

Cisco Umbrella for Service Providers

Easy Protect and Mobile Protect

Service Providers continuously seek new revenue streams to diversify their lines of business. In most markets, many providers offer internet and mobile services, which has caused prices (and therefore revenue) to decline. Security is an excellent option to challenge that revenue decline with added value and differentiation. However, adding security has historically been challenging because service providers may not have the resources, expertise, or time to manage a complex security solution.

Key needs of Service Providers

New source of revenue

In a commoditized market, even the strongest players struggle to identify new revenue opportunities. Security is a huge service provider opportunity because cyberattacks threaten organizations of all sizes, in all industries, and across geographies. By offering security protection, service providers can monetize additional value for customers who already recognize their unmet need. Additionally, small businesses trust their connectivity providers when it comes to security. A recent analysis by Analysys Mason found that thirty-seven percent of respondents would consider purchasing cybersecurity from their fixed service provider.¹

Simple attach

Service providers need to scale to large numbers of customers, so it is critical to deploy solutions that are simple and easy to manage as an attach to core services. Most service providers do not have the resources or time to manage complex security capabilities or traditional on-premises solutions. Simple attach, clear added value, and fast time-to-market is the goal.

Consistent performance

Service providers must reliably deliver internet and mobile services with excellent and consistent performance. Any value-added capability needs to maintain, if not enhance, the performance of the underlying service.

Ideal target markets: Small business and consumer

Small businesses have the same security challenges as large enterprises, but they have fewer resources. According to the Verizon 2019 Data Breach Investigations Report, 43% of All Data Breaches Target SMBs.² And, a recent report from 4iQ noted an increase of 424% in authentic and new breaches in small businesses from 2017 to 2019.³ Consumers too face relentless cybersecurity threats with limited resources to fight back.

Key Numbers

- 200 billion daily internet requests
- 100 million users
- 30+ datacenters worldwide
- 7M+ malicious destinations enforced concurrently at the DNS-layer

Key differentiators



Blocks malware, phishing, ransomware & more



Simple attach for "clean pipe" offer



Intelligence to uncover current and emerging threats



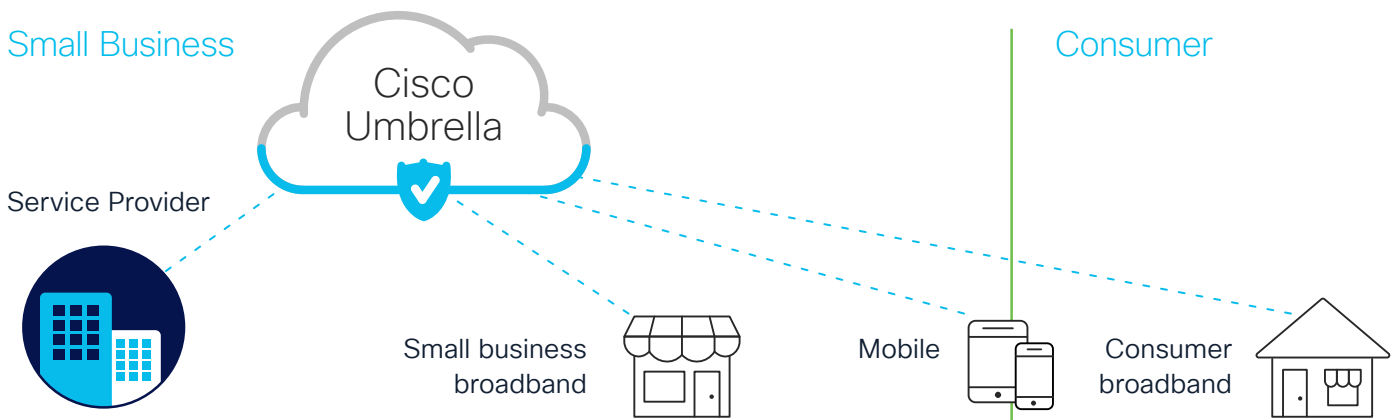
Fast and reliable cloud infrastructure

1. AnalysysMason, Small and medium-sized businesses: technology buying behavior and channel preferences, n=2.983, September 2019

2. 43% of All Data Breaches Target SMBs, Verizon 2019 Data Breach Investigations Report, <https://enterprise.verizon.com/resources/executivebriefs/2019-dbir-executive-brief.pdf>

3. "Cyber criminals shifted their focus, targeting more small businesses, resulting in a 424% increase in authentic and new breaches from 2017", 4iQ Identity Breach Report 2019, <https://4iq.com/2019-identity-breach-report/>

Small Business



The leader in DNS-layer security

Cisco Umbrella is committed to delivering the most secure, reliable, and fastest internet experience to every single one of our more than 100 million users. As a leading provider of network security and recursive DNS services, we enable the world to connect to the internet with confidence on any device. We've built a reputation on easy deployment and powerful protection anywhere users access the internet.

Cisco Umbrella for Service Providers Easy Protect and Mobile Protect provide the first line of defense against threats on the internet. Umbrella is a cloud-delivered service that blocks threats before they ever reach your clients' network or endpoints. By analyzing and learning from internet activity patterns, Umbrella uncovers attackers' infrastructures staged for attacks and proactively blocks requests to malicious destinations before a connection is 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.

Easy to deploy and simple to manage

Cisco Umbrella Easy Protect and Mobile Protect are cloud security services that you can easily attach to internet and mobile services, providing a “clean pipe” to end users. Users gain on-network protection from cyberattacks, stopping threats before they ever reach an organization's network or endpoints.

Easy Protect and Mobile Protect require no end user interaction or time-consuming ongoing management, thus reducing complexity for the service provider while delivering better security and value for its customers. The service provider has access to key tools such as security events log access through its Amazon Simple Storage Service (S3) log management and Gold Support from the Cisco team.

With minimal investment and fast time-to-market, Umbrella for Easy Protect and Mobile Protect enables service providers to add revenue, increase the value of their brand, contain overhead cost, and improve profit margins. It can be deployed in minutes and is simple to manage, making it an ideal value add to core connectivity services. Subscription licensing approaches via term and pay-as-you-go billing models are available.

Benefits

- **Generate revenue beyond connectivity:**
Add ARPU per month
- **Deploy fast:**
Shorten time to revenue
- **Build customer loyalty:**
Increase penetration with low churn
- **Differentiate your brand:**
Provide network-level security that just works

Next Steps

Talk to a Cisco sales representative about how Cisco Umbrella can simply and quickly grow average revenue per user while protecting your customers from cyberattacks. Visit our web page at <https://umbrella.cisco.com/partners/sp/> to learn more.