

SOLUTION NOTE

Driving New Revenue Opportunities with Managed Secure DDI for MSPs

SUMMARY

Managed service providers (MSPs) are looking to increase revenue and attract new customers while minimizing the risk and up-front costs and attract customers with new services. While MSPs typically have managed network and security offers, there is a gap with core DNS, DHCP, and IP address management (DDI) and DNS security capabilities in their portfolios. Without robust secure DDI services, enterprises are more likely to fail to successfully execute upon their initiatives. MSPs can help enterprise customers ensure success for business-critical initiatives.

Infoblox has a proven track record in helping MSP customers fill this gap by ensuring Next Level Networking while reducing DNS-based security risks with Managed Secure DDI services. The new DDI service offerings fit seamlessly within the MSP existing portfolio—a logical extension with integration into existing infrastructure and with minimal impact on sales and operational processes. Infoblox, the industry-leading DDI platform, not only provides next level security, reliability, and automation, but also offers flexibility in pricing and deployment models for MSP partners.

A Critical Gap in Your Managed Service Portfolio

Enterprises are investing heavily into initiatives such as deploying hybrid clouds, expanding security focus, implementing IoT, and rolling out extensive digital economy solutions. While these initiatives promise to increase agility, reduce risk, and improve productivity, one thing is often overlooked – the underlying core network service infrastructure.

Many organizations still use legacy DNS platforms and spreadsheets for managing IP addresses. The out-of-date and manual processes cannot meet the requirements of dynamically spinning up resources, handling latency-sensitive requirements, and ensuring security and compliance. In addition, DNS is the fastest growing threat vector for malicious activities including malware propagation, data exfiltration, and availability attacks.

Cost-effectively Close the Managed Secure DDI Gap

Adding a competitively differentiated managed secure DDI offering helps MSPs add profitable revenue

while decreasing the likelihood of churn. Infoblox provides a scalable licensing cost and billing structure that minimizes up-front investments and provides flexible pricing models to fit the overall MSP strategy. Whether MSPs want to integrate secure DDI capabilities as part of an existing bundled offer or provide a stand-alone option, Infoblox can help.



Increase Revenue and Add Customers by Closing Gap



Optimize Deployments with Multiple Deployment Models



Maximize Profitability with Flexible Pricing Models



Increase Success Opportunities by Partnering

Increase Revenue per Customer by Filling a Critical Managed Services Gap

Since DDI is business-critical to the core infrastructure, MSPs can complement and expand existing network offers deeper into the customer networks. In addition, with the massive growth of DNS-based exploits and attacks, managed DNS-based security fits seamlessly with existing managed firewall and security services. As MSP customers are focused on business-impacting initiatives, MSPs can increase won deals by ensuring network availability, data protection, and threat containment.

Meet Customers' Needs with Optimized Deployment Options

When it comes to customer's requirements, there is no one-size-fits-all approach. Infoblox helps MSPs meet unique requirements with deployment models that include on-premises, virtual, and/or cloud-based services. Since Managed Secure DDI services are complementary with existing service offerings, MSPs can minimize incremental service creation costs by keeping the same sales motions as well as utilizing existing managed service staff, processes, and tools.

Maximize Profitability with Cost-Effective Pricing Models

As MSPs need to minimize initial investments and maintain control over ongoing management costs, Infoblox provides multiple pricing options that include CapEx purchase or OpEx subscription models. Infoblox pricing and deployment models allow MSPs to minimize up-front capital requirements when creating new services and easily scale as new customers are added.

Improve Success by Partnering with the Industry-Leader

By partnering with the industry-leader Infoblox, MSPs can leverage the expertise gained with decades of secure DDI experience across more than 8,000 enterprises and 235 service providers worldwide. MSPs can implement the purpose-built, scalable platform instead of cobbling together BIND servers that have far less functionality. Infoblox allows MSPs to deploy today and plan for tomorrow with a platform that supports NFV, SDN, and virtualization out of the box.

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 providing Secure DDI as a fully managed service.

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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