

2024 Market Impact Award Winners and Finalists

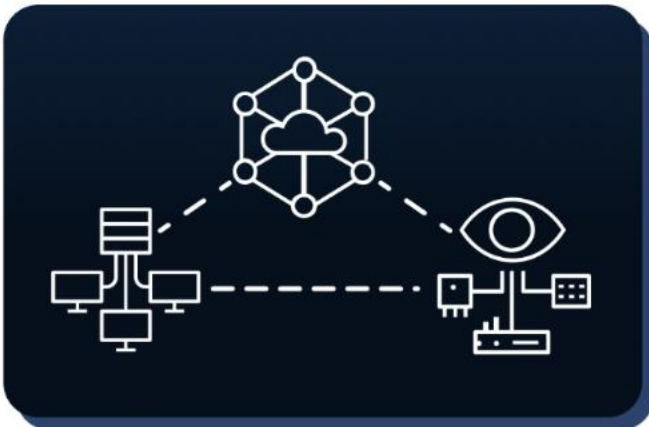
Market Impact

Innovations that have transformed markets where Cisco currently plays.

Winner videos coming October 2024 - Watch this space!

Market Impact Winners

Catalyst SD-WAN Analytics



Catalyst SD-WAN Analytics is a cloud-based solution offering enhanced network visibility and application optimization. Thanks to its integration with major SaaS and security providers and scalable streaming ELT data pipeline, it has boosted Cisco's market position with a 90% growth in usage and over \$1 billion in bookings.

SD-WAN customers have long sought enhanced visibility into their network infrastructure for efficient monitoring and troubleshooting, alongside optimization of application experiences driven by network feedback. The Catalyst SD-WAN Analytics, a cloud-hosted engine, was built to deliver a comprehensive, scalable solution. It harnesses cutting-edge technologies such as Streaming ELT data pipeline developed in collaboration with AWS to ensure scalability at optimal costs, and it integrates with industry-leading SaaS Providers such as Microsoft, Cisco Webex, and Cisco ThousandEyes to optimize application experiences and security providers such as Cisco Talos, and ISE to detect security incidents and auto-update security policies. Upon its market introduction, Catalyst SD-WAN Analytics significantly elevated Cisco's competitiveness in the fragmented SD-WAN market, driving a 90% annual growth in usage, with 70% of Cisco's Catalyst SD-WAN customers adopting the feature. This surge in adoption contributed over \$1 billion in bookings.

Learn more: Catalyst SD-WAN Analytics

Zero Trust Security for Webex



Webex has pioneered the use of Messaging Layer Security (MLS) for Zero Trust End-to-End Encrypted Meetings, offering unparalleled security in cloud collaboration and transforming the market by enabling the encryption of millions of meetings, even for the most security-sensitive customers.

Our customers entrust their most private conversations to Webex, from HR to national security. In a world where data breaches happen constantly, customers are nervous that their meetings might be exposed if their conferencing provider were hacked. With Zero Trust End-to-End Encrypted Meetings, Webex can offer customers the convenience of a cloud-hosted solution while ensuring their meetings are safe even during a breach. To protect meetings from the cloud, we had to invent a new cryptographic scheme called Messaging Layer Security (MLS), which allows the endpoints in a meeting to set up keys that the cloud doesn't have. When the content of the meeting is encrypted with those keys, the cloud can't decrypt it. Webex was the first conferencing provider to use MLS, the first to support end-to-end encrypted meetings with 1,000 people, and the first to support end-to-end identity, the strongest level of end-to-end security. Customers have used our end-to-end encryption technology to protect millions of meetings. Some of our most security-sensitive customers even use it for all their meetings. Zero Trust End-to-

market by providing a level of security that nobody else provides.

Congratulations to the 2024 Winning Team Members!

Catalyst SD-WAN Analytics

Team Lead: Ashish Sood

Ram Singh
Vivek Agarwal
Hugo Viengen
JP Shukla
Deepak Kothari
Ashwin Murali
Sai Suchandan Reddy Marapareddy
Ankur Bhargava
Sridhar Ayalasomayajula
Raj Venkatesan
Syed Arslan Ahmed
Alex Ivanovic
Devanshi Shah
Gurdeep Singh
Ravindra Narayan
Sudeepthi Yerramsetty
Xuejun Jiao
Manush Gupta
Raghavi Reddy Poreddy
Aditya Arun
Deepak Pal
Utkarsh Mittal
Ajvot Singh
Anjali Koroth
Prathap B
Chetan Narsude
Sarav Radhakrishnan
Sri Rao
Nirav Barodia
Pooja Balasundaram
Idan Nachmani
Sanjeev Tondale
Narendra Payidiparthi
Nithin Raju
Venkateswaran Mohanasundaram
Senthikumar Nani
Bharathi Sivaramakrishnan
Yogesh Mittal
Mahalakshmi Rajaram
Kushal Patel
Kamran Kumar
Alha Jun
Connie Mathison
Usama Anqud
Aastha Verma
Sajeev Ramachandran
Raji Vinayagam
Vikas Deep Lingampalli
Rahul Joshi
Hudson Mohan Singh
Deepak Jayaraman
Kapil Suri
Dhairya Thakkar
Kanagasabai Swaminathan
Roli Kumar
Raghav Chhabra
Murthy Nagaraja Raghavendra
Ziad Sawedine
Salah Ramlawi
Nikolai Piteav
Prab Radhakrishnan
Preeti Mordani
Jagan Kumar Somi Ramasamy Subramanian
Ameey Ahinaze
Lucknell Madestin
Megan Gronstad
Sanjay Sreenath
Gaurang Mokashi
Bipin Kumar
Praveen Elankovan
Jitesh Mulchandani
Ramas Rangaswamy
Tapesh Maheshwari
Gobind Manuja
Randal Landry
Nilesh Vilasrao Khade
Francesco Cavarini
Mateusz Oliszowy
Yin Wang
Alan Xiao-yong Wang
Pat Duan
Jeffrey Cai
Xiaomin Mei

Mingchieh Wang

Narayan Subramanian
Adam Hill
Prashant Tripathi
Prathima Aila
Carolyn Vogt
Abdul Aziz Nadaf
Nathan Hood
Ramakrishnan Ravindran
Albert Tsui
Margaret Seery
Samir Thorla
Balaji Sundararajan

Zero Trust Security for Webex

Team Lead: Richard Barnes

Michael McGary
Tony Mulchrone
Teresa Rigler
Andrew Biggs

Market Impact Finalists

Machine Reasoning Engine (MRE)

Cisco's Machine Reasoning Engine (MRE) leverages machine reasoning to automate complex network workflows, featuring a cloud-hosted workflow editor, knowledge base, and reasoning engine, with key innovations that optimize memory, CPU, and network impact, simplifying knowledge capture for SMEs and enabling advanced root cause analysis and issue detection, significantly enhancing network management and automation.

Team Lead: Ajay Madhavan

Thuan Troung
Michael Michaelides
Ram Govind Krishnan
Samer Salam
Arun Thomas
Asad Ahmed
Nuno Passos Geraldes

Duo Risk-Based Authentication

Duo's Risk-Based Authentication (RBA) dynamically adjusts the balance between security and user friction by analyzing context and risk signals. It outperforms competitors with features like WiFi Fingerprinting and threat model-informed detection while providing transparent reporting for administrators to trust and understand the system's behavior.

Team Lead: Bronwyn Woods

Edgar Calderon
Ben Wong
Deepak Shah
Gillian Gacusan
Jarrett Helton
Kevin Burchfield
Pat McMahon
Shayne Miel
Kyle Luce
Phillip Schafer
Ryan Muraglia
John Huffman
Hannah Mullman
Kevin Pelaez
Jillian Haller
Ryan Pursel
Ya-Ying Wang
David Matteson
Kyle Mills
Dave Gross
Brian Lindauer
Jaclyn Freeman
Jordan Tessler

Cisco Cloud Native Head End for Security and Networking Services

The Cloud Native Head End is the scalable, high-performance front-end customer-facing secure entry point for both Networking and Security BG Services, built as a collaboration between both teams.

Team Lead: Mark Bakke

Mark Townsley
Jerome Tillet
Nathan Moos
Benoit Gamie
Sean Chandler
Dieter Weber
Arthur De Kerhor
Nathan Skrzypczak
Animesh Patel
Abhi Jain
Dawn Minion
Vishwanathan Chandru
Alex Nagia
Nathan Chan
Alhassan Baht
Alex Ivanovsky
Nipa Shah
Scott Vance
Maxime Peim
Rahul Sinha
Imran Aulif
Venkatesh Nataraj
Jon Langemak
Rashmi Garg
Amruta Kulkarni
Sundara Pal Rani Thirumalaigappan
Scott Philbrook
Aimin Tang
Vikki Wei
Ravinder Narula
Harris Mangala
Anmol Kwikkar
Reginald Chand
Linmao Cong
Aniruddha Kulkarni
Nidhin Balakumar V
Shagun Rathore

Changing the Game - High-Density Wi-Fi with the Catalyst 9104

Cisco has redefined High-Density WiFi for stadiums and large venues with the Catalyst 9104, a first-of-its-kind software-defined, configurable antenna with multiple radios and beam-switching capabilities. It eliminates the need for external cabling and aiming and sets a new industry standard that competitors are now striving to match.

Team Lead: Matt Swartz

Fred Anderson
Josh Suhr
Jonathan Cyphert
David Wolf
Nilesh Doshi
Jim Florwick
Ven Kanagasabapathy
Yogesh Paliwal
Bahador Armin
Navid PourramzanGandji

Webex Calling

Webex Calling has significantly outpaced SaaS competitors by scaling to support large organizations. This is exemplified by a multi-year collaboration with Walmart to create a telephony solution for 1.2 million store associates. The solution features deep integration with workforce management and the Me@Walmart app, resulting in a versatile, scalable solution unmatched in the market across various industries.

Team Lead: Owen Friel

Shane Tuohy
Martin Plette
Eric Bernier
Susan Hopkins
Martin Lachapelle-Bernier
Sanjay Sinha
Chris Pearce
Joe Deutsch
Paul Giralt
Wade Hamblin
Nolan Martin
Abhinav Deepura
Vijay Andrews
Suman Bhattacharya
Hem Dutt
Christian Ebio
Alan Meehan
Johannes Krohn
Ziggy Zeigler
Joshua Vorheis
Bagavathi Desika Vinayagam
Loren Lovell
Sivakumar Subramani

Mass-Scale Network Automation Performance Acceleration

Changed from a pessimistic transaction model with mainly serialized transactions to an optimistic transaction model that is largely parallelized. We were able to make this change non-invasive so that existing customers could gain from this without changing their deployments. Boosted network operations performance by 6x-9x, protecting and returning more value for customers' investment.

Team Lead: Try Ryeng

Viktoria Fordos
Clive Nysten
Christian Rennerskog
Martin Akerstrom
Nils Petter Tisell

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