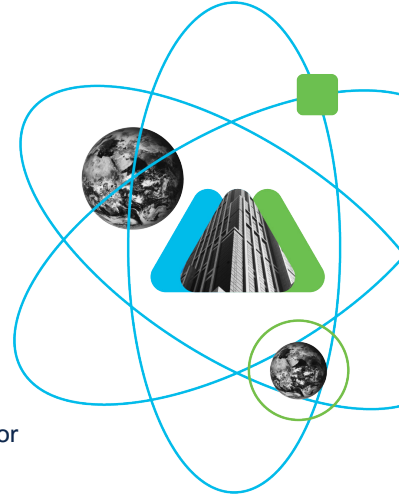


# Cisco Secure portfolio naming architecture

Part of simplifying our portfolio involves the renaming of our security products under one brand, Cisco Secure. Being clear and outcome-focused, this change simplifies communication and will improve everyone’s understanding of how each product secures and protects within the Cisco Secure portfolio. For now, all products will include mention of the former names to easily recognize them during the transition.



**CISCO**  
**SECURE**

**CISCO**  
**SECURE X**

Cisco Secure Platform



**Network Security**

**Secure Network Analytics**

Formerly Stealthwatch

**Secure Firewall**

Formerly Next-Generation Firewall (NGFW)

**Identity Services Engine**



**Cloud Edge**

**Umbrella**



**User and Endpoint Protection**

**Secure Endpoint**

Formerly Advanced Malware Protection (AMP) for Endpoints

**Secure Email**

Formerly Email Security

**Secure Access by Duo**



**Application Security**

**Secure Workload**

Formerly Tetration

**Secure Application for AppDynamics**

## Examples

What was Cisco Email Security is now: **Cisco Secure Email**

What was Cisco Next-Generation Firewall (NGFW) is now:

**Cisco Secure Firewall**

What was Cisco Tetration is now:

**Cisco Secure Workload**

## Cisco Secure naming style guidelines

Products		
<p>Our foundational <b>products</b> are classified as Cisco Secure – for example, Cisco Secure Email.</p> <p>When referring to Cisco Secure in both communications and product design, treat products as proper nouns (initial capitalization), as these are PIDs that can be purchased.</p>	<p>Except for “ISE”, never use acronyms in any communications referring to brand or products.</p> <p>Use title case.</p> <p>On first use: “Cisco Secure [Product Name].”</p> <p>Subsequent uses: remove “Cisco.”</p> <p>No need to use ™ (trademark) or ® (registered trademark) symbols.</p>	<p><b>Examples</b></p> <ul style="list-style-type: none"> <li>• <b>First use:</b> Cisco Secure Endpoint</li> <li>• <b>Second use:</b> Secure Endpoint</li> </ul> <p>You can use your judgement to decide if it’s appropriate to follow a new product name with the old product name in parentheses. For example, Secure Network Analytics (formerly Stealthwatch).</p> <p>Again, never abbreviate with acronyms.</p>
Features		
<p>A <b>feature</b> is specific functionality of our software available to the user to complete a task.</p> <p>Note that with the simplified renaming of products, some former products are now features.</p>	<p>Never use acronyms.</p> <p>Sentence case if used in start of a sentence; lower-case if used in the middle of a sentence.</p> <p>First use in any content: “[feature name] feature of Cisco [Product Name]” – or if desired: “Cisco [Product Name] feature name”.</p> <p>Subsequent uses: Refer to the feature name alone, without ‘Cisco [Product Name].’</p> <p>In documentation for the UI, only use title case for feature names if that’s how they appear in the UI.</p>	<p><b>Examples</b></p> <p><b>First use:</b></p> <p>The threat response feature of Cisco SecureX provides... Cisco SecureX threat response provides...</p> <p><b>Second use:</b></p> <p>Users will find threat response to be a critical feature...</p>
Options/variants, add-ons, and packages		
<p><b>Options</b> are deployment (i.e. consumption) <b>variants</b> within the foundational product family. A product option is available for purchase (it has a PID), for example, Gateway.</p>	<p>Always start with Cisco Secure [Product Name].</p> <p>Drop “Cisco” after first reference.</p> <p>In a list, line item, or heading, use title case.</p> <p>In copy, use title case only when the option is tied to the foundational product or circumstances that require it, such as official contexts (on GPL, in MDF, in catalogs), or lists where everything is capitalized, section titles, etc.</p> <p>If it’s a common noun or adjective, then use lowercase (except in section titles or lists.)</p> <p>It should read as naturally as possible in copy, and never be expressed in acronyms.</p>	<p>Cisco Secure Email comes in three options:</p> <ul style="list-style-type: none"> <li>• Secure Email Gateway</li> <li>• Secure Email Cloud Gateway</li> <li>• Secure Email Cloud Mailbox Defense</li> </ul> <p><b>Examples for Cisco Secure Email Gateway:</b></p> <p><b>Tied to foundational product:</b> Cisco Secure Email Gateway is typically deployed in a network edge outside the firewall.</p> <p><b>Adjective:</b> The gateway option of Cisco Secure Email is typically deployed in a network edge outside the firewall.</p> <p><b>Common noun:</b> Cisco Secure Email is typically deployed as a gateway appliance.</p>
<p>An <b>add-on</b> is a capability you can purchase to enhance a product.</p>	<p>Use the same rules as for product <b>options</b> above.</p>	<p><b>Examples</b></p> <p><b>Tied to foundational product:</b> Cisco Secure Email Malware Defense</p> <p><b>Common noun:</b> Malware defense enhances Cisco Secure Email to provide protection against malicious files often found in email messages.</p>
<p>A <b>product package</b> is a bundle of specific features or capabilities packaged into a single offering to meet different customer needs, for example, Essentials, Advantage, and Premier.</p>	<p>Use the same rules as for product <b>options</b> above.</p>	<p><b>Examples</b></p> <p><b>Tied to foundational product:</b> Cisco Secure Endpoint Essentials package...</p> <p><b>Tied to foundational product:</b> The Cisco Secure Email Essentials package provides...</p> <p><b>Common noun:</b> Email essentials package provides...</p> <p><b>Adjective:</b> The essentials package is selected by organizations...</p>

## Cisco Secure portfolio naming architecture

Product	Options/Variants	Packages & Add-Ons	Former Name
Cisco SecureX			<b>Cisco Security Platform</b>
Cisco Secure Network Analytics			<b>Cisco Stealthwatch Enterprise</b>
	SaaS		Cisco Stealthwatch Cloud – Private Network Monitoring
Cisco Secure Cloud Analytics			Cisco Stealthwatch Cloud – Public Cloud Monitoring
Cisco Secure Malware Analytics			<b>Cisco Threat Grid</b>
Cisco Secure Application for AppDynamics			
Cisco Secure Email			<b>Cisco Email Security</b>
	Cloud Gateway		Cisco Cloud Email Security
	Gateway		Cisco Email Security Appliance
	Virtual Gateway		Cisco Email Security Virtual Appliance
	Cloud Mailbox		Cloud Mailbox Defense
		Essentials	Protection
		Compliance	Compliance
		Advantage	Premium
		Cisco Secure Email and Web Manager	Security Management Appliance
		Malware Defense	AMP for Email
		Phishing Defense	Advanced Phishing Protection
		Cisco Secure Awareness Training	Security Awareness
		Domain Protection	Domain Protection
		Encryption Service	Registered Envelope Service
Cisco Secure Endpoint			<b>Cisco Advanced Malware Protection (AMP) for Endpoints</b>
	iOS Connector		Cisco Security Connector
		Essentials	Essentials
		Advantage	Advantage
		Premier	Premier
Cisco AnyConnect Secure Mobility Client			
Cisco Secure Firewall			<b>Cisco Next-Generation Firewall (NGFW)/ Firepower NGFW</b>
	ASA		Adaptive Security Appliance (ASA)/ ASA with FirePOWER Services
	ASA Virtual		ASAv
	Cloud Native		
	Threat Defense		Firepower Threat Defense (FTD)
		Malware Defense license	Malware license
		Malware Defense	AMP for Networks
		Malware Analytics Cloud	AMP Cloud [infrastructure reference]
		URL Filtering license	
		IPS license	Next Generation IPS/NGIPS
	Threat Defense Virtual		FTDv/NGFWv
	Management Center		Firepower Management Center (FMC)
	Management Center Virtual		Firepower Management Center Virtual (FMCv)
	(new model number)		Firepower Series Appliances
	Cisco Secure IPS		Firepower Threat Defense IPS Mode
Cisco Identity Services Engine (ISE)			<b>Cisco Identity Services Engine (ISE)</b>
Duo / Cisco Secure Access by Duo			<b>Duo</b>
Duo MFA			
Duo Access			
Duo Beyond			
Cisco Secure Web Appliance			<b>Cisco Web Security Appliance</b>
	Virtual		Cisco Web Security Virtual Appliance
		Cisco Secure Email and Web Manager	Security Management Appliance
Cisco Secure Workload			<b>Cisco Tetration</b>
			Tetration – M
	SaaS		Tetration – SaaS
	Virtual		Tetration – V
Cisco Umbrella/Cloudlock			