

EfficientIP Continues to Flourish, Growing By 69% Worldwide in 2020 and 73% in North America

The company also posted its best quarter ever in Q4, fully doubling its global sales from a year prior

January 21st 2021 —WEST CHESTER, Pa.—Proving the value of IT infrastructure operational efficiency, agility and resilience in helping businesses cope with the ongoing pandemic, leading provider EfficientIP posted 2020 as one of its most successful years on record. EfficientIP, which specializes in network automation and security solutions that utilize DDI (DNS-DHCP-IPAM), saw 69% overall global growth for the year and fully doubled its 2020 Q4 numbers from 2019 Q4.

This momentum was especially notable in North America, where EfficientIP saw a 73% increase in sales year-on-year. The company has attracted more personnel to support this trajectory, with a 64% increase in North American staff from January to December 2020; these new employees are largely focused on sales, pre-sales, support, and training.

Contributing to the positive trend, the EfficientIP North American Channel program has continued to expand. Business conducted through channel partners increased more than 300% in 2020, with North American partnerships such as Intelligent Visibility, Konsultek, Gibraltar Solutions, and LiquidPC. Globally, EfficientIP strengthened partnerships with NTT, a Japanese telecom company, and SHI International Corp, a technology products company.

Clients such as Pfizer and Netflix, who have become household names in fighting and enduring the COVID-19 pandemic, use EfficientIP's DDI offerings. Select new customer wins include companies such as Epic Games, Carefirst, Johns Hopkins University, and Silicon Valley Bank. They join a roster of other such clients as McGill University and General Motors. DDI has become a key driver for companies like these to enable strategic IT initiatives like cloud transformation and hyperautomation.

"We're incredibly proud to be working with companies of this scale and importance," said Ronan David, VP of Strategy at EfficientIP. "Given the way the global pandemic has changed the nature of work and leisure, network management has become more critical than ever—we're glad to see these companies recognizing the importance of DDI for helping deliver smart automation and zero-trust security."

EfficientIP's success in North America and worldwide has prompted the company to expand its footprint into additional regions. The Middle East saw a 155% growth year-on-year, leading to the creation of a new team for the region. EfficientIP recently created the new role of VP of Sales for the Middle East, a position that current employee Jérôme Duffour will fill. Duffour was previously the Global Director of Systems Engineering Teams. As part of Duffour's team, EfficientIP has also hired Elie Moubareck as Regional Sales Director, based in Dubai.

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



As one of the world's fastest growing DDI vendors, EfficientIP helps organizations drive business efficiency through agile, secure and reliable network infrastructures. Our unified management framework for DNS-DHCP-IPAM (DDI) and network configurations ensures end-to-end visibility, consistency control and advanced automation. Additionally, our unique 360° DNS security solution protects data confidentiality and application access from anywhere at any time. Companies rely on us to help control the risks and reduce the complexity of challenges they face with modern key IT initiatives such as cloud applications, virtualization, and mobility. Institutions across a variety of industries and government sectors worldwide rely on our offerings to assure business continuity, reduce operating costs and increase the management efficiency of their network and security teams.

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