

CLOUD LOAD BALANCER

Introduction

CDNetworks offers a managed, cloud-based load balancing solution that enables organizations to adopt a flexible strategy for delivering their Web content and dynamic applications worldwide.

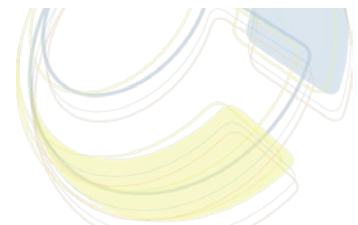
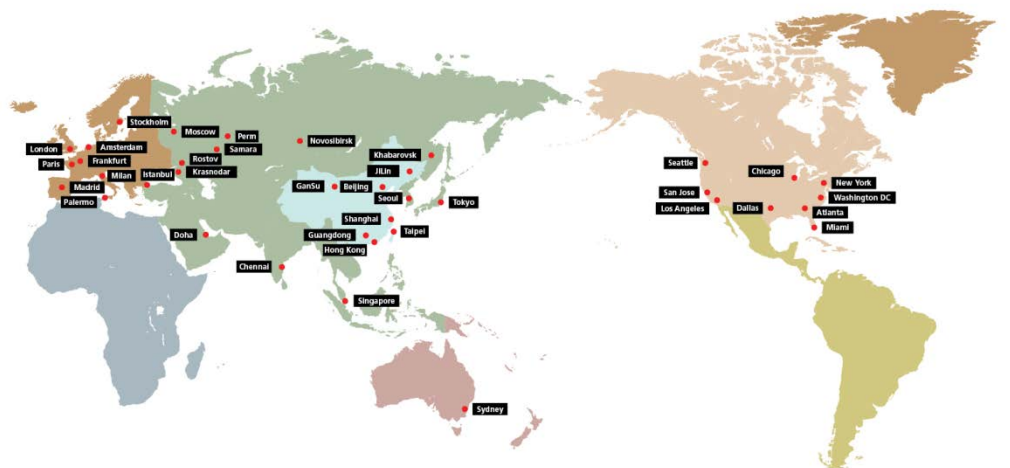
Traditionally, content owners have locked themselves into a single delivery strategy based upon one CDN or datacenter. Under this one-size-fits-all approach, organizations ignored the unique performance requirements of different end-user audiences. Instead, they delivered content and applications in the same manner to all users, regardless of user location, time of day, and local network conditions.

CDNetworks' Cloud Load Balancer (CLB) enables organizations to combine multiple delivery strategies to better align with business and technical needs. With CLB, IT managers can define specific rules for ways to deliver content based upon user profiles. Profile information can include such criteria as geographic region, time of day (e.g. peak hours), traffic volume, and network/system availability and performance. Conditions related to each criterion are defined at the DNS level and applied in real-time to provide unprecedented flexibility in traffic management.

CLB works in conjunction with our authoritative Cloud DNS solution (CDNS) which provides real-time DNS data propagation for answering DNS queries accurately and reliably. Once CDNS becomes authoritative for a zone, CLB is ready to apply load balancing policies to DNS queries and manage user traffic in real-time, optimizing performance and operational efficiency.

True Global Reach

CDNetworks' Cloud Load Balancer, integrated with Cloud DNS, ensures that your DNS is secure and always available. CLB applies traffic management policies, in real time, to your users - any time and from any place in the world.



CLOUD LOAD BALANCER

Key Features and Benefits

Feature	Description	Benefit
Geo-based policy	Apply a specific content delivery mechanism depending on users' geographic location.	Performance: Different content delivery strategies may offer different performance benefits by region. This policy allows for geography-specific strategies.
Time-of-day policy	Depending on the time of day, use a specific delivery strategy.	Performance: By ensuring that a CDN handles high volumes of traffic during peak hours, performance can always remain high.
Weighted load balancing	Traffic can be distributed between a CDN and origin in a certain proportion. For example, the CDN handles 80% of traffic while the origin handles 20%.	Scalability: Easily offload the bulk of traffic to a CDN while extracting value from existing infrastructure.
Failover	Direct users to an alternate location when the primary delivery mechanism fails.	Availability: Guarantee availability by seamlessly and automatically switching over in case of a failure.
Performance-based policy	Redirect users to the best-performing datacenter by continuously checking the health of systems and networks and applying a dynamic load balancing algorithm.	Performance: Accounting for a variety of system and network conditions, ensure that users always get the best performance.
Blacklisting	Block content access to users from a specific IP address.	Security: Protects against potential attacks and hackers.
Round robin	Apply a simple round robin policy that evenly distributes load across multiple servers/datacenters.	Stability: Prevent individual system overload and maintain system stability by evenly distributing load across multiple systems.
Complex policies	Combine some of the above policies. For example, serve 80% of the users from China during peak hours using CDNetworks China Acceleration.	Granular control: Leverage complex conditions to apply traffic management policies at extremely granular levels.



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Key Features and Benefits Continued

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Features and specifications
subject to change without notice.



Feature	Description	Benefit
Global Infrastructure	Multiple geographic locations in 20+ cities from US to Australia	Availability: 100% uptime Security: Reduces impact of DDoS attack. Performance: No matter where a user is, a CLB server is always "nearby". Scalability: Support millions of record types, billions of queries. Reliability: The latest policies are always applied to all DNS queries.
IP Anycast	BGP Anycast architecture that routes requests to the topologically closest server.	Performance: Queries reach the nearest server. Security: Nullifies the impact of DDoS attacks by traffic distribution.
Advanced Reporting	Number of queries to which a specific policy was applied. In addition, regular DNS reporting, such as number of hits, are also available.	Visibility: Unprecedented visibility into DNS traffic enables better allocation decisions.
Web Management Portal	Easy UI to specify traffic management policies at an individual record level.	Simplicity: Simplify load balancing administration. Reliability: Reduce errors from manual editing.
Log Reporting	Available log reporting for both hourly and daily measurement.	Visibility: Custom analysis provides better insight into user traffic for precise control and load balancing.
Complete Outsourcing	No hardware/software infrastructure. No system maintenance.	Reduced IT investments & costs. Quick and easy implementation.
Support	24 x 7 x 365 support	Reduced IT costs for administration and maintenance.

To find out more about CDNetworks Cloud Load Balancer solution, visit www.cdnetworks.com/solutions/cloud-load-balancer or contact us at info@cdnetworks.com

