

D-Link

Building Safer, More Secure, and Affordable Networks

Over the last decade, cloud technologies emerged to help the business world take the flexibility and scalability of their IT infrastructure to a whole new level. Despite this, preconceived fears over the complexity, integration, and security of cloud technology have hindered numerous organizations from migrating their data from legacy on-prem systems to a virtual ecosystem. Also, most businesses fear that the virtualization of their IT operations will leave them exposed to cyber threats. On top of that, cloud providers are demanding high prices for hardware and software subscriptions, which from a business IT perspective, takes a big piece of an organization's OPEX.

Addressing these challenges with its 30+ years of networking experience, 10+ years of cloud innovation, and portfolio of cost-efficient cloud networking solutions is California-based D-Link. The company started its journey in 1986 in Taiwan and expanded to a global footprint with cloud systems for home and personal environments. More recently, D-Link launched its Nuclias brand of cloud offerings that is dedicated to help businesses automate, monitor, manage, and scale their Wi-Fi networks.

According to Raman Bridwell, VP of products and services at D-Link, "The Nuclias suite helps businesses virtualize their IT infrastructures effectively and affordably, enabling them to cope with the disruptions caused by the COVID-19 pandemic." Under the Nuclias brand, D-Link offers two solutions: Nuclias Cloud and Nuclias Connect that meets a wide range of needs of SMBs to large corporations. In addition, to quell concerns around data privacy and security, the company has developed its portfolio around the building security in maturity model (BSIMM), by applying IEC-62443-4-1 secure product development lifecycle standard which defines how a secure product development process is documented and maintained. At the same time all D-Link's device security measures are comprehensively implemented throughout our supply chain, which is monitored internally and audited by third-party security compliance experts. To complete D-Link's comprehensive secure product development, its internal security team manages



Raman Bridwell

24/7 monitoring for potential threats globally to D-Link products and services.

With such unmatched competencies, D-Link has ignited several success stories across the world since its inception. In one instance, the company assisted Cabrini church in bringing their networking costs down while optimizing their overall coverage. Initially, due to subpar coverage across its campus, the religious educational trust faced several inefficiencies across their church and academic operations. D-Link began this project with a close meeting discussing the future networking goals of the client, which was followed by a customization process that aligned the company's final deployment with the specific needs of the institute. "We reviewed their entire network and added more access points across the campus while

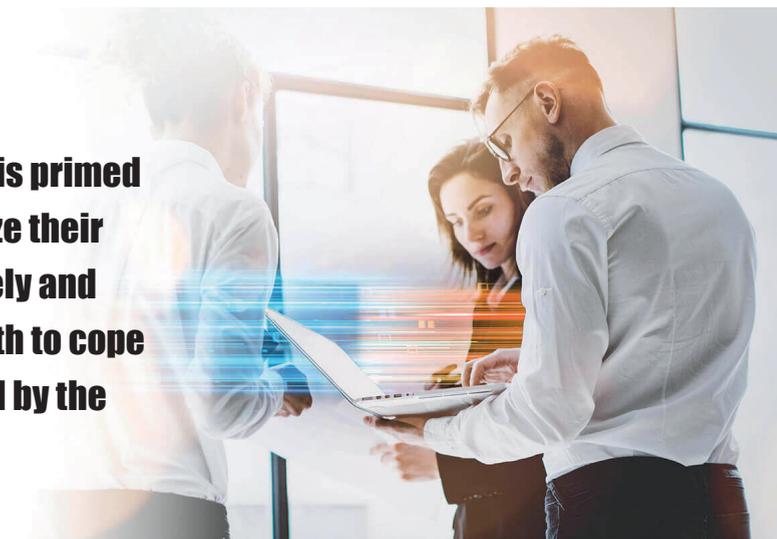


Chester Lee

the coming phase of networking evolution caused by the rise of 5G and Wi-Fi 6," explains Bridwell. This forward-looking mindset at the core of D-Link is what drives them to design and develop hardware-agnostic, simple, scalable, and enhanced security software solutions.

Moving forward, D-Link plans to focus on developing feature sets that can support business networks as they slowly come out of the pandemic and start innovating their infrastructures to fit the needs of the post-COVID business landscape. In pursuit of this, the company has already made significant investments into R&D to build new capabilities that can adapt to changing consumer purchasing behaviors as they opt for more virtual and contactless consumption.

The Nuclias suite of products is primed to help businesses virtualize their IT infrastructures effectively and affordably showing them a path to cope with the disruptions caused by the COVID-19 pandemic



lowering their subscription costs and maximizing network strength," says Chester Lee, senior director of business sales at D-Link.

At the heart of this success is D-Link's unparalleled flexibility with respect to customizing its portfolio to meet a wide range of client specifications. The company's ability to warp itself to match the evolving market is perfectly illustrated with its new line of smart home products that D-Link has developed to capitalize on the rising opportunities in the real-estate arena. "We have always been at the vanguard of hardware and software development that is poised to meet the needs of

Today, D-Link has a strong footprint in the global cloud arena with over two million users on the mydlink platform leveraging its reliable network management capabilities to operate efficiently and affordably. On the business end, the company's Nuclias portfolio is helping organizations gain the benefits of a robust, intuitive, and flexible cloud ecosystem at affordable prices. To conclude, Chester reiterates the ethos of D-Link, "We were, are, and will always be innovating newer cloud technology applications to help our clients get high quality networking performances that do not cut deep into their OPEX budgets." 

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