



What Cisco End-to-End Video Security Can Do for Your Business

- Protect your customer data as well as premium content stored in the data center and video headend
- Protect your delivery of premium video content and services over any network to any device
- Proactively address piracy, including illegal live streaming

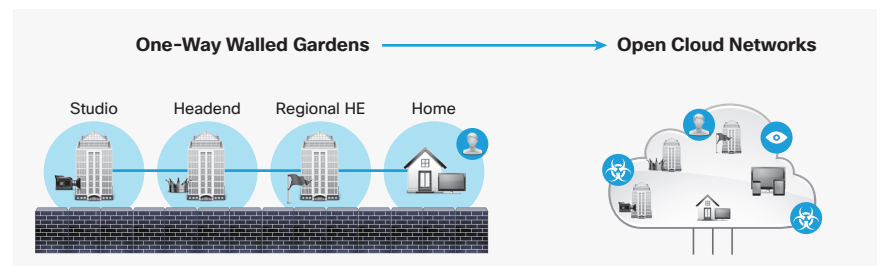
Cisco Advantage

- Only provider offering protection before, during, and after attacks
- Best-in-class technologies coupled with advanced security services
- Number one in data center security (Infonetics Research)
- Number one in video security solutions (Synergy Research)
- 25 years of experience as a trusted security partner
- Largest threat telemetry network and research team in the world

Cisco Video Security Solutions

Expand Your Business Opportunity

Not long ago, video content delivery was fairly straightforward. It was a one-way walled garden—from creation to distribution to consumption.



Cloud and IP-based delivery have transformed the industry. The lines between roles within the video delivery chain are obscured. Content creators stream over-the-top (OTT) to consumers. Third parties aggregate content and integrate advertisements. Multiple distribution channels result in multiple content storage locations for the delivery of customized content to expanding, geographically diverse markets. The monetization opportunity is boundless.

Open Delivery Methods Increase Vulnerabilities

These open delivery methods create new business opportunities, but they also make securing content difficult. How do you manage secure video delivery in this open and quickly evolving multidevice environment? More users can access content, increasing the possibility of unauthorized access. Content is stored in multiple places, expanding the attack surface. Two-way delivery channels open up new pathways for attackers into your organizations. And as the attack surface expands, how do you protect your revenue and business against new threats?

Criminals are using attacks that are faster, stealthier, and more dangerous than ever to:

- Steal already-distributed and prereleased video content
- Illegally redistribute live content streams from legitimate devices
- Impair service performance with latency or denial of service (DoS)
- Stream inappropriate content through distribution channels
- Access sensitive customer information and billing data

Why Cisco?

We combine expertise and market leadership in video and data center security.

- **Strong track record.** For over 20 years, Cisco has delivered video security solutions to leading service providers worldwide, protecting more than 300 million devices with zero piracy for over 10 years.
- **Most comprehensive security offering.** We provide best-in-class video and data center security solutions and are prepared to address your video delivery needs into the future.
- **Full set of security services.** We help you to deploy a solution that's right for you. We can help identify security gaps and plan deployments with the option to expand over time.

Helpful Links

- [Cisco Service Provider Video Security Solutions](#)
- [Cisco Data Center Security](#)
- [Service Provider Video Products](#)
- [Service Provider Security](#)

A New Approach to Security Is Required

You need a new, comprehensive approach to security that enables you to:

- **Protect your content** across the video delivery chain
- **Protect your service** so you can monetize on your video content
- **Protect your business** and the confidential data within

Because the attack landscape is always evolving, security must continually adapt. It must protect you from the latest threats while allowing you to deliver a premium customer experience and support your delivery systems without introducing latency or performance issues.

Cisco End-to-End Video Security Solutions Deliver

When it comes to comprehensive security that adapts to changing threats and supports business agility, only Cisco delivers. We offer an end-to-end security portfolio and create solutions tailored to your businesses.

To provide this protection we offer a multilayered security approach:



Data center security protects against threats before the attack. It strengthens the network perimeter and enforces highly secure access across networks, systems, users, and data. During the attack, it provides real-time detection and mitigation from known threats. And after the attack, it helps you to quickly discover malware that gets in and resolve unknown attacks to prevent your business from being compromised.



Video service protection protects content throughout its lifecycle. With Cisco® VideoGuard Everywhere (VGE), you can deploy the latest encryption and conditional-access security across all types of content delivery. Our solution has the longest unhacked record in the industry, over 10 years.



Anti-piracy services help ensure that content remains protected even after distribution. With VGE Streaming Piracy Prevention (SPP) and Operational Security Services (OpSec), we locate and automatically terminate piracy. Cisco teams also proactively address potential piracy before it starts.

Next Steps

Contact us today to identify security needs in your business and define **a solution** that is right for you. To learn more about the services we offer, visit [the services page](#).