

# OpenDNS Enterprise for Retail, Franchise and Wifi Hotspot Locations

## Innovative Cloud-Based Web Security Delivered Through DNS

OpenDNS is the world's leading provider of DNS and security services that make 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 enterprises, retailers and school districts to protect their users from inappropriate and malicious content while providing improved DNS performance.

### Challenges for Retailers and Wifi Hotspot Providers

#### Providing Family Friendly and Workplace Appropriate Wifi and Internet Access Easily and Cost Effectively

As retail stores, restaurant franchises and kiosk locations increasingly offer Wifi to employees, guest and patrons the challenges of maintaining a family friendly or workplace appropriate Internet environment grows. Traditional appliance or software-based solutions are not viable in this environment due to the significant cost and effort required to deploy and maintain the onsite solution across a large number of locations. As a result these networks are often left unprotected leaving the retailer or hotspot provider unable to manage workforce productivity and limit company liability.

### The Solution

#### Control and Manage Networks and Users in the Cloud Across Multiple Locations

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 retailers and Wifi hotspot Providers to control, protect and manage their networks and network resources using their existing infrastructure at their locations with no additional equipment, software or on-going upgrades and maintenance involved. Deploying OpenDNS Enterprise can take less than 30 minutes - with a web based account set-up, retailers and Wifi hotspot providers simply point the external DNS at each of their locations 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 networks. No new hardware devices or software are required, no onsite presence needed, no need to backhaul all external internet traffic to a centralized datacenter for filtering 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 retailers and Wifi hotspot providers to control which sites can be accessed on their networks. 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 retailers and Wifi hotspot providers control without limiting productivity for individuals that require access to certain sites. The Web content filtering system 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.

- Create a family friendly Internet environment, enhance productivity and limit liability exposure by controlling access to inappropriate sites
- 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)

## Manage

### Delivered through the cloud to 1 to 1000 locations 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 retailers and Wifi hotspot providers to offer family friendly or workplace appropriate Internet access without significantly increasing complexity or 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 any location and at any time. OpenDNS Enterprise easily scales to accommodate retailers and Wifi hotspot providers' changing needs and growth. Adding new locations, sites and networks is as simple and seamless as the initial set-up. Add new networks in the web based management console, point the 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 both at the DNS and content filtering level. OpenDNS Enterprise features web based reports that help retailers and Wifi hotspot providers 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 retailers and Wifi hotspot providers to store historical data and compare changes over time giving them insight into network traffic trends.

- Works with retailers and Wifi hotspot providers' current infrastructure - No new appliances or software required
- Deploy and manage across 1 to 1000's of distributed locations quickly, easily and remotely through the web dashboard
- Insightful web based reporting



#### Customer Spotlight: Romano's Macaroni Grill

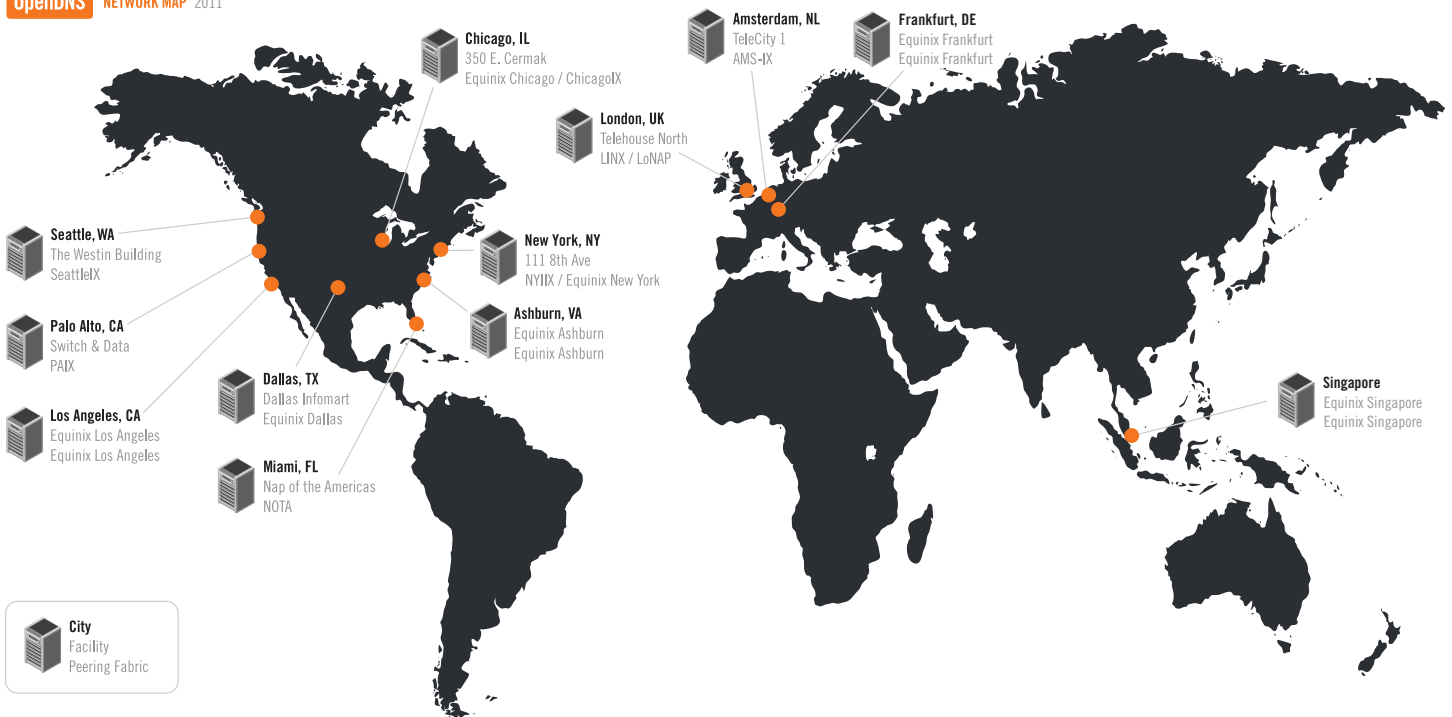
##### The Challenge

Centralized Web content filtering across more than 200 locations of a national restaurant chain to protect against inappropriate content and general timewasting.

##### The Solution

Deploying OpenDNS Enterprise across every location; updating content filtering is as simple as signing into a website and choosing which categories to filter.

#### OpenDNS NETWORK MAP 2011



## 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



#### Company Snapshot: LUSH Cosmetics

**LUSH North America Headquarters:**  
Vancouver, British Columbia

**Industry:**  
Retail

**Locations:**  
149

#### What They're Saying

"We looked at installing hardware appliances in each of our retail locations, but the forecasted cost turned out to be way more than we were willing to spend. We chose OpenDNS because it allows us to control the filtering for all of our retail locations from a single interface. I'd absolutely recommend OpenDNS to other system administrators. The service and the cost benefit are hard to beat."

– **Ray Dzek**  
Network Administrator



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)