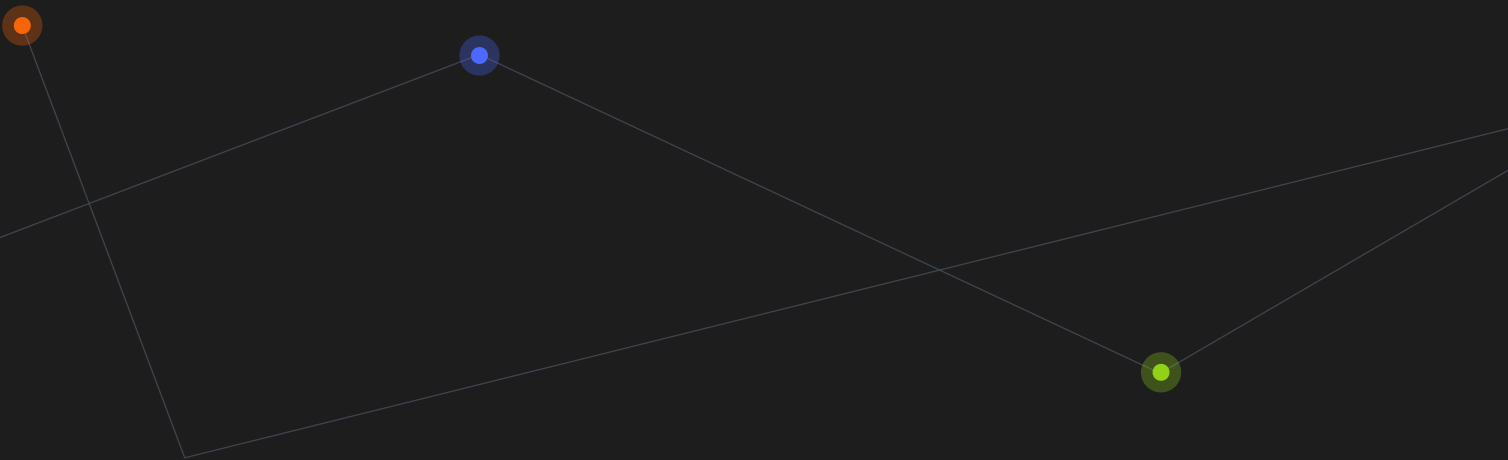


# Best Practices

How to Leverage Domain and DNS Intelligence for OEMs

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# Introduction



## We'll Cut to the Chase

You know it all too well. The cybersecurity landscape is rapidly changing, with attack surfaces growing at lightning speed. Keeping up is a constant challenge, and staying ahead is even harder.

DomainTools gives you an informational advantage. During our 20+ years of building datasets, creating technology, and negotiating network sensor placement, DomainTools has built domain intelligence capabilities that help you:


- ✓ Proactively detect emerging threats at the earliest possible moment
- ✓ Quickly identify suspicious, spoofed, and look-alike domains
- ✓ Accelerate incident response with historical lookups
- ✓ Gain deeper context around threats for improved response prioritization
- ✓ Better protect your customers from phishing, fraud, and cyber threats

## Unparalleled Coverage

Over 20+ years, DomainTools has negotiated exclusive access to place sensors across provider networks. Today we cover an incredible 97% of the Internet. When you integrate with DomainTools, our effort becomes your strength.

## A Comprehensive Dataset

Give your customers access to the full spectrum of domain intelligence. We combine the most established and authoritative Internet infrastructure data for domains, DNS, IPs, and domain risk scoring into a single source of truth.





## Actionable Insight

We apply proprietary algorithms and machine learning to extract actionable intelligence from our vast amounts of data. These technologies automate threat detection, speed risk analytics, and provide insights not available anywhere else.

## What Does It Mean for Your Business?

Integrating with DomainTools gives you access to enormous amounts of data, the tools and technologies to best put that data to use, and the most complete visibility anywhere.

✓ **More for Less**

Deliver differentiated offerings faster and at a lower cost.

✓ **First to Action**

Provide proactive threat predictions, accelerated response times, and domain risk scoring without the cost of building in-house.

✓ **Value Delivered**

Offer your customers the value that comes from our unmatched domain coverage, threat negotiation, and response times.

## Don't Take Our Word for It

We like data. We like proof. That's why we partnered with Enterprise Strategy Group (ESG). They dug deep into our offerings, principles, and customer base to quantify the DomainTools difference.

For the full story, take a look at the full report: [The Economic Benefits of DomainTools Internet Intelligence](#)

In the meantime, here are the five biggest takeaways from their findings.





Takeaway 1



Takeaway 2



Takeaway 3



Takeaway 4



Takeaway 5

## Takeaway 1:

# DomainTools Lets OEMs Maximize Offerings and Grow Market Share





# It's Time for Smarter Defenses and Smarter Business

## Attack Surfaces Are Expanding

As the attack landscape becomes more complex, security providers face increasing challenges. We need comprehensive domain intelligence in cybersecurity products and innovative security providers to tackle these challenges head-on.

In describing the current state of cybersecurity affairs, Enterprise Security Group put it succinctly:

“The ability of cybercriminals to quickly spin up infrastructure, share information, and work together in coordinated attacks has resulted in exponential growth in the variety, quantity, and complexity of threats.”

— Enterprise Strategy Group, 2023

With so many emerging threats leveraging attacker-controlled domains across the globe, it is critical to have the ability to investigate and document as much information as possible.

Fighting this uphill battle on your own is incredibly challenging. The costs, in both resources and opportunity, are immense. Integrating DomainTools taps into decades of work identifying threats across a massive global attack space. This Internet intelligence enhances your security capabilities and prepares you to handle constantly evolving threats more effectively.

And you can do it without the in-house opportunity costs.

Sustaining defenses requires vast and intricate data, encompassing various aspects such as attack origins, allied domains, intended targets, and technical and behavioral information. Collecting and delivering this information is one challenge, but DomainTools specializes in presenting it in practical and helpful ways.

## The DomainTools Difference

Enterprise Strategy Group sought to discover the genuine value within the capabilities offered by DomainTools. One customer interviewed described DomainTools solutions as follows:

### OEM Interviewed by ESG:

“DomainTools has done a fantastic job of closing the gap on discovery, and I really think they have a core advantage because of this fact. They’ve been in the business for 20 years. I know what it takes on the back end to get that data, and it is incredibly hard. They are doing a fantastic job getting information in the areas where criminals tend to congregate and where the threats tend to be located. And if you’re just pulling zone files, that is what you will miss. It’s not the threats you find, or that everybody finds, that are the problem. **It’s the ones that are hard to find, that sneak under the radar, that are the most critical and that provide the most value.** And that’s where we really see value with DomainTools.”

By integrating DomainTools data and capabilities into your products, you can take advantage of the industry’s best Internet intelligence without the added expense such an undertaking would normally entail.

## Bottom Line:

### DomainTools Integration Builds Competitive Advantage

By leveraging the industry-leading Internet intelligence, seamless integration, and support offered by DomainTools, you can speed up the delivery of unique security solutions and gain a larger market share.

What does that mean for your business? **Greater market share. Stronger competitive advantage.**

How so?

DomainTools has spent over 20 years developing top-tier Internet intelligence data for infrastructure discovery, risk assessment, and monitoring.

By incorporating their solutions into your product lineup, you can provide your customers with unique and compelling features without the time and resources required to develop them in-house.

Your competitors face an uphill battle trying to replicate the capabilities offered by DomainTools. ESG estimated that it would take an in-house team of 8 developers 15,360 developer hours to carry out maintenance and support, manage contracts and zone files, maintain a discovery and historical tracking system, as well as the other tasks required to deliver continuous service.

How many developer hours did ESG estimate a DomainTools OEM would require? **80 per year.**

Add the fact that DomainTools simplifies the process for its OEM partners by offering transparent licensing structures, flexible partnership choices, and extensive pre- and post-sale support. This approach is key to gaining a significant share of the market.



Takeaway 1

Takeaway 2

Takeaway 3

Takeaway 4

Takeaway 5

## Takeaway 2:

# OEMs Don't Need to Reinvent the Wheel

Enterprise Strategy Group gathered subjective and quantifiable data on the challenges organizations encounter when developing similar capabilities in-house compared to opting for a DomainTools integration.





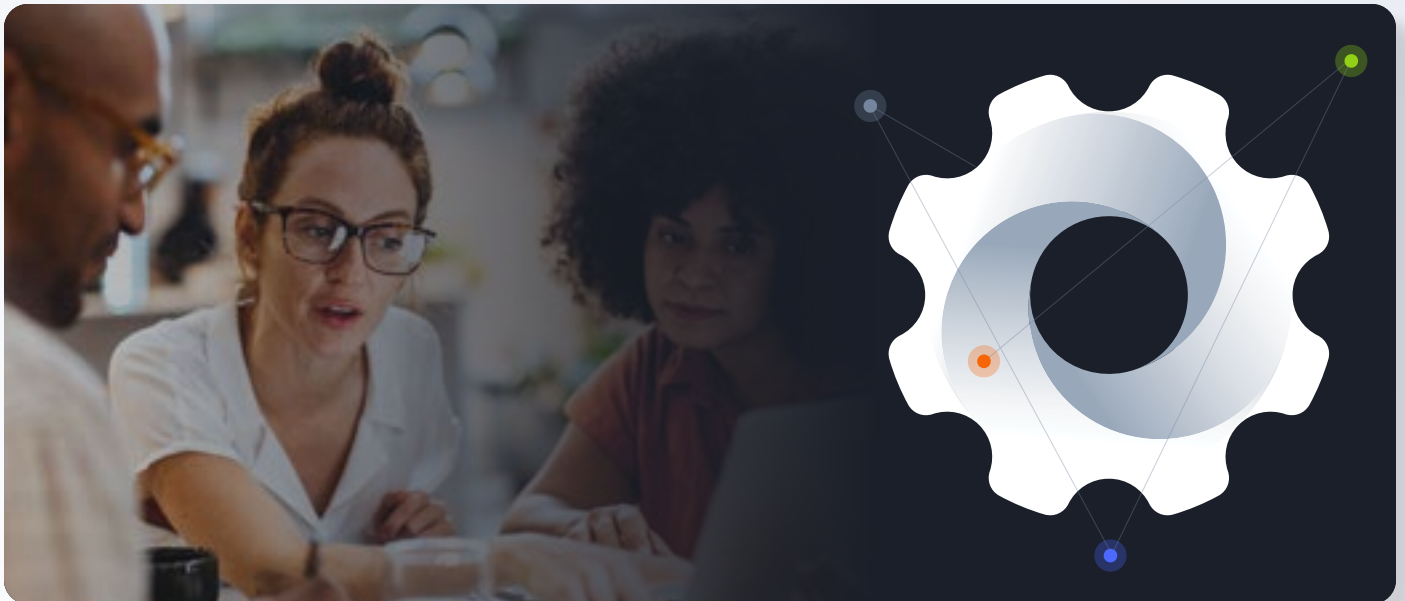
# Gain A Year of Time to Market

“Building capabilities in-house would require a team of ten developers over 48 weeks (ten months) to start to build this functionality, leveraging industry-standard domain information and a few negotiated agreements with provider networks willing to allow sensors to be placed.”

— Enterprise Strategy Group, 2023

ESG found that, on average, a team of ten developers would need nearly fifty weeks to begin to build the functionality DomainTools can deliver out of the box. After a year of effort, ESG estimates that the team will only successfully negotiate a “few” agreements with provider networks. This falls significantly short of the 97% coverage currently held by DomainTools.

Not only can you gain a **full year** on your competition with a DomainTools integration, you'll be operating from a vastly superior foundation.



## OEM's Don't Need to Reinvent the Wheel

### Avoid Sacrifice of Quality

“Other tools and methods (such as alternative commercial offerings or simple Whois searches) simply were not able to provide the same visibility, coverage, and behavioral intelligence. DomainTools has spent over 20 years negotiating the rights to place passive sensors on provider networks to cover 97% of the Internet.”

— Enterprise Strategy Group, 2023

When organizations chose alternative sources for the capabilities provided by DomainTools, ESG found that other options available fell significantly behind the quality offered by DomainTools.

The pattern was clear, whether measured by visibility, coverage, or behavioral intelligence. DomainTools has carefully positioned itself, and its sensor array, as the most comprehensive provider of Internet intelligence in the industry.

Attempting to cobble together substitute capabilities invariably meant offering customers inferior quality.

Other sources fall short of the effectiveness that DomainTools can offer, even tools considered to be “industry standard.” Here’s what one customer had to say about the DomainTools Iris Platform.



**OEM Interviewed by ESG:** “Out of 1,000 domains determined to be malicious by Iris Detect, 68% did not appear in any other industry-standard blacklist. Of those that were detected elsewhere, Iris Detect and Investigate detected three days earlier on average, with most being detected within a three hour period.”

**Don't let the quality of your offerings keep you awake at night. Integrating with DomainTools guarantees you are offering your customers the best Internet intelligence available.**

## Prevent Endless Resource Drain

“Some estimated that it would take a full-time team of ten developers to first build and then maintain and support the capabilities going forward, versus only two developers and a few sprints for initial integration, and then only a few hours per year to maintain the integration.”

— Enterprise Strategy Group, 2023

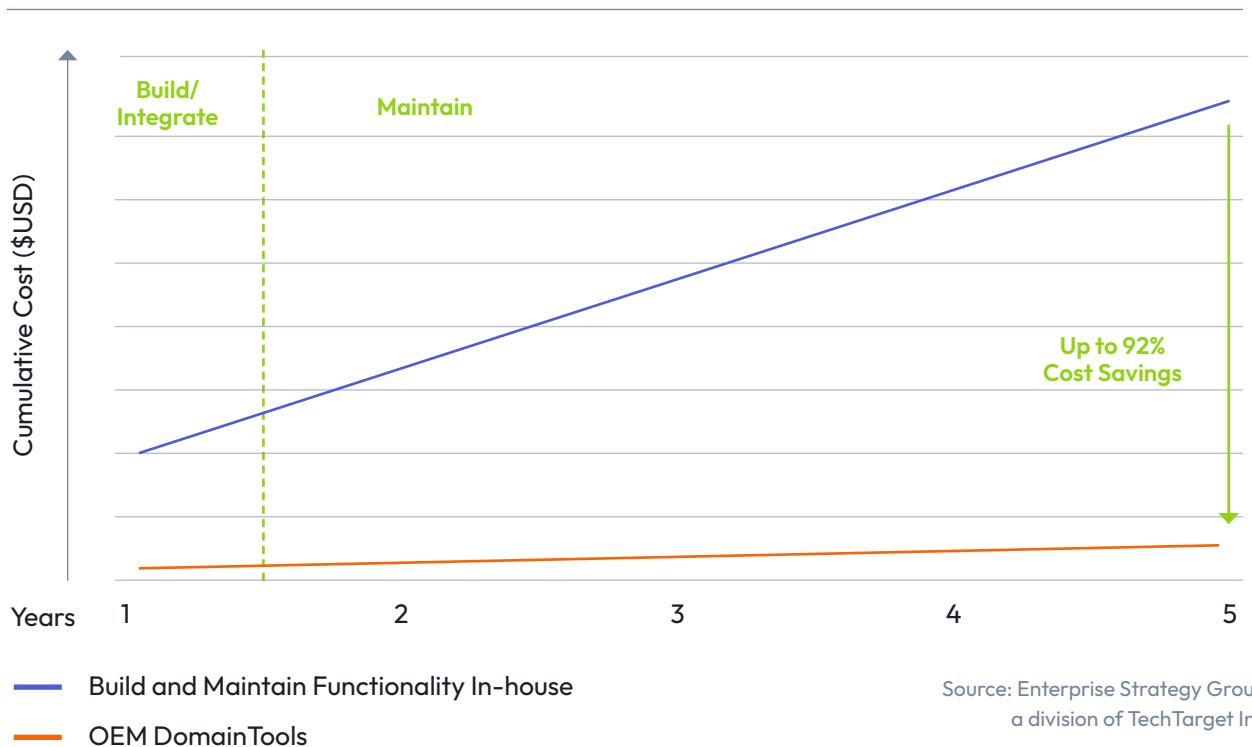
ESG interviewed current DomainTools clients to gain a firsthand, post-integration view of their business operations following their partnership with DomainTools.

These organizations frequently highlighted the cost-saving benefits of DomainTools. Typically, the process involved two developers spending a few sprints on integration. Afterward, the team could easily handle the integration in just a few hours each year.

Compare that with the alternative: an estimated team of ten developers working unpredictable hours each year.

DomainTools simplifies resource management by offering seamless integration and continuous support, reducing the resources needed to maintain the integration and allowing you to build confidence in your resource management.

**Figure 7:** Cumulative Expected Cost to Build Effective Domain Enrichment and Risk Scoring Using DomainTools versus In-house Functionality



## OEM's Don't Need to Reinvent the Wheel

### The Frank Realities of Building In-House

Storytime: It's the end of the year, and two similar companies are gathering for their last meeting before New Year's.

Over the past year, one has been tirelessly working to develop Internet intelligence from the ground up. They've pieced together various services from different providers and dealt with negotiations with Internet service providers (ISPs). Their team is tired and frustrated, running low on patience. They're aware that they're launching with lower-quality capabilities and are apprehensive about the ongoing effort required "for support and maintenance tasks."

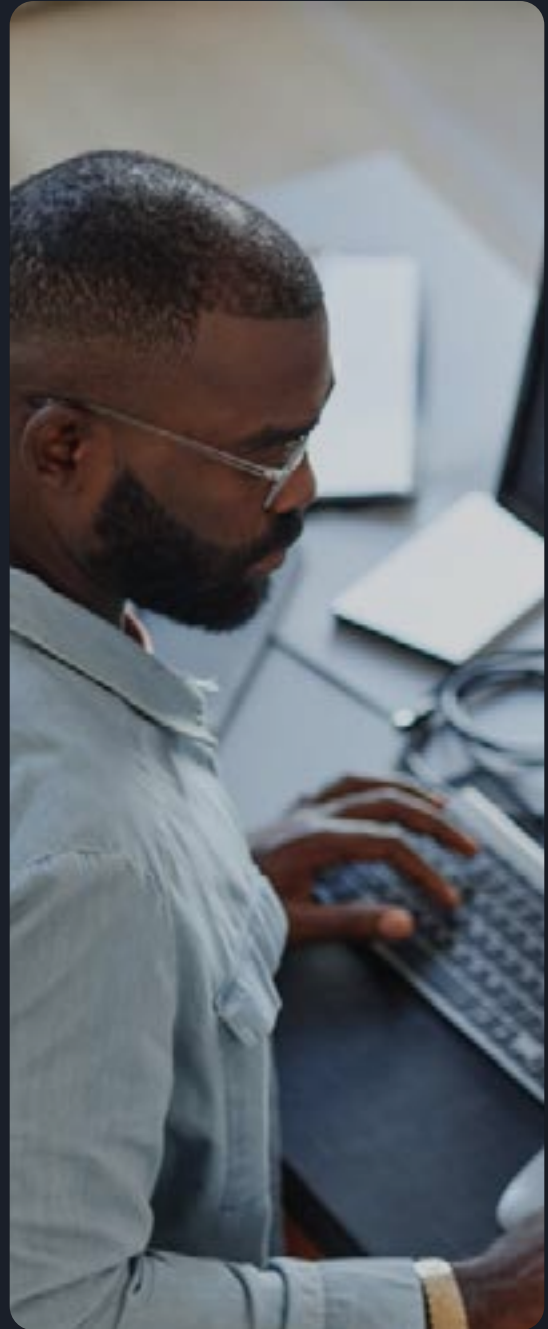
The other company integrated with DomainTools by "the first week of February and has been proudly marketing industry-leading Internet intelligence ever since, confident in their product, competitive advantage, and the value they provide to their customers."

**Where would you rather be?**



"It would be nearly impossible for OEMs to create the same capabilities and match the coverage and effectiveness provided through an integration of DomainTools technologies."

— Enterprise Strategy Group, 2023



Takeaway 1

Takeaway 2

Takeaway 3

Takeaway 4

Takeaway 5

## Takeaway 3:

# Earlier Threat Detection and Enhanced Coverage Reduces OEM Risk

When we talk about the value you can deliver with a DomainTools integration, objectively, it comes down to speed, coverage, and data quality.

While value can certainly be measured using revenue and key performance indicators, it's also something that's felt by your customers. Value comes from all the ways you improve their lives. With DomainTools, you'll give your customers peace of mind, confidence, and a lighter workload.





# Peace of Mind with Proactive Prediction

“DomainTools’ comprehensive domain coverage and intelligence was able to quickly detect when known threat actors first set up new domains or coordinated with other known threat actors and then proactively predicted that an attack might be coming before it became an issue.”

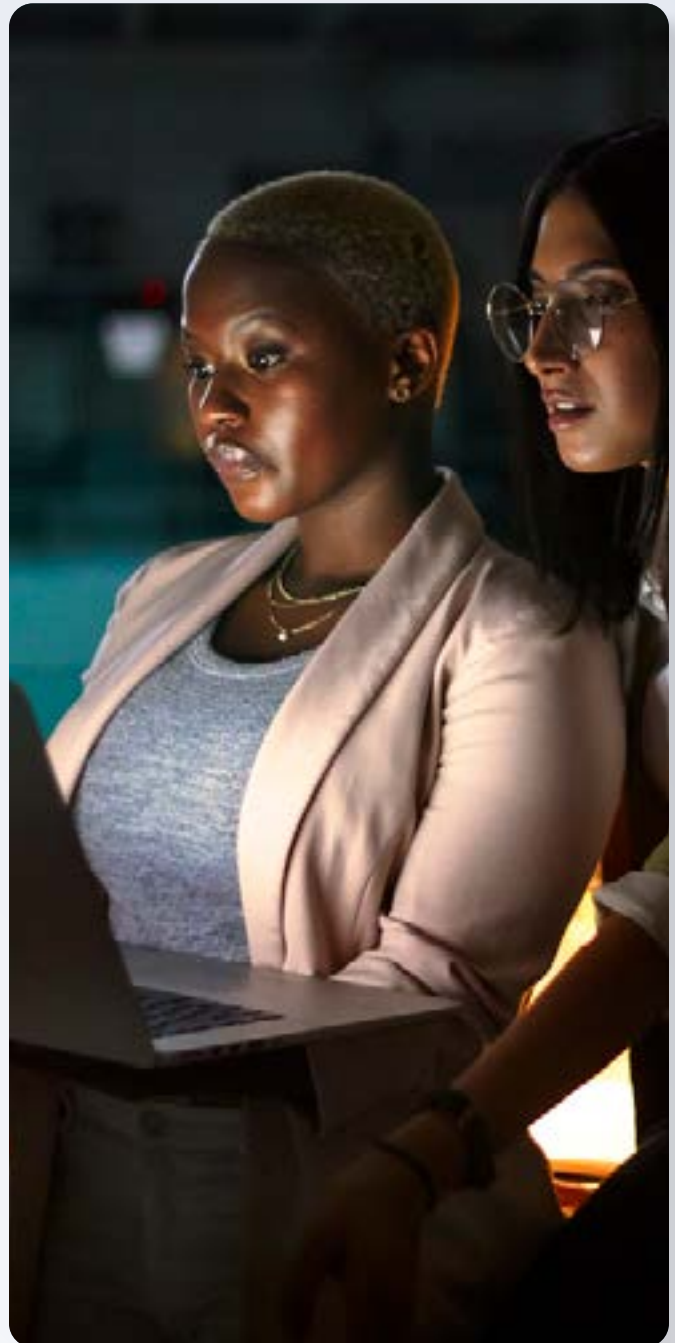
— Enterprise Strategy Group, 2023

The problem with most security measures is that they are inherently responsive. They react to threats that are already underway. You can provide an improved solution with domain coverage and intelligence capabilities offered by DomainTools.

By closely monitoring newly-created domains from known threat actors, your customers will no longer have to wait for an attack.

With the ability to take preventive actions when a threat is detected (well before an attack is made), your customers will feel better protected from the unknown fears that keep security teams awake at night.

Whether you’re protecting their reputation, assets, data, or all of the above, you’ll provide something invaluable: peace of mind.



## Confidence From Complete Coverage

“DomainTools constantly monitors the Internet and brings together the most comprehensive and trusted domain, website, and DNS data to deliver context and machine learning-driven risk analytics in near-real time, providing critical tools and services for the following use cases:”

— Enterprise Strategy Group, 2023



### Threat Intelligence

Detect early lifecycle indicators to identify and disrupt attacks.



### Forensics and Incident Response

Confidently triage potential incidents.



### Phishing and Fraud Prevention

Identify domains spoofing assets before they can cause damage.



### Threat Hunting

Uncover IOCs & malicious infrastructure targeting your network.



### Brand Protection

Monitor lookalike domain names and protect brand identity.



### Application Enrichment

Derive more value from applications already in place.





## Earlier Threat Detection and Enhanced Coverage Reduces OEM Risk

Knowledge is power, but only if that knowledge is obtained on time, from reliable resources, and in a useful context.

With DomainTools, you can empower your customers with valuable information to strengthen their security posture throughout the entire attack lifecycle. Whether it's predicting threats in advance, identifying issues early on, or effectively responding to incidents, you've got their back before, during, and after an attack.

By providing extensive data from various perspectives on security threats, you'll boost your customers' confidence in their security solutions beyond their expectations.

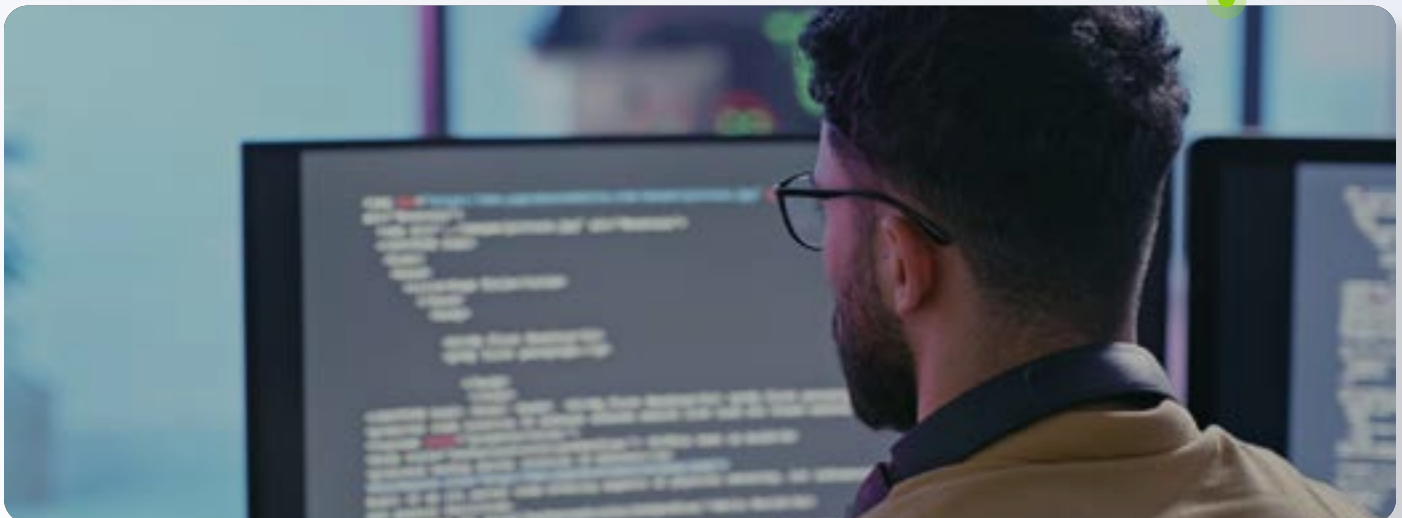
### OEM Interviewed by ESG:

"We did a trial with four different organizations who claimed to provide similar data. DomainTools had better data and faster notifications to the tune of something like 30% better coverage than the other providers that we tested. It was significant and not even a question which we would go with."

## Enable Decisive Action

It's a fine line you have to walk. You want to show your customers the enormous amounts of data you can provide, but take it too far and you risk alert fatigue. Who wants to sort through mountains of data?

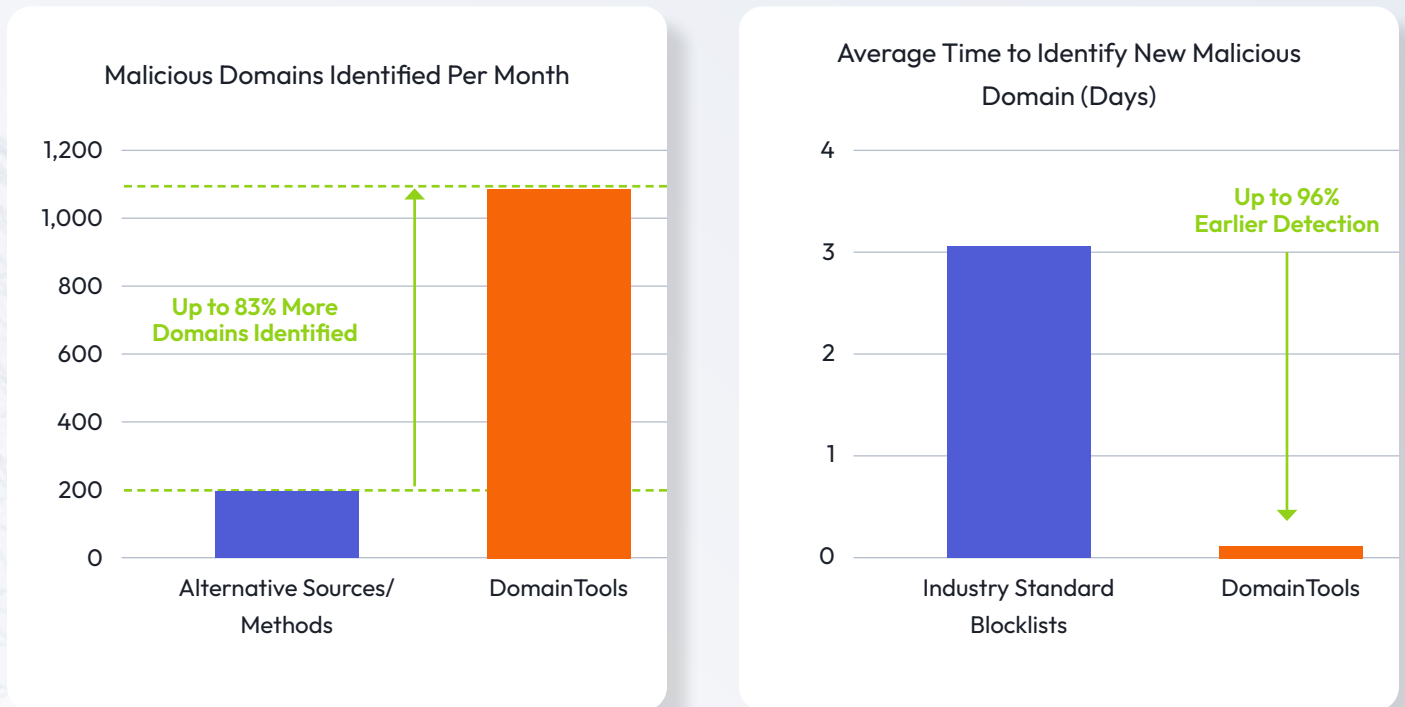
Here's the truth: security teams are overwhelmed, relying on numerous data sources and spending significant time manually reviewing data. When issues arise, they often cannot address them promptly, putting their organization in jeopardy. With DomainTools integration, you'll not only provide your customers with vastly superior data quality, but you'll also be able to reduce their workload. By correlating collected threat actor and interaction data, DomainTools organizes available data before it's requested. Data on demand, ready for action, and delivered without the need to endlessly vet and sort.



## Unbeatable Coverage 20 Years in the Making

What does that mean for your business? Unmatched performance. DomainTools customers report up to 83% more identified domains and up to 96% early detection compared to alternative methods, sources, and industry-standard blocklists.

**Figure 3:** Blended Customer-reported Metrics for DomainTools versus Alternative Methods and Industry-standard Blocklists





Takeaway 1



Takeaway 2



Takeaway 3



Takeaway 4



Takeaway 5

## Takeaway 4:

# DomainTools Gets OEMs to the Finish Line, Faster



# Integration: Fast, Simple, Painless

## Ongoing Support

“Most of the support issues related to the integration could often be passed to DomainTools support and developers to resolve quickly and effectively.”

— Enterprise Strategy Group, 2023

When the integration is complete, users are trained and testing what their new capabilities can do.

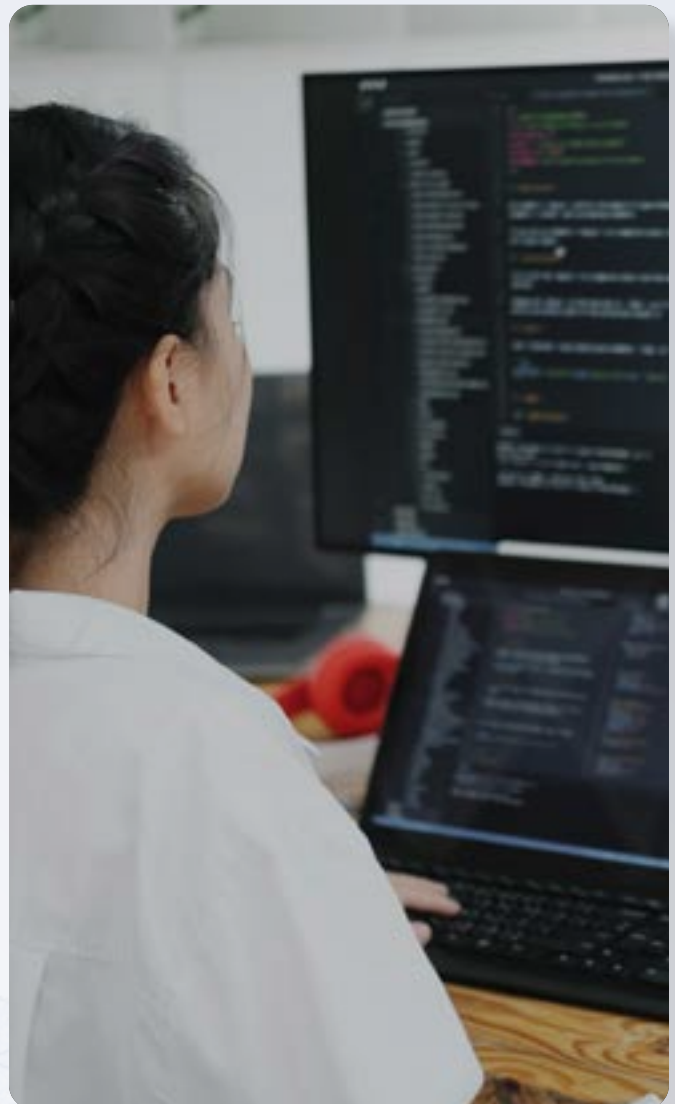
For DomainTools, the work is only just beginning. Whether you need help with the integration itself or with ongoing support, DomainTools is there to work with researchers, engineers, or anyone else who needs a little help maximizing the value their products offer.

### OEM Interviewed by ESG:

“The DomainTools team is fantastic about connecting with my engineers, connecting with my threat intelligence researchers, doing training, providing support, and making sure we’re really maximizing the value of the product.”

— Enterprise Strategy Group, 2023

In short, DomainTools wants to get you to market as soon as possible. And they want to make sure that you keep delivering value day in and day out.



Takeaway 1

Takeaway 2

Takeaway 3

Takeaway 4

Takeaway 5

## Takeaway 5:

# DomainTools Drives a Better Bottom Line

We've talked a lot about the ways DomainTools can help you deliver stronger capabilities with lower costs in record time. Now let's dive into what that means for your bottom line.





# ROI in Record Time

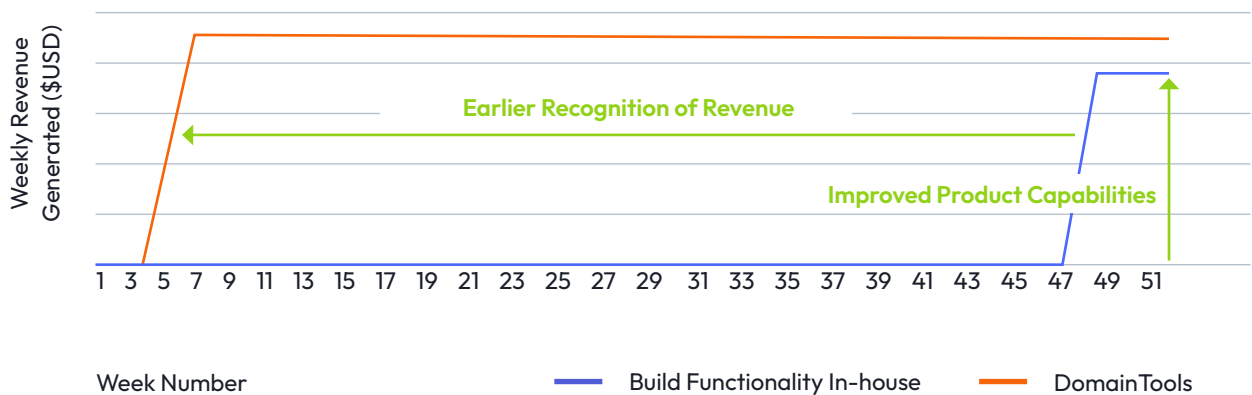
“Using very conservative assumptions, Enterprise Strategy Group’s estimates predicted that DomainTools could provide an organization enhancing a \$50M product offering (assuming a very small 0.8%-1% revenue increase) with at least \$423K in the first year (mainly from earlier realization of revenue streams) and \$100K for each additional year (due to improved product capabilities).”

— Enterprise Strategy Group, 2023

ESG established that integration with DomainTools offered OEMs the chance to deliver superior capabilities quickly and efficiently, but they wanted to put actual numbers around that claim.

ESG interviewed DomainTools customers and ran a simulation business case to assess the integration process. Based on their conservative findings, companies improving a \$50 million product offering could anticipate a 1% revenue increase solely from an earlier market release.

**Figure 8:** Expected Weekly Revenue Generated as a Result of Adding Effective Domain Enrichment and Risk Scoring Using DomainTools versus In-house Functionality



**OEM Interviewed by ESG:** “I can tell you that we have already won more deals based on having the features we built with DomainTools that support more than the cost of our contract, and we’ve been out less than a year with those features.”

## Deliver More Value with Fewer Resources

Ongoing revenue gains, as well as gains in market share, came not only from improved product capabilities but from the significant reduction in resources allowed, thanks to the integrations.

Customers told ESG that they saved between 1.3 to 2 hours per day. Let's do the math. A ten-person threat-hunting team, each saving 1.3 hours per day, five days a week, 52 weeks per year.

### That's 3,080 security team hours saved each year.

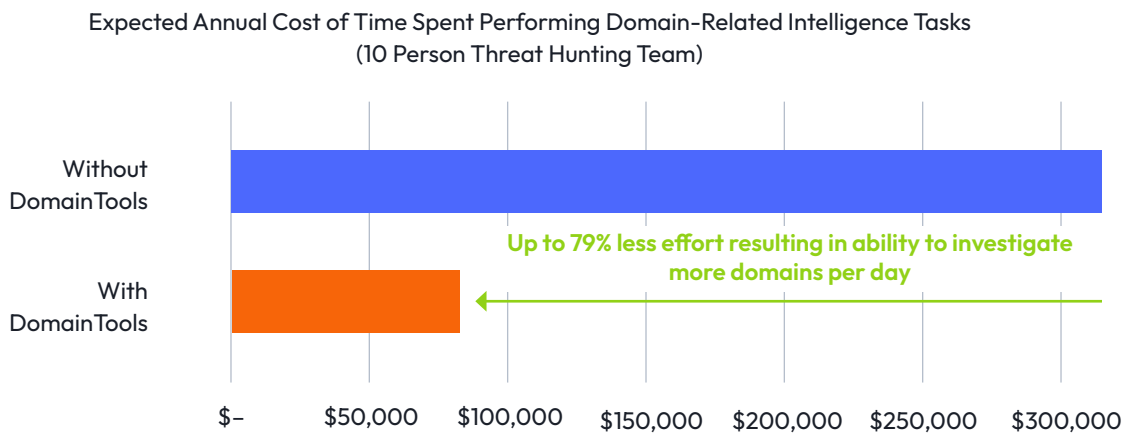
Lower cost. Better efficiency. More opportunities to deliver value to your customers.



“By integrating DomainTools rather than building capabilities in-house, OEMs freed up a significant amount of development, test, and support resources.”

— Enterprise Strategy Group, 2023

**Figure 4:** ESG’s Modeled Annual Savings for a 10-person Threat Hunting Team Using DomainTools



**OEM Interviewed by ESG:** “If we were going to build similar capabilities, we would have to develop an awful lot of services from scratch. The number of services you would have to build is very large and complex, and the end product would not be nearly as complete as what you can get by integrating DomainTools.”



## Clear Wins For Your Customers

With DomainTools, customers get help tackling threats and reducing incident response time. That frees them to work on high-priority, high-value tasks. This, in turn, decreases the cyber threat risks your clients face. Their teams can fight more threats, create more value, and reduce risk.

“Modeling out the time spent and associated costs, we concluded that DomainTools could eliminate 82% of the incidents requiring response and reduce time to respond by at least 14%...”

— Enterprise Strategy Group, 2023

“...given the same amount of time to investigate domains, those using DomainTools can work on 79% more tasks, resulting in more value and reducing risk further for the organization.

— Enterprise Strategy Group, 2023



### OEM Interviewed by ESG:

“Customer satisfaction with our product since we have released the capabilities has gone significantly up. It has helped us to close more deals and has helped us to identify true positive threats for customers earlier and those that we would not have otherwise seen.”

When you integrate with DomainTools, you bring your customers those twin pillars of value: More Time and Better Service. When you give your customers time and effectiveness, the result is happy customers.

### When your customers win, you win.

With DomainTools, you increase your customers' satisfaction, slash your expended resources, and do it all while hitting the market sooner than the competition.

**It all translates to a better bottom line.  
How much better?**

## Five-Year ROI Outlook

“Using our modeled results and licensing cost estimates provided by DomainTools, Enterprise Strategy Group calculated an ROI over the first year of 1,710% (or a 17x return in the first year). Once the product development work is complete and the product has been released, the expected ongoing ROI levels off to 1,143% (11x return) per each additional year as the product is maintained... if measured over a five-year period, the organization could expect an impressive ROI of 1,256% (12.5x return).”

— Enterprise Strategy Group, 2023

ESG put real-world numbers behind their model. In the end, the numbers speak for themselves.

✓ **1,710%**

ESG’s calculated ROI in Year 1

✓ **1,143%**

ESG’s calculated ROI in Years 2 thru 5

✓ **1,256%**

The average return on investment over five years.

# The Findings Are Clear

ESG’s investigations uncovered and quantified the value a partnership with DomainTools can bring OEMs.

Reduced development costs, minimized maintenance resources, quick integration, faster time-to-market, and a better bottom line: That’s the power of a DomainTools Integration.

But ESG’s report is just one data point. To see how the numbers play out for your business, reach out to one of our partnership specialists today!

**Request a Demo** →



# DomainTools

The first place to go when [you] need to know

For more than 20 years, DomainTools has been the most popular domain research service on the Internet. We have the most comprehensive coverage of generic and country-code Top Level Domains.

We capture and provide intelligence on 97% of the entire Internet with real-time predictive risk scoring.

**20+**

Years of historical and point-in-time data

**13 billion**

Domains and IPs

**97%**

Of the Internet covered by our sensor network

**5 million**

New/updated domain records every day

**Instant**

Capture and reporting of domain activity

## Our Values

Make the Internet safer for all

### Integrity

We do the right thing for each other and our customers, always.

### Customer Focus

Commitment to understanding, delivery of guidance, and high-quality solutions.

### Impact

Meaningful solutions that build a better, safer internet for everyone.

### Teamwork

In-house and with our partners, collaboration fuels our purpose.

### Innovation

New ideas, creative solutions, and the freedom to experiment. It's how we respond to a changing world.

### Joy

We love what we do and it shows.

## Do you share our values?

If so, we invite you to check out the content we regularly publish.

[Breaking Badness Podcast](#) →

[Our Newsletter](#) →

[DomainTools Blog](#) →

[Resource Center](#) →