![CISCO]

The New Trust Standard

Explicit. Pervasive. Verifiable.

Managing business imperatives and security can feel like a balancing act. With such high stakes, trust needs to be more than a feeling. Organizations and their customers need a benchmark for assessing whether a product or service is trustworthy. Because once you trust your protection, you can reach new heights.

What makes a trusted partner?

What makes a solution trustworthy?

Profile of a Trusted Partner

How can you be confident that your business and those that you work with are trustworthy? A trusted partner weaves security into the very fabric of their business—transparently communicating how they secure their data, processes, products, services and employees to deliver true pervasive security.

Trustworthy

Work with third parties and open source communities to improve security

Meet global certification standards

Manage, secure and protect customer data

Implement a Secure Development Lifecycle (SDL)

Secure the supply chain

Require ongoing employee security education

Transparent

Clearly map the flows and explain the usage of customer data

Equal and simultaneous access to security vulnerability information

Publish all government requests for customer data

Provide timely and actionable breach notifications

Enable customers to verify code and development artifacts in a dedicated, secure environment

Accountable

Ethical and predictable response to security incidents

24/7 security incident response team

Quick detection and remediation of product vulnerabilities

Admit when mistakes are made and work to make things right

Timely, actionable and simultaneous notification of bug fixes and security patches

What makes a solution trustworthy? →

Is Cisco a trusted partner? You decide.

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What makes a solution trustworthy?

A trustworthy solution is one that does what it is expected to do in a verifiable way. When assessing whether a product or service is trustworthy, consider how the building blocks of foundational security are explicitly proven.

Trustworthy Solution

Secure Development Lifecycle

Security should be considered from the product design phase, not as an afterthought. A repeatable, measurable combination of tools, processes, and awareness training should be introduced in all development lifecycle phases and mandated to ensure defense-in-depth, provide a holistic approach to product resiliency, and establish a culture of security awareness.

Trusted Supply Chain

Vendors who produce trusted products implement a program that continually assesses, monitors, and improves the security of the supply chain throughout their entire lifecycle.

Transparent and Proactive Incident Response

Trusted products are continually monitored by a dedicated, global team that manages the receipt, investigation, and public reporting of information about product security vulnerabilities. This team should provide equal and simultaneous access to security vulnerability information.
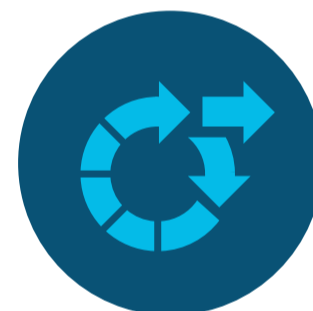
Continuous Innovation

The engineering roadmap of trustworthy products is informed by the expertise the vendor has gained from defending their global enterprise. Product security standards are continually reviewed in order to address constantly evolving cyber threats.

Verifiable Product Integrity

Hardware-anchored secure boot

At boot-up, a trusted product performs an automated check of software integrity that is anchored in hardware, ensuring that only genuine, unmotified software boots on that platform.

Secure key storage

Trustworthy products provide secure key storage that is anchored in hardware, allowing customers to store sensitive data encrypted in non-volatile memory.

Image Signing

A product that is trustworthy utilizes digitally-signed software that ensures that it came from a trusted source.

3rd Party Validation

Products that are trustworthy meet rigorous global certifications and standards requirements.

Trusted entropy

A trusted product generates certifiable entropy for random number generation.

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