

Infoblox Resellers Achieve a 23% Gross Margin

FINANCIAL SUMMARY


72%
 over three
 years


2x
 Increase in deal size by
 adding BloxOne Threat
 Defense



12%
 Operating
 margin



1.5x-2x
 Higher margins
 on Infoblox services

Partners realized a
23% Gross
 Margin
 (or \$230K of profits on
 \$1M of resell/services)

VOICE OF THE PARTNER

“The reason we went with Infoblox is because DHCP, DNS, and IP address management was something we desperately needed to provide robust and scalable installations for our clients. Other vendors provided some of this functionality, but only Infoblox had the depth of capabilities that we needed.”



*GTM leader
 global reseller*

“If you’re looking at up-and-comers, it’s definitely the likes of BloxOne Threat Defense and cloud managed DDI. Those are the areas we’re really investing in because we see them as the future.”



*CEO,
 North America reseller*

This data is the conclusion of a Forrester Research, Inc. Total Economic Impact Study™ that involved a three-year financial impact, 10 partner interviews and data aggregation.

This document is an abridged version of a case study commissioned by Infoblox titled: The Partner Opportunity For Infoblox Resellers, A Total Economic Impact Of Infoblox Partner Opportunity Analysis, March 2021.

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Read the
 full study

Commissioned By:

Infoblox 