

THE INFOBLOX STORY

BUILD FOR A WORLD THAT NEVER STOPS

INDUSTRY LANDSCAPE— THE CONTEXT FOR OUR MESSAGING

Business today is built on millions, billions, trillions of digital connections. These connections are made possible by the modern enterprise network and the DDI technology Infoblox is famous for.

In today's fast evolving and ever more demanding digital world, controlling and securing these connections is now mission-critical for every organization. Downtime and disruption due to network outages and security breaches are simply not an option.

Technology professionals are challenged with ensuring these significant digital risks do not impact their organizations or the people who depend on them. However, with an

increasingly distributed workforce, ever-more sophisticated cyberattacks, the adoption of cloud based consumption models plus the rollout of 5G and IoT, new approaches to networking and security are required.

It is clear that the technology ecosystem of tomorrow has to be built on new, highly resilient foundations. These foundations empower those responsible for network performance and protection with the visibility, context and control to tame complexity, protect users and customers, and ensure their businesses will thrive in a world that never stops.

NAVIGATING OUR MESSAGING

To organize our messaging, we use the analogy of a house with three distinct but connected levels. At the top of the house, we introduce Infoblox and inspire our target audiences to discover more. At the middle of the house, we connect with the needs and drivers of our core networking and security buyers. Then, at the bottom of the house, we focus in on our offering to inform and educate those buyers.

TOP OF HOUSE MESSAGES TO INSPIRE

WHO WE ARE

Infoblox is the company that unites networking and security to deliver better performance and protection.

POSITIONING STATEMENT

In a world that never stops, Infoblox unites networking and security, empowering customers to deliver better performance and protection and ensure their businesses thrive.

MISSION

To simplify and unite networking and security.

VISION

A future where networking and security unite to power a world that never stops.

PURPOSE

To provide real-time visibility and control over who and what connects to the network, allowing our customers to build safer, more resilient environments.

PROMISE

With Infoblox you can deliver the protection and performance your business needs to thrive in a world that never stops.

HOW WE DO IT

We give you unparalleled visibility and control over who and what connects to your network, and empower you to detect and respond to critical threats exploiting your DNS infrastructure.

EXTERNAL BRAND PLATFORM

BUILD FOR A WORLD THAT NEVER STOPS.

Infoblox gives you unparalleled visibility and control over who and what connects to your network, so you can deliver the protection and performance your business needs to thrive.

MIDDLE OF HOUSE MESSAGES TO CONNECT

NETWORK BUYER

BUYER PRIORITY & OUR MESSAGE

BUILD A MORE RESPONSIVE NETWORK.

Deliver the performance your business, users and customers depend on, wherever and whenever they connect, with a powerful unified picture of your network, simplifying management and putting you in complete control.

100% UPTIME OF THE NETWORK

DELIVER UPTIME, ALL THE TIME.

Be sure that business critical applications and services are always available, with the world's most proven core networking services trusted where it matters most.

NETWORK VISIBILITY FOR ALL END USERS AND DEVICES

ACCELERATE INNOVATION. STAY AHEAD OF RISK.

See and resolve problems before they affect users or customers, and free up valuable time by directly arming your security teams with the context-rich network intelligence they need to protect your business.

REDUCING LATENCY FOR END USER APPLICATIONS

POWER PRODUCTIVITY EVERYWHERE.

Keep users productive wherever and whenever they connect, with ultra-low latency ensuring application performance never holds your business back.

NETWORK MANAGEMENT AUTOMATION

ACCELERATE INNOVATION. TAME GROWING COMPLEXITY.

Simplify network management to reduce costs and free up valuable time, with smart automation dynamically controlling core networking services on-premises and in the cloud.

NETWORK SCALABILITY WITH CHANGING DEMANDS

BE READY FOR TOMORROW.

Know your network can scale wherever your business goes next, with micro-services built on a cloud-native architecture making it easy for you to drive change.

ACCELERATED DEVOPS ADOPTION

ACCELERATE INNOVATION.

Empower DevOps to test and release innovation faster, with automated provisioning, deployment and management of core networking services enabling agile development.

SECURITY BUYER

BUYER PRIORITY & OUR MESSAGE

SEE AND STOP CRITICAL THREATS EARLIER.

Stop attacks earlier in the threat lifecycle and respond to events faster, uniting security with context-rich network intelligence using DNS Detection and Response.

MINIMIZE BREACHES USING DEFENSE IN-DEPTH APPROACHES

SEE ATTACKS OTHERS WILL MISS.

Strengthen your defenses against ransomware and other advanced attacks, by illuminating hidden threat signals in your DNS traffic that other security solutions fail to see.

AUTOMATE FOR BETTER PROTECTION.

Harden your defenses while freeing up valuable time with Infoblox's Ecosystem Exchange, which empowers you to share context-rich network intelligence across your complete stack to make existing tools smarter and take automation to new levels.

MINIMIZE INCIDENT INVESTIGATION AND RESPONSE TIME

STOP ATTACKS EARLIER.

Automatically block threats before they reach your perimeter defenses and empower SOC teams to respond over 60% faster, uniting security with context-rich network intelligence to transform the speed at which you can contain attacks.

PROTECT REMOTE WORKERS AND DEVICES

PROTECT BUSINESS EVERYWHERE.

Secure your business as it grows more distributed with ubiquitous visibility of who and what connects to your network plus automated provisioning that seamlessly enforces security policies across your hybrid, multi-cloud environment.

MAXIMIZE EXISTING NETWORK SECURITY INVESTMENTS

TRANSFORM SECURITY EFFECTIVENESS.

Focus valuable SecOps resources on the most critical risks to your business by directly arming teams with productivity boosting network intelligence that empowers them to prioritize risks based on user, device, application and location.

REDUCE SPIRALLING COST OF SECURITY

CUT THE COST OF DEFENSE.

Lower cost of defending your business, with time saving automation solutions that unite your networking and security tools and data to block threats earlier and reduce the load on your firewall, traditional security infrastructure and SOC team.

BUYER PROOF

Leading organizations deliver performance and protection with Infoblox

"Automatic sharing of network context data affects our speed of response and provides real-time threat intelligence"

Gartner/G2 Peer Reviews

"Infoblox helped us get to #1 in customer satisfaction. Service incidents from DDoS attacks have been cut in half"

Cable & Wireless

"If online banking suffers an outage, customers post on Twitter... Infoblox helps us guarantee services are available 24x7"

Rabobank

"It has cut 35% to 40% of the time that our SecOps team has to spend tracking down bad actors"

Gartner/G2 Peer Reviews

"Infoblox ensures the reliability our enterprise customers demand... without them it would be impossible to serve all our customers"

Netskope

BOTTOM OF HOUSE MESSAGES TO EDUCATE

PRODUCT CATEGORIES

Tame growing complexity, unleash innovation, and stop cyberattacks earlier with a powerful unified picture of your network assets, and risks with the power to detect threats exploiting DNS to hide from your existing security infrastructure.

United networking and security services, built for businesses that never stop.

NETWORK

The world's most trusted core network services, simplifying hybrid, multi-cloud environments.

Keep your business, users, and customers moving with the world's most trusted core networking services, empowering you through a unified picture of your network assets and workloads, simplifying management while delivering resilient performance across your on-premises and cloud infrastructure.

SECURITY

Foundational security services to see and stop critical threats earlier.

Detect hidden threats and stop attacks earlier with security services powered by context-rich network intelligence that make your security operations more effective and give your teams the clarity they need to focus on the most significant risks to your business.

AUTOMATION

Smart automation services that accelerate innovation.

Free your NetOps and SecOps teams to have greater business impact and empower DevOps to release innovation faster, with intelligent networking and security automation services that eliminate manual tasks and processes.

BLOXONE PLATFORM

Network protection and performance starts here.

Simplify everything on the world's most advanced cloud-native networking and security platform.

BloxOne is the foundation of agile and resilient businesses, empowering you to deliver the highest levels of network performance and stop cyberattacks earlier with context-rich network intelligence, smart automation and incredible usability.

SIMPLIFY AND AUTOMATE NETWORK MANAGEMENT.

Radically simplify how you control core network services, with easy-to-use SaaS-based DDI solutions that let you automate and centrally manage vital DNS, DHCP and IPAM services in the cloud.

BUILD STRONGER SECURITY FOUNDATIONS.

Re-invent your security architecture to dramatically reduce the number of alerts hitting your infrastructure, block threats earlier in the attack lifecycle and slash the cost and complexity of your current operation.

BRING CLARITY AND CONTEXT TO SECURITY OPERATIONS.

Transform the speed at which security teams respond to and contain attacks, with context-rich network intelligence that lets them see beyond IP addresses to prioritize threats based on user, device, application and location.

NIOS PLATFORM

High performance for high-demand hybrid networks.

Simplify and automate data-center-driven networking on the high performance DDI platform, trusted to deliver rock-solid availability whenever and wherever it matters most.

NIOS was the first to integrate DNS, DHCP and IPAM services into a single, easy-to-manage DDI platform. Its combination of unparalleled visibility, smart automation and unlimited scale has set the standard for enterprise DDI ever since.

MOST TRUSTED DDI PLATFORM.

Trust the platform that powers more enterprise- and carrier-grade DDI implementations than any other—from nimble start-ups to the world's largest service providers, financial institutions, government organizations and universities.

POWERING ALWAYS-UP ORGANIZATIONS.

When uptime is the only option, NIOS gives you unparalleled visibility and centralized control of your network, integrated DNS layer security plus smart automation to eliminate the risk of outages due to manual errors.

INNOVATING TO STAY AHEAD.

Keep pace with the demands of users, customers and a fast-moving threat environment with a platform and integrated network and security services that continuously evolve to support your most demanding needs.

NETWORKING PRODUCTS

Keep your business, users and customers moving with the world's most trusted core networking services, empowering you with a powerful unified picture of your network to simplify management and deliver greater resilience and performance across your hybrid, multi-cloud environment.

The world's most trusted core network services.

BLOXONE DDI

Simplify networking with anytime, anywhere cloud management of core network services.

Eliminate the complexity, bottlenecks and scalability limitations of legacy DDI implementations on the world's first cloud-managed solution that enables you to centrally control and automate DNS, DHCP and IP address management (IPAM) across hybrid and multi-cloud networks.

NIOS DDI

Take control by unifying on-premises and cloud networking on one high performance platform.

Simplify, standardize and automate DNS, DHCP and IP address management (IPAM) wherever your business operates with a single enterprise-grade DDI solution that is trusted to deliver the highest standards of network availability, performance and security.

NETWORK AUTOMATION

Advanced automation solutions that simplify network management

With advanced automation, rich APIs and many out-of-the-box integrations, Infoblox offers powerful intelligent networking tools that, in addition to our core network DDI services and security, enable you to more easily manage complex hybrid, multi-cloud networks.

SECURITY PRODUCTS

Detect hidden threats and stop attacks earlier with security services powered by context-rich network intelligence that make your security operation more effective and give your teams the clarity they need to focus on the biggest risks to your business.

Security services to see and stop critical threats earlier.

BLOXONE THREAT DEFENSE

Stop cyberattacks earlier.

See threats other solutions will miss and stop attacks earlier in the threat lifecycle with BloxOne Threat Defense. By combining early threat visibility with smart automation, you can reduce the load on your current infrastructure and teams to transform the effectiveness of your security operations and reduce defense costs.

THREAT INTELLIGENCE

Stay ahead of evolving threats.

Close security gaps in real-time, instantly protect your business against new threats and empower SecOps teams to accelerate threat investigation and response by up to two-thirds when you make the unique clarity and context of Infoblox's threat intelligence the foundation of your security operations.

ADVANCED DNS PROTECTION

Block more attacks for maximum uptime.

Keep your business ahead of risk by automatically protecting your network against the widest range of DDoS and other DNS-based attacks. Infoblox Advanced DNS Protection shields you from more threats, empowering you to maintain mission-critical network connectivity and service uptime for your organization.

WE ARE BLOXERS

We simplified networking.
So the digital economy could grow.
We built the market
for DDI network services.
So the world could interact online.
We led the way in DNS security.
So attackers had nowhere left to hide.

Today...

We're helping customers
build more responsive networks,
to keep pace with increasing
expectations and change.

We're pioneering DNS Detection
and Response, so critical threats
can be seen and stopped earlier.
We're uniting networking and security,
with unparalleled visibility and control.

We are Bloxers.
Expert. Resolute. Collaborative.
And never afraid to have fun :)

In a world that never stops,
we're pushing boundaries every day.
So our customers can deliver
the performance and protection
they need to thrive.

If you have any questions or requests
relating to this document, contact
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infoblox