



# IP Anycast+ Enterprise DNS Services

MAKING ENTERPRISE DNS SERVICES AN OPTION FOR THE ENTIRE WORLD

703.880.3095 | [www.dnsmadeeasy.com](http://www.dnsmadeeasy.com) | [sales@dnsmadeeasy.com](mailto:sales@dnsmadeeasy.com)

# WE ARE ENGINEERED TO BE THE FASTEST, MOST STABLE AND SECURE DNS NETWORK IN THE WORLD

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Our priority is ensuring your satisfaction with the product we've spent the last 14 years perfecting just for you. We are committed to providing the best DNS services in the world and dedicated to upgrading and optimizing our features so you can keep doing what you do best.



# ENGINEERED TO BE THE FASTEST, MOST RELIABLE AND SECURE DNS NETWORK

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The DNS Made Easy network is one of the most reliable DNS networks in the world. With over 14 years of the industry's longest history of uptime, DNS Made Easy offers the highest possible level of service. No other enterprise DNS provider can compete with DNS Made Easy in price, performance, and overall return on investment.

Our global DNS IP Anycast+ network is located in 14 different geographical multi-homed facilities using only Tier 1 providers such as NTT Communications, GTT, Telia Sonera, and Tata Communications. Our infrastructure design puts the DNS Made Easy network in the elite top tier of DNS networks for reliability, scalability, and redundancy.

DNS Made Easy has over a 99.9999% uptime history at the most competitive pricing in the industry. Our network is engineered with a priority for security such as scalable bandwidth capabilities that thwart attacks, as well as multi-factor authentication methods that guarantee a stable and secure network.

[Global IP Anycast+ self-healing network. Fully meshed DNS infrastructure.](#)

[Automatic DNS Failover and System Monitoring Services.](#)

[The first DNS provider to guarantee 100% uptime, SLA backed.](#)

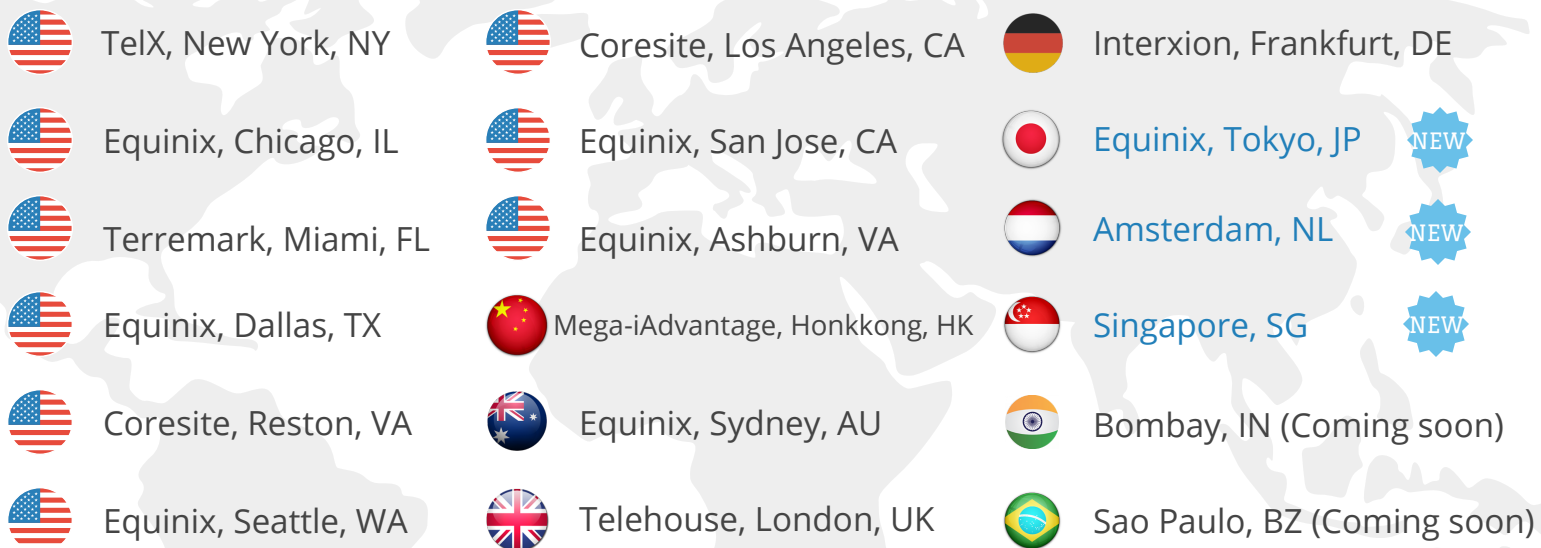
[Exceptional resolution speeds recognized by third party industry experts.](#)

[Real-Time Statistics automated query reporting with intelligent analysis.](#)

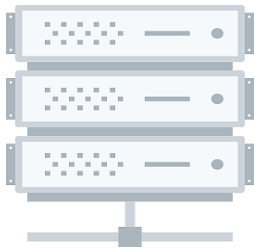
# OUR 5TH GENERATION NETWORK WORKS TO EXCEED YOUR NEEDS

DNS Made Easy guarantees that your DNS requests will be resolved at our record-setting speeds. Handling roughly 15 billions queries everyday, our infrastructure is engineered to be the top echelon of the industry. Fully owned and managed in house with absolutely no outsourcing, our infrastructure is ready to exceed your business' needs whether large or small.

Partnered with the largest and most reliable data providers in the industry, our DNS servers are housed and monitored 24/7 at world class facilities. Each node has Internet access via fiber connectivity to provide maximum throughput for your domain's resolution. DNS Made Easy is proud to utilize infrastructure transit and peering from the following data providers: GTT, Telia Sonera, Telstra, Tata, Vocus, and NTT.



# BENEFITS OF USING DNS MADE EASY'S ENTERPRISE DNS SERVICES



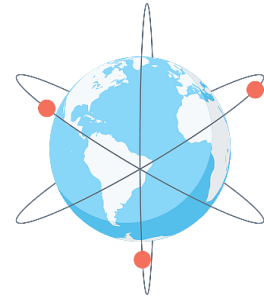
## ELITE RESOLUTION PLATFORM

Proprietary multi-tiered framework that creates localized server redundancy and scalability



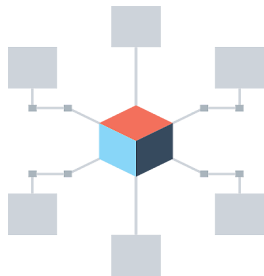
## DNS DEFENSE

"First alert" line of protection with deep packet inspection that ensures the safety of our network and customer's DNS services from attacks and intrusions



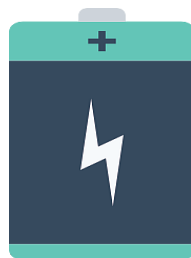
## PEREGRINE INSTANT UPDATES

Multi-level update technology designed to push DNS changes *instantly* and accurately to all of our servers. The fastest propagation in the world!



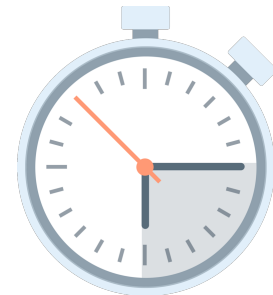
## REDUNDANCIES FOR REDUNDANCIES

From Secondary DNS services to Failover and Monitoring services, we've got your back. You can even pair Failover services with Round Robin and the Global Traffic Director for added redundancy



## ENGINEERED FOR SPEED

Our servers are consistently among the fastest worldwide. We understand that speed matters, that's why we fully manage and own our entire network from top to bottom



## REAL-TIME QUERY ANALYTICS

With RTS, it's easy to see the information you care about in one place and use it to make faster, better-informed decisions, which can lead to optimized traffic for SEO and increased revenue.

## YOUR CONTINGENCY PLAN FOR THE UNAVOIDABLE

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**In light of recent DNS outages** among IP Anycast+ providers, DNS Made Easy has taken the initiative to emphasize the importance of Secondary DNS and redundancy services.

When building your contingency plan your first priority should be setting up **Secondary DNS Services** which create redundant DNS services for an organization's domains. Essentially, Secondary DNS creates a clone of the original zone information that is found at the primary DNS provider and duplicates this on the DNS Made Easy IP Anycast+ network. When you serve your domain's record information on multiple DNS services, you're getting an extra level of redundancy should your primary DNS operator suffer an outage.

Secondary DNS services are always running and guarantee 100% uptime.

Catastrophic disaster is unavoidable, however our users can easily stay prepared using our Failover Services and monitoring solutions which guarantee that as soon as your website, service, or internet connection is offline, all your traffic will be automatically pointed over to a secondary IP address, server, or provider you have set up at another location.

DNS Made Easy recently conducted a study among their customers investigating why companies were switching from other providers to DNS Made Easy.

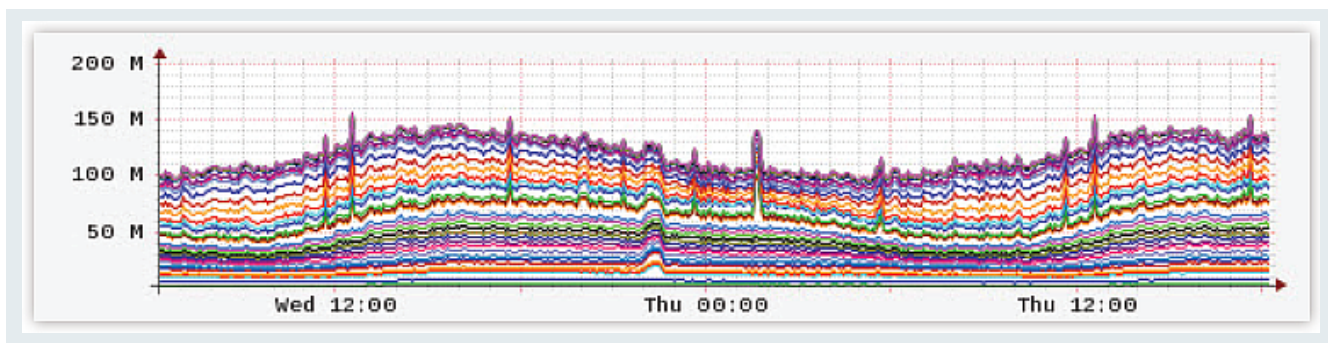
We found that 3 out of 4 customers had reactively chosen DNS Made Easy after their previous provider suffered DNS outages. Not only that, but these same clients had suffered anywhere from 4 to 18 hours of downtime.

# DNS MADE EASY NEVER SURRENDERS



February 20, 2012: our engineers faced off against a massive DNS attack that attempted to topple our network. Up against a surge of 200 gigs, our IP Anycast+ network was battling the **largest reported attack of its time**.

Despite the odds, the DNS Made Easy network came out unaffected, with no effect to our clients and their end users. But here's the best part: faced with this massive flood of data packets, our network didn't slow down for even a second!



These amazing results couldn't have happened without the expertise and layers upon layers of redundancies built in-house by our engineers. Built upon dozens of connections, service providers, and top-of-the-line data centers; DNS Made Easy is the proven leader among enterprise IP Anycast+ DNS providers.

## WHY CHOOSE DNS MADE EASY?

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Building an enterprise quality network without outsourcing takes an enormous amount of expertise, not only in initial design but also in *optimization* and *scalability*.

In the past 14 years, our network infrastructure has evolved continuously to reflect the service, redundancy, and resolution speeds that our clients require from a world class enterprise DNS provider. DNS Made Easy has built a DNS architecture capable of 100% uptime with a proven track record. In fact, DNS Made Easy was one of the first providers in the world to offer a 500% Service Legal Agreement (SLA).

Today, DNS Made Easy's network consists of a multi-million dollar infrastructure with global points of presence (POP) all over the world. We have full redundancy at every POP, and every single one of our name servers are actively monitored to provide full redundancy and deliverability.

We are constantly researching, upgrading, and redesigning our network to exceed industry standards and bring our customers the most ROI. Our network is capable of intelligently routing traffic around problem nodes to the next closest POP based on AS Path and BGP routes. This is complete redundancy, and that's the IP Anycast+ network, invented and engineered by DNS Made Easy!

Managed DNS (Primary & Secondary)

DNS Failover & System Monitoring

Global Traffic Director

API, Vanity DNS

Backup Email Services

Secondary DNS

SMTP Authentication  
& Mail Server Forwarding

DNS Consulting



# THOUSANDS OF BUSINESSES RELY ON DNS MADE EASY EVERYDAY

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Tumblr  
[www.tumblr.com](http://www.tumblr.com)

eHarmony  
[www.eharmony.com](http://www.eharmony.com)

Under Armour  
[www.underarmour.com](http://www.underarmour.com)

LaQuinta Inns & Suites  
[www.laquinta.com](http://www.laquinta.com)

Sega  
[www.sega.com](http://www.sega.com)

Christian Mingle  
[www.christianmingle.com](http://www.christianmingle.com)

Schlotzky's Deli  
[www.schlotzskys.com](http://www.schlotzskys.com)

Square, Inc.  
[www.squareup.com](http://www.squareup.com)

JDate  
[www.jdate.com](http://www.jdate.com)

Corner Bakery Cafe  
[www.cornerbakerycafe.com](http://www.cornerbakerycafe.com)

Inbox  
[www.inbox.com](http://www.inbox.com)

Moe's Southwest Grill  
[www.moes.com](http://www.moes.com)

Yokohama Tire  
[www.yokohamatire.com](http://www.yokohamatire.com)

Cinnabon  
[www.cinnabon.com](http://www.cinnabon.com)

Hard Rock Cafe Intl.  
[www.hardrock.com](http://www.hardrock.com)

Little Caesar's  
[www.littlecaesars.com](http://www.littlecaesars.com)

Hyundai Canada  
[www.hyundaicanada.com](http://www.hyundaicanada.com)

Sling Media  
[www.slingmedia.com](http://www.slingmedia.com)

Assoc. for Computing  
Machinery  
[www.acm.org](http://www.acm.org)

Everlast Worldwide Inc.  
[www.everlast.com](http://www.everlast.com)

Kawasaki  
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Detroit Red Wings  
[www.detroitredwings.com](http://www.detroitredwings.com)

Ripley's Believe It or Not  
[www.ripleys.com](http://www.ripleys.com)

Vizio  
[www.vizio.com](http://www.vizio.com)