

DNet Distribution creates the safe internet using MikroTik and the FlashStart Cloud



ABOUT DNET DISTRIBUTION

DNet Distribution, a division of NIM Wave Srl, is a large European distributor of MikroTik products and accessories, shipping to resellers and systems integrators.

Established in 2008 and leveraging a partnership with MikroTik, they have built a strong channel with **more than 100 resellers**, focusing on a range of complementary products and services relevant to their customers' needs.

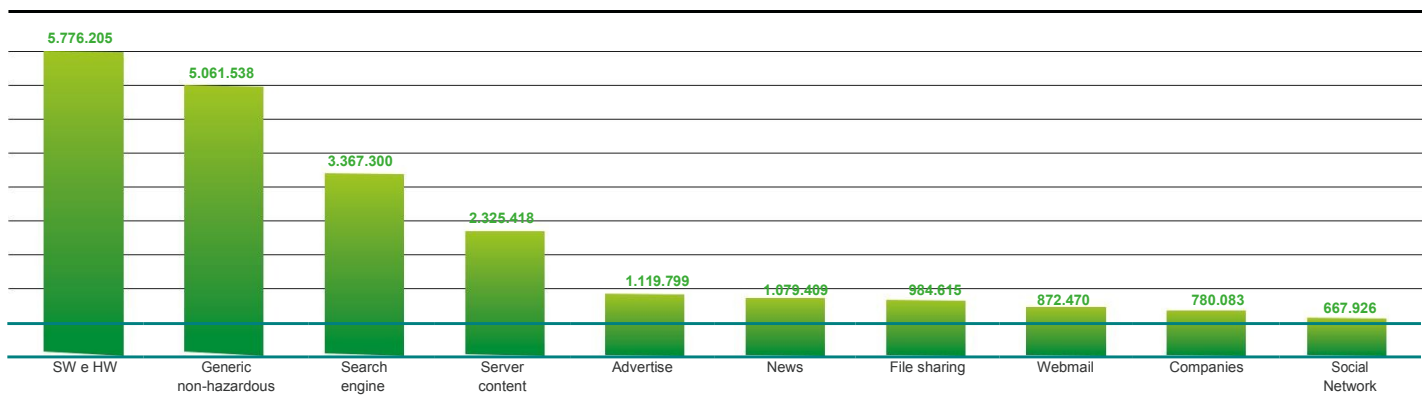


THE OBJECTIVE: TO CREATE A MIKROTIK VALUE-ADD

DNet observed a trend that MikroTik resellers were looking for ways to make the **Internet a safer and more productive** place for their end-users. Problems such as time-wasting at work (on social media), viewing inappropriate Internet content and ransomware mitigation were typical challenges of MikroTik users.

Mrs Daniela Cibien, Sales Director of DNet, commented that: ***“We needed a solution that solved these problems, could be easily sold and would align to the MikroTik value proposition – great technology at a fantastic price”.***

DNet experience of cross-selling with the MikroTik installed base also led them to look for a partner who offered a **professional global support** capability and could let the reseller brand the service with their logo.



Many end-users have a lot of traffic to filter



THE CHOICE: FLASHSTART CLOUD WITH RE-BRANDED PLATFORM

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During the initial stage of the relationship, FlashStart integrated the MikroTik routers to **work seamlessly** with the FlashStart Cloud. The process to do this was made simple to the point that installation only takes a **few minutes** using well documented scripts. FlashStart also acquired a family of MikroTik access devices for their labs to be used for regression testing and support.

Internet filtering is achieved by configuring the **MikroTik DNS** to look at the FlashStart Cloud. This allows FlashStart to control all Internet DNS resolutions according to the policy settings held for each end-user network. Entire content categories (eg adult content, social media etc) can be blocked as well as individual **whitelists** or **blacklists**.

FlashStart provides DNet resellers a **choice** about how to sell the FlashStart solution. Either it may be supplied to the end-user's IT department or it can be run as a reseller-managed service. The '**DNet branded-solution**' helps to brand awareness (picture below) and increase loyalty.



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Many DNet resellers operate FlashStart as a managed service which is white-labelled under **their own brand**. Multiple customers are **efficiently managed** and separately reported upon. Personal navigation histories are not recorded, to comply with the strict European privacy and employment regulations.

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INTERNET PROTECTION