What is Enterprise-grade DDI from Infoblox?

Infoblox is the world's leading provider of enterprise-grade DDI solutions for today's modern networks. Our proven DNS, DHCP & IPAM solutions maximize uptime, reduce security risks and lower OpEx in traditional networks as well as private and hybrid clouds. Core network services are enriched with additional features for securing DNS, automating network functions, and providing cloud automation.

Elevator Pitch

Network landscapes are rapidly evolving, driven by trends in security, virtualization, cloud, IPv6 adoption, and the Internet of Things (IoT). These modern demands require advanced solutions for managing critical network services in physical, virtual, and cloud environments. Infoblox's industry leading integrated, centrally managed approach to delivering enterprise-grade DNS, DHCP, and IP address management (DDI) supports current and evolving IT needs while providing the highest standards for security, service uptime, and operational efficiencies.

What key business issues are addressed?

There are four key benefits that enterprises look to enterprise-grade DDI to deliver. Those are Service Uptime, Operational Efficiencies, Security, and Data Center Integration.

- **Service Uptime**: Infoblox provides the highest standards with the ability to provide Five-9s of system availability
- **Operational Efficiencies**: The Infoblox solution has a wide array of features that improve admins ability to complete more work in less time vastly lower OpEx budgets by freeing up personnel to focus on more strategic initiatives
- **Security**: This is built into the Infoblox solution with everything from hardened appliances and operating systems to extended services for detecting malware and protecting against DDoS and other DNS related attacks.
- **Data Center Integration**: Infoblox DDI can help centrally manage Microsoft protocol servers agentlessly, has a complete suite of APIs to support custom automation and integration with other Data Center and networking platforms

Key Features

- Secure, highly available, and scalable solution for core network service delivery for both physical and virtual environments
- Centralized management and support for both IPv4 and IPv6 networks
- Cloud network automation providing IP address allocation and DNS records for virtual machines in a private or hybrid cloud environment. Automation at the time machines are spun up as well as record clean up and IP reclamation when spun down
- Built-in support for DNS, DNSSEC, DHCP, FTP, TFTP, HTTP, HTTPS and NTP
- Automated failover and disaster recovery mechanisms
- Centralized, collaborative management of both Infoblox and Microsoft DNS and DHCP services
- Synchronization of all devices via a shared distributed database through the Grid
- Comprehensive network discovery of all layer-2, layer-3, and end-host devices integrated into an authoritative IPAM database
- Closed-loop work-flows with direct access to switch-port controls and the ability to modify VLANs and port descriptions directly on switches
- One-click system-wide software patching and upgrades
- Hardened OS, available on physical or virtual appliances, to reduce vulnerability of network attacks
- DHCP Fingerprinting to detect BYOD (OS) on your network
- Additional security features that detect malware, zero-day attacks, and DNS related attacks for both internally and externally facing DNS

Qualifying Questions

Business questions:

- What are your concerns about IP growth and management of this growth?
- What is the impact to you or your company in the event of a DNS/DHCP failure?
- Do you have more than one person involved in the management/allocation of IP address in your network?

Technical questions:

- How many IP addresses do you manage?
- How are you tracking & managing your IP addresses today?
- If using a spreadsheet, how is that working for you, and could things be better?
- Are you planning or looking towards IPv6?
- What steps do you take to assign an IP and how long does it take? Is this different for virtual machines? If so, how?
- What are you using for DNS and DHCP?
- How do you handle failure in core network services?

How to recognize a prospect

- Complex IP configuration and monitoring
- Lack of centralized DNS and DHCP management
- Heterogeneous DNS and DHCP environment
- DNS/DHCP availability, scalability & performance concerns
- Staff is stretched thin between strategic/new projects and repetitive/daily tasks
- Going through a merger / acquisition
- Data center consolidation
- Customer uses spreadsheets to maintain network inventory and/or IP address and subnet information
- Security and/or compliance requirements for tracking connected end-devices and historical information to when they've been connected
- They use > 5 Microsoft DNS/DHCP servers

Objection Handling

Objection: I have no budget for this project.
Response: Have you had a DNS/DHCP outage recently, and how much would an outage cost your organization? Can I run an ROI report for you to show you the differences?

Objection: I already do this today (manually or scripts).
Response: Infoblox focuses on providing automation for daily tasks that consume a lot of time and are error prone. The vast majority of users today would rather focus on other critical projects or tasks than manually managing all devices independently

Objection: IPAM isn't a priority today.
Response: Many of our customers used to be so busy with troubleshooting and manual processes they never had time for new projects or priorities. Infoblox simplifies and automates tedious steps improving reliability of your network while freeing time for more strategic activities.

Unique Differentiators/In Summary

Fully integrated DNS, DNSSEC, DHCP and IPAM
- Resilient purpose built hardware, HA, and proven DHCP Failover
- Fully integrated zero-admin database
- Operational automation significantly reducing steps
- Central, role based and delegated administration
- Secure hardened OS and communications, redundancy, failover, DR, DNS Firewall and
- Common Criteria certification
- Network discovery results integrated into an authoritative IPAM database for unprecedented network visibility
- Visualize your network with dashboards, IP Maps and extensive reporting
- Authority and access to network, zone, or record, with auditing
- Full Microsoft Compatibility – manages Microsoft and Infoblox
- VMware, Microsoft Hyper-V, Cisco, KVM and Riverbed virtualization
- One click DNSSEC implementation with automatic updates to signatures

Trinzic 4030

ISPs and Telcos
- Hot swap power, disks, fans, Multi-Grid Management, DNS Caching, DDOS protection, DNSSEC

Trinzic 4010

HQ / Data Center
- Hot swap power, disks, fans, Multi-Grid Management, DNSSEC

Trinzic 2220 Infoblox-VM-2220

HQ / Regional Office
- Hot swap power, disks, fans; Multi-Grid Management; DNSSEC

Trinzic 2210 Infoblox-VM-2210

HQ / Regional Office
- Hot swap power, disks, fans; Multi-Grid Management; DNSSEC

Trinzic 1420 Infoblox-VM-1420

HQ / Regional Office
- Hot swap power, disks, fans, Multi-Grid Management, DNSSEC

Trinzic 1410 Infoblox-VM-1410

MedRegional Office / Branch Office
- Hot swap power, disks, fans, Multi-Grid Management, DNSSEC

Trinzic 820 Infoblox-VM-820

Regional Office
- Hot swap power, disks, fans; DNSSEC

Trinzic 810 Infoblox VM 810

Smaller Office / Store
- Hot swap power, disks, fans; DNSSEC

Trinzic 100 Infoblox V100   Riverbed RIOS 7

Banch Office

Additional resources: Please visit *www.infoblox-partner.force.com* for more information.