Apply real-time traffic management policies and manage DNS strategy

Rect to load in real-time without compromising on availability or performance

CDNetworks’ Cloud Load Balancer (CLB) allows organizations to combine multiple delivery strategies to align with their business and technical needs.

- Flexibility to manage your DNS traffic management strategy
- Specify policies based on real-time conditions and user targets
- React to market-specific conditions without compromising on availability, web performance, or operational efficiency

CDNetworks’ Cloud Load Balancer provides sophisticated and flexible traffic management that reacts to heavy traffic loads and maintains consistent availability and web performance. By providing load balancing at the DNS level, CDNetworks can provide traffic management without capital investment in complex hardware and software.

Specific rules can be defined to deliver content based on profiles: geographic region, time of day, traffic volume, and network/system availability. Based on these conditions, traffic is managed in real time, balancing need and efficiency between the original server and content delivery networks.

As well as maintaining traffic distribution between servers and CDNs, Cloud Load Balancer can redirect users to the best-performing datacentre based on real-time monitoring of system and network health. It can also enact a ‘round-robin’ policy to evenly distribute load across multiple servers and datacenters to prevent overload.

Cloud Load Balancer also offers failover and blacklisting services to ensure availability and to support DDoS protection and combat other threats.
CDNetworks Cloud Load Balancer allows content owners to specify complex real-time traffic management policies. These are implemented at the DNS level, with each user receiving content from a server, from a datacenter, cloud, or a content delivery network, depending on the policies in place.

Features & Benefits

**On-demand Traffic Management**

Near real-time application of policies, allowing instant reaction to market needs

**Geo-based Policy**

Content delivery mechanism can depend on users’ location

**Time-of-day policy**

Delivery strategy can depend on the time of day
Performance-based policy

Redirect users to best-performing datacenter by continuously checking health of systems and applying dynamic load balancing

Weighted load balancing

Traffic can be distributed between the origin server and content delivery network in a defined proportion

Traffic distribution between servers

Attain the best use of current infrastructure, reduce costs, and improve performance

Traffic distribution between servers and CDNs

Easily reach new markets, and react to market-specific needs

Traffic distribution between CDNs

Provide a high degree of redundancy and improve operational efficiency

Failover

Direct users to alternate location in case of failure

Blacklisting

Block specific IP addresses from viewing content

Round Robin

Evenly distribute load across multiple servers or datacenters to prevent overload and maintain stability

Complex policies

Combine these policies for granular control. For example, serve 80% of users from China at peak hours with CDNetworks China Acceleration
Global infrastructure

Resiliency thanks to global presence

IP Anycast

BGP Anycast architecture routes requests to closest server

Advanced reporting

See how many queries were affected by a particular policy, plus regular DNS reporting to help decide on policies

Web management portal

Easy UI that allows administrators to specify policies at an individual record level, simplifying load balancing and reducing errors

Log reporting

Hourly and daily management available