

DATASHEET

Infoblox Managed DDI Offerings: Building New MSP Offerings

BENEFITS AND FEATURES

- Increase revenue by filling a critical managed service gap with four pre-packaged solutions
- Maximize profitability with cost-effective pricing and deployment options including on-prem, virtual, and cloud/SDN/NFV
- Create new services faster and leverage either CapEx or OpEx based pricing options
- Deploy within existing sales motions for managed network and security offerings
- Improve success by partnering with the industry-leading vendor

Creating Managed DDI and Secure DNS Service Offerings

Today's enterprises are investing heavily in bleeding-edge initiatives such as next-generation data centers, cloud, IoT, and digital transformation. Yet—while there is a focus on agility, risk, availability, and productivity—many organizations still use decades-old DNS platforms, spreadsheets, and manual processes.

This legacy approach can crush the dreams of today's initiatives. Agile, centrally managed, and highly available core services are required in today's complex environments. MSPs can partner with Infoblox to provide industry-leading managed services for DDI and Secure DNS to enable next level

security, reliability, and automation. These new offerings can seamlessly integrate with existing network and security managed services to increase revenue, decrease churn, and provide a complete solution meeting customer requirements.

Leverage Industry-leading DDI Platform and Features

Infoblox is the industry-leading Secure DDI vendor with 50 percent market share in the enterprise market. MSPs can leverage the expertise and decades of investment to build service offerings for customers to help with key aspects including DNS, DHCP, IP address management (IPAM), discovery, load balancing, automation, and extensive DNS security capabilities.

Pre-packaged Service Offerings Improve Time to Market

For simplicity and repeatability, the most common customer deployments have been packaged into four recommended offers that speed time to market.

- **Managed DDI** provides the foundation for high-availability and robust DNS, DHCP, and IPAM capabilities. The package also includes automated discovery, load balancing, Microsoft management, and licensing for ecosystem partners.
- **Managed Secure DDI with Threat Intelligence** includes all Managed Secure DDI features and adds threat intelligence and threat investigation capabilities to identify risks faster and analyze the threats with less effort.
- **Managed Secure DDI** includes all Managed DDI features and adds enhanced security capabilities to minimize DDoS, malware, data exfiltration, and other DNS-based security risks
- **Managed Secure DNS** secures DNS services hosted in the cloud by providing enhanced security capabilities to minimize DDoS, malware, and other DNS-based security risks.

| Product/Capabilities | Managed DDI | Managed Secure DDI | Managed Secure DDI with Threat Intel | Managed Secure DNS |
|-----------------------------------|-------------|--------------------|--------------------------------------|-----------------------|
| DNS Services | • | • | • | • |
| DHCP/IPAM | • | • | • | |
| Microsoft Management | • | • | • | |
| Cloud Network Automation | • | • | • | |
| DNS Traffic Control | • | • | • | |
| Ecosystem Licenses | • | • | • | |
| Advanced DNS Protection | | • | • | • |
| Threat Insight | | • | • | |
| ActiveTrust | | ActiveTrust® Plus | ActiveTrust® Advanced | ActiveTrust® Standard |
| Dossier | | • | • | |
| Threat Intelligence Data Exchange | | | • | |

Included Infoblox Products with Each Managed Service Package

Flexible Deployment Options Increase Penetration

Managed DDI and Secure DNS can be deployed on-premises, virtualized, and/or in cloud-based services. The flexibility in deployment works seamlessly with existing offers so MSPs can add new capabilities to current services or create new stand-alone capabilities. The auto-scaling capabilities ensures MSPs have sufficient resources at all times. MSPs can build for today and plan for tomorrow with SDN and NFV support.

Cost-effective Pricing Models Provide Rapid Payback

Infoblox offers flexible, cost-effective pricing model options including perpetual, subscriptions, and consumption-based. This allows MSPs to tailor new offers based on customers' needs and provide a predictable return on investment. With options for low up-front investments, MSPs ensure a rapid payback by adding capacity only when new customer's growth occurs.

Why Infoblox

Infoblox is the dominant market leader in Secure DDI capabilities, so MSPs can close a critical gap in existing service offerings. With the scalable and secure NFV- and SDN-ready capabilities, MSPs can deploy quickly and profitably by leveraging flexible pricing options. Instead of customers managing their own Infoblox DDI deployments, MSPs can provide additional value and increase revenue and customer acquisition by adding services for managed Secure DDI.

To learn more, visit www.infoblox.com/sp or contact your local Infoblox representative.



Infoblox is leading the way to next-level DDI with its Secure Cloud-Managed Network Services. Infoblox brings next-level security, reliability and automation to cloud and hybrid systems, setting customers on a path to a single pane of glass for network management. Infoblox is a recognized leader with 50 percent market share comprised of 8,000 customers, including 350 of the Fortune 500.

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