PRODUCT OVERVIEW

Dyn Traffic Director

Built on Dyn's global infrastructure, Traffic Director is the top choice for those that want full control over their web traffic and the most out of their data centers, ensuring end users around the world get to their destination quickly.

Why is Traffic Director important for businesses that live online?

Traffic Director is essential for any organization that depends on their website for business continuity, whether it is engaging with prospects, customers, users, or members. Website availability and performance have a direct effect on revenue, costs, and customer satisfaction. Traffic Director scales to address the needs of organizations with a national or global presence.

In either case, the ability to reliably route your traffic to the best data center on your network provides a faster, more engaging user experience.

Traffic Director is a managed DNS solution that enables the weighted distribution of application load between global data centers, cloud providers, or your existing content delivery networks (CDNs). Traffic that visits your site is distributed among a number of endpoints all over the world to help lower latency and reduce dropped requests.

That means less people leave your website in frustration due to sluggishness/no response which, in turn, is great for you.

What is Traffic Director comprised of?

Traffic Director is made up of three advanced DNS features: High Availability, Ratio Load Balancing, and Geolocation Load Balancing.

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PRODUCT OVERVIEW

High Availability (HA)

More than just managed DNS, High Availability ensures that your site or application always is available in case there's a problem at one of your data centers or servers. Plain and simple, High Availability is about pure uptime.

When an outage is detected, Dyn automatically reroutes your traffic to a pre-configured alternate endpoint like a data center, content delivery network (CDN), or elastic load balancing (ELB) service. The possibility of site downtime is drastically reduced and recovery time is faster. There are no manual changes to make and you don't have to detect the problems first. With HA, everything is automated, leaving you to address issues in the background while your site remains available.

We have three dedicated health monitoring locations worldwide where we look as quickly as every minute for a specific criteria you set up. If there's an issue, we get an error notification and then put into place the failover actions that you set up.

HA

Automatically reroute traffic from a failed data center to a working one.

Ratio Load Balancing (RLB)

Assuring site availability is only the first step in improving site performance, as Ratio Load Balancing will enable you to reduce latency and provide your website visitors an improved user experience.

Dyn helps you get the most out of multiple data centers and servers that you're already paying for by giving you more value and more capacity for your website. Balance your traffic load between servers and data centers, not just when there's an issue. This means faster load times depending on what variables you set up.

As you scale and add additional servers and data centers, you can balance the ratio between those as well. RLB is ideal for websites that are on the rise with their traffic, and especially ones prone to large spikes in traffic. Don't wait to be over capacity on one server or have an outage. Balance from the beginning with RLB.

RLB

Distribute traffic evenly across mutiple endpoints.

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PRODUCT OVERVIEW

Geolocation Load Balancing (GLB)

This is the ultimate in web traffic management: the big daddy, the whole enchilada, nachos and burrito of our advanced traffic management solution. DNS queries are routed based on location, each endpoint's real time performance, and other factors such as language, enabling the most granular targeting of site traffic available today.

An example: if your end users are in Europe, they should be directed to the closest data center to them. Carve out your worldwide traffic in your own regions, and direct where you want them to go based on where they live.

Get granular on country/province/state, and set up complex failover scenarios. What if your London data center goes offline...where should that traffic go? Should you have a special configuration for anyone in China? US East Coast vs. US West Coast? Uptime and performance is the key, and Geolocation Load Balancing helps you solve this difficult challenge.

More Benefits & Features:

Low latency around the world

To allow for low latency globally, Dyn's 18 Points of Presence (POP) anycast network is designed to ensure very low latency on any DNS lookup, enabling Traffic Director to return responses based on geolocation data with as low latency as possible.

Industry-leading expertise & support

Dyn backs Traffic Director with unparalleled DNS domain expertise, extreme system scalability, and customer support. We keep current with the latest DNS technology (IPv6, DNSSEC, etc.) so you don't have to. Our 24/7 customer service team are always available to help via phone, email, or online.

Cloud-based technology

Delivered as a service, Traffic Director manages all aspects of your DNS without you having to buy hardware, install software, or hire more IT personnel.

GLB

Manage traffic geographically for more granular control over where and how users access your site.

Start using Traffic Director today!

If you are currently a Dyn Managed DNS customer, contact your account representative to upgrade.

Not currently a customer? Start delivering site content and applications faster and more reliably with Dyn.

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