

Automate Core Network Services With Infoblox DDI To Advance Commercial Business Objectives

Infoblox commissioned Forrester Consulting to survey its customers and conduct a Total Economic Impact™ (TEI) study to better understand the benefits, costs, and risks associated with Infoblox DDI.¹ Forrester interviewed five customers and surveyed 34 customers at organizations with experience using the Infoblox DDI.



READ THE FULL STUDY

This abstract will focus on responses from 19 commercial firms with up to 5,000 employees, with:

- One interviewee from an IT architect at a municipal organization with 4,700 employees.
- Eighteen of the 34 survey respondents from commercial firms with 500 to 4,999 FTEs in industries including: healthcare; technology and technology services; energy, utilities, and waste management; manufacturing and materials; government; financial services and insurance; media and leisure; retail; transportation and logistics; and travel and hospitality.

Commercial organizations face many of the same problems as their much larger cohorts, with rivaling levels of complexity yet with scarce resources. Not to be underestimated, however, these same organizations may experience less bureaucracy, have more agility, and be better positioned for quicker time to value when it comes to adopting new



10%

Labor savings with automation



50%

Legacy networking and cloud cost savings

tools, particularly for automation. Furthermore, efficiencies gained in commercial organizations can have more impact on business value and resources.

Infoblox [NIOS DDI](#) delivers enterprise-grade network uptime and resiliency through market-leading critical network services that unify global visibility, control, and automation. Seen as reliable and secure, it improves experience, agility, and ROI with extensive API integrations for the hybrid, multicloud enterprise.

INVESTMENT DRIVERS FOR COMMERCIAL ORGANIZATIONS

All of the survey respondents from commercial firms were leveraging public cloud platforms, with the vast majority reporting up to four providers. These companies had a volume of IP addresses in the hundreds or thousands and a broad mix of solutions in their prior environments, ranging from homegrown components, freeware solutions, and other vendor products. Most of these respondents were migrating toward cloud-native workloads, though some were also in a lift-and-shift migration of legacy applications.

As these commercial enterprises grappled with the complex, sprawling, and siloed network services in their legacy environments, they struggled with several challenges, including:

- **Missed business opportunities and an inability to innovate or scale.** As enterprises grew in complexity, the resulting costly and sprawling network architecture hindered the ability of survey respondents' organizations to effectively scale DNS in modern systems.
- **Excess or wasted costs and high labor requirements.** The lack of internal DDI expertise in their legacy environments led to inefficient approaches to managing DNS, DHCP, and IPAM individually and as a concerted networking effort, causing excessive labor and outsourcing costs.
- **Lack of enterprisewide consistency across data center, hybrid/multicloud, and branch.** Respondents reported DDI-related silos that limited network visibility across their organizations. They also pointed to the lack of control over — and consistency across — disjointed data sources, especially when they previously had relied heavily on outsourcing network support.
- **Poor customer experience (CX) or loss of revenue from network downtime.** When DNS experiences unplanned downtime due to outages, business comes to a standstill. Poorly documented IPs and cobbled-together environments can also lead to costly downtime for employees and hinder sales.
- **Other downstream impacts.** Secondary impacts that were still of concern for some commercial organizations included poor employee experience in accessing applications as well as audit and compliance risks.

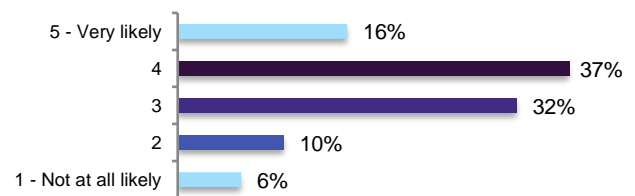
Like survey respondents, the interviewee at the government organization described a complex legacy architecture with heterogeneous systems and manual

processes to manage up to 200 servers running virtual machines. IP address management was often very manual, using Excel sheets or text files, and DHCP was highly decentralized.

The interviewed and surveyed representatives of commercial enterprises indicated that they adopted Infoblox DDI primarily to consolidate and centralize DNS, DHCP, and IP address management into a single platform; improve visibility of core network service; and reduce the time to troubleshoot.

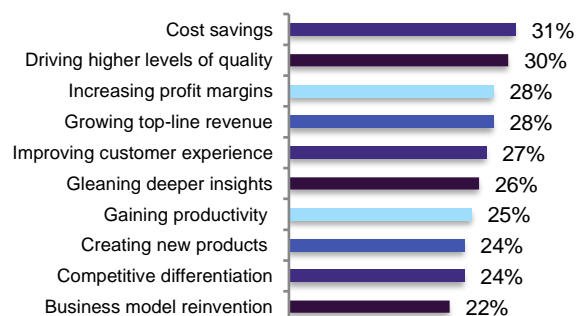
Central to these goals was the desire to automate systems and processes across their DNS, DHCP, and IPAM efforts, aligning with a growing trust for automated tools among commercial enterprises with fewer than 5,000 FTEs surveyed for Forrester's Technographics® (see Figure 1). As employees' comfort level with automation grew, these organizations saw many ways to reap benefits from automation (see Figure 2).

Figure 1. “Considering any automation technologies that you currently work with, or any that you might work with in the future, how likely are you to trust the technology?”



Base: 8,069 respondents employed full-time/part-time
Source: Forrester's Future Of Work Survey, 2023

Figure 2. “Which could be/are the biggest benefits of adopting automation technologies for your organization?”



Base: 3,019 data and analytics decision-makers
Source: Forrester's Data And Analytics Survey, 2023

KEY RESULTS FOR COMMERCIAL ORGANIZATIONS

Interviewees and survey respondents shared many metrics demonstrating how Infoblox DDI automation and templates have driven efficiencies across and beyond the core networking space. The results of the investment for the respondents organizations include:

Streamlined DDI operations through automation and advanced integrations. Interviewees and survey respondents shared many metrics demonstrating how Infoblox DDI automation and templates have driven efficiencies across and beyond the core networking space.

- Survey respondents from commercial organizations also indicated that their organizations experienced a number of benefits from streamlining their operations with Infoblox's consolidated DDI platform including network and security operations labor savings and a reduction in manual errors.
- The majority of survey respondents from commercial organizations who reported labor savings with DDI task automation saved an average of 7 hours per week and reported an average labor savings of 10% for networking roles. Consolidating and simplifying the DDI environment, as described above, meant that respondents' organizations were able to shift resource time and attention away from wasteful processes required to manage a disparate legacy environment.
- With time savings from routine and ad hoc processes for networking administration, such as DNS and IP provisioning in hybrid and multicloud environments, study participants from commercial enterprises reported that their organizations were able to free up networking resources from manual tasks and onsite work.

CLOUD NETWORKING HELPS BUSINESS OBJECTIVES

Infrastructure connects every business asset and has a direct impact on how you win, serve, and retain customers — and gain revenue. Forrester Research's August 2023 report "Adapt Your Networking Strategy To The Emerging Network Environment," reveals the importance of a business-optimized network (BON) strategy to ensure that your network helps deliver specific business strategies.

Networking technology, solutions, and architectures are undergoing a transformation, but networking professionals have made little progress in automating networks and continue to drive them manually.

Engineers should focus on innovation, not on babysitting technology. To jump-start network automation, start by focusing on automating monitoring tools, letting software do much of the tedium of network operations.

The IT architect at the government organization described how their organization leveraged Infoblox to automate as much as possible:

"No one really works manually with Infoblox anymore. [Things are] done exclusively via automated processes. ... It's really very powerful. We are trying to get to a point where nothing is done manually in the Infoblox platform.

"We have automated quite broadly. In the data center, for example, we don't maintain IP addresses anymore; we have a provisioning platform. That is the advantage of Infoblox DDI. So besides the stability, it's simply the powerful API."

- A majority of commercial organizations also reported business growth, as well as new, cloud-managed apps and services delivered securely, as top benefits with Infoblox DDI.

Respondents reporting business growth benefits

67%



Savings from legacy infrastructure. With Infoblox DDI’s consolidated approach to centralized control and visibility of DNS, DHCP, and IPAM, interviewees and survey respondents also reported how they were able to better structure their core network services in support of business outcomes.

- In particular, the IT architect at the government organization shared how their organization’s networking footprint was reduced with Infoblox DDI from 200 servers down to just 30. The interviewee pointed to further value with Infoblox DDI: “The important thing is that we have a homogeneous platform, so we don’t have different systems. And we have managed to achieve data consolidation and centralization, so we’re all looking at one set of data.”
- Survey respondents from commercial organizations shared many cost savings from decommissioning their legacy networking tech stack. On average, these respondents saved 50% on their legacy networking and cloud costs.
- Twelve survey respondents from commercial organizations reported measurable savings related to decommissioning of hardware or data center space, and seven noted that they also reduced their power consumption.

Improved business continuity. Survey respondents indicated that the unified Infoblox DDI solution enhanced their organizations’ resiliency, increased availability, and improved business continuity in the event of a system disruption.

- The IT architect at the government organization shared how their organization improved network stability by effectively eliminating outages from human error, which had led to costly unplanned downtime in the data centers in the prior environment. They said, “After the introduction of Infoblox DDI, there were no more discussions about the stability of the two [data centers].”
- Survey respondents from commercial organizations indicated that Infoblox DDI contributed to:
 - Increased availability or reliability of the infrastructure through its implementation of Infoblox DDI.
 - Reductions in the frequency of downtime incidents, the average downtime per outage, and the amount of downtime annually.
 - Reduction in the number of data breaches, audits, and fees.

With Infoblox DDI minimizing outages, interviewees’ and survey respondents’ organizations were able to maintain operations more consistently, improving productivity and preventing costly impacts of unplanned downtime.

Improved processes for mergers and acquisitions (M&A). Infoblox DDI provided organizations with a single pane of glass to centralize IPAM data while automating core network services. The majority of commercial organizations that reported time savings navigating the aftermath of M&A experienced up to 15% labor savings per person per week from improved processes with Infoblox DDI.

TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: “The Total Economic Impact™ Of Infoblox DDI,” a commissioned study conducted by Forrester Consulting on behalf of Infoblox, October 2023.

STUDY FINDINGS

While the value story above is based on one interview and 18 survey respondents from commercial organizations, Forrester interviewed five customers and surveyed 34 customers at organizations with experience using the Infoblox DDI, combining the results into a three-year financial analysis for a composite organization. Risk-adjusted present value (PV) quantified benefits for the composite organization include:

- Up to 18% legacy infrastructure savings from moving to a consolidated environment.
- A 15% improvement in system availability, mitigating the costly impacts of unplanned system downtime.



Return on investment (ROI)
346%



Net present value (NPV)
\$8.75M

Appendix A: Endnotes

¹ Total Economic Impact is a methodology developed by Forrester Research that enhances a company’s technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

DISCLOSURES

The reader should be aware of the following:

- The study is commissioned by Infoblox and delivered by Forrester Consulting. It is not meant to be a competitive analysis.
- Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in Infoblox DDI.
- Infoblox reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester’s findings or obscure the meaning.
- Infoblox provided the customer names for the interviews but did not participate in the interviews.

ABOUT FORRESTER CONSULTING

Forrester provides independent and objective research-based consulting to help leaders deliver key outcomes. Fueled by our customer-obsessed research, Forrester’s seasoned consultants partner with leaders to execute their specific priorities using a unique engagement model that ensures lasting impact. For more information, visit forrester.com/consulting.

© Forrester Research, Inc. All rights reserved. Unauthorized reproduction is strictly prohibited. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change. Forrester®, Technographics®, Forrester Wave, and Total Economic Impact are trademarks of Forrester Research, Inc. All other trademarks are the property of their respective companies.

FORRESTER®