

# OpenDNS Enterprise for SMBs

## Innovative Cloud-Based Web Security Delivered Through DNS

OpenDNS is the world's leading provider of DNS and security services that make SMB networks faster, safer and more reliable. OpenDNS Enterprise provides fast and reliable DNS, integrated Web content filtering, phishing protection, botnet protection, and malware site protection, built on the world's largest cloud-based DNS platform. The service is relied on by thousands of businesses and school districts to protect their users from inappropriate and malicious content while providing improved DNS performance.

### Challenges for SMBs

#### Robust network control, protection and management with limited IT resources

Small and medium businesses face multiple challenges in managing Internet access, usage and network security. As usage of Web 2.0 sites such as social networking, P2P and video sharing sites increase in the workplace, SMBs need a simple and flexible solution that enables them to both manage workforce productivity and limit company liability. In addition, as Web 2.0 security threats and vulnerabilities increase, SMBs also need a protective solution to shield their networks and users from the increasing amount of threats from dynamic malware and botnet attacks. SMBs need a cost effective solution that provides this control and protection without burdening their limited IT staff with additional work to deploy and manage it.

### The Solution

#### Control, Protect and Manage Networks and Users in the Cloud

OpenDNS pioneered the concept of integrating security features into one of the most fundamental protocols that underlies the internet, DNS (Domain Name System). The result is a robust service that enables SMBs to control, protect and manage their networks and network resources using their existing infrastructure with no additional equipment, software or on-going upgrades and maintenance involved. Deploying OpenDNS Enterprise takes less than 30 minutes - with a web based account set-up, SMBs simply point their external DNS to OpenDNS's two anycast IP Addresses (208.67.222.222 & 208.67.220.220) and are ready to go. OpenDNS's web based management dashboard provides IT administrators flexible and customizable options to control and gain visibility into their network. No new hardware devices are required and since OpenDNS operates at the DNS level the service does not slow down network performance unlike other appliance based solutions.

### Control

#### Web Content Filtering and Control

OpenDNS's rich database of more than 57 categories and millions of domains allows SMBs to control which sites can be accessed on their network. The web based administration console allows quick set up and management of content filtering policies on a per-site or per network basis and contains flexible options such as white and black lists and white list only to enable more granular control. The Block Page Bypass feature enables IT administrators to create exceptions to the content filtering rules by granting trusted users the ability to bypass some or all of the content filters permanently or temporarily. This flexibility gives SMBs control without limiting productivity to groups that require access to certain sites. The Web content filtering is powered by the OpenDNS Domain Tagging system, an innovative approach to Web site categorization that empowers OpenDNS customers around the world to contribute insight about category accuracy.

- Enhance productivity and limit liability exposure by controlling access to non-business related or inappropriate sites
- Reduce security exposure by limiting access to sites frequently compromised
- Control bandwidth usage by reducing access to P2P, streaming and high bandwidth sites

#### Why OpenDNS?

- Largest independent DNS service provider processing over 30B DNS requests per day
- Global coverage and capacity with 12 datacenters across the world
- 100% network uptime and availability
- Trusted by 1000's of SMBs to the Fortune 100 to provide fast reliable DNS and security services
- To learn more visit: [www.OpenDNS.com](http://www.OpenDNS.com)

## Protect

### Providing Networks with a Protective Hardened Outer Shell

With the proliferation of Web 2.0, Malware, Botnet and Phishing attacks have increased significantly leaving SMBs vulnerable to drive by downloads, key loggers, trojans and other malicious and unwanted threats.

OpenDNS's innovative security approach delivers Malware site, Botnet and Phishing protection at the DNS level. Malicious, compromised and infected sites are identified and blocked from resolving during DNS resolution stopping users from unknowingly going to known sites that can infect user machines. OpenDNS Enterprise prevents malware and malicious content from reaching the SMB's network providing the network with an additional protective "hardened outer shell" layer. In addition to protecting networks from external attacks, OpenDNS provides protection and mitigation for Botnet infections that currently exist on the SMB's network by blocking and cutting off the ability for Botnets to access and communicate with their command and control center. This prevents Botnets from sending out confidential data and personal information to hackers outside the firewall and provides SMBs with the ability to detect which machine on their network is infected.

- Protect networks with "Hardened Outer Shell" by stopping malware sites or compromised sites from Resolving at the DNS level
- Prevent data leakage from Botnet infections
- Reduce time and resources used to remediate infected machines
- Shorten mitigation time by identifying which machines on the network are compromised and connecting to command and control or drop sites

## Manage

### Delivered through the Cloud with Web Based Management and Reporting

OpenDNS delivers its service through the cloud so there is no equipment or software to purchase, implement or maintain onsite enabling SMBs to simplify their network while reducing ongoing operational costs. Setup and deployment is quick and simple and all configuration, management and reporting is done through the web-based dashboard that is accessible from anywhere and at any time. OpenDNS easily scales to accommodate SMBs changing needs - adding new sites and networks is as simple and seamless as the initial set-up: add new networks in the web based management console, point new routers or servers to the OpenDNS Anycast IPs, and you're done.

Reporting is a key feature used to gain insight into network activity at the DNS and content filtering level. OpenDNS features web based reports that help SMBs track the usage of their network at a detailed level. In addition to reports through the management console, a daily email can be sent to their inbox with detailed information on daily traffic, blocked sites and categories of traffic. OpenDNS allows SMBs to store historical data and compare changes over time giving them insight into network traffic trends.

- Works with SMB's current infrastructure - No new appliances or software required
- Simplify the network while reducing ongoing operational costs
- Quick and easy set-up, control and management from a single web dashboard
- Insightful web based reporting

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#### Customer Spotlight: LA Regional Foodbank

##### The Challenge

An Influx of spyware was slowing down the LA Regional Foodbank's network, and taking up valuable system administrator time.

##### The Solution

Deploying OpenDNS Enterprise and choosing to filter for Adware helped IT staff save more than 100 hours of staff time per year.

## Performance

### Fast, Reliable and Consistent

OpenDNS provides the most reliable DNS service available helping SMBs ensure uninterrupted access to the Internet while adding control and protection to their network. OpenDNS owns and operates its large global network with datacenters situated strategically at the most well connected intersections of the Internet ensuring that SMBs have the fastest DNS and content and security service performance available. Anycast routing technology combined with OpenDNS's current and expanding datacenter footprint creates network resiliency and redundancy ensuring 100% uptime with no noticeable latency across the world.

- Experience faster, more consistent and more reliable DNS performance across the world
- No network performance impact - provides control and protection without slowing down existing network performance
- Reduce complexity and variables in network performance by standardizing on one DNS platform/service provider

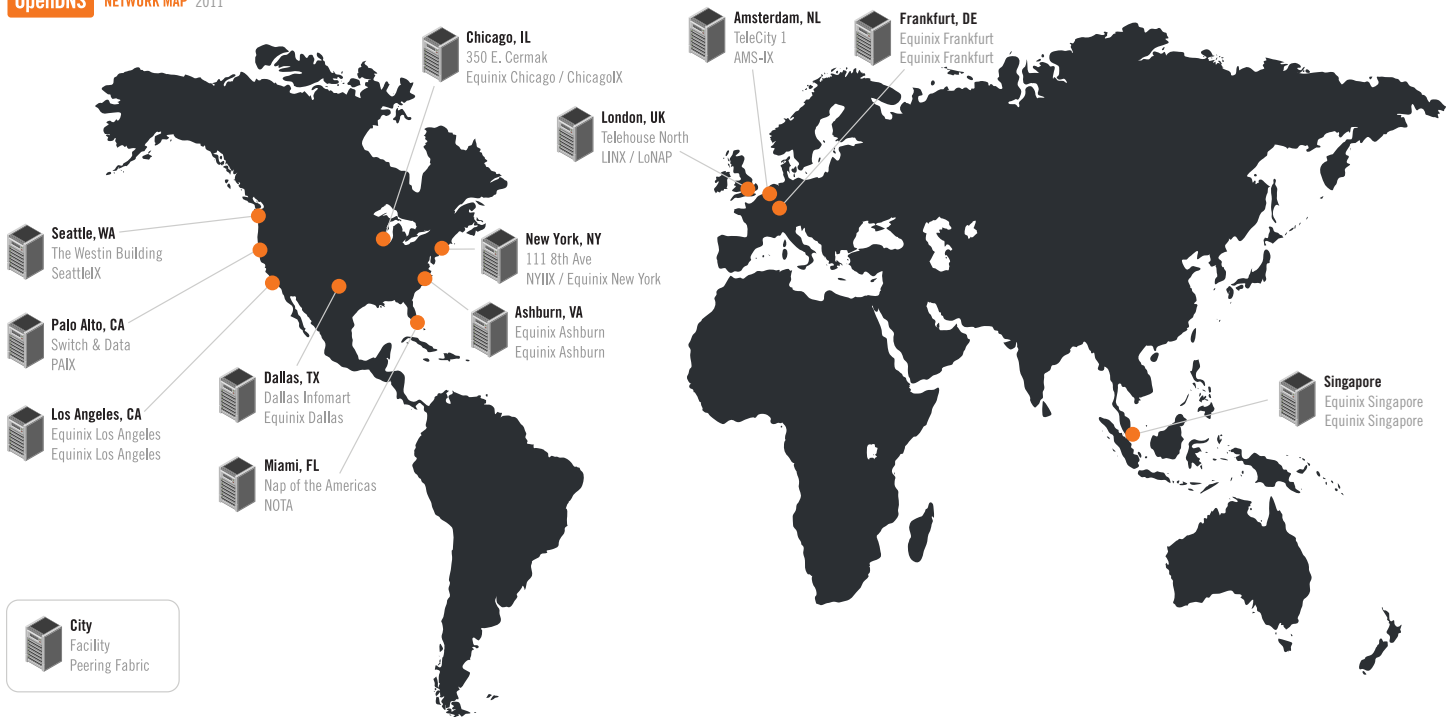


#### What They're Saying

"I choose OpenDNS because it is simple, fast, and it just works. Unreliable DNS was the tipping point for switching, but today we enjoy both a more reliable DNS and Web content filtering and we haven't looked back since."

– Ray Dzek  
Network Administrator

#### OpenDNS NETWORK MAP 2011



OpenDNS is the world's leading provider of DNS and web security services that make networks safer, faster, smarter and more reliable. Through DNS resolution, cloud-based Web content filtering and security services, OpenDNS empowers millions of households, schools and businesses to control how users navigate the Internet on their network, while dramatically increasing the network's overall performance and reliability.

For more information please visit: [www.opendns.com](http://www.opendns.com)