



NEWS RELEASE

Media Alert: Martin Roesch to Keynote RSA Conference 2015: Advanced Strategies for Defending Against New Breed of Cyber Attacks

2015-04-22

SAN JOSE, CA -- (Marketwired) -- 04/22/15 -- Cisco (NASDAQ: CSCO) -- On April 23 at the RSA Conference 2015, Martin Roesch, Vice President and Chief Architect for the Cisco Security Business Group, will deliver a keynote titled "Advanced Strategies for Defending Against a New Breed of Attacks" that will focus on his vision for how the security industry must change the way it examines and addresses threats that can cause significant losses for companies -- and take months to discover, contain and remediate.

Security researchers at Cisco have found that 75 percent of all attacks only take minutes to begin exfiltrating data, and more than 50 percent of attacks persist for months or years before they are discovered. In his keynote, Roesch will outline strategies to evolve security to include new approaches that address incidents efficiently, enable visibility, facilitate appropriate actions and support business growth.

WHO:

Martin Roesch, Vice President and Chief Architect of Cisco's Security Business Group

WHAT:

"Advanced Strategies for Defending Against a New Breed of Attacks"

WHERE:

RSA Conference 2015
Moscone Convention Center South, Esplanade Ballroom
747 Howard Street, San Francisco, CA 94103

WHEN:

Thursday, April 23, 2015 at 2:40 p.m. PT

Roesch is responsible for shaping the technology, strategy and design of the Cisco security portfolio, and also oversees the company's strategy for threat research, including the Talos Security Intelligence and Research Group. He joined Cisco through the acquisition of Sourcefire, which he founded in 2001. A respected authority on intrusion prevention and detection technology and forensics, Roesch is the author and lead developer of the [Snort® Intrusion Prevention and Detection System](#) that forms the foundation for Next-Generation IPS.

Roesch's keynote will be streamed live and available on-demand for customers, partners, press and analysts at www.rsaconference.com/us15/cisco.

RSA Conference attendees can [visit booth #N3801 \(North Exhibit Hall D\)](#) to see demonstrations of the latest Cisco security products, solutions and services that help protect against threats across the attack continuum -- before, during and after an attack.

About Cisco

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Press Relations

Kelly Cytron
415-271-3638
kcytron@cisco.com

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