



Benefits and Features

- Create new revenue opportunities for upsell to installed base and new customers with four pre-packaged offers
- Ensure a family friendly and secure subscriber experience with enhanced visibility and security
- Improve customer engagement with targeted messaging, customer care, and cross-sell offers based on individual subscribers
- Build new services with a powerful, predicable ROI by utilizing a scalable and cost-optimized, pay-as-you-grow infrastructure
- Eliminate traditional approach limitations including lack of cost-effective scale, fixed access only, and not identifying users behind CPE by leveraging a DNS-based approach

The Most Scalable, Cost-effective Approach for Subscriber Services

Service providers must deliver profitable value-added services for both fixed and wireless access. Yet legacy approaches like deep packet inspection for subscriber security and parental control cannot scale without massive investments, create extensive performance impacts, and are blind with gaps in specific user details.

Infoblox provides the industry-leading secure DNS platform with extensive value-added Subscriber Services. By consuming subscriber management information, Infoblox associates subscriber identity to traffic, enables policy enforcement, and identifies security incidents per subscriber for a granular level of visibility. Infoblox enables a comprehensive portfolio of Subscriber Services that runs on the industry’s most scalable platform which generates a predictable ROI by leveraging a flexible, pay-as-you-grow model.

Subscriber Services to Increase Revenue and Reduce Costs

With Infoblox’s pre-packaged Subscriber Services, SPs can easily implement one or more services to increase revenue, improve performance, reduce security risk, and exceed customer expectations.

- **Infoblox Subscriber Parental Control** – increase revenue with powerful content control by allowing/blocking content categories for different subscribers at the discretion of the admin/parent.
- **Infoblox Subscriber Insight** – improve security by reducing the risk of malware propagation by identifying individual subscriber ID with malware infection or users visiting specific domains.
- **Infoblox Subscriber Engage** – increase revenue or reduce costs by contacting individual subscribers with customer care messages, ad insertions, or targeted marketing campaigns.
- **Infoblox Subscriber Policy Enforcement** – create value-add services by offering different security packages to subscribers at different levels and prices to protect users.

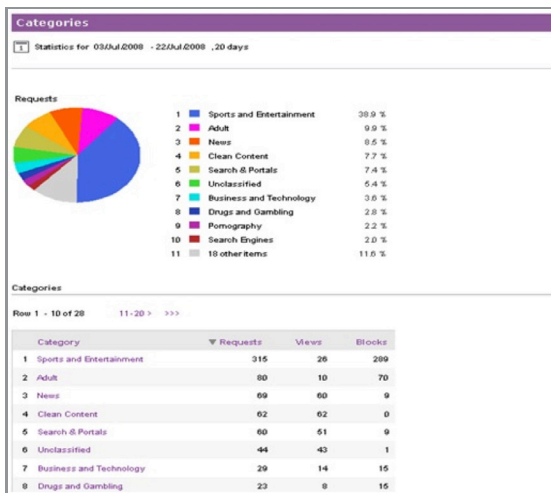


Fig. 1: Example of Infoblox Subscriber Parental Control interface



Why Use a DNS-based Platform for Subscriber Services?

While some service providers have built subscriber services with expensive deep packet inspection tools, the Infoblox DNS-based platform has several key advantages:

- Scales from very small to very large with the smallest footprint by only acting on the DNS signaling path and only redirecting a small portion of traffic instead of all users traffic
- Provides a predictable ROI with flexible deployment options and pay-as-you-grow licensing instead of massive upfront investments
- Improves QoE because DNS signaling analysis can be focused only on the subscribers using the services – there is no need to process all the traffic like deep packet inspection requires which impacts end-user experience
- Eliminates the need for multiple platforms by supporting both fixed and mobile access within a single, unified solution
- Reduces DNS-based security risks with signature, reputational, and behavioral analysis
- Protects data and improves performance by supporting encrypted traffic without the need for deep packet inspection decryption

Infoblox for Subscriber Services

When considering your Subscriber Services strategy, Infoblox provides some key differentiations in technology and deployments options for service providers.

1. **Scalability** – DNS-based solutions are 10-100x more scalable than deep packet inspection approaches with more flexible and less demanding deployment options.
2. **Multi-purpose Capabilities** – Instead of requiring multiple platforms for DNS capabilities and subscriber services, Infoblox reduces the footprint and requirements by doing both in a single platform
3. **Reduced Initial Investment and Flexible Pricing** – Infoblox reduces the upfront capital requirements with a pay-as-you-grow or subscription model so service providers can be profitable much sooner.
4. **Solves Unique Challenges** – The DNS-based approach solves many challenges that plague deep packet inspection tools:
 - By monitoring at the DNS-layer, the challenge associated with encrypted traffic is greatly reduced
 - DPI tools stop at the PC and not identify the user (i.e., when multiple users connect through WiFi) – Infoblox identifies the user
 - NFV deployments are growing rapidly for SPs – Infoblox solutions are NFV-ready today

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

About Infoblox

Infoblox delivers critical network services that protect Domain Name System (DNS) infrastructure, automate cloud deployments, and increase the reliability of enterprise and service provider networks around the world. As the industry leader in DNS, DHCP, and IP address management, the category known as DDI, Infoblox (www.infoblox.com) reduces the risk and complexity of networking.