

Managed DNS Service

World-Class DNS Service for Your Web-Enabled Business

It's Your DNS Connection

It's the difference between reaching your site and being denied. It's the difference between keeping your customers and losing them to the competition. Managing your DNS is not a glamorous job – but it is mission critical. DNS is essential to virtually every Internet transaction. We understand DNS and pay more attention to it than any other company on the planet.

Handling the entire DNS process is what we do better than anyone else. Based on knowledge and expertise acquired through years of operating backbone and server networks, we created the first fully fault-tolerant DNS infrastructure, providing both Primary & Secondary authoritative name services.

With the UltraDNS Managed DNS Service, you're able to offload system responsibility for your authoritative DNS while maintaining control and ensuring consistent, accurate resolution of all your Internet domains. UltraDNS Managed DNS Service provides a completely scalable solution capable of processing thousands of queries per second. As your company grows and your DNS requirements increase, we are there to support you. Unlike many Internet infrastructure products, the UltraDNS Managed DNS Service does not require new hardware or special software. And our support team ensures support 24/7/365 for an Internet presence that's available 24/7/365.

Managed DNS Service: Under the Hood

The UltraDNS Managed DNS Service is built on a global directory platform consisting of strategically placed network nodes spanning five continents. The nodes form an Oracle database-driven infrastructure that replicates globally in near real time, ensuring DNS requests are resolved with the very latest data.

Traditional DNS infrastructure has all DNS requests routed randomly. By contrast, the UltraDNS Managed DNS Service requests are routed to the nearest available geographic network node through IP ANYCAST and our proprietary technology. This type of geographic routing and redundancy ensures customers receive the quickest, most accurate DNS response all day, everyday. You need not worry about outage concerns for maintenance windows, resetting DNS during administration procedures, hardware failures or any other scenario. Your DNS is always available and always accurate.

An advanced, easy-to-use, secure, web-based management portal provides administration tools to keep your DNS environment accurate. Whether it's the addition of a new domain or customizing Time To Live (TTL) settings for a specific DNS resource record, the management portal provides controls to administer your DNS infrastructure easily and securely. The UltraDNS Management Portal is Secure Socket Layer driven requiring no special software other than a standard web browser.

KEY BENEFITS OF Managed DNS

- Increased DNS infrastructure security
- Increased site performance
- Increased customer satisfaction
- Increased e-commerce revenue
- No hardware or software updates
- No system maintenance required
- Reduced IT costs
- Global DNS infrastructure
- Simplified administration
- Quick and simple implementation
- 24x7x365 UltraDNS expert Support



The Managed DNS Comparison

	NeuStar UltraDNS	Traditional DNS Approaches
Software	Proprietary non-BIND Software.	BIND or BIND based.
Management Approach	Outsourced Service.	Do-It-Yourself or managed by ISP/ Web hosting company.
ROI	Increase traffic (revenue) to web site. Cost effective. Freedom from system maintenance and operating responsibilities. 100% uptime. Business Continuity assurance.	In-house DNS servers require corporations and e-businesses to deploy and maintain costly networks and servers themselves. Reduces potential profits due to lost/dissatisfied customers. Downtime can paralyze business.
Quality of Service	Customers always connect. Includes SLA with 100% Uptime Network Guarantee.	Customers usually connect. Does not include service level agreement. No SLA. "Best Effort" support.
Performance	Fastest customer connections. Users are directed to closest topological server. Using Oracle replication, DNS changes propagated in real time.	Round robin selection of DNS server. Changes "live" in as long as 24-48 hours, depending on server restore/refresh schedule and Intranet Service Provider (ISP).
Management Tools	The UltraDNS Management Portal provides web-based error-checking, user and administrative modes, and advanced historical reporting for customer/traffic analysis. Management Portal allows record level control of time-to-live (TTL) settings.	No GUI included - text only. Some third-party tools are available. Text-based tools are error prone and contain no Limited control of time-to-live (TTL).
Security	Built from the ground up to deliver secure and safe DNS service. UltraDNS does not allow access to server source code. Segregated recursive service eliminates DNS cache poisoning possibilities.	Both CERT and the SANS Institute have identified BIND as a top security vulnerability of the Internet. Prone to hijacking, spoofing, and viruses. When coupled with recursive services, DNS cache poisoning becomes a concern.
Scalability	Strategically placed network nodes, spanning five continents, supporting millions of domains.	Limited scalability. Limited by server memory.
Support	24x7x365 support. NeuStar owns hardware and software maintenance responsibilities.	No support included. User owns maintenance burden to install security, bug and upgrade patches

UltraDNS Powers:

Gap.com	Goodyear.com	Myspace.com	Friendfinder.com	Oracle.com
Bluefly.com	Petco.com	RitzInteractive.com	Coupons.com	Shopzilla.com
SonyMusic.com	SharperImage.com	TommyHilfiger.com	Ebags.com	Levis.com
HarleyDavidson.com	<i>....and thousands more</i>			



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