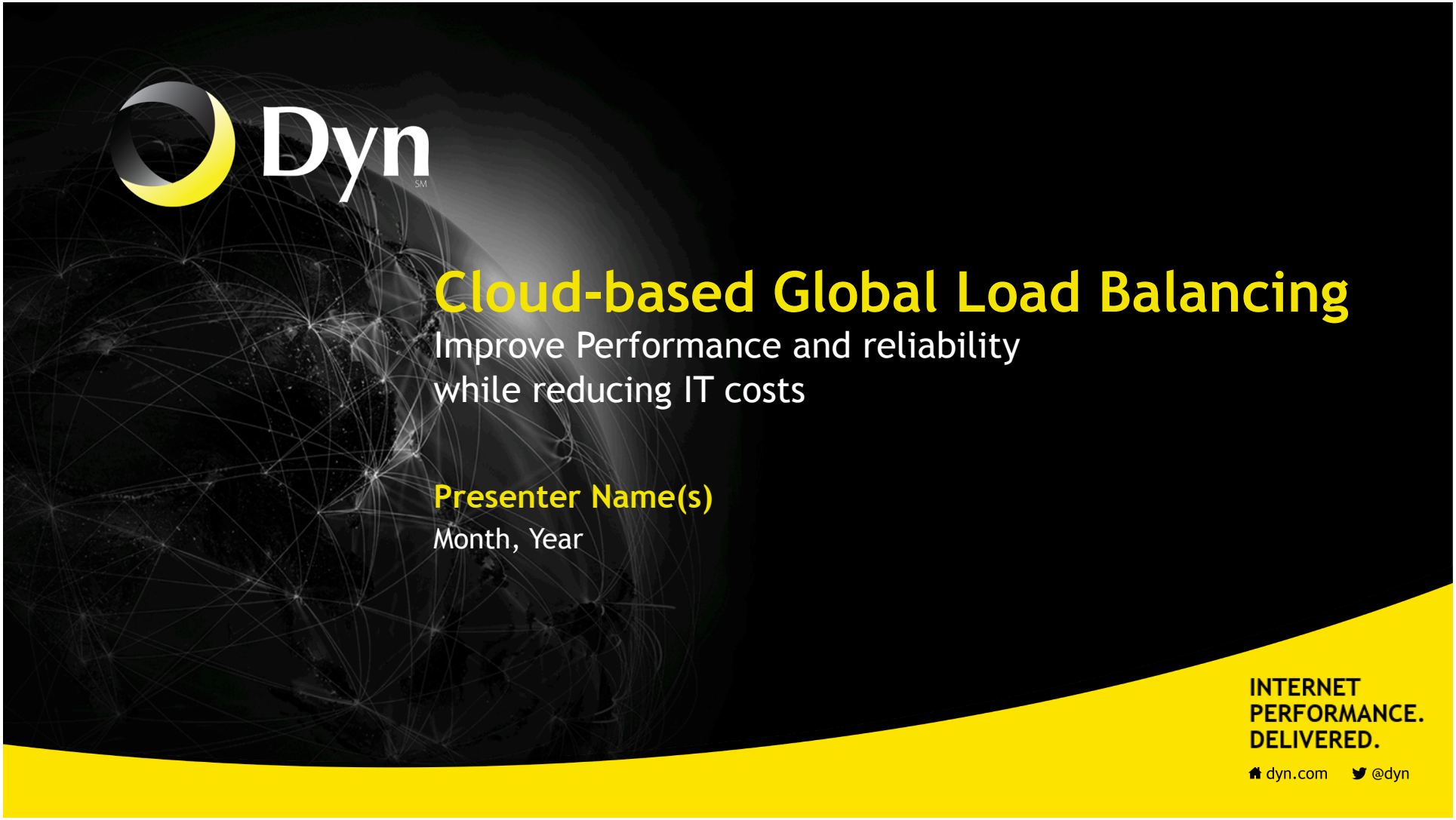

Cloud-based Global Load Balancing

Improve Performance and reliability while reducing IT costs

Presenter Name(s)

Month, Year

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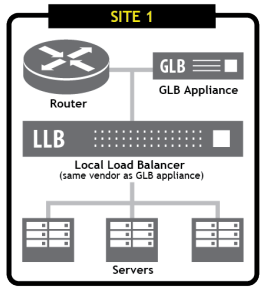
The Right Tool For The Right Job



Local Load Balancer:

- Great for routing requests within the data center
- Layer 7 application decisions and security
- Insights into server performance and availability

Cloud-based Global Load Balancer:

- Leverages the Intelligence from “Internet” cloud
- Positioned outside of local load balancers and data-centers
- Improves Performance
- Ensures high availability by routing around outages
- Facilitates data center expansion and maintenance
- Seamlessly allows Integration with Cloud Providers
- Maintained by DNS & DDoS Experts

Cloud Load Balancing: Performance

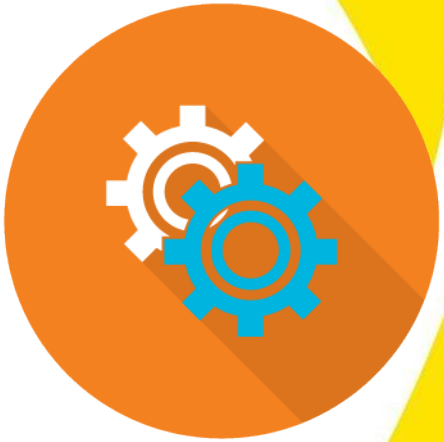
- Anycast network routes visitors to the closest POP the first time
- Geolocation ensures customers interact with optimal endpoint (data center, CDN, etc.)
  - BGP routing maintained by Cloud DNS Provider
- Multiple Tier-1 Transit maintained by Cloud DNS Provider
- Leverage globally distributed, multi-POP network

Cloud Load Balancing: High Availability

- Worldwide Anycast network routes only to available POPs
- Separate your Global Load Balancers from your endpoints
- Monitor endpoint (data centers, CDN, etc.) health from multiple locations
- Visibility into optimal routes
- Route traffic around planned outages during routine maintenance
- 24/7/365 network monitoring by DNS experts
- DNS-Level DDoS Expertise
- Redundancy at all levels (POPs, transit, routes)

Cloud Load Balancing: Maintainability

- No hardware / software installation or configuration
- Service updates performed by DNS experts
- Flexible, faster re-routing of traffic during planned outages
- Facilitates global expansion
- BGP Routing managed by provider



Cloud Load Balancing: Reduce IT Costs

- CapEx – hardware and software licenses
- OPEX – space, power, bandwidth
- OPEX – installation and configuration, maintenance, SW upgrades
- OPEX – expertise, operation staff, DDoS mitigation
- Opportunity cost of IT staff focus