

iValue and EfficientIP Team Up to Stimulate Business Continuity

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iValue InfoSolutions, India's premium technology enabler, today announced their relationship with **EfficientIP**, a network automation and security company, to promote business continuity in India by making organizations' IP infrastructure foundations more reliable, agile and secure. EfficientIP's mission is to enable secure and dynamic IP communication between users, applications and services for more than a decade. iValue has been aiding organizations in their business continuity plan by helping them with automation and network security solutions.

With more than 145 professionals around the world, EfficientIP serves over 1000 clients in all verticals, from telecommunication companies and internet service providers to the retail, finance, government and higher education sectors. Their solutions help simplify lifecycle management of DDI resources, via smart automation, cross-platform visibility and policy control from a single pane of glass. Patented technology secures DNS services to safeguard data and ensure intelligent application traffic routing to improve user experience and service continuity. EfficientIP helps organizations enable key IT initiatives such as cloud applications, virtualization, mobility, and SDN. They recently announced a growth of +38% in billings for the first half of 2020.

"Today's Digital enterprises have inducted technologies like Virtualization, IOT, Cloud, BYOD and Mobility in their IT estates, enabling them to serve their customers better and build competitive advantage. The evolved IP networks are far more complex, and way beyond the operational capability of traditional fragmented and manual solutions. iValue brings yet again a much needed and compelling partnership with Efficient IP, a leader in the DDI (DNS, DHCP and IP Address Management) space, to enable secured, simplified, automated, agile, and integrated management of core IP infrastructure to ensure business continuity" said **Harsh Marwah, Chief Growth Officer, iValue InfoSolutions**.

iValue has always aimed at optimizing, protecting and transforming digital assets of organizations. To bring in modernization, iValue helps organizations craft and develop infrastructure solutions spanning the entire gamut of enterprise IT infrastructure needs. With iValue's help, many organizations have reimaged their IT infrastructure smartly, efficiently and effectively. They help in managing, monitoring and analysing performance in data recovery and business continuity management. Now more than ever, organizations need assistance and guidance in getting upgraded securely for the operations to continue.

Nick Itta, VP Sales APAC, EfficientIP adds: "DDI is the core network foundation for digital transformation. It is great to see that it is becoming top of mind, especially in these challenging times, for optimizing costs, increasing network operational efficiency and accelerating deployment

of new apps and services . We are looking forward to expanding our reach in India with iValue and creating new opportunities to help companies improve control and security of their networks.”

Continuing its effort to bring the best of breed solutions for customers and partners. iValue's partnership with EfficientIP brings forth an Integrated solution for DDI, enabling network administrators to get visibility and control of their network from a single pane of glass. said

Nagendra Bhaskar, Business Manager, iValue InfoSolutions

EfficientIP's products include DNS, DHCP & IPAM, DNS Security and Application Traffic Management with the world's first edge DNS GSLB. Open APIs offer easy integration to ecosystem players for enabling end-to-end network and security management. Organizations deploying EfficientIP DDI can save up to 80% of their time by being able to automate maintenance tasks, and gain better visibility of IP resources across the network while improving network security.

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About iValue InfoSolutions:

A premium technology enabler, iValue InfoSolutions drives “Go to Market” for Niche, Compelling and Complimentary offerings, “Digital Assets” Protection, Optimization & Transformation area, leveraging Customer Life Cycle and Product Life Cycle Adoption frameworks.

iValue mission is to optimize, protect & transform “**Digital Assets**” of Organizations, with leading edge & proven offerings, in collaboration with trusted partners. iValue offerings are aligned, customized & optimized for organizations, across vertical & size, through its OEM, consultant & global, national, regional and local system integrators partnership.

iValue has a direct partnership with 35+ “Best of Breed” OEM's with 7,000+ Customers through 700+ partners. iValue has a direct presence across 13+ locations in multiple continents, with channel, solution, vertical & horizontal focused teams, addressing pre-sales, sales & post sales needs of Customer, Consultants & Partner for Private, Public and Hybrid cloud needs. Apart from India, iValue overseas presence includes Nairobi, Kenya office for Africa foray.

The team at iValue leverage Analytics for its structured and targeted business development at Customers along with AI-driven CRM solution for ensuring profitable growth for its partners and OEM. iValue has been growing consistently at 4+ times market growth rates, at 50%+ CAGR for the last 12+ years.

For more information, visit [iValue](#) and follow us on [LinkedIn](#) and [Twitter](#).

About EfficientIP:

EfficientIP is a network automation and security company, specializing in DNS-DHCP-IPAM

solutions (DDI), with the goal of helping organizations worldwide drive business efficiency through agile, secure and reliable infrastructure foundations. Integrated solutions enable IP communication and simplify network management with end-to-end visibility and smart automation, while patented technology secures DNS services to safeguard data and ensure application access. Companies in all sectors rely on EfficientIP offerings to face the challenges of key IT initiatives such as cloud applications and mobility. For further information, please visit: www.efficientip.com