

Managed DNS Service

DNS is not a Game

In the highly competitive environment of online gaming, customers have many choices. While your website may offer customers the very best gaming experience, the customer experience begins before they even reach your site. If customers can't quickly and reliably access their favorite online game, they will soon find a new one. A critical but often overlooked component of the accessibility of your website is your DNS infrastructure, dropped DNS requests soon result in less visitors.

Your DNS infrastructure must be fast and reliable regardless of where the customer is located. It must have the capacity to seamlessly handle peak periods, but must not be a massive overhead on your business. It must be easy to administer as your site becomes more complex and dynamic, and propagate changes in near-real time. Finally it must be proactively monitored 24/7, as the online gaming world never stops.

With NeuStar's UltraDNS Managed DNS Service, you're able to offload system responsibility for your authoritative DNS infrastructure while maintaining administrative control. Unlike most other infrastructure solutions, the UltraDNS Managed DNS Service does not require new hardware or special software. Our intuitive web-based management portal offers increased management control and functionality, and our customizable failover, monitoring and notification features ensure effective network management. Combine these with 24/7 proactive monitoring of your online gaming world, and it's clear that NeuStar is dedicated to ensuring your customers get to your website with unprecedented reliability everytime - all the time!

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 routes all DNS requests randomly. By contrast, UltraDNS Managed DNS Service requests are routed to the nearest available geographic network node through IP Anycast and NeuStar's 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, and requires no special software other than a standard web browser.

KEY BENEFITS OF Managed DNS

- Increased DNS infrastructure security
- Increased impressions
- Faster page resolution times
- Improved click-through rates
- Increased customer satisfaction
- Increased advertising revenue
- Complete control via a web-based management portal
- No system maintenance required
- Global DNS infrastructure
- Compelling ROI
- Quick and seamless global deployment
- 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	Increased 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 topologically closest 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	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.



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