Cisco Umbrella for Service Providers
Easy Protect Package

Service Providers (SPs) are looking for new revenue streams to diversify their lines of business. Many vendors now provide internet services, causing prices (and therefore revenue) to decline. Security is a good option to add value and differentiate internet services, but adding security has been historically challenging because SPs do not have the resources, expertise, or time to manage any type of complex security solution.

As the offerings in the service provider industry continue to become more commoditized, SPs must find differentiated, profitable ways to provide value-added services to their customers.

Key needs for SPs

New source of revenue
In a commoditized market, it has become tough to identify new revenue opportunities. Security threats are a challenge for organizations of all sizes, including small to medium businesses. By offering security protection, SPs can monetize a value-added service for their clients.

Simple attach
SPs do not have the resources or time to cost effectively manage security and on premises solutions. They have a variety of customers and the need to scale, so it is critical for SPs to deploy solutions that are simple and easy to manage as an attach to their internet services.

Consistent performance
SPs need to deliver internet services that do not slow down users. Any value-added service would need to maintain, if not enhance, the performance of internet delivered services.

First line of defense

As a secure internet gateway, Cisco Umbrella for SPs provides the first line of defense against threats on the internet. Umbrella blocks threats before they ever reach your clients' network or endpoints. Umbrella is a cloud-delivered platform that delivers live threat intelligence about current and emerging threats.

By analyzing and learning from internet activity patterns, Umbrella automatically uncovers attacker's infrastructures staged for attacks, and proactively blocks requests to malicious destinations before a connection is even established — without adding any latency for users.

With Umbrella, you can stop phishing and malware infections earlier, identify already infected devices faster, and prevent data exfiltration.

Key differentiators

Key numbers

- 140 billion daily internet requests
- 90 million users
- 27 datacenters worldwide
- 7M+ malicious destinations enforced concurrently at the DNS-layer
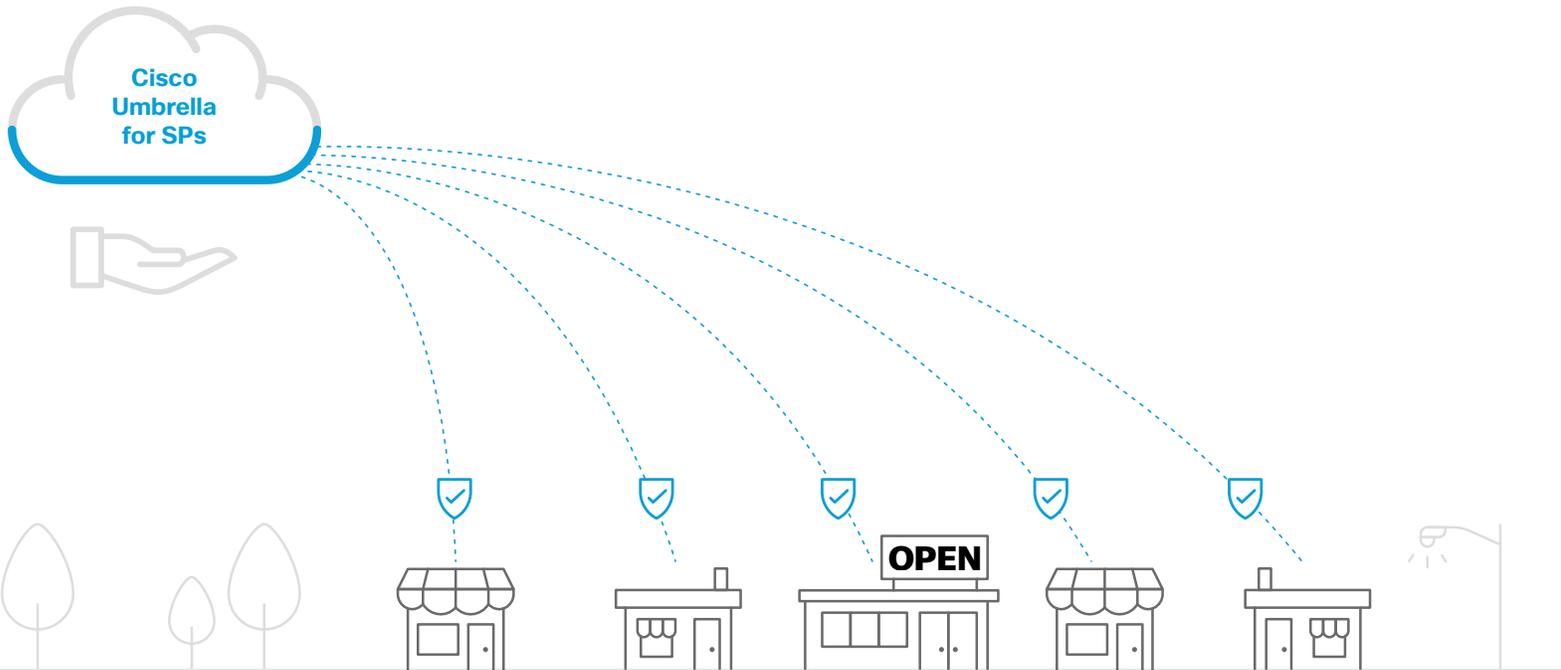
Fast and reliable cloud infrastructure

Broadest coverage of malicious destinations

Most predictive intelligence

Easiest deployment

How it works

Cisco Umbrella for SPs Easy Protect is a cloud security service that can be easily attached to internet service, ultimately providing a "clean pipe" to end users. The service provides end users with on-network protection by blocking malware, phishing, and command and control callbacks. Umbrella protects at the DNS-layer, stopping threats before they ever reach an organization's network or endpoints.

Service Providers (SP) are strapped for resources and serve a lot of clients, so they need services that are simple, but can scale. This service requires no end user interaction or time-consuming ongoing management, thus reducing complexity for the SP while delivering better security and value for their clients. The SP has access to the tools necessary to manage Umbrella including log access through, Amazon Simple Storage Service (S3) log management (for legal compliance), and Gold Support from the Cisco team.

With minimal investment and fast time-to-market, Umbrella for SPs Easy Protect provides an opportunity for service providers to add revenue and increase the value of their brand without adding a lot of overhead cost, thus improving profit margins. It can be deployed in minutes and is simple to manage, making it an ideal revenue opportunity.

Next Steps

Talk to a Cisco sales representative about how Cisco Umbrella can generate revenue for SPs and protect your clients from advanced threats. Visit our page at umbrella.cisco.com/partners/sp to learn more.

Benefits

- **New revenue opportunity:** Offer your clients security protection with fewer malware infections to remediate and threats that are stopped before they cause damage.

- **Simple to deploy, easy to manage:** There's no hardware to install or software to manually update. The simplicity makes it easy to attach security to every single internet service.

- **Creation of a new security offer:** Umbrella protects against malware, phishing, and command & control callbacks over any port or protocol.