

# Critical DNS

Powered by Neustar®

## External Traffic Management Solutions

### ► Innovative advanced traffic management services for DNS management:

Site Backer monitors website availability and provides an automated failover in the event of an outage and failback when restored.

Traffic Controller, continuously monitors performance and automatically adjusts traffic based on performance thresholds;

Directional provides the ability to optimize the traffic flow of different types of DNS requests based on the geographic location of the end user anywhere in the world.

## Managed, External DNS Solution

DNS is a critical component of any IT infrastructure. It not only supports websites, but key applications such as email and emerging communication services such as VoIP. Consequently, enterprises in every industry are striving to achieve 99.99% uptime for their DNS infrastructure.

Managing DNS is not glamorous but it is critical and essential to virtually every Internet transaction. The choice of DNS can make the difference between customers reaching your site or being denied access and losing them to the competition. Powered by Neustar, Critical DNS is a managed service allowing you to offload system responsibility for your managed, external DNS while maintaining control and ensuring consistent, accurate resolution of all your Internet domains.

Critical DNS provides a scalable solution capable of processing thousands of queries per second. And since it's a managed solution, it enables you to optimize your DNS infrastructure and focus valuable IT resources on other essential areas. Whatever your DNS requirements, Critical DNS can scale to meet your needs.

## Critical DNS Features and Functionality

The Critical DNS managed service is built on a global directory platform consisting of strategically placed network nodes. The nodes form an Oracle database-driven infrastructure replicating globally in near real time, ensuring DNS requests are resolved with the latest data. The Critical DNS network consists of 16 public nodes across six continents, with additional private nodes collocated with leading ISPs. Taken together, this comprises one of the largest and most widely distributed DNS infrastructures in the world.

Traditional DNS infrastructure has requests routed randomly. Critical DNS requests are routed to the nearest available geographic network node through IP ANYCAST and proprietary routing technology. This ensures customers receive the quickest, most accurate DNS response every day and provides assurance your DNS is always available and accurate -without outage concerns, resetting DNS during administration procedures, or hardware failures.

An advanced, easy-to-use, secure, web-based management portal provides the 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 infrastructure easily and securely.

## Critical DNS Service Differentiation

	Critical DNS	Traditional DNS Solutions
Software	Proprietary non-BIND Software.	BIND or BIND based.
Management	Outsourced Service.	Do-It-Yourself or managed by web host.
ROI	Increase traffic to your site with freedom from system maintenance and operating tasks.	In-house DNS servers require maintenance of costly networks and hardware.
Quality of Service	Includes SLA with 99.99% Uptime Guarantee so users can always connect with your business.	Does not include service level agreement and No SLA. Customers may connect.
Performance	Users are directed to closest server for the fastest customer connections. Using Oracle replication, DNS changes made in real time.	Round robin DNS server. Changes "live" in as long as 24-48 hours, depending on schedule and Intranet Service Provider (ISP).
Tools	Portal provides web-based error-checking, administrative modes, and traffic analysis. Record level control of time-to-live (TTL)	No GUI included. Some third-party tools are available. Text-based tools are error prone and contain limited control of TTL.
Security	Built to deliver secure and safe DNS service. Does not allow access to server source code and eliminates DNS cache poisoning.	CERT and the SANS Institute have identified BIND as a top security vulnerability. Prone to hijacking, spoofing, and viruses.
Scalability	Expansive network, spanning six continents, supports millions of domains.	Varies
Support	24x7x365 full customer support.	In-house

### KEY DIFFERENTIATORS

#### ► **Scale**

Melbourne IT has a distinguished heritage as Australia's first domain name registrar and has grown into a leading global IT services group.

#### ► **Talent**

It is our talented and dedicated employees who have helped propel Melbourne IT to the top of the industry. By attracting and retaining the best professionals in the business, it is our clients that ultimately benefit.

#### ► **Resources**

Melbourne IT has a team that is experienced in all areas of Online Brand Management; domain name experts and IT professionals who can provide guidance.

### Comprehensive service portfolio

Critical DNS is one of a number of domain name management solutions provided by Melbourne IT DBS. Our Corporate Domain Management solutions portfolio is one of the most comprehensive on the market. We provide the services and solutions to make smarter decisions about domain name management.

**Take the first step today!** For more information about Critical DNS Solutions send an email to [info@melbourneitdbs.com](mailto:info@melbourneitdbs.com).



[www.melbourneitdbs.com](http://www.melbourneitdbs.com)

V1210EN