

# Q&A WITH CRICKET LIU

CHIEF DNS ARCHITECT, INFOBLOX



Cricket Liu is Infoblox's Chief DNS Architect and serves as a liaison between Infoblox and the DNS community. He previously worked for HP for nearly 10 years, where he ran hp.com, one of the largest corporate domains in the world, and helped found HP's Internet consulting business. Cricket later co-founded his own Internet consulting and training company, Acme Byte & Wire. After Network Solutions acquired Acme Byte & Wire and later merged with VeriSign, Cricket became director of DNS Product Management.

## Q) WHY DID YOU JOIN INFOBLOX?

**A)** I joined Infoblox nearly 14 years ago when the company was located in a small office space above a Taekwondo studio, with only a few employees. It was interesting to be around and see the arc of development of the company over a long period of time. I've had the opportunity to see many smart

people contribute to the success of the company, which is now over 800 employees.

One of the biggest milestones was when our former CEO joined because he really changed the character of the company, and through his leadership we were propelled towards an eventual IPO.

## Q) WHAT DIFFERENTIATES INFOBLOX?

**A)** We have a tremendous pedigree and our engineers are some of the best. These things, paired with a rock solid product, make us stand out in the market. The niche market that we started in was DNS and DHCP and at that point it wasn't a big niche, so I believe that a lot of this industry was carved out by Infoblox.

Building on almost twenty years of industry experience with DNS, DHCP, and IPAM services, Infoblox has developed the Actionable Network Intelligence Platform. This platform goes beyond DDI to enable organizations to harness insights derived from the rivers of core services data moving through their networks to enhance all aspects of management, security, agility, and cost control.

Recently, within the last few years, Infoblox has been pushing the idea that your DNS and DHCP infrastructure can be a security asset. DNS servers can be intelligent about queries that they answer and are able to identify infections and malicious activity, which is a dramatic change in how we view the capabilities of DNS servers.

## Q) WHAT DRIVES INFOBLOX?

**A)** The network is the connective tissue of today's IT infrastructure and is critical to the success of any organization—more essential and also more vulnerable than ever. DDI services—DNS, DHCP, and IP address management—are mission-critical. Yet managing and securing them is getting harder as networks become bigger and more complex. We are dedicated to simplifying network control and to using the invaluable data generated by core network services and threat intelligence to deliver actionable network intelligence.

## Q) HOW DOES INFOBLOX HELP CISOS?

**A)** Many of the conversations we have with CISOs are along educational lines, since some CISOs do not fully realize DNS can be a security asset. We help them see that DNS may actually play as part of their security ecosystem. We are still evangelizing and showing CISOs how we can do things like identify infections or malicious activity, how we feed SIEMs and how we interoperate with solutions like Qualys and FireEye.

## Q) WHAT PLANS FOR GROWTH DOES INFOBLOX HAVE?

**A)** A large part of what we are doing in addition to security is cloud-based services. Infoblox solutions for cloud provide automated core network services for virtual machines in the datacenter to improve IT agility, enable faster time to service, and reduce operating costs.