

 **iHeartMedia** + **digicert<sup>®</sup>**

# **iHeartMedia automates DNS management with DigiCert<sup>®</sup> UltraDNS**



**Customer Story**

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## Executive summary

**Company name:** iHeartMedia

**Industry:** Media and Entertainment

**Headquarters:** San Antonio, Texas

**Key business requirements:**

- Improve operational efficiency through DNS automation
- Support a scalable, infrastructure-as-code approach
- Enhance DNS reliability and operational resilience

**Solution:**

- DigiCert UltraDNS

**Key outcomes:**

- Streamlined DNS management through automation
- Improved operational consistency and change control
- Enhanced DNS resiliency through support for secondary DNS configurations

## Requirement

### Modernize DNS management through automation

iHeartMedia operates a diverse portfolio of digital properties and services that require reliable DNS infrastructure and efficient operational processes. Harish Nagaraj, Vice President of Cloud and Site Reliability Engineering, leads the team responsible for supporting cloud-based infrastructure and applications across the organization.

As the business continued to evolve, the team sought a more automated approach to DNS management. Existing processes required significant manual administration, creating operational overhead and limiting efficiency. The organization wanted a solution that would better support infrastructure-as-code practices and integrate with modern DevOps workflows.

"We wanted to move toward a more automated model that aligned with how we manage the rest of our infrastructure," Harish explained.

## Solution

### DigiCert UltraDNS supports automation and operational resiliency

In the media industry, where downtime translates directly to lost listeners and advertising revenue, "good enough" DNS is not an option. DigiCert UltraDNS provides DNS services that integrate with iHeartMedia's existing infrastructure and operational practices. By incorporating DNS management into automated workflows, the team can manage DNS changes using the same processes and controls applied to other infrastructure components.

UltraDNS provides the isolation and replication capabilities required to maintain a "primary-secondary" philosophy. This ensures that if one provider faces a regional disruption or DDoS attack, the other is ready to take over without any manual intervention.

The implementation was straightforward, allowing the team to quickly integrate UltraDNS into its environment and begin managing DNS through code-based workflows. "The onboarding experience was very smooth, and we were able to incorporate the platform into our existing workflows quickly," said Harish.

UltraDNS supports iHeartMedia's operational resilience objectives and aligns with its requirements for reliable DNS services. This helps support continuity objectives and provides additional flexibility in managing DNS services. Since deploying the solution nearly five years ago, iHeartMedia has maintained uninterrupted DNS operations, helping ensure a consistent experience for users. "The reliability has been excellent," Harish shared.

## Advancing infrastructure-as-code practices

Using the UltraDNS Terraform provider, iHeartMedia incorporated DNS management into its broader infrastructure-as-code strategy. DNS records can now be created, updated, and managed through automated processes rather than manual changes.

The team has also integrated DNS workflows into existing change-management practices, helping improve consistency, visibility, and governance around DNS updates.

"The ability to manage DNS through automation is a very important capability for our team," Harish noted.

By reducing manual effort and standardizing processes, the team can focus more time on strategic initiatives while maintaining operational controls.

## Simplifying administration and visibility

UltraDNS provides administrative capabilities that align with iHeartMedia's security and access-management requirements, including support for single sign-on (SSO) through SAML. This allows the organization to manage access using existing identity-management processes.

The platform also offers reporting and visibility features that help teams monitor DNS operations and maintain awareness of service activity.

For iHeartMedia, these capabilities contribute to a more streamlined operational experience while supporting future growth and evolving business needs.

## Looking ahead

DigiCert UltraDNS remains an important component of iHeartMedia's DNS management strategy. Through automation, integration with existing workflows, and support for resiliency objectives, UltraDNS helps the organization manage DNS more efficiently and consistently.

**Learn how DigiCert UltraDNS can help your organization simplify DNS management and support operational resiliency.**

## About DigiCert

DigiCert is a global leader in intelligent trust. We protect the digital world by ensuring the security, privacy, and authenticity of every interaction. Our AI-powered DigiCert ONE platform unifies PKI, DNS, and certificate lifecycle management to secure infrastructure, software, devices, messages, and AI content, agents, and models. Learn why more than 125,000 organizations, including 90% of the Fortune 500, choose DigiCert to stop today's threats and prepare for a quantum-safe future at [www.digicert.com](http://www.digicert.com).

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