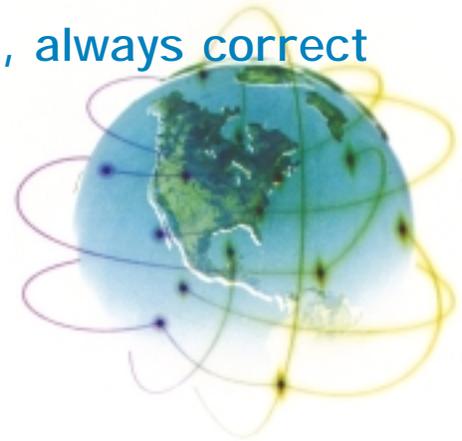# Managed DNS Service™

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Making your
internet connections
always available, always correct

It's your DNS connection.

It's the difference between getting and keeping a customer and losing a customer to the competition. And the more accurate it is, the more reliable it is, the better your chances of hanging onto a valued customer for life.

If you're like most Web site managers, maintaining your DNS is far from the best part of your job. But for us, it's second nature. Handling the entire DNS process is what we do better than any one else. We have taken a wealth of knowledge and expertise acquired through years of experience operating backbone and server networks, and from working closely with ISPs and major Web companies, and created the first global directory service called Managed DNS Service.℠

With this service, the UltraDNS™ system will host and operate both your primary and secondary name servers, enabling you to offload system responsibility for DNS, while ensuring consistent, accurate and fast name resolution of all your hosts on the Internet.

Bottom-line justification.

Managed DNS Service maximizes the UltraDNS technology platform to keep your public DNS information up-to-date and available to your customers worldwide. The closest available UltraDNS name server, regardless of where the DNS request originated or the access path, accurately resolves all DNS requests for your Web site or domain. Managed DNS Service increases your site's quality of service (QoS, QoE) by keeping it "always on the air", and by enabling your customers to more quickly and reliably find and reach your site. Bottom line, you'll increase customer acquisition, satisfaction, and retention, and that means increased revenues.

Benefits of Managed DNS Service.

Fast, Reliable Connections

In reality, UltraDNS servers are a large network of replicated, fail-safe systems that "appear" as a single IP address. All your DNS requests are directed to, and processed by the closest server ensuring the fastest DNS name resolution times. In the unlikely event one (or more) of our servers fails, all requests that would have been handled by that server (or servers) will automatically be routed to the next closest available server in our vast network, ensuring your DNS requests will always be processed reliably.

Simplified DNS Information Management

Included with every Managed DNS Service offering is a web-based graphical user interface that automates and simplifies the day-to-day management of DNS systems. It is uniquely designed to support three distinct users:

1. Users with limited DNS experience.

2. Complex environments where multiple engineers must cooperate to manage the entire enterprise system.

3. ISPs, Registrars, and similar service providers of all sizes who want control of their system and also need client access to alleviate service bottlenecks. Secure access control (https) protects your DNS information from being accessed by others.

With Managed DNS Service, you no longer need to wait for, or rely on others to implement or make changes to your DNS information. Managed DNS Service gives you the power to easily add, delete, and modify your host's DNS information.

Always Up-to-date Host Information

Within minutes, changes made to your DNS records are propagated to the entire global UltraDNS server network. In addition, UltraDNS system allows you to reduce time-to-live for your host records (A, NS, TXT, SOA, CNAME), so that accurate information about your hosts is always available to your customers worldwide.

Create and Deploy a Single Global Internet Brand

Once fully deployed, Managed DNS Service will enable you to create and market a single global Internet brand. Imagine your Web site, www.mysite.com being locally and instantly accessible by anyone, anywhere in the world. No longer do you need to dilute your brand by having to create and market multiple URLs (i.e. www.mysite.tw, www.mysite.fr) for each geographic area. Managed DNS Service allows your Internet marketing investments to be more focused and effective.

Quick Deployment, Minimal Risk

Managed DNS Service requires no new hardware or special software. All you need is a browser. You can deploy Managed DNS Service in the time it takes to transfer your DNS data onto our servers (15 minutes for the average site). If you prefer, the UltraDNS system can host your site's secondary DNS name server(s) to supplement your current DNS implementation with UltraDNS reliability. When you're ready, you can easily deploy our primary DNS name servers.

A Globally Scalable Architecture

The architecture is designed to scale to handle DNS transaction requirements of one billion domains. Managed DNS Service is capable of handling your site's DNS requests, as well as those of a large portion of the entire Internet.

UltraCare℠ Service – Always Available Customer Care

All day, everyday support — Your site is available 24-hours a day, 7 days a week. We're available to help you keep it that way.

Get the details.

For more information on the comprehensive Managed DNS Service from UltraDNS Corporation, visit us at www.ultradns.com, e-mail us at info@ultradns.com, or call us at 1-888-367-4812. We welcome the opportunity to discuss your requirements. Whether you're an ISP, Web hoster, registrar or e-business our flexible directory service architecture combined with our expertise in the area of DNS enables us to create and deliver directory-based services to meet the needs of your e-business or Web activity.

Components of the Managed DNS Service.

Primary and Secondary DNS Service	Included	You can choose to configure your primary to act as a "stealth" primary
Web-Based User Interface	Included	Allows you to easily set up, administer, and manage your domain's DNS information.
24x7 Tech Support	Included	
Configurable Resource Records	Optional*	Allow emerging applications to be deployed sooner, by defining their own DNS record type to leverage the DNS system for information services.
Query Specific Response	Optional*	Afford a number of methods for tailoring DNS response to the specific request, according to time of day, UltraDNS server that is queried, and the source address of the request

*Contact UltraDNS Corporation for additional information and pricing.

Four ways you benefit from Managed DNS Service.

1. Improve your customer's experience by enabling them to more quickly and reliably connect to your site

2. Scale your Web presence to meet the demands of the global Internet

3. Offload DNS management to a hosted solution and focus your efforts on business critical systems

4. Create and deploy consistent global Internet brands

ultradns™