



Internet Intelligence

Monitoring the Health of Your Internet
infrastructure

Presenter's Name(s)

Month Day, Year

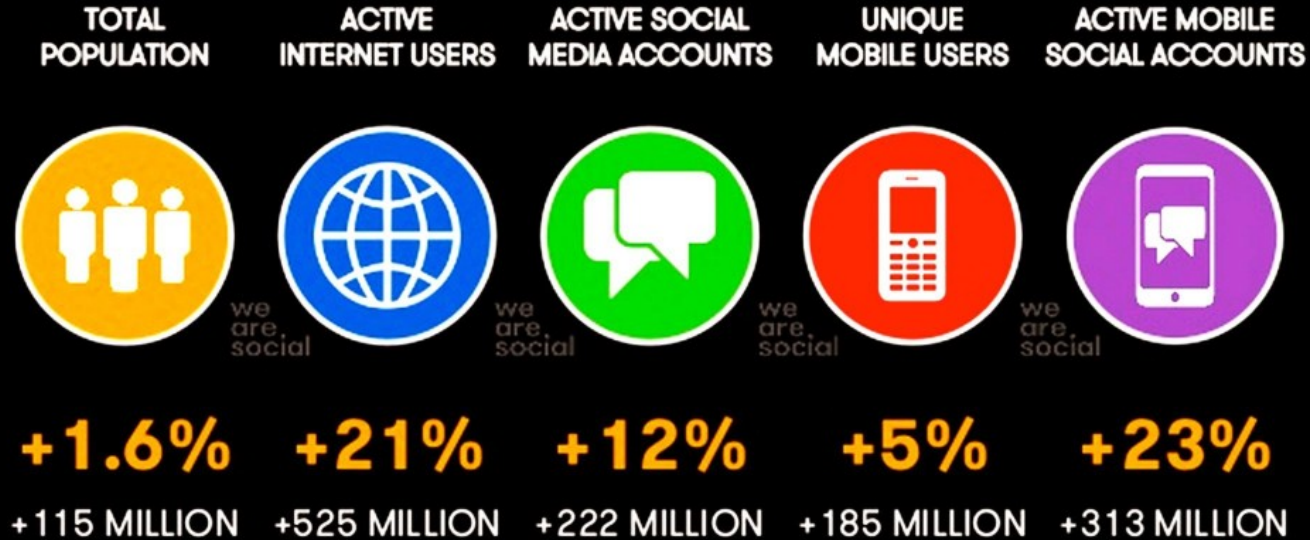
INTERNET
PERFORMANCE.
DELIVERED.

 dyn.com  @dyn

Dyn Delivers Internet Performance Solutions for Growing Internet Demand



Internet Usage Growth in 2014

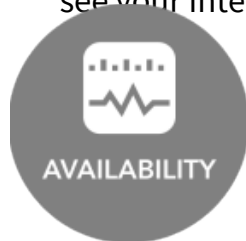


SOURCE: Wikipedia Interactive Live Stats

The Internet is Dynamic & Business Impacting

Internet Intelligence is Necessary for Performance

- Dyn's Internet Intelligence provides the data and measurements to really see your Internet Performance



AVAILABILITY

Know if your customers can see your services up and running



REACHABILITY

Know if your customers can get to your Internet assets



PERFORMANCE

Know if your Internet assets are meeting your performance expectation

S



Internet Intelligence – A New View of the Internet

- Tells you how your online infrastructure is performing
- Tells you in real-time when something breaks
- Tells you how to plan Internet Infrastructure improvements & expansion

- **Very Easy to set up with self discovery**
- **Immediately valuable graphical information on recent historic cloud and CDN performance**
- **Combined single view of cloud, CDN and**

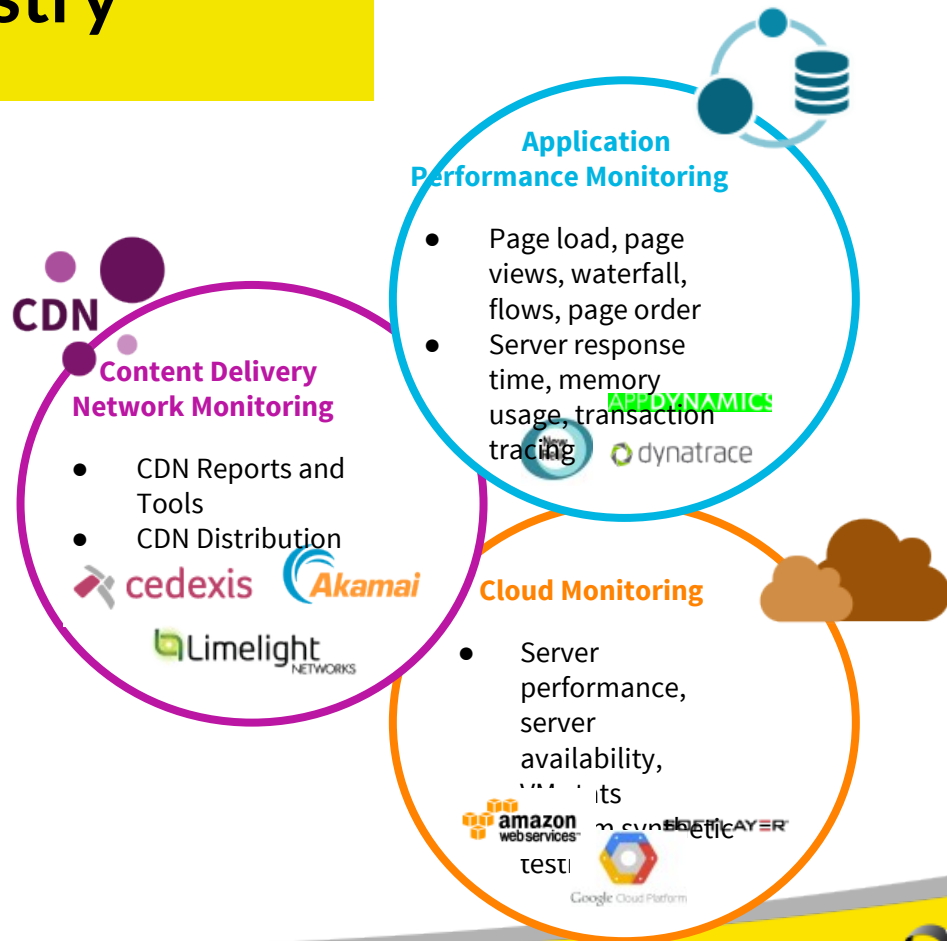


A Complement to Industry Tools

Tools today ...

- Can be an important part of your management portfolio
- Great for managing within the cloud/CDN/app service
- Totally focused on one technology, typically one vendor

... But NOT looking at the Internet outside of their control – Who is?



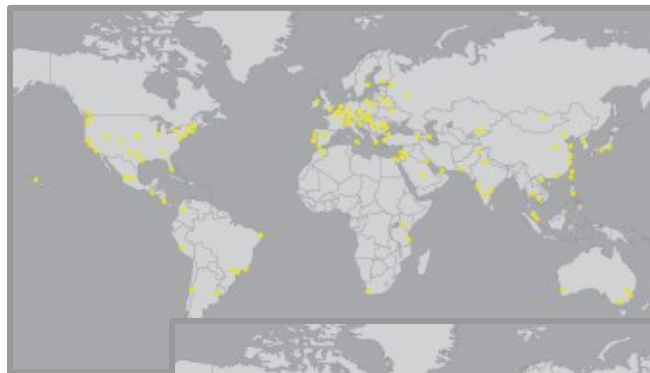
How is II Different?

- Looking specifically at INTERNET performance between your customers and your Internet assets
- When combined with Traffic Management provides intelligence AND the ability to implement changes
- Consolidated, objective single view across all Internet assets
- Immediately valuable with historic data & real-time notifications
- Unique reachability measurement
- Performance measurement using Real User Monitoring data
- No HW or SW to install and no network changes required



Our Data is Key

- Data collection comes from hundreds of global vantage points from major cloud providers, CDN & transit companies
- Data covers all major worldwide market and the major ISPs at each market
- Data is collected directly and within or close to the source
- Data is collected, presented, and alerted in real-time
- Data is screened and regularly cleansed for accuracy



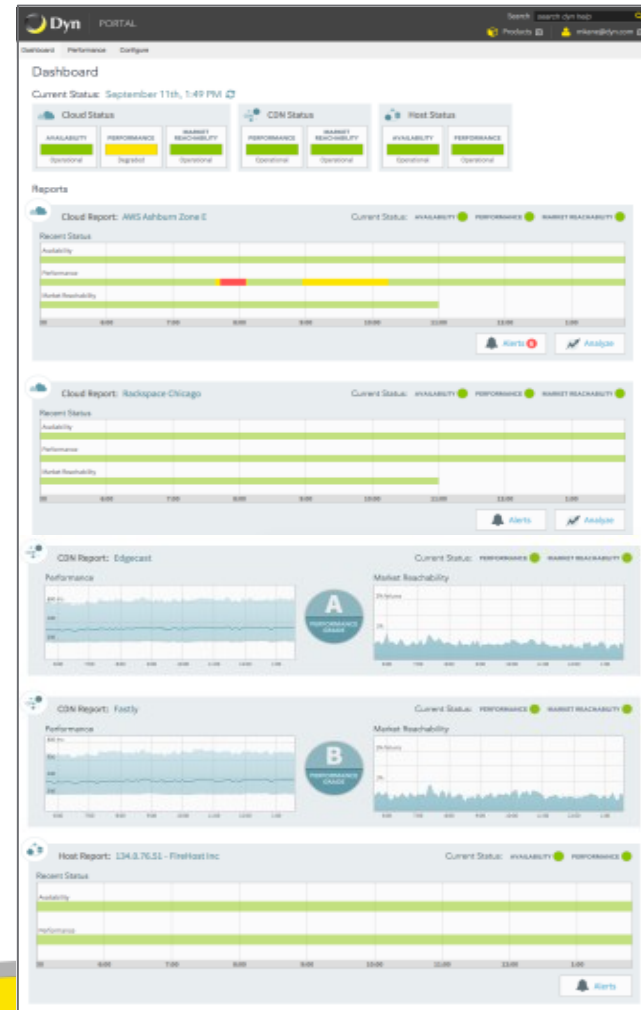
Internet Intelligence Capabilities

Current Features:

- Full, Interactive, realtime dashboard with color coded status of availability, reachability and performance for Cloud Providers, CDN, and Hosting Centers
- Clickable, Realtime alerts for root cause analysis
- Cloud provider and location performance modeling
- CDN relative performance ratings

Coming soon...

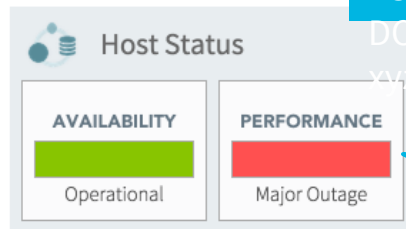
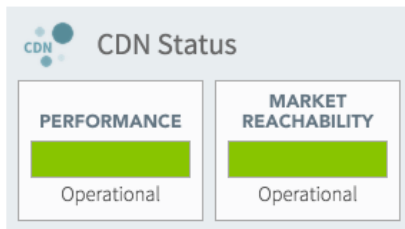
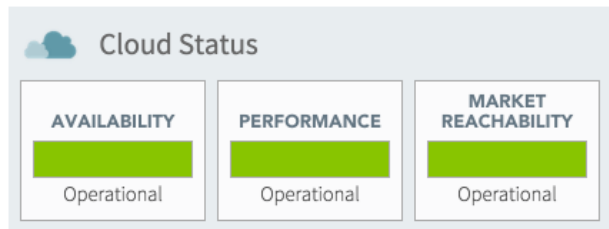
- Email alerts
- CDN market analysis
- IP Troubleshooting



A Brief II Example

Dashboard

Current Status: September 8th, 2:39 PM ↻



111.1.11.11 –
XYZ.com.
ASSOCIATED

Dashboard
indicates an
issue at your
host location or
host

Alerts

Alert Type	Start Time	End Time	From	To
Performance (latency)	1:48 PM	Ongoing	Softlayer London	168.1.28
Performance (latency)	1:48 PM	Ongoing	Digital Ocean London	168.1.28
Performance (latency)	1:48 PM	Ongoing	Digital Ocean Amsterdam	168.1.28
Performance (latency)	1:49 PM	Ongoing	AWS Frankfurt Zone B	168.1.28
Performance (latency)	1:49 PM	Ongoing	Softlayer Frankfurt	168.1.28
Performance (latency)	1:49 PM	Ongoing	Softlayer Amsterdam	168.1.28
Performance (latency)	1:49 PM	Ongoing	Softlayer Paris	168.1.28
Performance (latency)	1:49 PM	Ongoing	AWS Sao Paulo Zone B	168.1.28
Performance (latency)	1:49 PM	Ongoing	AWS Sao Paulo Zone C	168.1.28
Performance (latency)	1:49 PM	Ongoing	AWS Frankfurt Zone A	168.1.28
Performance (latency)	1:49 PM	Ongoing	AWS Sao Paulo Zone A	168.1.28

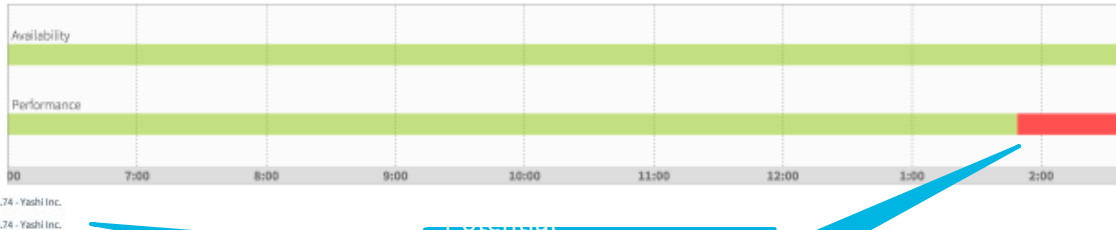


Host Report Details: 111.1.11.11 – XYZ Corp

September 8th, 2:39 PM

Current Status: AVAILABILITY ● PERFORMANCE ●

Recent Status



Potential
performance
problems from
your Data Center
to SE Asia

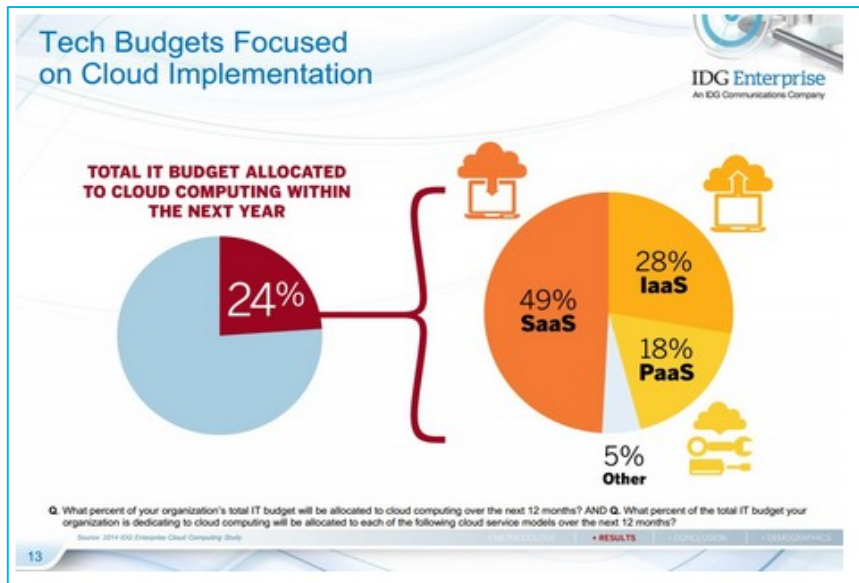
A Clear Return on Investment

Percentage of Spend

- Average IT spend in 2014 for small to medium enterprise was \$400K US*
- Spend for cloud & CDN was 28% or \$112K
- At list II is 5-10% of spend

Mitigation

- Average cost of downtime is \$163K**
- Cloud & CDN services average 3 Hours of outages per year
- If II can mitigate 50% of outage time, \$240K+ is saved, an ROI of less than 1 month.



* IDG Enterprise, 2014

** Aberdeen Group, 2015

Internet Intelligence Summary

- Manage/Deploy your cloud vendors accurately
- Early identification of issues
- Root Cause analysis of problems and effects
- Plan options/mitigations using your infrastructure or know what to add

- **Free 7-Day trial to see the solution**
- **Full walk thru and consultation with Dyn experts**
- **Start using immediately to see what's**



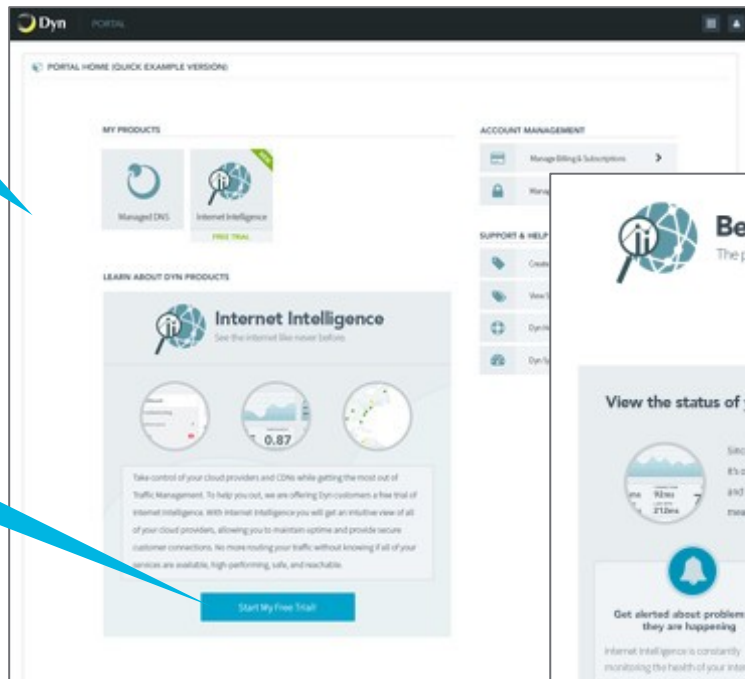


PRODUCT REVIEW

Portal View for Current Customers Trials

Main Page

Click here to learn more



Begin Your Internet Intelligence Trial

The perfect complement to Traffic Management.

Start My Free Trial

Start the trial

View the status of your cloud providers, CDNs, and data centers all in one place.



Since you get your cloud services from different vendors, you have various tools to manage those services and it's often difficult to use them together. This makes determining where performance problems are happening and how to fix them nearly impossible. Internet Intelligence provides a single dashboard that allows you to measure the health of your Internet infrastructure to isolate the problem and pick the right solution.



Get alerted about problems as they are happening

Internet Intelligence is constantly monitoring the health of your Internet infrastructure, which means that you get alerted the instant a problem arises. Drill in to find the root of the issue and to the problem before your customers ever notice.



Ensure the availability of your assets

Through the main dashboard, you can see if any of your cloud-based services, CDNs, or data centers are visible (or not) on the Internet. You can also see if any service, which may be up and available, is in fact unreachable by your customers due to other circumstances.



Boost Your Performance with Insights into Your Routes

Internet Intelligence will provide real-time dashboard alerting when routes rise above expected performance thresholds for cloud providers, CDNs, and data centers. This allows you to identify the cause of the issue so that you can make educated changes for better performance.

Setting Up The Customer Portfolio

Self
Discovery
and Setup



To begin, let's set up your portfolio

We will attempt to locate assets related to your domains. Don't worry, you'll have a chance to enter more domains if you need to.

☒ Also include known subdomains in my asset search

- Customers can do this themselves with Dyn
- Customers will put in main URL (.com)
- Product will discover Internet Assets
- Customers verify portfolio
- Selected assets will appear on the dashboard
- Customer can modify portfolio later

or



Portfolio Configuration

YOUR DOMAINS

2 Domains, 4 Subdomains

- ☒ SomeAddress.com
 - ☒ sub.SomeAddress.com
 - ☒ sub.SomeAddress.com
 - ☒ sub.SomeAddress.com
 - ☒ sub.SomeAddress.com
- ☒ AnotherAddress.com

Cloud, CDN &
Data Centers

YOUR ASSETS

Cloud Instances

Monitoring On ● ●

AWS - Southeast - US

ASSOCIATED ZONES:
dvr.it, dvr.com, dvr.org, dvr.net

AWS - Northwest - US

ASSOCIATED ZONES:
dvr.it, dvr.com, dvr.org, dvr.net

CDN Instances

Cloudflare

ASSOCIATED ZONES:
dvr.it

Level(3)

ASSOCIATED ZONES:
dvr.it

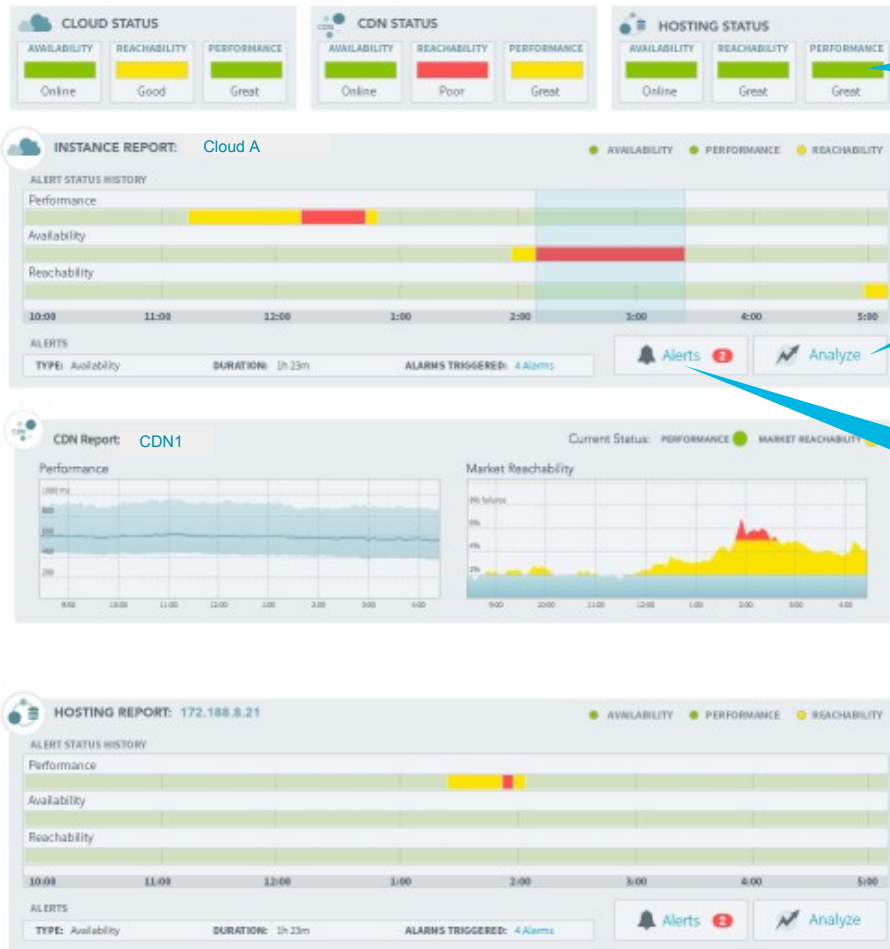
Hosting & Datacenters

192.158.34.1

ASSOCIATED ZONES:
dvr.net

Dashboard

Selectable 8-Hour History



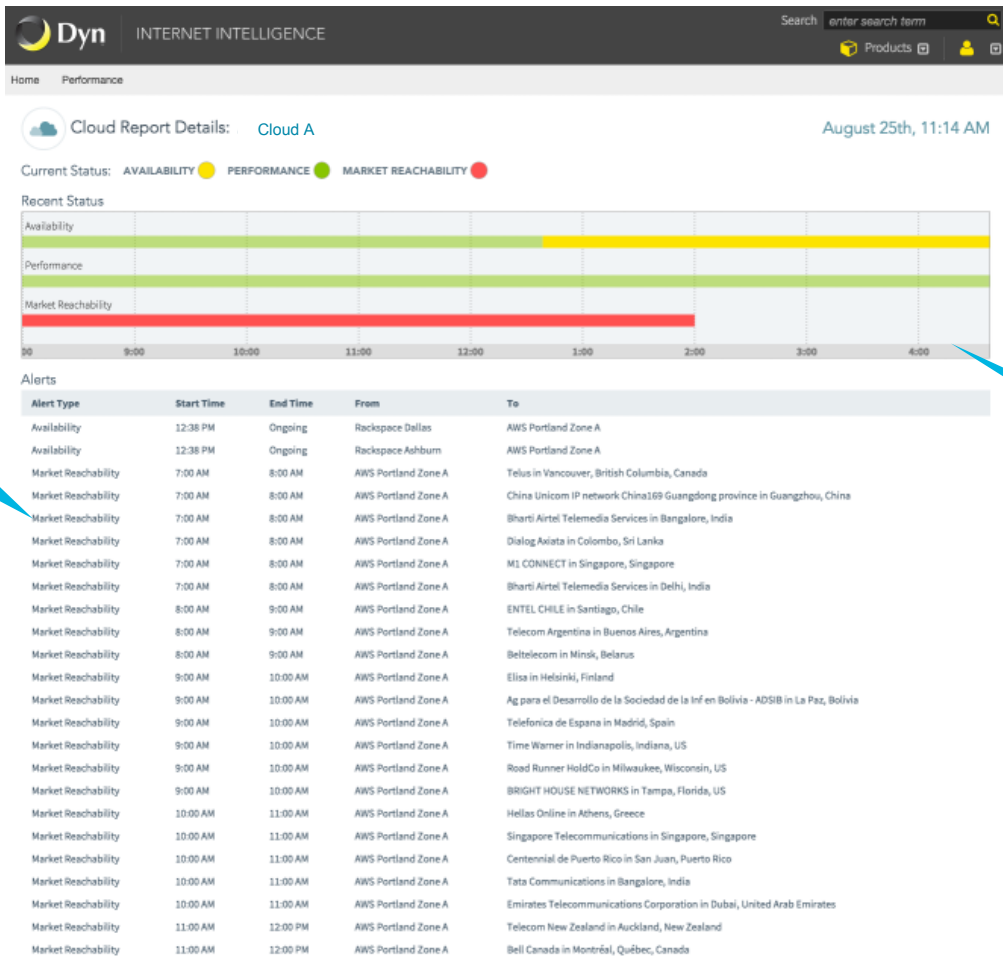
Interactive Color-Coded Status Bar

Click for troubleshooting

Click for detailed alerts

Alerts

Alert Details

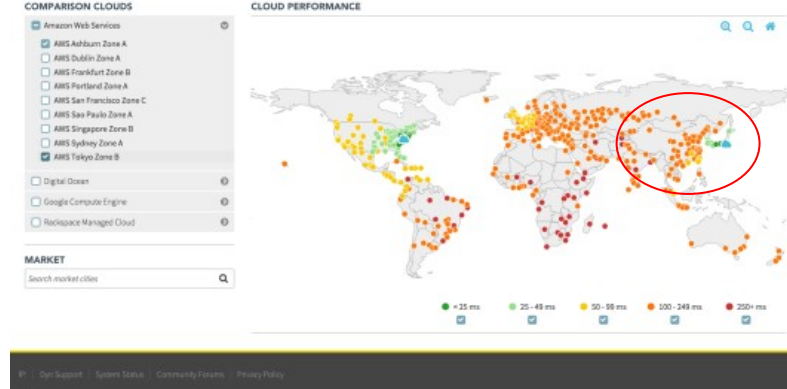
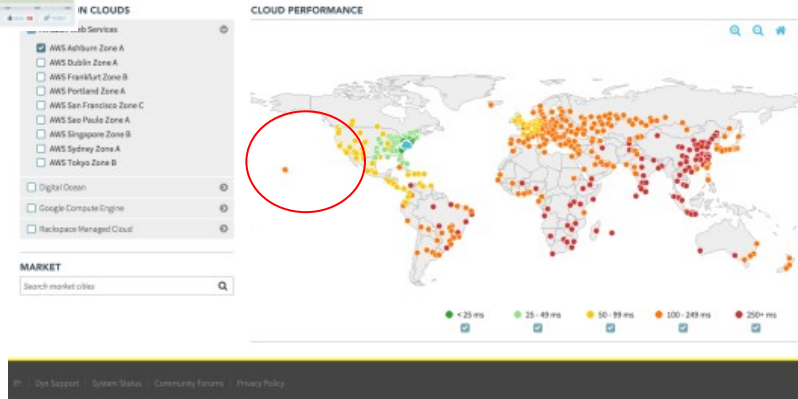


Alert Summary

Cloud Analysis Performance Example



Analyze latency improvements



CDNs

Monitored



Cloud Providers Monitored



SOFTLAYER®



Google Cloud Platform

