

Cloud Load Balancer

Apply real-time traffic management policies
and manage DNS strategy

Flexible

Traffic Management

Flexibility to manage your DNS
traffi management strategy

Real-time

Reaction to Load

Specify policies based on
real-time conditions and user
targets

Consistent

Availability and Performance

React to market-specific
conditions without
compromising on efficiency

CDNetworks is a global content delivery network (CDN) with fully integrated Cloud Security DDoS protection and web application firewall. Our mission is to transform the Internet into a secure, reliable, scalable, and high-performing Application Delivery Network. CDNetworks accelerates more than 40,000 websites and cloud services over a network of 1500+ global PoPs in established and emerging markets including China and Russia. We have been serving enterprise customers for 15 years across industries such as gaming, finance, ecommerce, high tech, manufacturing, and media. CDNetworks offices are located in the U.S., UK, South Korea, China, Japan, and Singapore. For more information, please visit: www.cdnetworks.com.

Product Benefits

Benefits	Description
Performance	<ul style="list-style-type: none">• Different content delivery strategies may offer different performance benefits by region. This policy allows for geography-specific strategies.• By ensuring that a CDN handles high volumes of traffic during peak hours, performance can always remain high.• Accounting for a variety of system and network conditions, ensures that users always get the best performance.
Scalability	<ul style="list-style-type: none">• Easily offload the bulk of traffic to a CDN while extracting value from existing infrastructure.• Supports millions of record types, billions of queries.
Availability	<ul style="list-style-type: none">• Guarantee availability by seamlessly and automatically switching over in case of a failure.• 100% uptime security.
Security	<ul style="list-style-type: none">• Protects against potential attacks and hackers.• Reduces/Nullifies impact of DDoS attacks by traffic distribution.
Stability	<ul style="list-style-type: none">• Prevents individual system overload and maintain system stability by evenly distributing load across multiple systems.
Granular Control	<ul style="list-style-type: none">• Leverage complex conditions to apply traffic management policies at extremely granular levels.
Reliability	<ul style="list-style-type: none">• Latest policies are always applied to all DNS queries.• Reduce errors from manual editing using Web Management Portal
Visibility	<ul style="list-style-type: none">• Unprecedented visibility into DNS traffic enables better allocation decisions.• Custom analysis provides better insight into user traffic for precise control and load balancing.
Simplicity	<ul style="list-style-type: none">• Simplify load balancing administration via web portal.

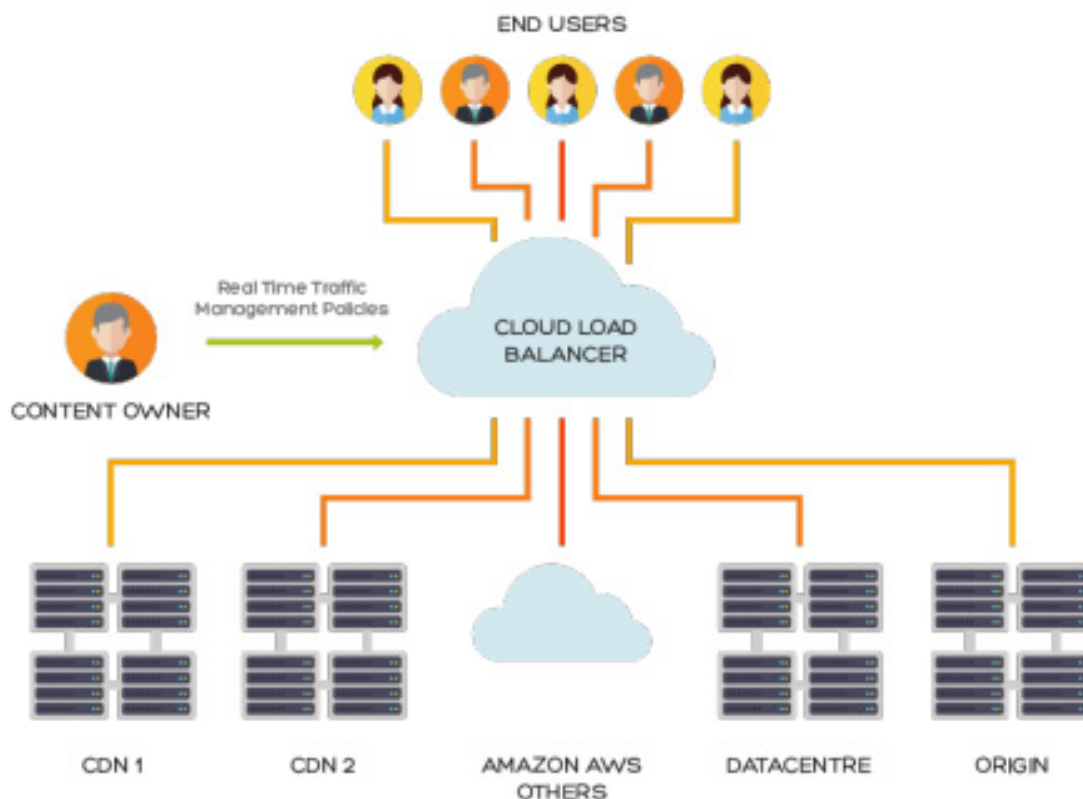
React to load in real-time without compromising on availability or performance

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.

Product Features

On-demand Traffic Management	Near real-time application of policies, allowing instant reaction to market needs.
Geo-based Policy	Content delivery mechanics can depend on user's 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.
Weight 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 failures.
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.