



Tealium

Industry

► Technology

Solutions



Managed DNS



Pulsar

Challenge

Tealium helps marketing and technology teams collect and use data to better understand their customers, identify untapped opportunities, and deliver incredible user experiences.

The organization was founded with two key intentions: continually innovate to be a market leader in real-time customer data orchestration solutions and deliver a relentlessly exceptional customer experience. But when you enter the market as a lean start up, you have to choose the right partners that share your values and your vision to ensure you get the job done.

Tealium employs AWS and a static content CDN service model to deliver their services. Tealium knew it needed multiple CDNs, a strong global infrastructure, and dynamic, performance-tuned DNS in order to deliver consistent user experiences.

Innovators Looking for the Right Partner

Tealium is laser-focused on innovation. The organization originally went with Dyn as its DNS vendor, and also relied on Cedexis for a time. But working with multiple vendors became cumbersome and those organizations did not share the innovative spirit and values that Tealium desired.

Tealium also has a strong global presence, conducting 60% of its business in the U.S. and 40% abroad. It experienced geo-coverage limitations from its first DNS vendors, which hindered its ability to expand into new and emerging markets to grow the business.

For instance, Tealium works with Fortune 100 companies that require data collection capabilities in China. In order to satisfy these clients, Tealium knew it had to be able to deliver its best-in-class solution in this region—and this required a more robust vendor with a strong presence in China.

Aligning Goals and Values to Deliver Amazing User Experiences

When the team at Tealium looked at its DNS vendors, it realized the vendors' goals were not in alignment. Tealium was racing toward innovation—and desired a DNS and application traffic management partner that would do the same.

When you're on the cutting-edge, it's as much about the vision as it is about the software. Tealium felt that NS1's philosophy aligned with its own. Beyond that spirit of innovation, NS1 also:

- Provides Pulsar active traffic steering and Managed DNS to leverage multi-CDN environments, empowering Tealium to rely on one DNS partner.
- Has a global infrastructure, providing the resources Tealium needs to satisfy its customers around the globe.
- Has knowledgeable, supportive teams that are always available for questions and insight, creating a true partnership that Tealium could trust.

Results

Ensure Business Reliability

Tealium knew it had to transition to NS1 with no noticeable downtime for its customers. "We handle 2.5 times the amount of traffic that Google Search does, so downtime is not an option for us," said Mike Anderson, Tealium's CTO.

"It was a seamless transition with absolutely no issues. The NS1 team did exhaustive testing in advance and provided amazing real-time support so it was a completely smooth transition."

With NS1, Tealium knows its end users are getting the best experience possible. For example, when Tealium identified an origin issue with one of its CDNs in the EU, the team was able to use NS1 geofencing targets to seamlessly route traffic off the affected edge nodes without impacting users.

Once the issue was fixed, traffic was rolled back over without the jarring impact on volume Tealium had experienced in the past. This is a critical way that Tealium runs its business—and NS1 helped it dig into problems, figure out why they're happening, and resolve those challenges.

NS1 helps Tealium deliver exceptional experiences today, while also supporting future growth. "NS1 is a true innovator in the one of the oldest and most foundational technologies on the Internet. These are the companies we choose as partners! NS1's product, support, innovation and user experience is best-in-class. We needed the best and that is what we have with NS1," said Anderson.

He went on to say, "We intend to continue innovating—and we know NS1 is an aligned partner who will do the same. We can work together to provide feedback and support on everything from strategy to tactics."

When Tealium describes NS1, three phrases come to mind: innovation, phenomenal support, and great partnership.

"I can sleep soundly at night, knowing that NS1 has our multi-CDN, DNS balancing solutions taken care of," said Anderson.

"This enables us to focus on other aspects of our business. NS1 gives us one less thing to worry about."

Mike Anderson
CTO, Tealium

About NS1

NS1 optimizes delivery of the world's most critical internet and enterprise applications. Only NS1's platform is built on a modern API-first architecture that acts on real-time data and grows more powerful in complex environments, transforming DNS, DHCP, and IP Address Management (IPAM) into an intelligent, efficient, and automated system. NS1's technology drives dramatic gains in IT efficiency and application performance, reliability, and security for the largest global enterprises, including Salesforce, LinkedIn, Dropbox, Nielsen, Pitney Bowes, Squarespace, Pandora and The Guardian.

NS1.