

Infoblox MSSP Partner Program Track

Empowering MSSPs with advanced DNS security solutions for enhanced service offerings and operational efficiency.

Infoblox equips MSSPs with tools to improve threat detection and response capabilities, and drive business growth.

Infoblox's Managed Security Service Provider (MSSP) partner program track offers advanced DNS security solutions that enhance the service offerings of MSSPs, improve operational efficiency and promote business growth. By addressing the challenges of hybrid and multi-cloud environments, Infoblox ensures comprehensive visibility and strong protection against sophisticated cyberthreats. The program provides flexible business models and AI-driven insights that help MSSPs achieve higher profit margins, reduce costs and strengthen their relationships with customers.

OVERVIEW

The Infoblox MSSP program track within our Skilled to Secure, Trusted Partner Program empowers partners with advanced DNS security solutions to enhance their service offerings, improve operational efficiency and drive business growth. As the cybersecurity landscape becomes increasingly complex, MSSPs play a crucial role in protecting organizations from sophisticated threats, such as phishing, ransomware and data breaches. Our program equips MSSPs with the tools and resources needed to augment existing security services with comprehensive DNS monitoring, thus improving critical threat detection and incident response capabilities for MSSPs.

Whether a small- and medium-sized business or enterprise, adopting hybrid and multi-cloud environments introduces network and security challenges for customers. There are visibility gaps, as well as the increased attack surface in hybrid and multi-cloud environments which exposes customers to a higher risk of cyberthreats. Infoblox's MSSP program addresses these challenges by providing advanced DNS security solutions that offer comprehensive visibility and control across all network environments. Our solutions help MSSPs detect and mitigate threats early, ensuring robust protection for their customers' hybrid and multi-cloud infrastructures.

Infoblox's MSSP program offers flexible business models that allow partners to adopt a service-oriented approach, resulting in greater margins and reduced start-up costs. By integrating Infoblox's DNS Detection and Response (DNS DR) solutions, MSSPs can block attacks early, reduce alert investigation workload and improve security operations center (SOC) efficiency through automation and AI-driven insights. This partnership not only enhances the MSSPs' product offerings but also provides significant revenue opportunities and can strengthen customer relationships.

BENEFITS OF THE INFOBLOX MSSP PARTNER PROGRAM

The Infoblox MSSP program track within our Infoblox Skilled to Secure, Trusted Partner Program offers a comprehensive suite of benefits and unique differentiators that empower partners to enhance their service offerings, improve customer satisfaction and drive business growth. By leveraging Infoblox's advanced security solutions, MSSPs can deliver superior protection and operational efficiency to their clients.

- 1. Increased Revenue Opportunities.** Integrating Infoblox Threat Defense™ and Infoblox DNS Threat Intel feeds allows MSSPs to fill critical gaps in their service portfolios, leading to higher revenue per customer and new upsell opportunities.
- 2. Enhanced Customer Retention.** Infoblox's solutions provide a "sticky" service that reduces customer churn by offering DNS security as a key proactive component of the tiers of defense.
- 3. Cost-Effective Scalability.** Flexible consumption pricing models enable MSSPs to minimize initial investments and scale services efficiently as they acquire new customers.
- 4. Comprehensive Security Integration.** Infoblox Threat Defense seamlessly integrates with existing security stacks and most SIEM and SOAR platforms, enhancing overall threat detection and response capabilities, while lowering the total cost of providing cybersecurity.
- 5. Addresses Workforce Challenges.** Infoblox automates threat detection and response, reducing the load on SOC teams. AI-driven SOC insights help analysts prioritize and accelerate investigations, maximizing limited staff resources.
- 6. Improved Incident Readiness.** Infoblox enhances incident readiness and reduces Mean Time to Respond (MTTR) through automated remediation actions and seamless integration with existing security tools.
- 7. Consolidated Threat Intelligence.** Infoblox provides a unified security platform that allows for consolidated threat intelligence to simplify security management.
- 8. Reduced Alert Fatigue.** Advanced threat detection capabilities help reduce false positives, minimizing alert fatigue for security teams. AI-driven analytics provide prioritized alerts, enabling MSSPs to respond to the most critical threats first.

KEY COMPONENTS OF THE INFOBLOX MSSP PARTNER PROGRAM

The Infoblox MSSP program distinguishes itself from competitors through a combination of advanced security features, flexible pricing models and extensive support resources. The MSSP program track includes:

- Flexible consumption models for billing and invoicing, reducing the up-front expense
- Discounts specifically established for our MSSP channel with no setup fees
- A dedicated account manager and solution architect team to drive partner development and assist in your selling efforts
- White glove implementation support
- Access to Infoblox Tier 3 Premium Technical Support
- Extensive training curricula for your MSSP Sales, Technical Sales, SOC and Professional Services teams. We believe in training as a core tenant of our Skilled to Secure channel program and have multiple levels of certification, depending upon your learning needs
- Demo/lab/proof of concept access to get hands-on skills
- Ability to participate in our Early Access Program to get a first look at new product capabilities and the ability to drive roadmaps
- Marketing and demand generation support to drive new business

KEY BENEFITS

Increased Revenue

Opportunities: Higher revenue per customer and new upsell opportunities through Infoblox Threat Defense and DNS Threat Intelligence feeds.

Enhanced Customer Retention:

Reduced customer churn by offering DNS security as a proactive component of defense tiers.

Cost-Effective Scalability:

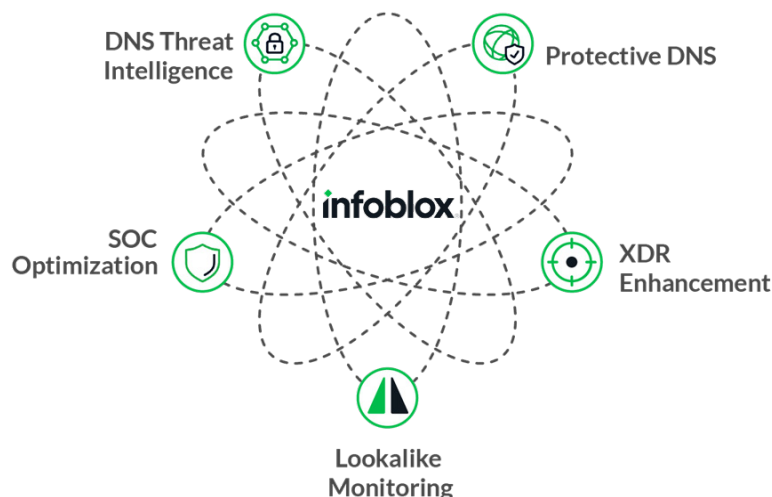
Flexible consumption pricing models minimize initial investments and scale services efficiently.

Improved Incident Readiness:

Automated remediation actions and seamless integration with existing security tools reduce Mean Time to Respond (MTTR).

POSSIBLE MSSP OFFERS

Unlock New Revenue Streams with Infoblox-Powered MSSP Offers



DNS Threat Intelligence

Infoblox DNS Threat Intel can enhance existing security feeds by incorporating DNS-specific threats, thereby strengthening the security ecosystem and protecting against DNS attack signatures. Our threat feeds are based on behavioral models and machine learning analytics, providing highly accurate Indicators of Compromise (IOCs). Additionally, Infoblox can help drive proactive policies in other security tools using DNS threat feeds.

Protective DNS

By integrating DNS security with SD-WAN, managed firewall or other network and security solutions, Infoblox offers MSSPs several benefits, including:

- Detection and blocking of modern malware and data exfiltration attempts
- Identification and blocking of suspicious/malicious domains, which are often leading indicators of ransomware
- Content categorization and application-based blocking to enhance security
- Rapid response to internet fraud, phishing and site spoofing

SOC Optimization

Infoblox DNS Security enhances SecOps response time and reduces alert volumes by:

- Addressing common issues, such as phishing, ransomware and compliance. Infoblox blocked 75.4 percent of threats before the first query and delivered protection 63 days before an attack on average.
- Enriching data for SOAR/SIEM solutions. Infoblox's AI-driven analytics and machine learning capabilities help enrich data, providing detailed asset and network context.
- Reducing alerts sent to other tools, such as firewalls and proxy servers. Customers report that Infoblox reduced tens of thousands of alerts to a handful, saving an average of 500 SOC analyst hours per month.

Enhanced Extended Detection and Response (XDR)

By integrating DNS into Managed Detection and Response (MDR) platforms, MSSPs can enhance their defense mechanisms and enrich their data through ecosystem integrations. Infoblox offers several key benefits to MSSPs, including:

- Automated remediation actions through seamless ecosystem integrations
- Context-enriched DNS, DHCP and IP address management (DDI) data, which can be shared with the SOC to improve threat detection and response

Lookalike Monitoring and Domain Mitigation

Infoblox monitors over 80 billion domains on the internet, enabling early identification and rapid response to internet fraud, phishing, site spoofing and other cyber incidents. When suspicious domains are identified, Infoblox offers a comprehensive mitigation service that includes:

- Validation of suspicious activity through human-driven review to ensure accuracy.
- Threat mitigation by coordinating with major ISPs and regulators to deactivate suspect domains.
- Continuous monitoring and reporting on web content to understand the threat landscape and protect the brand.
- Correlating and analyzing alerts with targeted recommendations for action. Infoblox's ultra-low false positive rate of 0.0002 percent ensures that analysts can focus on what matters most.
- Sharing correlated information with SIEM/SOAR via API feed. Infoblox enables bidirectional data exchange across your security ecosystem through custom or prebuilt, certified integrations.
- Improving response time for SecOps teams to identify and resolve alerts. Infoblox's DNS DR solution detects and blocks threats at the DNS layer, reducing the volume of malicious traffic that reaches downstream security tools.

CONCLUSION

The Infoblox MSSP program track empowers partners with advanced DNS security solutions to enhance service offerings, improve operational efficiency and drive business growth. By addressing the complexities of hybrid and multi-cloud environments, our program ensures comprehensive visibility and robust protection against sophisticated cyberthreats. With flexible business models and AI-driven insights, MSSPs can achieve greater margins, reduce costs and strengthen customer relationships, ultimately positioning themselves as leaders in the cybersecurity landscape.

To learn more, connect with the [Infoblox MSSP team today](#).



Infoblox unites networking and security to deliver unmatched performance and protection. Trusted by Fortune 100 companies and emerging innovators, we provide real-time visibility and control over who and what connects to your network, so your organization runs faster and stops threats earlier.

Corporate Headquarters
2390 Mission College Blvd, Ste. 501
Santa Clara, CA 95054

+1.408.986.4000
www.infoblox.com