INFOBLOX REIMAGINES UNIVERSAL DDI MANAGEMENT

REDUCING COMPLEXITY AND OPTIMIZING BUSINESS OUTCOMES IN THE AI ERA

SUMMARY

The rising adoption of generative AI tools and agentic frameworks present a multitude of challenges to enterprise networking operations teams that are struggling to ensure robust connectivity and security at scale. Simultaneously, multi-cloud and on-premises infrastructure deployments, and emerging edge and hybrid AI use cases, are creating operational friction in the form of poor visibility and assurance. This is resulting in more frequent enterprise connectivity outages, longer mean time to resolution of faults and recovery, and unwanted business disruption.

Enterprises view the use of modern AI as a competitive advantage. Universal DDI services that include domain name system (DNS), dynamic host configuration protocol (DHCP), and IP address management (IPAM) can address the demands of users while providing the necessary guardrails to ensure high availability, resiliency, choice, and control. However, these services have historically been deployed individually by public cloud providers and require operational control that is pinned to each deployment. This is not ideal given that fragmented DNS-based deployments typically lead to more frequent outages, poor observability with a growing modern AI attack surface, speed versus control tradeoffs, and more.

Moor Insights & Strategy believes that Infoblox addresses these challenges with the Universal DDI Product Suite, which launched last year. New cloud service provider integrations and the launch of an AI-ready foundation have immense potential to dramatically reduce complexity and optimize business outcomes.

INFOBLOX UNIVERSAL DDI PRODUCT SUITE

The Universal DDI Product Suite represents a leap forward in tackling the challenges that have existed since the birth of the cloud as well as the trend towards multi-cloud enterprise deployments that take advantage of best-of-breed functionality and operational expense control. It encompasses three service offerings: Universal DDI Management, Universal Asset Insights, and NIOS-X physical, virtual, and as-a-service solutions. In combination, these aim to simplify DDI management, improve asset

visibility, and provide a flexible deployment model encompassing physical, virtual, and as-a-service delivery through a simplified token-based licensing structure.

Infoblox continues to demonstrate its ability to innovate and keep pace with the demands of modern AI applications and workloads. To this end, the company has invested in deeper integrations with cloud service providers as well as improved DNS infrastructure protection, and it has architected an AI-ready foundation to comprehend today's user demands with functionality headroom for the future.

New Enhancements Provide Choice and Control

Infoblox's recent enhancements to its Universal DDI Product Suite are designed to provide enterprises with more choice and deeper operational control. They include:

- Hybrid cloud-based network management of Microsoft on-premises DNS/DHCP services to simplify operational management, provide the flexibility for migration or co-existence of Microsoft tools, speed troubleshooting, and ensure compliance.
- New external DNS management capabilities with Cloudflare and Akamai that are designed to unify DNS visibility and control, manage external DNS instances, and ensure the availability and resiliency of websites, web applications, e-mail systems, and critical API calls.
- Improved DNS infrastructure protection for external DNS servers in self-hosted environments, DDoS and DNS attack blocking, and bolstered resilience for legitimate traffic flow in the event of attack; in combination, these have the potential to mitigate and prevent costly multi-day outages that harm reputation and result in the loss of current and future revenue and diminished profitability.
- An AI-ready foundation that is architected for improved visibility and resiliency to address the shortcomings of fragmented DIY DDI toolsets, provide enterprise-grade IPAM functionality, and extend functionality to AI large language models to support training and production workloads.

Call to Action

Modern AI can function as a force multiplier, providing enterprises with a significant competitive advantage. However, its deployment and use introduce new challenges for network operations teams. Universal DDI services can play a pivotal role in addressing management friction and ensuring the availability and resiliency required.

Moor Insights & Strategy believes that Universal DDI Product Suite from Infoblox addresses these challenges. New cloud service provider integrations and the launch of an AI-ready foundation have immense potential to reduce complexity and optimize business outcomes dramatically.

Proof lies in customer adoption, and Infoblox says that the deployment of its Universal DDI Product Suite for more than 200 new customers in less than 12 months points to its success. By all measures, that is a significant accomplishment, one that also underscores the recent National Institute of Standards and Technology recommendation that DNS be a cornerstone of any enterprise cybersecurity framework. In its latest recommendations, NIST strongly urges separating DNS/DHCP from identity services like Active Directory — which aligns to Infoblox's architectural underpinnings.

Important Information About This Paper

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