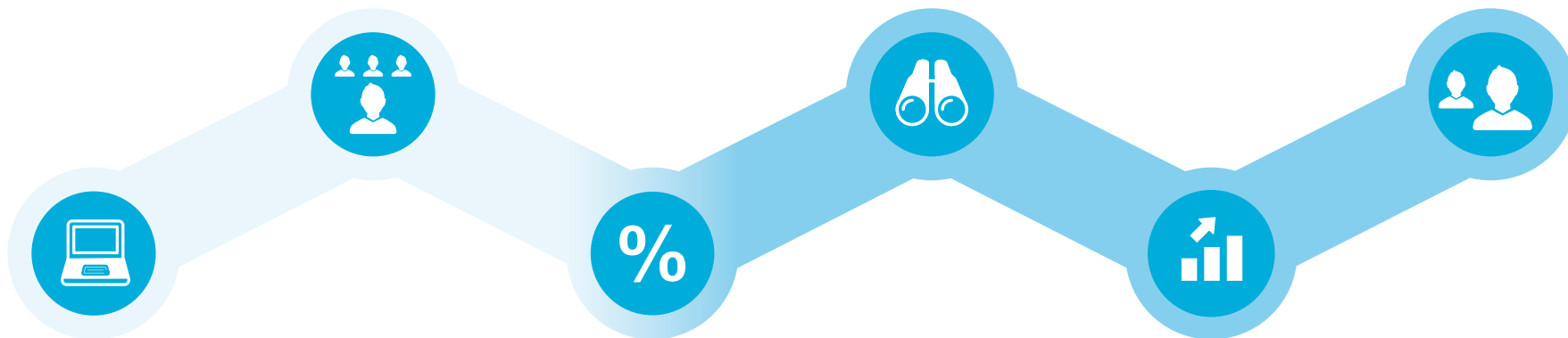


# GROW YOUR CISCO SECURITY BUSINESS WITH AZLAN

**Exclusive access to monthly training and enablement sessions;** join our community platform with updates from Cisco Security experts.

Deepen your customer insight, uncover new security opportunities: **We will train you how to run Cisco Security Proof of Value (PoV) assessments,** and how to become more of a trusted advisor to your customers.

Exclusive coaching by our TD services experts on how to complement your offerings with available service offerings. Broaden your security portfolio through **individual coaching from TD multi-vendor Security Practice experts.**



Sign-up for the Azlan Security Boost Program and get a **free individual assessment from our specialists** to help you build your own security business practice\*. Register here: [www.azlan.com/security-boost-uk](http://www.azlan.com/security-boost-uk)



The next step is to further build your security skills. **We will support resellers with training offerings to become Cisco Express Security Specialised (ESS) and Select Certified:** As well as expertise, this gives you access to better pricing, higher rebates and deal-protection.

Take advantage of our **end user lead generation offers** and participate in joint demand-generation activities.

\* If you are not a Cisco Registered Partner, don't miss our TD Azlan CORE Program to help you get started. Please visit [www.azlan.com/mba](http://www.azlan.com/mba) or contact your local TD Azlan team.

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## WHY SECURITY

- Digitization drives efficiency, cost reduction and new business opportunities but it also increases companies' dependency on their IT infrastructure. Network downtime and security breaches can have serious consequences, like the loss of intellectual property, compromised customer information and confidence.
- Security is a software-rich and margin-rich sale. Expanding your security business will help increase annuity revenue, software volumes and profitability.



## WHY CISCO SECURITY

- Cisco's award-winning end-to-end security portfolio offers deeply integrated solutions, that protect the entire network before, during and after an attack.
- Enable customers to utilise industry leading Talos threat intelligence which provides faster and more effective security for businesses, cloud to core.



## WHY AZLAN

- **Azlan has invested in a multi-vendor Security Business Practice:**
  - portfolio of Tier-1 security vendors, focused on modularity and interoperability.
  - focused Business Unit with deep skills in security solutions – helping to reduce complexity.
  - helps you maximise your profitability & brand equity as the "Trusted Advisor".
- **TD Azlan's "Momentum" is recognized as best-in-class partner experience journey:**
  - direct personal access to specialists who help you build and grow your Cisco security business.
  - get help in building your security business plan, and agree steps to get there.
  - analyse your skills and certification requirements and support your learning path.
  - uncover new revenue opportunities via joint demand generation activities.
  - expand your security and services portfolio to further grow your security practice.

## CISCO SECURITY STRATEGY

Cisco's security approach is built around the below foundational imperatives which allows customers to gain security insights from every event.

### BEFORE

Visibility to who's on the network, what devices they use and the activities they are doing, enabling customers to block threats and threat actors before they hit the network.

### DURING

Embedded security in the points of connection, protects the network and mobile users wherever they go, on or off the VPN.

### AFTER

Retrospective security allows your customers to identify where the attack happened, how to clean it up and how to avoid or respond to similar threats in the future.