

Boost Revenue and Safeguard Broadband Customers with Secure Connectivity

For broadband internet service providers, finding a new revenue stream in a tight market is like hitting gold. When you can do it with a simple value-add that keeps your residential and business customers safe from cyber attacks, it's a windfall all around.

That's the promise of [Cisco® Secure Connectivity for Service Providers](#)—a security solution built on Cisco Umbrella® Easy Protect and Mobile Protect. It offers your customers a “clean pipe” internet service by reducing threat vectors. And it's simple to attach to your broadband service and deploy at scale to your customers.

Until now, it's been a challenge to find a security add-on that's affordable and easy to manage. This is especially true for service providers in rural areas where capital resources are even more scarce. With phishing, malware, and ransomware attacks on the rise, Cisco Umbrella offers cloud-delivered, DNS-layer security that can stop these threats before they ever reach your customers' network and endpoints.

Uncover all the ways that Cisco Umbrella can generate revenue beyond connectivity and improve your bottom line.

Increase average revenue per user

With a minimal investment and fast time to market, Cisco Umbrella lets you differentiate your service offerings with value-added secure connectivity that your customers can opt in to at low cost. You can offer your customers a clean pipe solution that reduces malware, phishing, ransomware, and other internet security attacks. It's a win-win: you increase Annual Revenue Per User (ARPU), and your customers instantly gain the protection they need from internet threats that become more relentless every day.

Benefits for your business

- Increase revenue with a simple attach to your broadband offering
- Block malware, phishing, command-and-control, crypto-mining, and more
- Deploy simply and rapidly
- Build customer loyalty
- Differentiate your brand

Next steps

Find out more about how our simple-to-attach, easy-to-manage secure connectivity solution can differentiate your business, boost your revenue, and keep your customers happy. Read the Cisco Umbrella Easy Protect and Mobile Protect [data sheet](#), or [contact](#) your Cisco sales representative to request a trial.

Deploy simply

Umbrella Easy Protect and Mobile Protect are cloud-delivered security services. With no hardware or software to maintain, your clean pipe service offerings will be easy to deploy, provision, and manage.

Contain overhead costs

With Cisco Umbrella in place, you'll notice that your customer service phones are quieter. That's because they're no longer fielding as many calls about reduced internet speed due to malware or command-and-control attacks. One service provider, TruVista, found that Cisco Umbrella helped reduce their tier 2 (high-speed response team) tickets by 15% to 20% year over year (see the [case study](#)). The upshot: you'll reap an OpEx savings as troubleshooting calls drop off.

Win more customers in competitive areas

Umbrella Easy Protect helps you improve broadband security in your communities, which in turn improves your reputation, as you can better serve rural subscribers. And, when you look out for your community's safety, you'll likely find it easier to attract and retain customers. In one service area, TruVista saw its penetration rate jump from 12% to 40%. With concern about internet threats at an all-time high, offering a clean pipe solution can help clinch the deal with your business and residential customers.

Stop malware and ransomware from calling back to host servers

The news is abuzz with high-profile ransomware attacks on big businesses, but small companies and residential customers are vulnerable, too. So, if a customer happens to click on a phishing link, Cisco Umbrella blocks them from ever getting to that malicious site. The solution can even clean customers' devices of ongoing command-and-control attacks, instantly stopping them in their tracks. This keeps money in your customers' pockets, boosts loyalty, and reflects well on your brand.