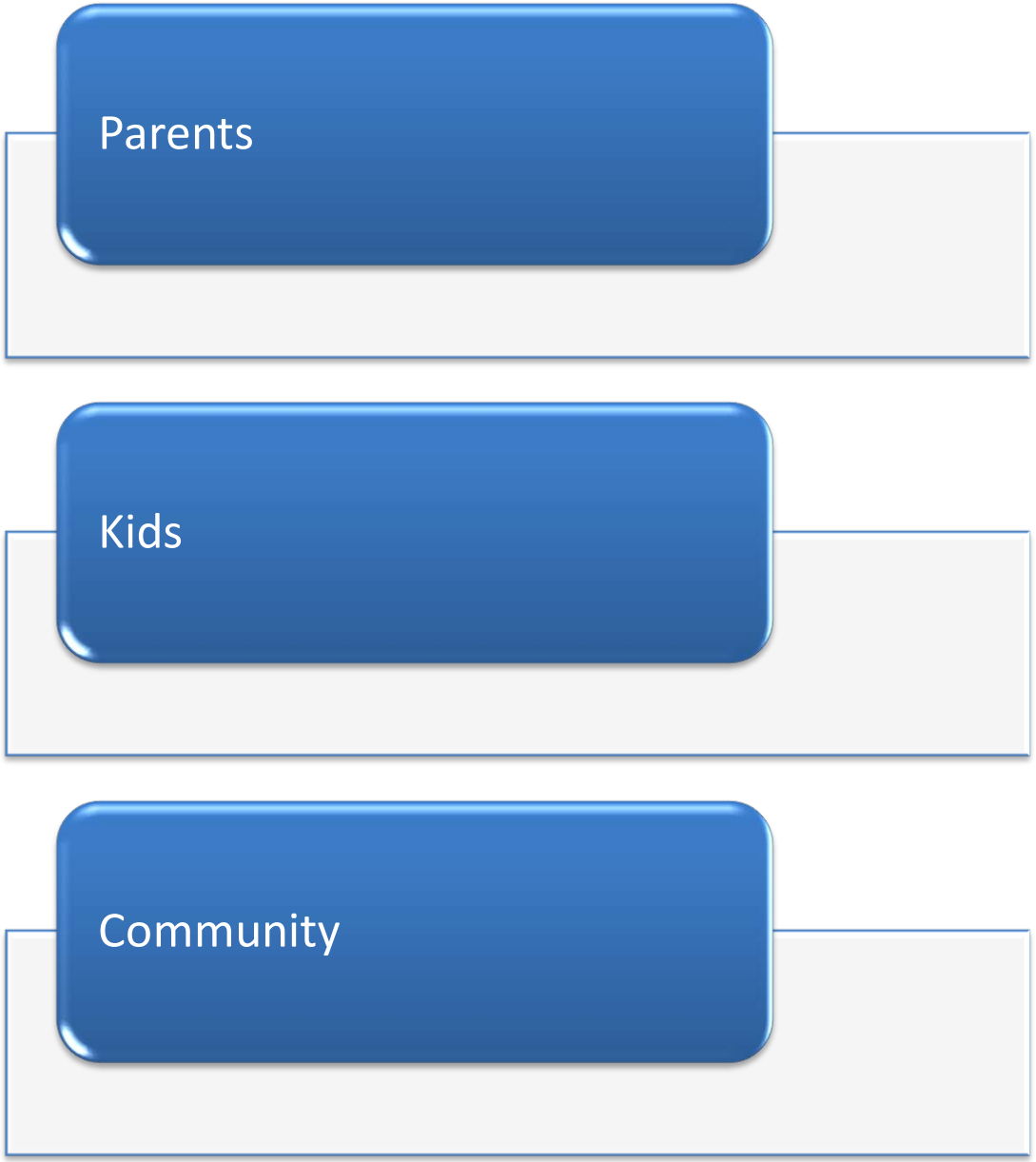
CSIS Commission on *Securing Cyberspace for the 44th President*

Partnership for Critical Infrastructure Security

PCIS – Partnership for Critical Infrastructure Security

Cyberspace Action for Education

Cybersecurity Awareness Month Initiative



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Cyberspace Action for Education

Keeping Them Safe

Children are exploring online. Help them find a safe and secure path to the digital world.

View information for:

Schools

Higher Ed

Cyberspace Security for All of Us

It takes a village to raise a child. It takes the entire community to work together to keep students, teachers, staff, and families safe online.

Parents Can Help

Useful information for parents to keep the family away from online risks.

Be Smart and Safe Online

Tips and recommendations for kids on cybersecurity.

Community Effort

Cisco supports NCSA to empower digital citizens to use the internet safely and securely.

Cybersecurity Awareness

President Obama discusses online security and protection from online threats.

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The Road Ahead

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Cybersecurity is Everyone's Responsibility

The speed of innovation is creating more venues for information access that create unintended vulnerabilities for the human element of the network—the individual—preying on our negligence, carelessness and curiosity.

Technology alone is not the answer. We must engage the audience with useful content that is relevant to their world.

A complacent attitude should not prevail.

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Cybersecurity is everyone’s responsibility and we must all work together to create a safer society.

Q and A

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