The Trusted Partner of Global Service Providers

Leverage the Power of DNS to Deliver Superior Subscriber Experiences

9 of the top 10 global telecom operators already use Nominum DNS.

Nominum’s N2 Platform is an integrated suite of applications for service providers to leverage the power of DNS (Domain Name System) to drive subscriber value. Nominum enables service providers to reduce operating costs, protect networks and subscribers from threats, provide innovative subscriber services, deliver more effective customer care and marketing campaigns with in-browser messaging and optimize promotional campaigns via DNS insights derived from subscriber Internet behavior.

The company’s foundation is DNS and DNS is the foundation of the Internet. Since 1998, the company has been delivering carrier-grade DNS software that has served as the bedrock of the Internet’s infrastructure and grown to support the evolution of the Internet. Nominum’s software has been deployed in 9 of the top 10 global telecommunications operators. For years, the industry’s leading providers have trusted Nominum to deliver high quality, dependable software for a variety of purposes – most critically, DNS software that enables fast, reliable and secure Internet service. Our engineering team is responsible for the initial architecture of DNS (prior to founding Nominum) and continues to optimize the code base in response to the dynamic nature of the Internet.

This experience ensures scalability and reliability:

- Our software has global footprint and has been deployed in over 40 countries
- Over 400 million subscribers of the globe’s leading Internet service providers use our software every day
- Our software processes over 1.5 trillion DNS transactions every day

The Evolution of the Internet Service Provider Market

Over the past 16 years, the service provider business has changed dramatically. For many years, the primary focus was on delivering higher quality basic services to an ever-growing number of new subscribers. The challenges were largely technical and operational, with success defined as the delivery of a uniform and largely homogenous customer experience. During this time, Nominum offered the world’s most reliable and best performing DNS, enabling the consistent delivery of the highest quality Internet services available.
Now, service providers are challenged to compete for a much more sophisticated customer with heightened expectations for more personalized and compelling digital experiences. Providers are focusing their efforts on delivering higher value subscriber services, retaining their existing customers, and increasing revenue and market share.

The Nominum Arc of Value
From this strong foundation, Nominum and the N2 platform are helping the industry’s leading Internet service providers leverage the power of their own networks – the power of the DNS infrastructure – to address security threats, optimize subscriber services and learn about their subscribers. This set of solutions has come to be called the Nominum Arc of Value. The components of the Arc of Value include the following:

- Fast and reliable carrier-grade DNS Internet infrastructure
- Next generation protection from emerging DNS DDOS attacks
- In-browser messaging for promotional marketing and customer care efforts
- Subscriber services to increase customer satisfaction, engagement and loyalty
- DNS data-enabled insights to optimize marketing efforts and explore new business models

The delivery of a fast and reliable Internet experience is table stakes when considering DNS software solutions. From a subscriber’s perspective, the performance of DNS software is directly related to the performance of the Internet provider’s service. If the DNS can’t deliver the performance expected from its core purpose, customers will be dissatisfied and service providers will lose subscribers. Nominum has a long history as a trusted partner of some of the world’s largest Internet service providers in delivering carrier-grade DNS software to enable a fast and reliable Internet experience for their subscribers.
Network integrity is compromised by stealth DNS-based DDoS attacks that use tens of millions of home gateways with open DNS proxies found in provider networks worldwide. Subscriber experience and satisfaction are impacted by sophisticated malware secretly loaded onto subscriber devices that supports spammers, DDoS attacks, financial and personal data theft and more. DNS resolvers help setup nearly every Internet transaction and are an ideal place to embed intelligence to target “inside” threats. Vantio ThreatAvert, based on Nominum’s leading DNS resolver, is equipped with a robust policy framework and dynamic threat lists to provide comprehensive coverage and instant response to rapidly changing threats without taxing the underlying DNS server.

In-browser messaging informed by network data allows service providers to optimize promotional efforts of value-added services. With N2 Reach, service providers can deliver the most appropriate promotional or customer care message to each subscriber at the most relevant moment with N2-powered in-browser messaging. This is the product to be discussed in detail in this presentation.

Service providers can also deliver new subscriber services, such as subscriber safety security services and parental controls services, with N2 Engage. These network based services eliminate the need for client/device level software installation and maintenance, deliver superior ease-of-use to subscribers and ensure higher rates of service adoption and subscriber engagement.

Nominum’s N2 platform grants service providers the ability to fully utilize the stranded asset that is the DNS data currently dormant within their network. With the N2 platform, service providers can leverage their network’s aggregate DNS data to customize promotions and offers, gain the market intelligence necessary to deliver the value-added services most wanted by subscribers and optimize their product mix based on a deeper understanding of their customer base.

The industry’s only integrated solution to deliver carrier-grade Internet infrastructure, in-browser messaging, subscriber services and data-informed marketing insights in a single platform is Nominum’s N2 platform.

The Nominum Platform: The Value of Integration

In a survey of broadband service providers conducted by Accenture, 59% of respondents stated that the need to update multiple platforms was a limiting factor in their ability to meet time-to-market targets for launching new products and services.

The N2 platform increases productivity within and across the service provider’s disparate departments, improves network and subscriber protection, simplifies deployments and customer experience and solves concrete and persistent challenges for Internet service providers.
By building the N2 platform upon our industry-leading DNS, Nominum delivers an integrated solution that solves a wide variety of business problems challenging the globe’s Internet service providers. With the N2 platform, service providers can leverage their existing Internet infrastructure to expand their subscriber and network capabilities from a single integrated platform. Our versatile, continually evolving N2 platform allows service providers to extract the most value from their underlying Internet infrastructure and evolve their Internet service according to the dynamic nature of the Internet itself.