New times… New Risks… Re-Thinking Security in the Digital Age For Smart Cities

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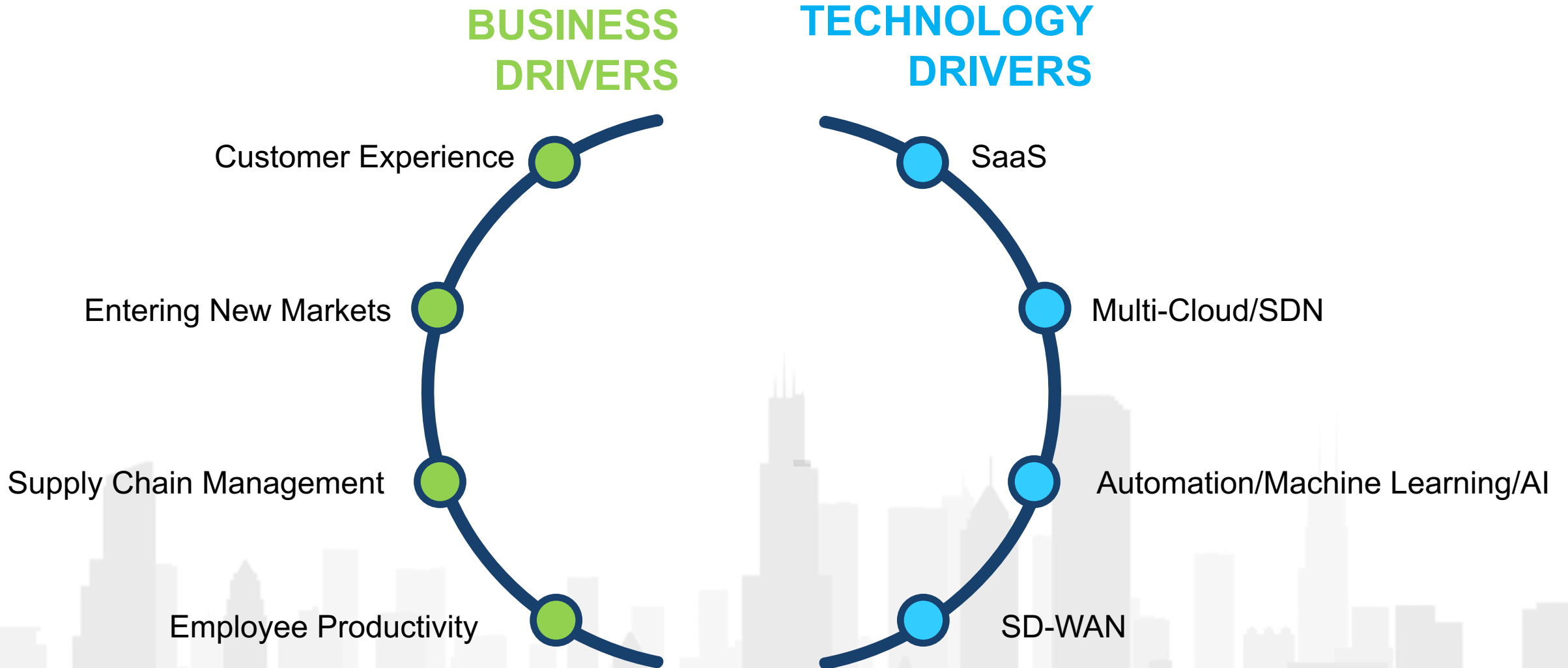
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Definition of Digital Transformation

At its core, digital transformation is about applying the use of latest technology to what we already do – to make things better.

Examples include: Driverless Cars, Smart Metering, Smart Cities, Uber, AirBnb, NetFlix, etc ...

Why Customers are Embracing Digital Transformation

BUSINESS DRIVERS

TECHNOLOGY DRIVERS

Customer Experience

Entering New Markets

Supply Chain Management

Employee Productivity

SaaS

Multi-Cloud/SDN

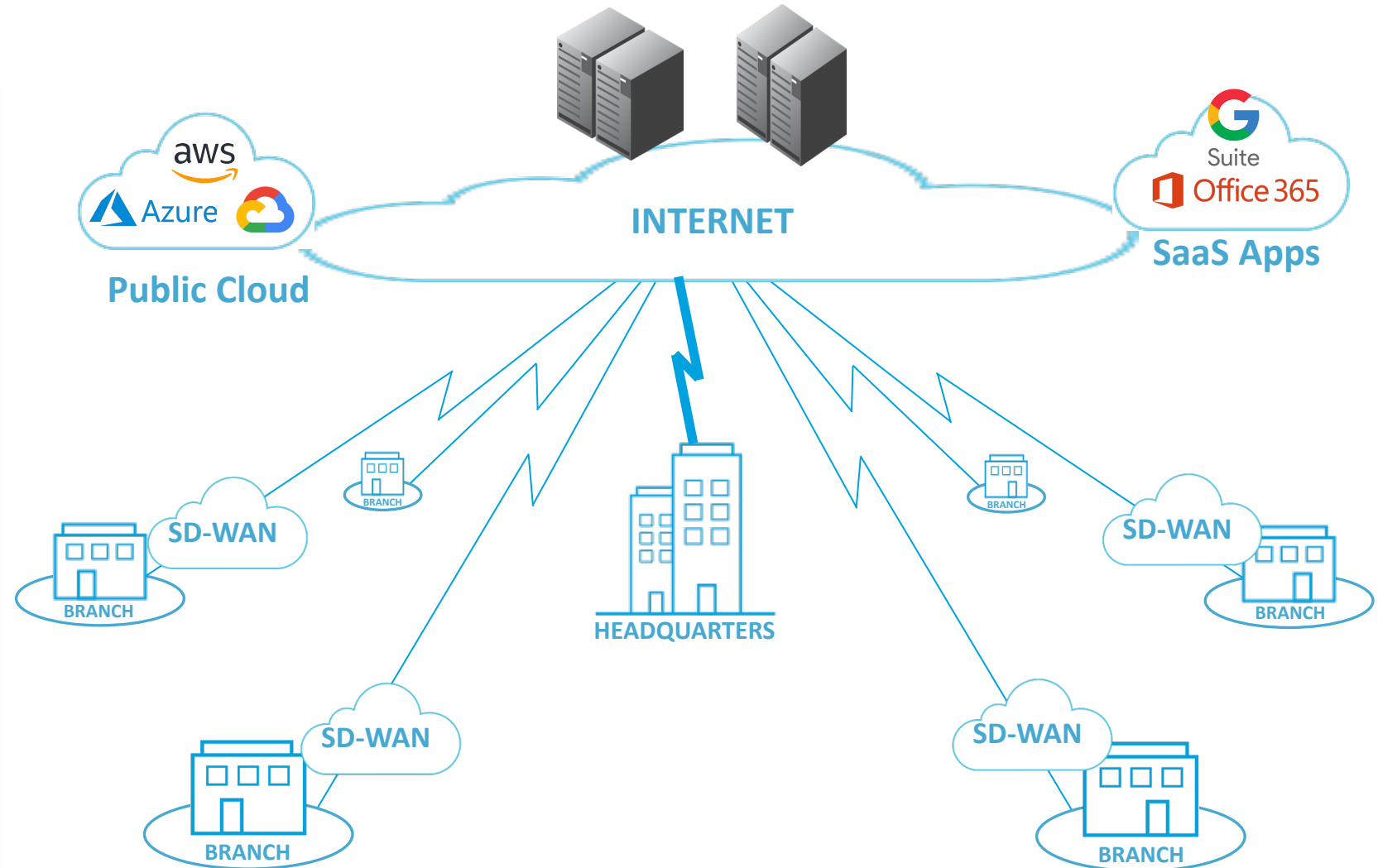Automation/Machine Learning/AI

SD-WAN

The Traditional Architecture

- Private Network with Dedicated WAN circuits to connect Branches to DC

- All traffic backhauled to DC for Secure Application Access and Secure Internet Access

- DDI is centralized in DC

- Centralized, Perimeter based security

INTERNET

Data, Apps, Security

BRANCH

BRANCH

BRANCH

Data Center

MPLS

BRANCH

BRANCH
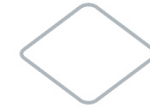
BRANCH
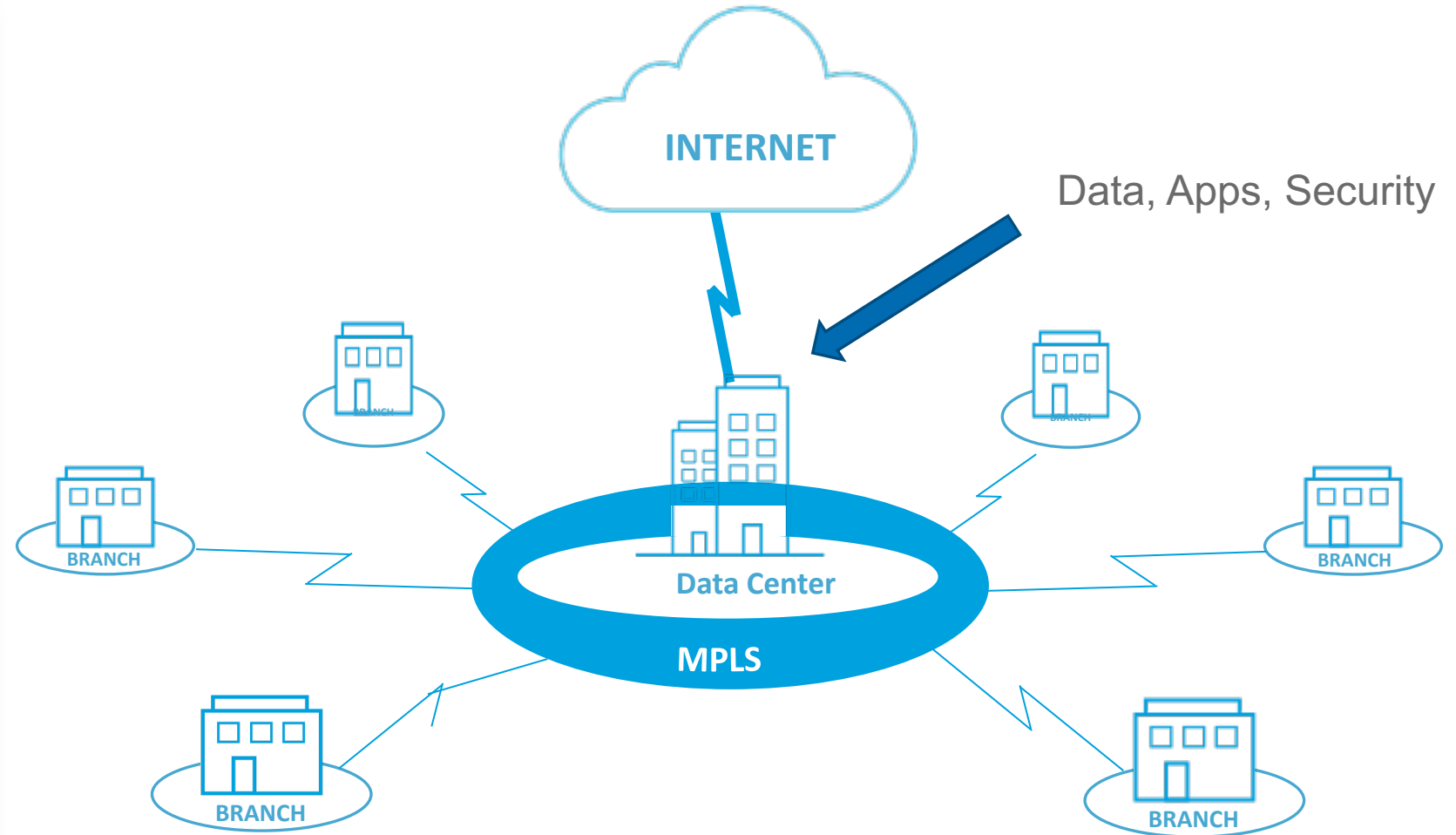
The New Architecture: Cloud, SaaS, SD-WAN

- Embracing Broadband 4G, 5G, IOT, SaaS, Public Cloud

- SD-WAN for remote locations

- No more private network.. Internet is the fabric of the business

- Moving to NFV and SDN in the DC

- De-centralized infrastructure

- Need Distributed Networking and Security

aws
Azure
Public Cloud

INTERNET

G Suite
Office 365
SaaS Apps

SD-WAN
BRANCH

BRANCH

HEADQUARTERS

BRANCH

SD-WAN
BRANCH

SD-WAN
BRANCH

SD-WAN
BRANCH

The Digital Enterprise....

Borderless Attack Surface…

There's more ways in

More ways out

WHAT DOES INFOBLOX REALLY DO?

Infoblox Portfolio Overview

MISSION

Empower organizations to manage continuously evolving networks simply and securely.

OFFERINGS

Core Network Services, Cybersecurity, and Cloud Automation

CORE MARKETS

DDI
DNS | DHCP | IPAM

Deliver business-critical network services

Security

Protect the business in new threat landscape

Cloud

Enable the platform for next-gen data centers

PRODUCT PORTFOLIO

Network Service & Protocol Delivery (DDI)

- Application Load Balancing (DTC)
- Reporting • Network Visibility and Configuration Management
- Network Intelligence

Strengthen and Optimize Security Posture

- Security visibility and discovery
- Detect and block modern malware, data exfiltration
- Threat Intelligence Optimization
- Ecosystem Enrichment, Security Automation and Orchestration
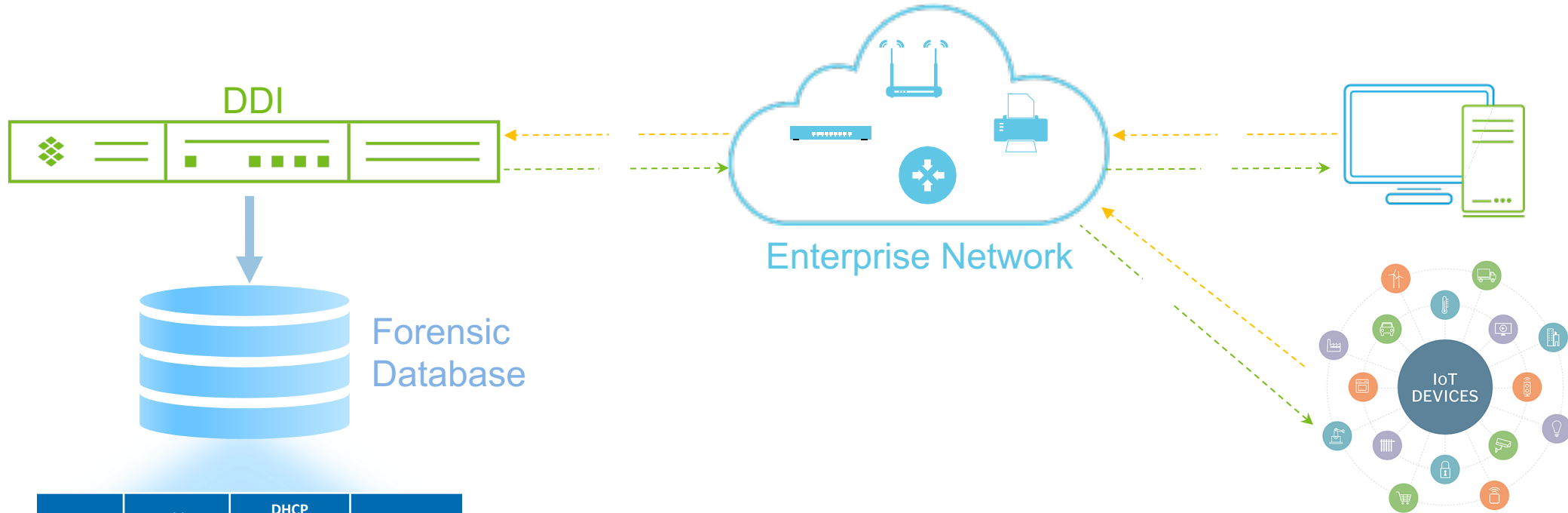- Infrastructure Protection (ADP)

Open Extensible Platform

- Physical & Virtual Appliances
- Networking & Security Software
- On-premise or As-a-service

Enterprise Grade DDI Fingerprint for Smart Cities Infrastructure

DDI

Forensic Database

Enterprise Network

IoT DEVICES

Device	IP Address	DHCP Fingerprint	Location
Device 1	10.1.3.5		SC-1-D367
Device 2	172.4.6.9		TC-2-G341

Authoritative Real-time user/device information

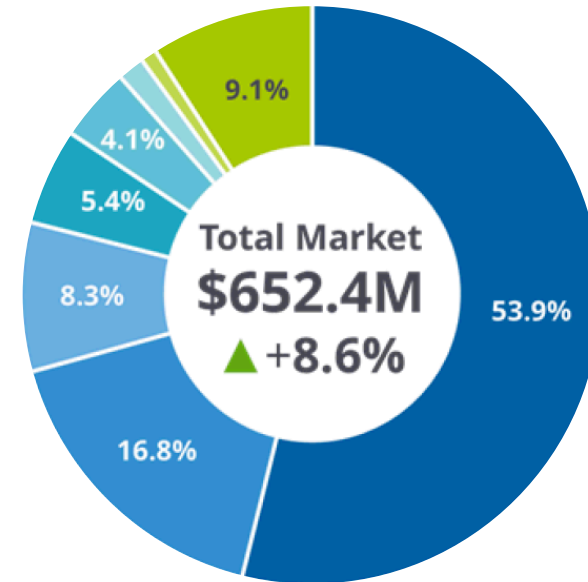| John	172.4.6.9	MAC	Lenovo	Win10	Floor 1	AP 5/ VLAN 10	office365 yahoo.com Internalapp.com

Securing IoT is Key for Digital Economy

1. Curated threat intelligence for DNS and other Security systems

2. Connection to malicious website blocked at DNS

3. If already infected, system blocked from connecting to CnC at DNS

Threat Intel

DNS

Website Request

CnC Request

IoT DEVICES

Initial dropper

Malicious Payload

INTERNET

Malicious Site
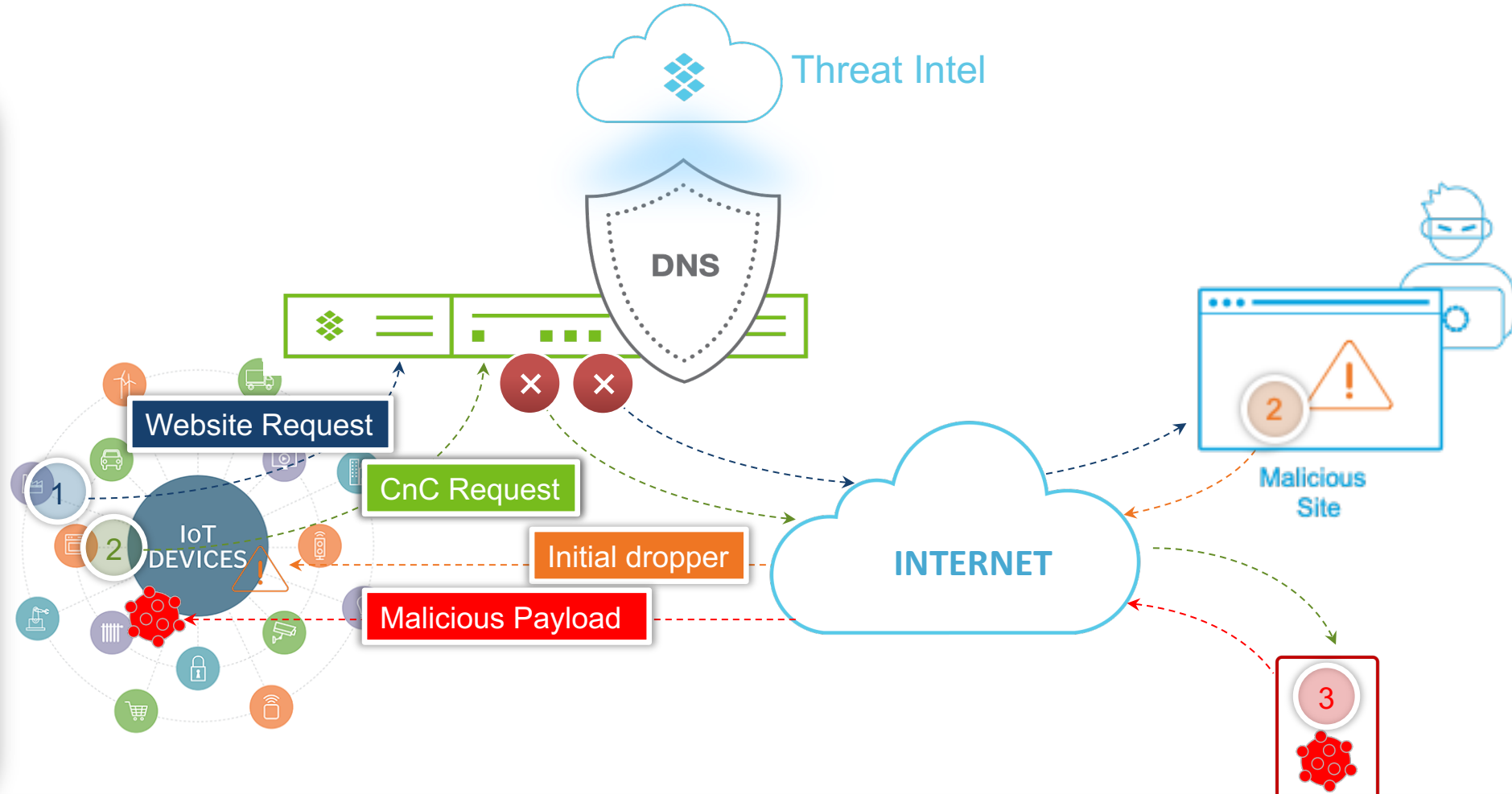
| John | 172.4.6.9 | MAC | Lenovo | Win10 | Floor 1 | AP 5/ VLAN 10 | office365 yahoo.com Internalapp.com | Malware Data Ex-filtration DGA |

Secure DDI Leading Vendor

- US based Vendor (20+ years)

- 8,900+ customers

- 93 from Fortune 100

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IDC ANALYZE THE FUTURE

Total Market
$652.4M
▲ **+8.6%**

9.1%
4.1%
5.4%
8.3%
53.9%
16.8%

Infoblox

$351M
+14.2% y/y

"Infoblox accounting for approximately 50% of the existing installed base"

Gartner®

Market Leaders Choose Infoblox

Telecom	
Retail	
Manufacturing	
Media and Internet	
Transportation	
Government	
Life Sciences	
Financial Services	
Education	
Energy	
Technology	

Why Infoblox

Infoblox leverage its authoritative DDI data and user identity to solve cybersecurity problems by protecting organization's data, preventing the spread of malware, and resolving threats faster and more effectively with most extensive threat intelligence

Using AI and Machine learning capabilities to deliver advanced Security Analytics adding extra protection with DNS Security and serving to enhance the performance and capability of over 30+ other specialist security vendors

Infoblox always has been and continues to be at the foundation of a healthy and reliable network core services for over 8,900 customers either in private, public or hybrid cloud emerging architectures

Infoblox BloxONE platform is purposely built with Cloud Native Architecture and Cloud Management capabilities to extend Infoblox SaaS Solutions to deliver Integrated Network & Security Services towards SASE