

SOLUTION NOTE

DRIVING NEW REVENUE OPPORTUNITIES WITH MANAGED SERVICE OFFERINGS

SUMMARY

Enterprise IT needs are evolving, with cloud and security being major growth drivers for Managed service providers (MSPs).

MSPs are looking for ways to increase revenue and attract new customers with complementary services while minimizing the risk and up-front costs. 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 execute their initiatives successfully. MSPs are well-positioned to help enterprise customers ensure success for business-critical initiatives.

Infoblox has a proven track record in helping MSP customers fill this gap by ensuring cloud-first networking while reducing DNS-based security risks with Managed Secure DDI services. These new DDI service offerings fit seamlessly within the MSP existing portfolio—a logical extension with integration into existing infrastructure and minimal impact on sales and operational processes. Infoblox capabilities are core to every network service you offer—providing cloud-first security, reliability, automation and flexibility in pricing and deployment models to fit any MSP partner.

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 comprehensive 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. No matter how they transform their business, their initiatives require automated DDI to scale and grow efficiently. As the world accelerates to the cloud, introducing new complexities and the massive volume of devices can slow everything down. Further, the now blistering pace of digital transformation is increasing the burden on already thinly stretched security teams and perimeter defenses – reshaping how we need to think about cybersecurity. Customers need solutions that afford them greater agility, security, automation, and cost-efficiency in today's hybrid, multi-cloud world.

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 The out-of-date and manual processes cannot meet the requirements of dynamically spinning up resources, handling latency-sensitive needs, and ensuring security and compliance.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.

INFOBLOX OFFERINGS TO GROW BUSINESS TOGETHER

For more than two decades, we've been engineering game changing solutions for core network services and security. In the DDI market we're the undisputed leader, and most recently, we created the world's first cloud-native, SaaS-based networking and security services platform: BloxOne®. MSPs can accelerate success with complimentary managed service offerings employing Infoblox capabilities including:

- **Network Identity Operating System (NIOS)** is the operating system that powers Infoblox core network services, ensuring non-stop operation of network infrastructure. The basis for cloud-first networking, NIOS automates the error-prone and time-consuming manual tasks associated with deploying and managing DNS, DHCP, and IP address management (IPAM) required for continuous network availability and business uptime.
- **BloxOne DDI** is the industry’s first cloud-managed solution that enables you to centrally control and automate DNS, DHCP and IP address management (DDI) for hybrid and multi-cloud networks. Built on the cloud-native BloxOne® Platform and available as a SaaS service, BloxOne DDI eliminates the complexity, bottlenecks and scalability limitations of traditional DDI implementations.
- **BloxOne Threat Defense** operates at the DNS level to see threats that other solutions do not and stops attacks earlier in the threat lifecycle. Through pervasive automation and ecosystem integration, it drives efficiencies in SecOps, uplifts the effectiveness of the existing security stack, secures digital and work-from-anywhere efforts, and lowers the total cost for cybersecurity.

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 per customer

Add value by optimizing the delivery of your existing services



Improve retention

Offer a differentiated “sticky” service that reduces churn



Reduce investment expenses

Maximize profitability using scalable, operationally efficient networking and security solutions



Complement existing services

Build another tier of defense in your managed services offerings

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.

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



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

