

PRODUCT OVERVIEW

Dyn Managed DNS

Almost every organization in the world relies on the Internet in some form or fashion to conduct daily business with customers, prospects, users, members, and more. It's a proven fact that website outages or slow website performance has a negative effect on revenue, reputation, and customer retention.

Avoid the burden of poorly performing websites and outsource the heavy lifting of your web traffic management needs to **Dyn Managed DNS**.

This is why.

Website performance starts with DNS (aka the Domain Name System). For anyone that enters a URL like `www.linkedin.com` into a browser, that first interaction is to a DNS server that connects the site URL to its IP address of `216.52.242.86`. In milliseconds, the user is connected, and their user experience begins.

But that's just the beginning.

Many sites require multiple DNS lookups to completely load everything from images, audio, video, ads, and even social sharing buttons. DNS is one of the most critical pieces of your infrastructure to ensure all this content loads quickly, so the end user can view your site and accomplish what they originally set out to do.

Along with availability and performance, a managed DNS service is also the first line of defense against Distributed Denial of Service (DDoS) attacks. In 2012, there was an increase of 53% in these attacks, but as a premium provider of managed DNS services, Dyn has architected a global IP anycast network designed to withstand these threats by building protection into its network at every layer.

This ensures your DNS is always operational, responding to lookups, updating records as necessary, and allowing you to make quick and rational decisions to keep your web site operational.

Dyn users can be found in 242 countries and territories. In total, Dyn has served over 13 million users worldwide.

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So how does Dyn Managed DNS work?

Dyn Managed DNS is a global IP network, consisting of nearly 20 existing data centers and connectivity from a mix of Tier 1 Internet Service Providers (ISPs). The network has been split into two diverse constellations (A and B) to provide active/active failover in the event of catastrophic failure.

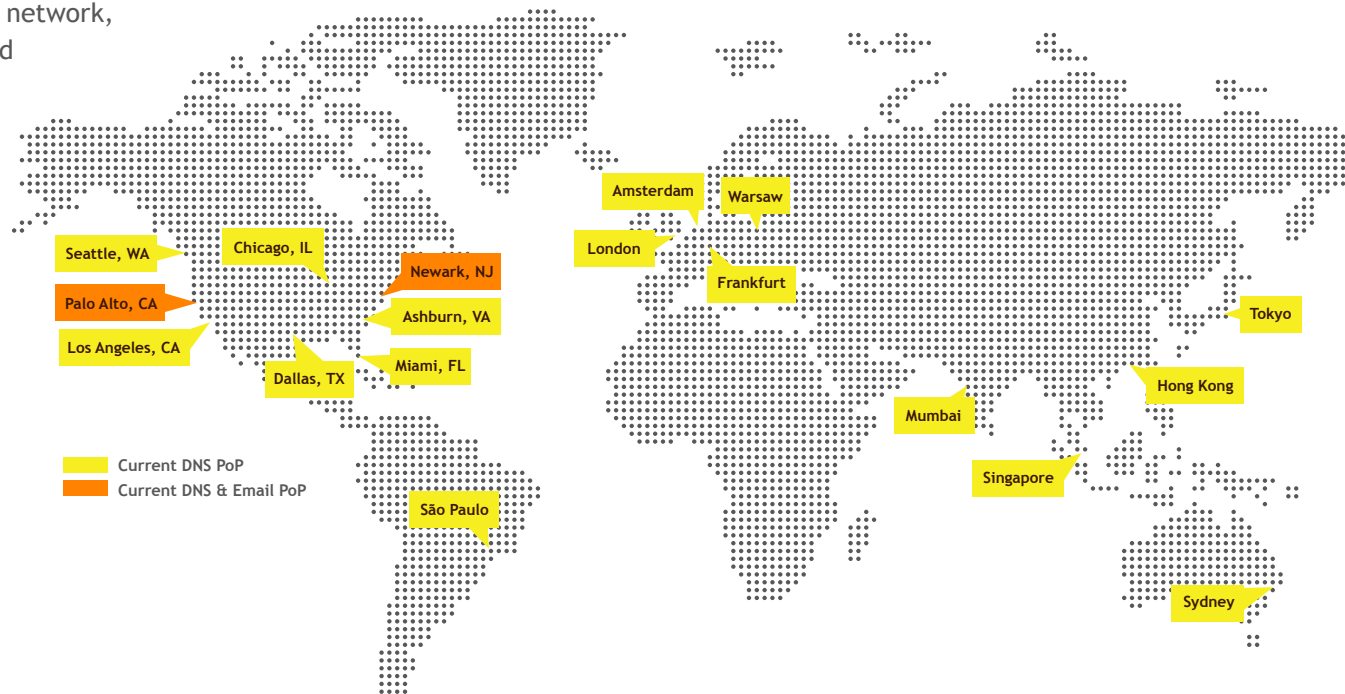
Within each constellation, Dyn distributes traffic to multiple data centers, providing global active-active load balancing using the anycast routing technique. This network allows Dyn to offer its customers an industry-leading level of service and reliability.

Dyn's growing network spans the globe from the shores of Seattle to the bright lights of Los Angeles to the growing Sao Paulo, Brazil, to the majesty of London to the amazing Tokyo to the banks of Sydney. We have many others that exist today and even more that will exist tomorrow.

Along with a high performing, highly redundant network, Dyn features the best in-house expertise needed to effectively and efficiently manage that network. From our Chief Architect to our engineering team, Dyn's people not only are involved in the web speed and performance industry, but help drive change and adoption of new practices throughout that industry. DNS will always be part of Dyn's DNA.

Why would you outsource managed DNS?

Managing DNS internally requires a capital investment in hardware and software for your data centers regardless of location. It also requires hiring staff with DNS expertise and



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bearing ongoing operational costs like power, cooling, rackspace, and hidden costs. Anycast is a very complex technology to properly implement and maintain, and is becoming a requirement for any DNS network focused on performance and redundancy.

The outsourced approach eliminates those high upfront expenditures and lowers the ongoing expense of DNS management.

Dyn Managed DNS Benefits & Features:

High performing

Dyn's global anycast network has 18 points of presence (POPs) including India, Brazil, Hong Kong and throughout Europe, assuring high availability, low latency, and a superior user experience for your site visitors.

Cloud based

Dyn Managed DNS is delivered as a service. There is no need to buy hardware, install software, or hire more IT personnel. It addresses all of your current and future DNS needs including handling of DNSSEC, IPv6, an easy-to-use management portal, advanced logging and reporting and more -- all with the lowest cost of ownership.

Traffic management expertise

Thanks to our unique vantage point on the Internet on technology such as anycast, Dyn is able to use geolocation and respond to DNS lookups differently based on what part of the world a DNS query originates from. This is part of an advanced feature set called **Traffic Director**, allowing you to shape how traffic reaches your infrastructure with built-in methods such as high availability, ratio load balancing, and geolocation load balancing.

You can mix different types of endpoints from your own data centers, content delivery networks (CDNs), elastic load balancing services and more to ensure maximum uptime and performance for your site no matter where in the world your users are located.

We have the experts

Dyn backs our Managed DNS solution with unparalleled DNS domain expertise, extreme system scalability and 24x7 customer support, all helping power industry-leading web speed and uptime for over 10 years.

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We're ready for disasters

Potential natural disasters affecting data centers range from accidentally cut fiber optic lines to hurricanes. Outsourcing DNS is part of a sound disaster prevention strategy.

Security against the bad people

Unfortunately, hacking and distributed denial of service (DDoS) attacks are serious threats to your organization's online presence. Leverage Dyn expertise in DNS security to maintain business continuity.

Our API integration is the best

With SOAP and REST APIs, enable the full integration and automating of tasks needed with your account, zones, and DNS records.

In-depth reporting

Dyn Managed DNS includes both QPS reports and Changeset reports, providing more insight into your site's incoming traffic.



Ensure uptime with Dyn Managed DNS now!

Curious about how your website or application could benefit from using our services? Let's start the conversation.