

## Managed DNS Service

### Is DNS Part of your Health Check?

With increasing pressure to curb rising healthcare costs, the health industry is increasingly looking to the Internet to cut costs without compromising the quality of service. Today, one of the biggest cost centers is the management and dissemination of medical information between patients, care providers and payers, which is currently serviced by multiple, disparate systems. The Internet, with its low cost, ubiquitous access would appear the ideal platform to address this issue. But these savings will only be realized if the Internet provides reliable, secure, high performance service delivery and this requires superior performance from all components of your Internet infrastructure. However, the very first step in any Internet activity is often the weakest – the Domain Name System (DNS). Frequently overlooked, poor performance of your DNS infrastructure such as dropped queries, high latency, or security vulnerabilities, can quickly destroy confidence in any Internet-based service. Your DNS infrastructure can have a serious impact on the health of your network!

With 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 your DNS changes are propagated globally in near real time. Combined with 24/7 proactive monitoring, we are dedicated to ensuring your customers get to your web site with unprecedented reliability every time 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 site performance
- Increased customer satisfaction
- Cost effective
- Increased DNS infrastructure security
- Increased return on Investment
- Intuitive web portal
- Proactive Support



## The Managed DNS Comparison

	<b>NeuStar UltraDNS</b>	<b>Traditional DNS Approaches</b>
<b>Software</b>	Proprietary non-BIND Software.	BIND or BIND-based.
<b>Management Approach</b>	Outsourced Service.	Do-It-Yourself or managed by ISP/Web hosting company.
<b>ROI</b>	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.
<b>Quality of Service</b>	Customers always connect. Includes SLA with 100% Uptime Network Guarantee.	Customers usually connect. Does not include service level agreement. No SLA. "Best Effort" support.
<b>Performance</b>	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).
<b>Management Tools</b>	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).
<b>Security</b>	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.
<b>Scalability</b>	Strategically placed network nodes, spanning five continents, supporting millions of domains.	Limited scalability. Limited by server memory.
<b>Support</b>	24x7x365 support. NeuStar owns hardware and software maintenance responsibilities.	No support included. User owns maintenance burden to install security, bug and upgrade patches.



### For more information:

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