

How an IT Infrastructure Consultancy Maximizes IP Asset Value Through Automation

IT infrastructure consultancy Brander Group transforms IP address management with automation, enhancing resource monetization while prioritizing core services.

LONDON, UNITED KINGDOM, May 13, 2025 /EINPresswire.com/ -- Effective resource management often requires striking the right balance between ownership and utilization. For Brander Group, a rapidly growing consulting firm specializing in IT and Network Infrastructure, maximizing the value of unused IP addresses involved employing a hands-off solution for resource monetization.

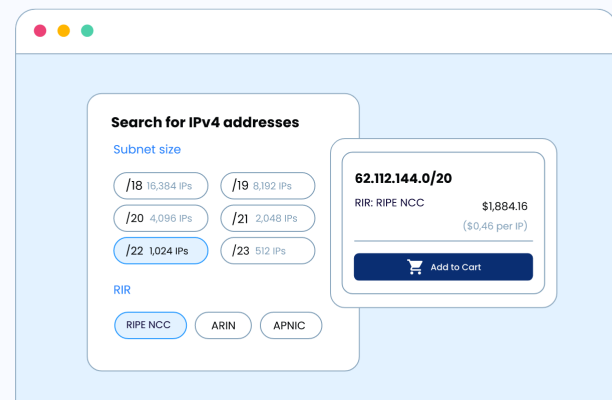
"We are a network and infrastructure consulting and brokerage firm," explains Jake Brander, Founder at Brander Group. "We help companies deploy network, move to the cloud, purchase IT equipment, get data center space – pretty much anything to do with data center and network."

THE PATH TO EFFICIENT ASSET MANAGEMENT

Effectively managing IP addresses while catering to a diverse clientele poses unique challenges for IT consulting firms. For the Brander Group, which serves more than 600 global service providers, the primary goal was to find a way to [monetize unused IPv4 addresses](#) without increasing operational overhead.



Maximizing the value of unused IP addresses made possible through IPXO's IP address monetization solution.



Utilizing IP resources for profit made simple with IPXO.

The traditional method of managing IP addresses often demands substantial internal resources to deal with technical details and administrative tasks. Brander Group sought a solution that would enable them to concentrate on their core consulting services while maximizing the value of their IP address assets.

FINDING THE RIGHT PLATFORM

Having known [IPXO](#) since its early days, Brander Group was well-positioned to evaluate the platform's capabilities.

"You have a very intuitive and pleasant online platform," notes Brander.

The transition to IPXO's platform was seamless, allowing Brander Group to maintain a hands-off management approach. This enabled them to focus on their consulting expertise while effectively utilizing their IP resources for profit.

The implementation of IPXO's solution delivered immediate benefits through automated management and reduced overhead costs. The platform's comprehensive approach to IP monetization enabled Brander Group to [lease a high number of IP addresses](#) while maintaining complete control over their resources.

"If you're looking for a hands-off fully managed platform to help monetize IPs that you're not using, this is probably the best one out there," Brander shares. "Actually, it is the best one out there."

LOOKING AHEAD

The success of the partnership has impacted the Brander Group's strategy regarding investments in IP address resources. "If there are any changes, it would probably involve us investing more in IPs, specifically for leasing them" Brander explains.

This strategic approach to IP address asset management has enabled Brander Group to reduce operational overhead, access a larger customer base for IP address leasing, automate resource monetization, and focus on core consulting services.

The partnership demonstrates how IT consulting firms can leverage automated platforms to maximize asset value while maintaining focus on their primary business objectives. For Brander Group, the ability to monetize IP resources efficiently has become an integral part of their business strategy.

Brander Group's success with IP address monetization provides a valuable model for other IT



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BRANDER | GROUP

Jake Brander, Founder at Brander Group, shares his thoughts about IP address monetization via IPXO.

consulting and infrastructure firms. Companies that help businesses with network deployment, cloud migration, and infrastructure management often find themselves in a position to optimize their IP address assets.

For consulting firms, managed service providers, and IT infrastructure companies, automated address management creates significant opportunities while eliminating administrative burdens. These organizations can maintain focus on their core consulting services while generating additional revenue streams through address monetization.

The ability to access a broader market for IP address leasing, combined with the flexibility to scale investments based on demand, makes this approach particularly valuable for firms managing complex IT infrastructure projects.

"Anybody that wants to lease IP addresses, unless they want to go through that process themselves, should be using this platform," Brander advises, highlighting the platform's value for businesses seeking efficient address monetization.

ABOUT THE COMPANIES

Brander Group is an award-winning IT and Network Infrastructure consulting firm specializing in helping global brands solve critical IT challenges. With 15 years of experience and relationships with over 600 global service providers, they deliver comprehensive solutions across cloud, network connectivity, data center, and IT services.

IPXO continues to innovate in the IP resource management space through its automated platform. By offering streamlined access to IPv4, IPXO helps businesses optimize their operations while maintaining efficient resource allocation. The platform's success with clients like Brander Group demonstrates its value in supporting diverse business models and industry requirements.

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