

Examples of work

Bill Skeet

My UX leadership includes experience establishing:

- 1) Operating practices for design in collaboration with Dev and PM,
- 2) Research rigor (benchmarking, applying appropriate methods, etc),
- 3) Analytics tagging systems,
- 4) Success goals and metrics with scorecards for tracking progress,
- 5) Career ladders for UX research, UX design and Front-end dev.

The following examples of design work were performed by my team and executed by cross-functional teams at Cisco from 2011-2017

Overall results

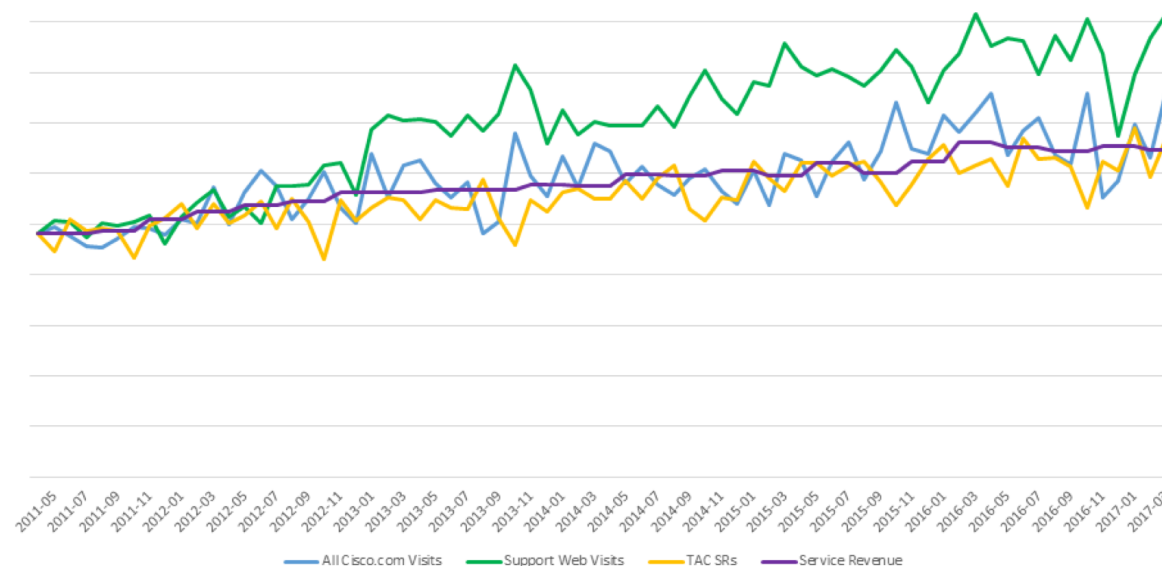
Cisco's support site stats 2011-17

10 million visits/month

4.5 million unique visitors/mo.

Visits growth: 66% in 6 years

\$700 million/year savings



66% ↑ Support website visits
37% ↑ [cisco.com](https://www.cisco.com) visits
30% ↑ Services revenue
26% ↑ Service requests

Unified myriad fragmented sources of content by creating a set of structured information to describe each content type and element.

Organically grew from zero to more than 5 million unique visitors/year by 2017

"Having it all on one page, especially software URLs, makes all the difference."

- Customer survey verbatim

Support articles

Authored by technical support engineers these can be lengthy. Instrumented to give feedback for improvement.

Created template for TechZone (6000 pages) and EoT support content (Migrated 40,000 pages to template)

Support / Product Support / Security / Cisco ASA 5500-X Series Firewalls / Configuration Examples and Toolboxes /

ASA 8.3(x) Dynamic PAT with Two Internal Networks and Internet Configuration Example

Updated: March 9, 2019 Document ID: 113942

Contributed by Cisco Engineers

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Organized with customer in mind: Easy to browse document date and contents and print or download

Provided associations with a book based on usage...

... and based on product knowledge

Contents

- [Introduction](#)
- [Prerequisites](#)
 - [Requirements](#)
- [Components Used](#)
- [Conventions](#)
- [Configuration](#)
 - [Network Diagram](#)
 - [ASA CLI Configuration](#)
 - [ASDM Configuration](#)
- [Verify](#)
 - [Verifying Generic PAT Rule](#)
 - [Verifying Specific PAT Rule](#)
- [Troubleshoot](#)
- [Related Information](#)

Introduction

This document provides a sample configuration for dynamic PAT on a Cisco Adaptive Security Appliance (ASA) that runs software version 8.3(1). Dynamic PAT translates multiple real addresses to a single mapped IP address by translating the real source address and source port to the mapped address and unique mapped port. Each connection requires a separate translation because the source port differs for each connection.

Prerequisites

Requirements

Before that you meet these requirements before you attempt this configuration:

- Make sure the internal network has two networks located on the inside of the ASA:
 - 192.168.0.0/24—Network directly connected to the ASA.
 - 192.168.1.0/24—Network on the inside of the ASA, but behind another device (for example, a router).
- Make sure the internal users get PAT as follows:
 - Hosts on the 192.168.1.0/24 subnet will get PAT to a spare IP address given by the ISP (10.1.5.5).
 - Any other host behind the inside of the ASA will get PAT to the outside interface IP address of the ASA (10.1.5.1).

Components Used

The information in this document is based on these software and hardware versions:

- Cisco Adaptive Security Appliances (ASA) with version 8.3(1)
- ASDM version 6.3(1)

Note: Refer to [Allowing HTTPS Access for ASDM](#) in order to allow the ASA to be configured by the ASDM.

The information in this document was created from the devices in a specific lab environment. All of the devices used in this document started with a cleared (default) configuration. If your network is live, make sure that you understand the potential impact of any command.

Conventions

Refer to the [Cisco Technical Tip Conventions](#) for information on document conventions.

Configuration

Network Diagram

This document uses this network setup:

Note: The IP addressing schemes used in this configuration are not legally routable on the Internet. They are 192.168.0.0/24 addresses, which must be used in a lab environment.

- [ASA CLI Configures](#)
- [ASDM Configuration](#)

ASA CLI Configuration

This document uses the configurations shown below.

ASA Dynamic PAT Configuration

```
sdm configure terminal
Enter configuration commands, one per line. End with Ctrl/Z.

!--- Create an object called NAT_DYNAMIC_ALL. --!- Any host IP not already matching another configured nat
-- object will get PAT to the outside interface IP 10.1.5.1 on the ASA per 10.1.5.1, for Internet bound traffic
.
```

Books & Chapters

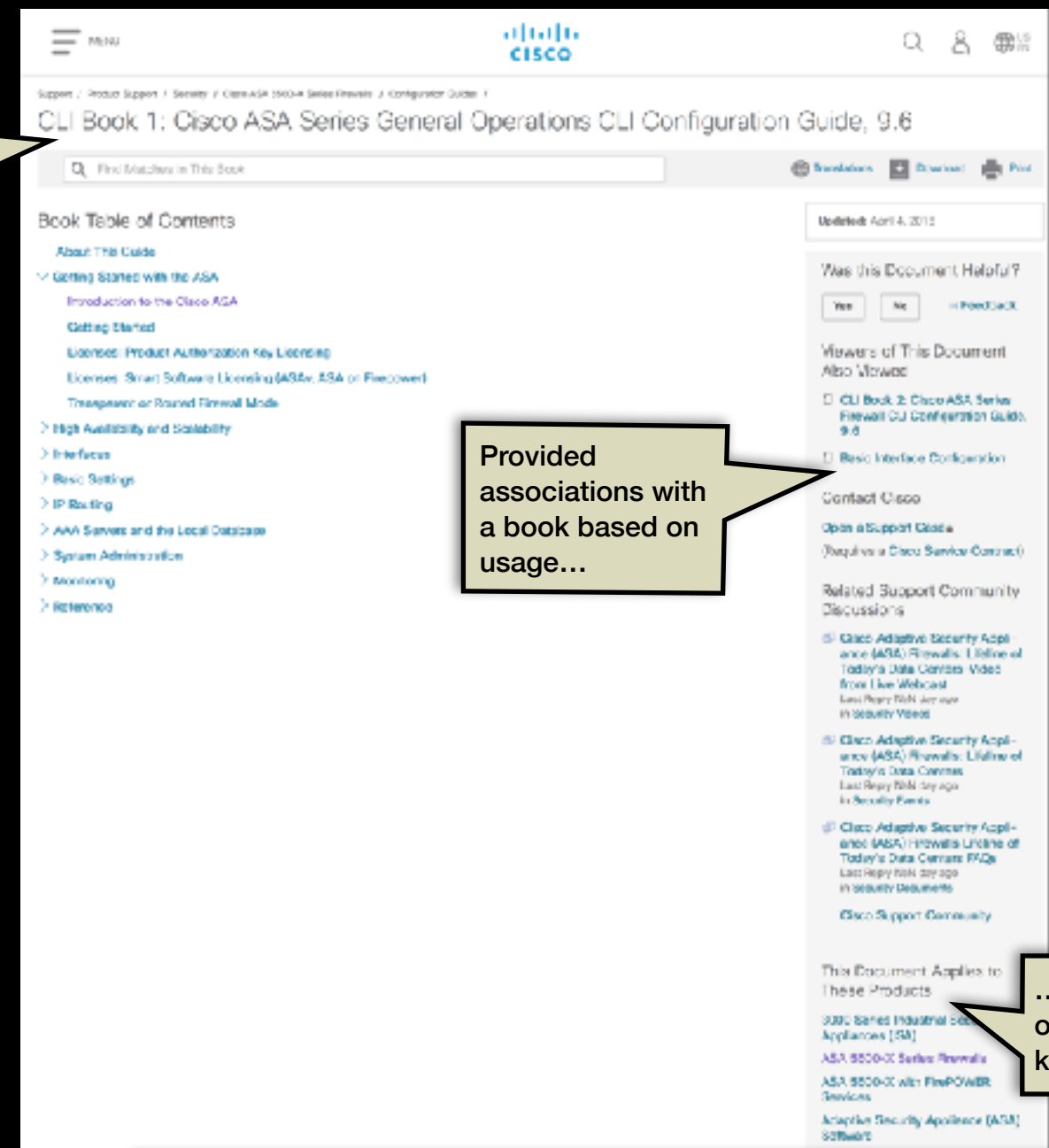
Redesigned technical documentation “books” to be more user-friendly, responsive and searchable.

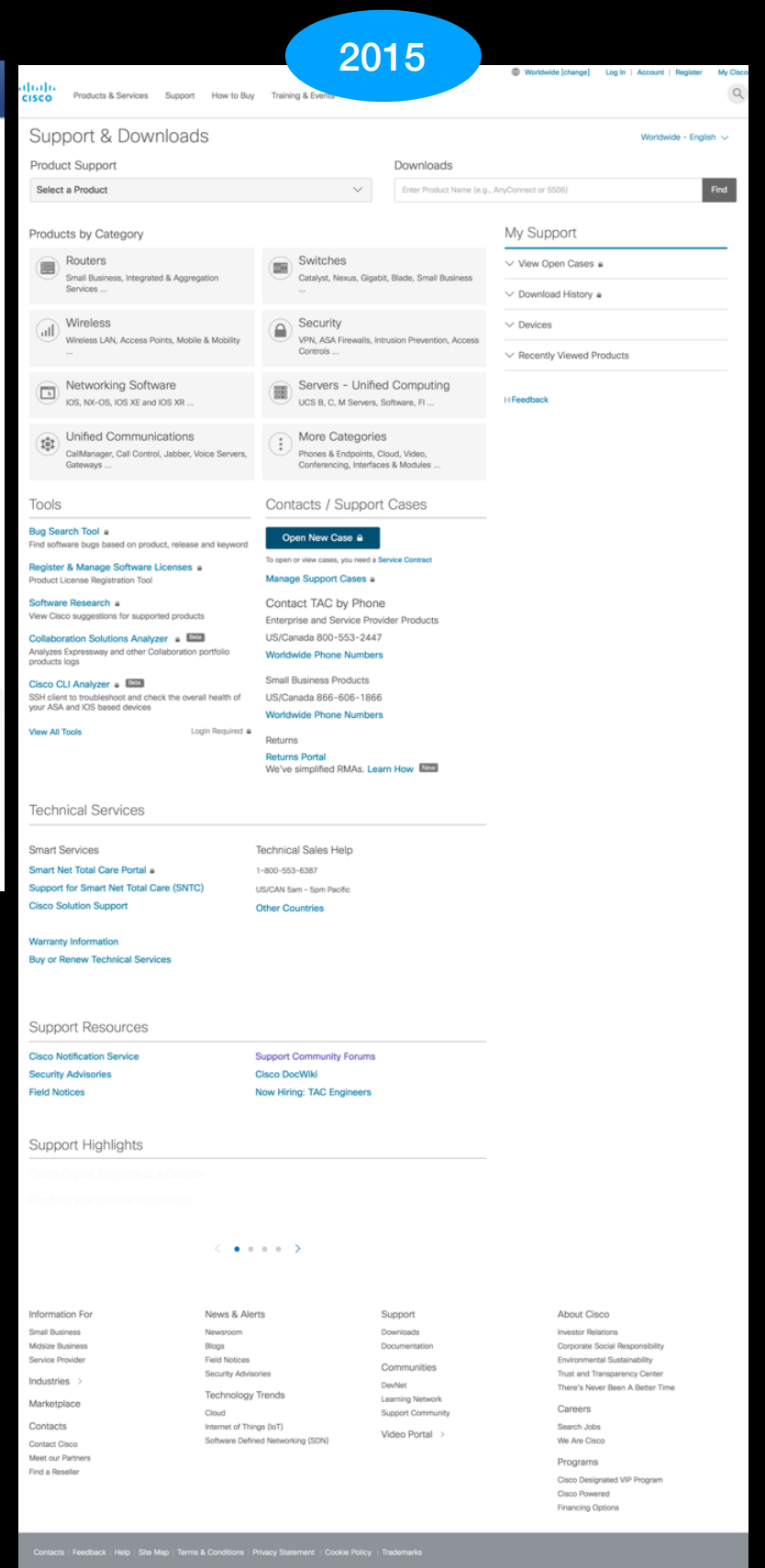
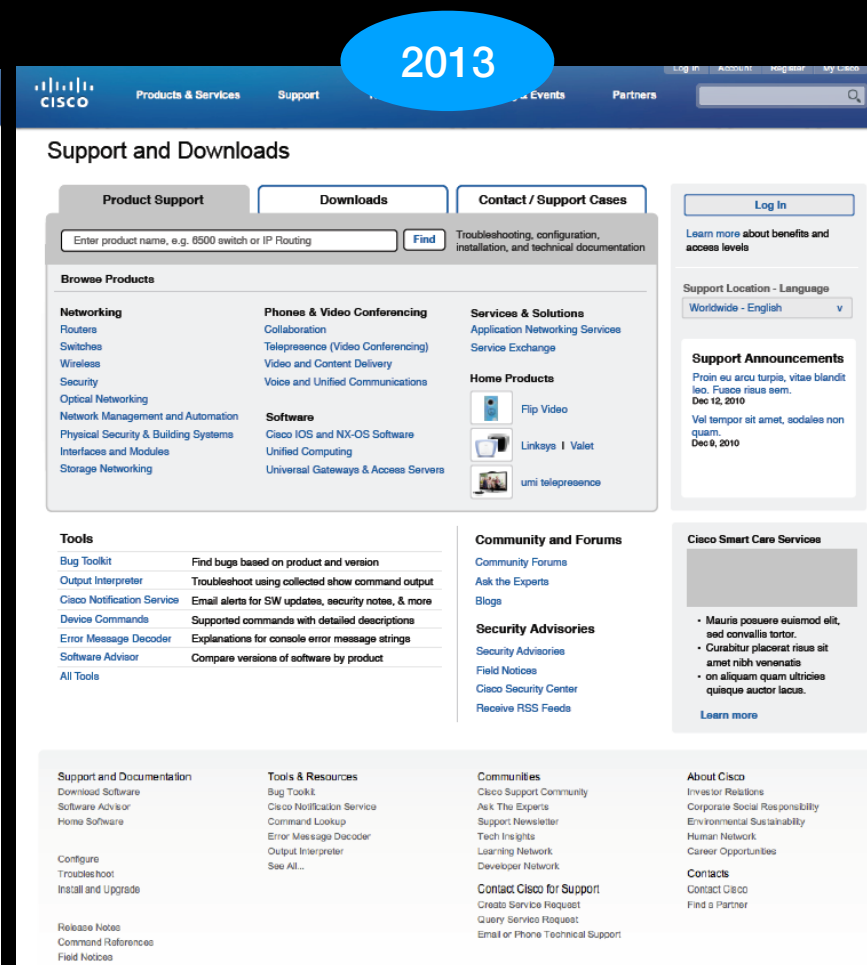
Book view:
Chapter info
embedded to
support search

Provided
associations with
a book based on
usage...

... and based
on product
knowledge

Chapter view:
Expanding table of
contents for easy
navigation





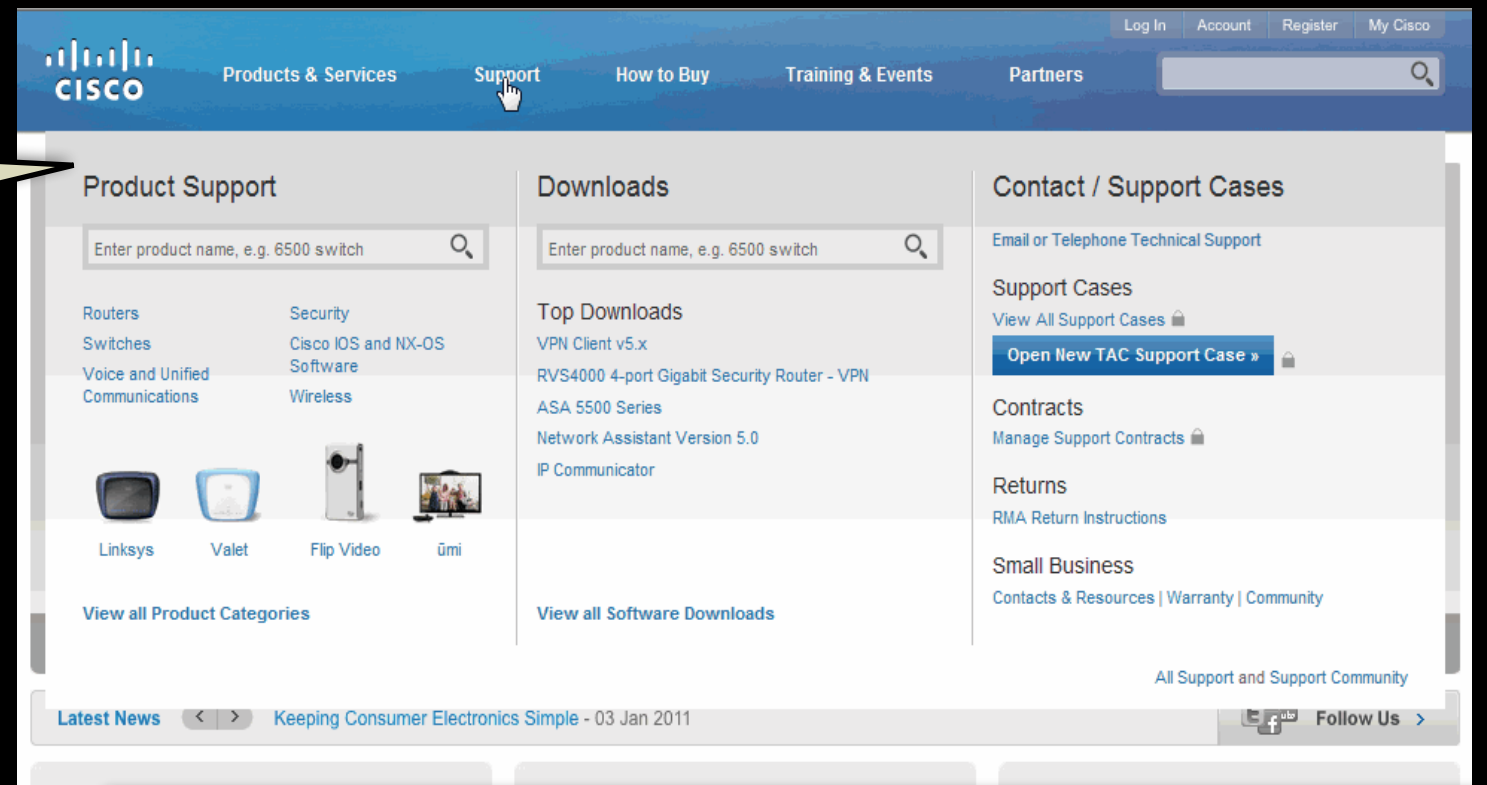
Support home page

Evolutionary change starting with cleanup work and eventually re-platformed (responsive) redesigned (matching corporate style)

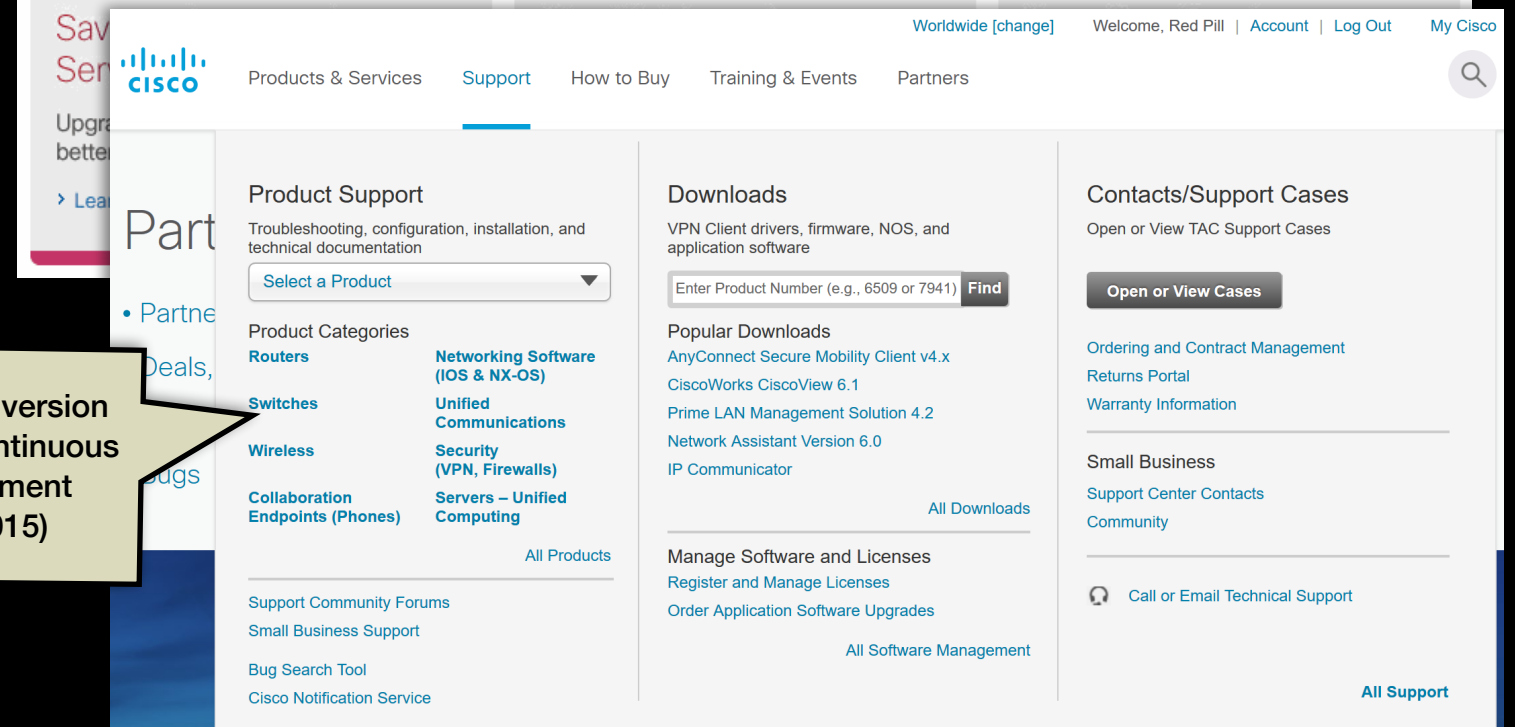
Support 'megamenu'

Shortcut menu from
main navigation for
support was
organized and
simplified and
resulted in higher
task success.

First design of support
megamenu (circa 2013)

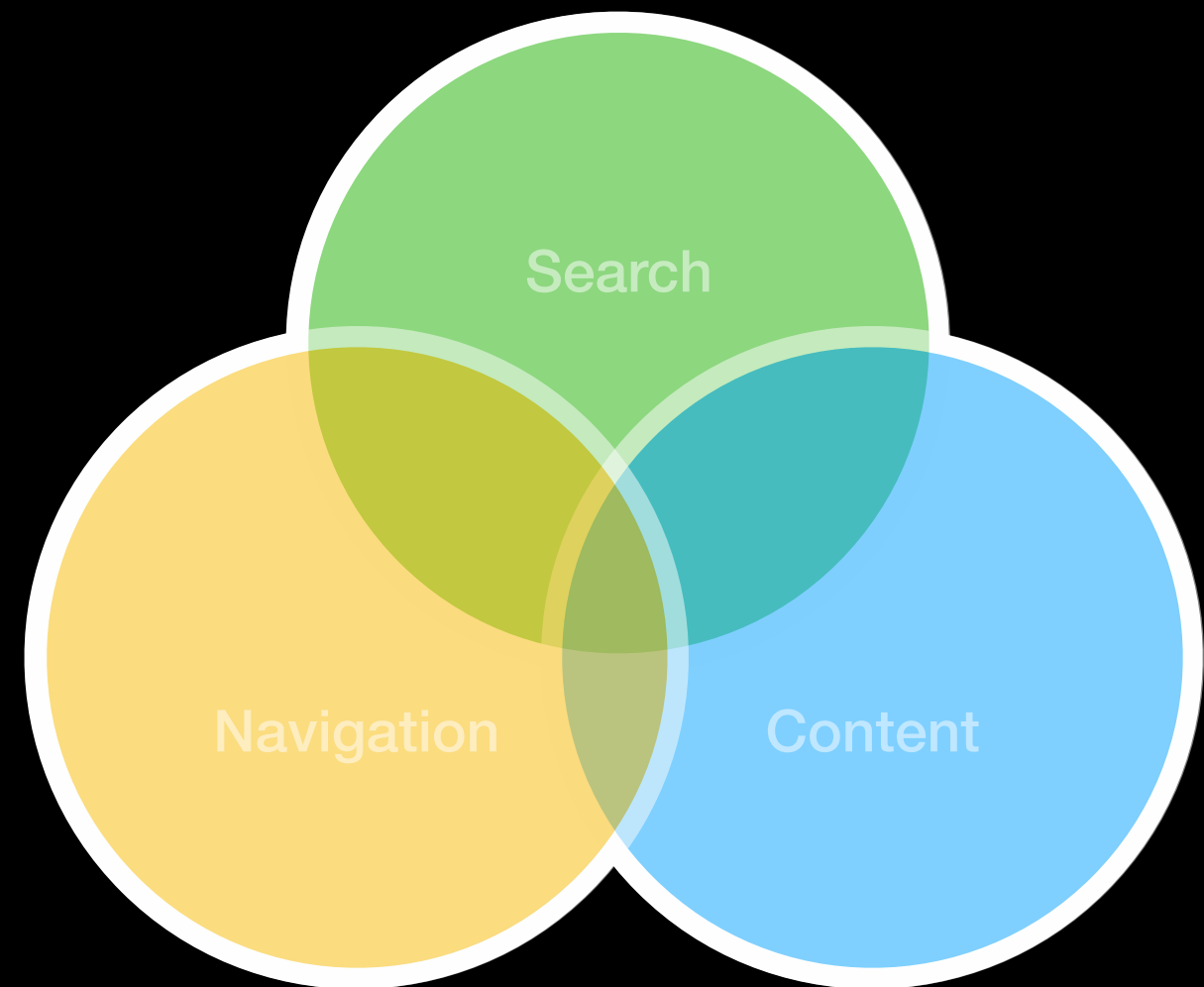


Refined version
from continuous
improvement
(circa 2015)



Findability & Search

- Search is a ***strategy*** for finding answers, not a ***task***.
- Search is about ***answers*** not ***results***.
- Search actions focused on: ***relevancy, performance, browseability***



Search

Performance

Load time: 7.3 sec -> 4.0 (rewrite of front-end code, cacheing)

- ZSR: 10.6% -> 1.8%
- Consolidate search tools (ingest content and deprecate tool)

Browseability

- Resdesign for aesthetics, reduce clutter
- Reduce facets/filters (3 filters were getting 80% of filter use),
- Document type indicators (PDF, PPT, word, excel...)
- Happy Box vs recommended content
- Responsive (mobile)

Hid filters which were rarely used

Knowledge graph for products and other popular searches

The screenshot displays the Cisco ASA 5500 search results page. The top navigation bar includes the Cisco logo, a search bar with the query '5500', and user account icons. Below the search bar, the results are categorized into '32917 results' and 'Relevance' sorting. The main content area features a grid of product cards, each with a title, a brief description, and a 'Contact Sales' button. A 'Suggested for you' section on the right offers related products like 'ASA 5500 Free Evaluation' and 'Cisco Firewall Resource Center'. The bottom of the page includes a 'Load more' button and a 'Results per page' selector set to 10. The footer contains links for 'Contacts', 'Feedback', 'Help', 'Site Map', 'Terms & Conditions', 'Privacy Statement', 'Cookie Policy', and 'Trademarks'.

Redesigned results to improve browseability (whitespace, color, doc type, etc.)

Search results and Product information boxes

Search results layout optimized for browsing; Product information boxes on selected products facilitate navigation from search

Fine tuning of results layout for browsing. Spacing, font selection, color, etc.

This screenshot shows the Cisco search results page for the query '5500'. The page features a top navigation bar with the Cisco logo and a search bar. Below the search bar, the results are displayed in a grid layout. The first result is for the 'ASA 5500-X with FirePOWER Services', which includes a product image, a brief description, and a 'Contact Sales' button. To the right of the main results, there is a 'Suggested for you' section with video thumbnails and titles. The layout is clean and professional, with clear typography and a consistent color scheme.

This screenshot shows the Cisco search results page for the query 'AnyConnect Secure Mobility Client'. A red box highlights the product information box for the 'Cisco AnyConnect Secure Mobility Client', which includes a product image, a brief description, and a 'Contact Sales' button. A callout box points to this product information box with the text: 'Product box contents are in context with product (hardware, software)'. The layout is consistent with the previous screenshot, showing a clean and professional design.

Search Relevancy

Best results do not show up on top

- Continuous tuning
 - Suggestions/Synonyms (you could also try...)
 - Spellcheck (did you mean...)
 - PID, serial numbers
- Infuse crowd wisdom into rules engine
- Use user history and profile (where are they on the site, what products do they own)

Too many results, almost identical looking results

- Expand/Collapse results
- Blended results (communities, forums)

Cannot search within a concept

- Search in Books & Chapters

Search Results

Searching US: ASA 5515 config guide

Cisco Downloads Communities

1 - 10 of 728 results for ASA 5515 config guide

Sorted By: Relevance

CLI Book 1: Cisco ASA Series General Operations CLI Configuration Guide, 9.4 - ASA Cluster [Cisco ASA 5500-X Series Firewalls]

... license. ASA 5515-X, ASA 5525-X, ASA 5545-X, ASA 5585-X Base License, supports 2 units. Note: Each unit ... interfaces. ASA 5512-X, ASA 5515-X, ASA 5525-X, ASA 5545-X, and ASA 5585-X Switches On the ...

www.cisco.com/c/en/us/td/docs/security/asa/asa94/config-guides/cli/general/asa94-general-config/mr-cluster.html

01 Feb 2016

Reference #: 10 TAC

Cisco ASA New Features by Release

Cisco ASA New Features by Release

www.cisco.com/c/en/us/td/docs/security/asa/roadmap/asa_new_...

29 Jan 2016

Reference #: 54 TAC | 2 Support Community

CLI Book 1: Cisco ASA Series General Operations CLI Configuration Guide, 9.5 - ASA Cluster [Cisco Adaptive Security Manager]

... license. ASA 5515-X, ASA 5525-X, ASA 5545-X, ASA 5585-X Base License, supports 2 units. Note: Each unit ... interfaces. ASA 5512-X, ASA 5515-X, ASA 5525-X, ASA 5545-X, and ASA 5585-X Switches On the ...

www.cisco.com/c/en/us/td/docs/security/asa/asa95/config-guides/cli/general/asa95-general-config/mr-cluster.html

29 Jan 2016

Reference #: 27 TAC

Searching US: ASA 5500 configuration guide

Cisco Downloads Communities

1 - 10 of 7,819 results for ASA 5500 configuration guide

Sorted By: Relevance

ASA 5500-X Next Generation Firewalls

Upgrade: ASA with FirePOWER Services

Download Software

Release Notes

Configuration Guides

Troubleshoot

Install & Upgrade

Maintain & Operate

... More Support Information

Product Overview

Data Sheets

Compare Models

Sales Resources

Build & Price

Services - Security

... More Product Literature

Contact Us to price, buy, or find a reseller

Cisco ASA 5500-X Series Firewalls - Configuration Guides

Cisco ASA 5500-X Series Next-Generation Firewalls - Some links below may open a new browser window to display the document you selected.

www.cisco.com/c/en/us/support/security/asa-5500-series-next-generation-firewalls/products-installation-and-21-Jan-2016

Reference #: 19 TAC

Cisco ASA 5500 Series Configuration Guide using the CLI, 8.4 and 8.6 - Configuring AnyConnect Host Scan [Cisco ASA 5500-X Series...

Cisco ASA 5500 Series Configuration Guide using the CLI, 8.4 and 8.6 Configuring AnyConnect...

asa5505 ERROR: This command can only be configured on ...

https://supportforums.cisco.com/.../asa5505-error-command-can-only-be-... ▾

Feb 1, 2011 - asa5505 ERROR: This command can only be configured on VLAN ...

Encryption hardware device : Cisco ASA-5505 on-board accelerator ...

ASA5505, AIP-SSC5, Java 7.x | Intrusion Prevention Systems/IDS ... Jul 11, 2012

ASA5505 booting into rommon. | LAN, Switching and Routing ... Jul 3, 2012

ASA5505 error writing to flash file system. Firewalling Cisco ... Aug 20, 2010

More results from supportforums.cisco.com

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Cisco ASA 5500 Series Configuration Guide using the CLI, 8.4 and 8.6

Book Contents Search Book Download Print

Chapter: Configuring the Transparent or Routed Firewall

Updated: Jan 13, 2012
Document ID: 113399121338

> Chapter Contents

Information About the Firewall Mode

- Information About Routed Firewall Mode
- Information About Transparent Firewall Mode

Information About Routed Firewall Mode

In routed mode, the ASA is considered to be a router hop in the network. Routed mode supports many interfaces. Each interface is on a different subnet. You can share interfaces between contexts.

The ASA acts as a router between connected networks, and each interface requires an IP address on a different subnet. The ASA supports multiple dynamic routing protocols. However, we recommend using the advanced routing capabilities of the upstream and downstream routers instead of relying on the ASA for extensive routing needs.

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Yes No

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