

## CLOUD DNS

### The Importance of DNS

The Domain Name System (DNS) is a critical piece of Internet infrastructure. DNS is a distributed, hierarchical database that maps names to IP addresses. It is because of DNS that a user is able to reach the correct website or e-mail inbox when he types in a URL or email address.

Almost every Internet transaction interacts with the DNS system. Without DNS, your customers will not be able to reach your website. The performance of your DNS directly influences your customer's decision to stay on your site or move on to your competitors. And the scalability of your DNS determines if you are ready to reach out to a global audience and handle increased traffic as your business grows.

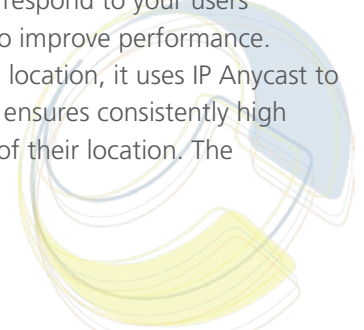
A DNS system has several key requirements. It needs to be always available so that your users can reach your website all the time. It needs to be reliable so that all queries for your Internet domains - often at the rate of several hundreds of thousands per second - are consistently and correctly resolved. It needs to exhibit high performance since DNS name resolution is the first network latency that your users experience. This becomes especially noticeable when your users are geographically distributed. It needs to be secure since DNS is vulnerable to attack - including spoofing and distributed denial of service (DDoS). Finally, it needs to be scalable so that it can handle increased traffic to your website as your business grows. Creating and managing an infrastructure as complex as this, is both technically intimidating and financially challenging.

CDNetworks offers a managed cloud-based authoritative DNS service. It is secure, reliable and scalable and offers high performance under any traffic conditions from anywhere in the world. Built on a global network that spans from the US to Australia, the system can easily handle millions of queries per second. Above all, in an "always-on" Web era, it protects your business from any kind of "outage costs". By offloading the complex task of DNS infrastructure to CDNetworks, you can concentrate on your core business, and get massively scalable, high performing and secure DNS system without large upfront capital costs or technological investment.

CDNetworks' Cloud DNS has been purpose-built to address the web performance needs of enterprises. It is natively integrated with our Web Performance Suite and provides optimal performance when used in conjunction with other products in the suite, such as Content Acceleration.

### CDNetworks Cloud DNS

CDNetworks Cloud DNS is built on a globally distributed platform across 20+ strategic locations - from the US to Australia. The high degree of built-in redundancy ensures that the DNS infrastructure is always available to correctly respond to your users' queries. CDNetworks Cloud DNS uses intelligent routing to improve performance. Instead of randomly routing DNS requests to any available location, it uses IP Anycast to route DNS queries to the closest topological location. This ensures consistently high performance for your users every single time, irrespective of their location. The



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distributed platform provides a layer of security by being resilient to DDoS attacks. CDNetworks Cloud DNS can intelligently distribute traffic across servers, ensuring that it can easily scale to meet your growing traffic demands.

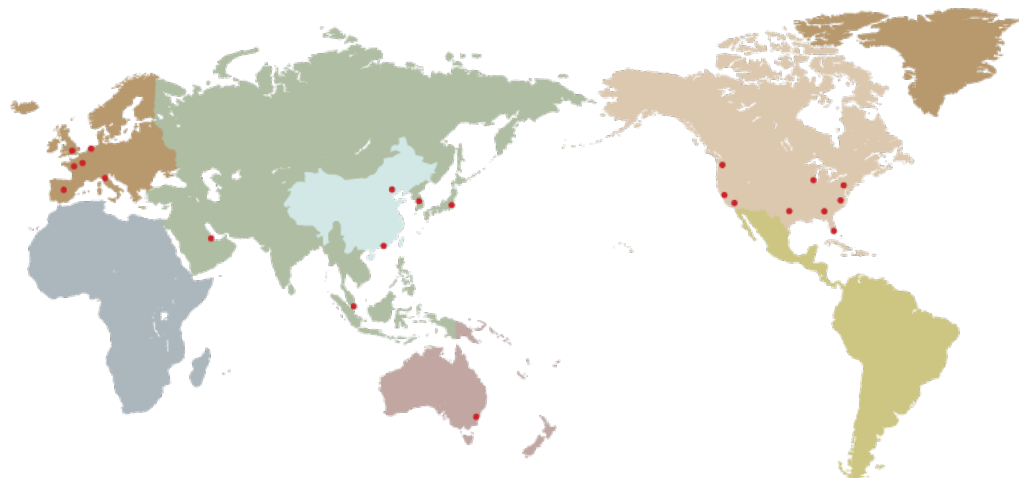
CDNetworks Cloud DNS provides you unrivaled management and reporting ability through a Web-based portal. Editing your DNS files is as easy as clicking a few buttons, eliminating the costly mistake of manual editing. Changes to your DNS files are propagated in minutes. This ensures that DNS requests are always resolved with the latest data. The exhaustive near real-time reporting features provide you tremendous visibility into your DNS traffic and your customers.

CDNetworks Cloud DNS has a unique feature that minimizes configuration errors which could lead to costly outages. When you create a new or modify an existing DNS file, the DNS system runs a comprehensive internal test. It then promotes the DNS file to a "staging server". You can then validate your DNS configuration changes by running as many tests as you wish in this staging server before you feel comfortable to publish the DNS file. As the owner of your DNS files, you have explicit control of deciding when the DNS file is ready to be made visible to the outside world.

CDNetworks Cloud DNS is natively integrated with our CDN platform and works very well in conjunction with other technologies such as Content Acceleration and Dynamic Web Acceleration. An additional step of resolving the location of the CDN is eliminated which further improves the overall performance of your website.

CDNetworks Cloud DNS ensures that your DNS is secure and is always available to quickly and correctly respond to your users at any time and from any place in the world.

## PoP Map



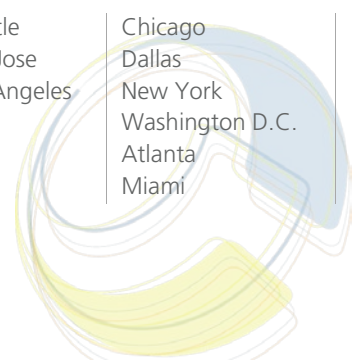
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Features and specifications  
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## CLOUD DNS

### Key Features and Benefits

| Feature                                      | Benefit  |
|--|--|
| <b>Higher Availability</b>                   | Users can always reach your website. The DNS system is always on with no outages.  |
| <b>Better Site Performance</b>               | Users are directed to closest topological server. DNS changes are instantly propagated across the entire network. Integration with the CDN platform eliminates additional DNS resolution step. Increased customer stickiness leading to increased revenue. |
| <b>Reliability</b>                           | DNS queries are always correctly resolved using the latest data.   |
| <b>Increased DNS Infrastructure Security</b> | A widely distributed architecture protects against DDoS attacks, minimizing costly outages.  |
| <b>On-Demand Scalability</b>                 | Well-designed network that supports virtually unlimited domains and traffic to easily handle traffic growth.   |
| <b>Completely Outsourced Solution</b>        | Reduced IT cost with no investment in software and hardware and a drastic reduction of administrative overhead for complex network and systems.  |
| <b>Advanced Control and Reporting</b>        | Web based portal for easy DNS administration. Staging server to validate changes. Near real-time advanced reporting that provides unparalleled insights into your DNS traffic.   |

