

Introducing OpenDNS

OpenDNS

What is OpenDNS

- OpenDNS is a growing, profitable company founded in 2005 by DNS expert David Ulevitch
- Offers three different services: OpenDNS Basic, OpenDNS Deluxe and OpenDNS Enterprise
- 20 million+ active users today use the service – more than 1% of the world's Internet users
- The OpenDNS service is chosen by more than one in three U.S. public K-12 schools, including Detroit Public Schools, Baltimore City Public Schools and San Diego Public Schools.
- Zero downtime for OpenDNS users over four + years

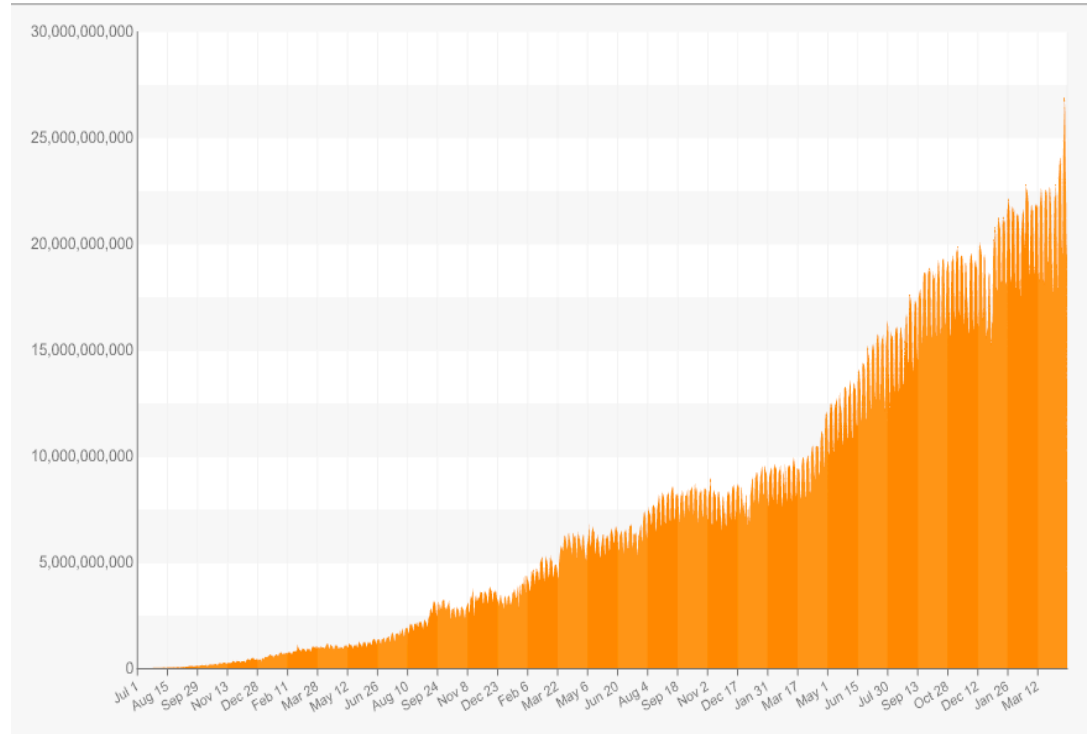


What is DNS?

- DNS stands for Domain Name System
- It's "the phonebook for the Internet"
- People understand URLs. Computers understand IP addresses.
- DNS translates Web site address (www.nytimes.com) into IP addresses (199.239.136.200)
- OpenDNS is a pioneer in the DNS space

Company Query Milestones

- 6/2006 – OpenDNS launches
- 12/2006 – 500 million queries per day
- 8/2007 – 2 billion queries per day
- 3/2008 – 5 billion queries per day
- 8/2008 – 8 billion queries per day
- 4/2009 – 10 billion queries per day
- 7/2009 – 16 billion queries per day
- 1/2010 – 21 billion queries per day
- 4/2010 – 26.95 billion queries per day



Key Features

- Reliable DNS infrastructure
- 57 categories of Web content filtering, including adult, proxy/anonymizer and academic fraud
- Whitelist/blacklist options
- Phishing, malware and botnet protection
- Cloud-based, doesn't require an appliance
- Makes websites load faster and more reliably

DNS Infrastructure

- The world's largest DNS server on the Internet
- OpenDNS has 11 datacenters, with two more planned in Asian and Europe (Aug '10)
- At peak, the service does a half million queries per second

OpenDNS NETWORK MAP SUMMER 2010







Web Content Filtering


- Offers 57 categories of content that can be filtered
- Data source is Domain Tagging, a community-based effort in which domains are submitted and tagged with a given category
 - Community votes on whether tag is appropriate
- More than 6 million domains have been tagged (Aug. '10)
- Also offers whitelist/blacklist feature
 - Can block a given category but give access to a website within that category; i.e. block “social networking” but allow access to Facebook
- Reporting and stats available


Security

- Anti-phishing
 - Integrated service blocks known phishing sites
 - PhishTank - created, owned and operated by OpenDNS
 - The largest community-powered anti-phishing site on the Internet
- Anti-Botnet
 - Successfully launched on 2/09 to fight Conficker worm; expanded significantly through collaborative data partnerships.
- Malware Site Protection
 - Stops sites that have been identified as hosting malware from resolving to prevent any malicious activity
 - Collaborative data partnerships with security research groups


Malware/Botnet Activity Detected Need help? Read our [malware FAQ](#).

ACTIVITY	LABEL	IP	STATS	LAST SEEN	HIDE
Botnet	Torrey Pines High School	67.215.69.5		Feb 18, 12:16pm PST	
Malware	Torrey Pines High School	67.215.69.5		Feb 25, 5:45am PST	


Your organizations 



Cisco Systems Trial
OpenDNS Enterprise



OpenDNS
OpenDNS Enterprise

Our Global Network Status 

System is currently online.

Cloud-Based Service

- OpenDNS is completely cloud-based
- There's no appliance needed
 - No upfront investment required to get started with OpenDNS
- Updating settings — like changing Web content filtering options — only require signing into a website, and can be done anywhere there's Internet access.
- Simplifies management of multi-location networks

Three Different OpenDNS Services

- **OpenDNS Basic**
- **OpenDNS Deluxe**
 - For Home and Business Users
 - Advertisement free
 - Offers additional whitelist/blacklist options
- **OpenDNS Enterprise**
 - All Deluxe features +
 - Block Page Bypass – allow certain users to bypass Web content filtering that's been enabled
 - Enhanced Malware protection
 - Delegated administration

Q&A

OpenDNS