

Cisco Duo: Zero Trust for the Workforce

Cisco Duo provides a zero-trust security platform to ensure only the right users and secure devices can access applications, regardless of location

Opportunities

Security Buyer (CISO)

- Focuses on reducing risk, achieving compliance and improving total cost of ownership
- Emphasizes security efficacy
- Security teams are often at the executive table and are a decision maker
- Interested in consolidating security products and reducing spend

Network Buyer (CIO, CTO)

- Focuses on network connectivity on campus and remotely
- Emphasizes reliable and secure access to the network
- Looks to provide end users with a consistent and reliable experience while reducing TCO

Value

Business

- Easily meet compliance requirements for user authentication and access controls
- Mitigate risk of credential theft, out-of-date and bring your own devices (BYOD)
- Amplify security ROI by securing user and device access to sensitive data
- Consolidate your MFA, SSO, MDMs to lower TCO

Go-To-Market

- [Demo Cisco Duo](#) to anyone
- Try Cisco Duo with a 30-day [free trial](#)
- Add Cisco Duo to any application in less than 30 minutes
- Cloud-based; low TCO
- Per-user licensing option
- Subscription pricing
- No minimums

Conversation Starters

What are your company's critical apps? How do you protect access to them?

How is the user experience with your current access security solution?

How do you get visibility into devices accessing your applications?

What is your BYOD strategy? How do you enforce BYOD policies?

How do you prevent out-of-date devices from accessing your sensitive applications?

Objections

Objection	Response
We already have a two-factor authentication solution.	Hundreds of customers including Facebook and Threadless lowered TCO by 75% or more moving to Duo from legacy MFA solutions such as RSA and Gemalto.
We do not allow BYOD on the network.	Many of our customers do not get visibility into unmanaged devices accessing cloud applications since these devices are never on the network. Duo provides an easy way to get visibility into all devices – managed or unmanaged.
We can't prevent unmanaged devices from accessing all applications.	With Cisco Duo, you can enforce device policies for specific applications. For example: You can prevent unmanaged devices from accessing your code repository, but allow it to access the cafe menu.

Strengths

Broadest Coverage	Speed to Security	Lower TCO	Ease of Use
Cisco Duo can secure access to every application from users and devices. Cisco Duo can provide visibility into every user-owned device accessing your applications.	Cisco Duo can scale to thousands of users within days. For example: BGSU deployed Cisco Duo to 30,000 users in under two weeks.	Admins use Cisco Duo to consolidate MFA, SSO, MDM and other services to ensure only the right users and devices are getting access to sensitive data, reducing the cost to own and manage multiple security solutions.	End users love Cisco Duo's ease of use with push and flexible authentication options. Duo protects over 18,000 customers and millions of end users.

Vendor	Supported Apps	User Experience	Security Efficacy	Highlights
Cisco Duo				<ul style="list-style-type: none"> Broadest coverage of users, applications and devices Improves end-user productivity and experience Speed to security with rapid deployment, faster user adoption and ability to respond quickly to changing threats
RSA				<ul style="list-style-type: none"> Legacy incumbent with broad token install base High TCO due to help desk costs and product complexity Commonly known for the poor end user and administrative experience
Microsoft				<ul style="list-style-type: none"> Typically “free” as an add-on MFA product on Microsoft EAs Difficulty protecting non-Microsoft applications Concerns about reliability and user experience
Okta				<ul style="list-style-type: none"> Cloud identity & MFA provider No native device visibility Limited MFA support for on-premises applications

Learn More

Learn more about Zero Trust

<https://www.cisco.com/c/en/us/products/security/adaptive-multi-factor-authentication.html>.