

Pulsar.

More enterprises are adopting multi-CDN, multi-cloud and hybrid cloud strategies to improve performance and reliability of their online services. The NS1 platform with Pulsar provides a complete, flexible and customizable set of DNS based controls that make it easy to implement multi-CDN and multi-cloud strategies that improve performance and lower costs.

Overview

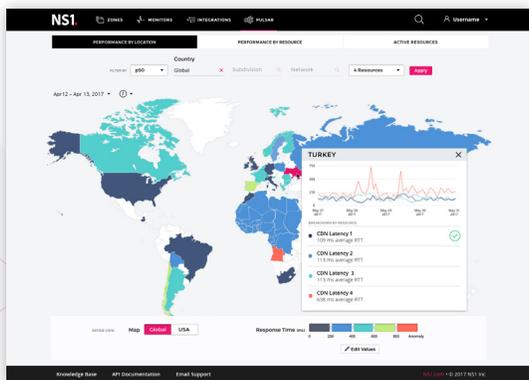
There is a direct and inverse relationship between the latency of online services and the revenue they generate. Put simply, more latency means less revenue. An extra 100ms delay can lower online retail sales by 1%, and 500ms reduces user traffic by 20%. To minimize latency enterprises need to move online content close to their customers but the reality is:

- No single CDN provider delivers consistently good performance on a global basis.
- Even the largest cloud providers lack coverage in certain regions.
- Enterprises often lack visibility into when, where and how frequently performance problems are affecting their bottom line.

More enterprises are adopting multi-CDN and cloud strategies to address these issues. The NS1 platform with Pulsar provides the controls and visibility that enable enterprises to implement content delivery strategies that are optimized for their audience, content and business needs. In addition to traffic management techniques such as georouting and load balancing, Pulsar provides real time latency based traffic routing to optimize user experience and business results.

The Solution

The NS1 platform incorporates static and real time data that enables engineers to control which CDN or cloud instance users are directed to when they request online content or application services. Pulsar uses real time performance and availability telemetry based on billions of real user measurements (RUM) to dozens of CDNs and public clouds. With this capability, engineers can ensure end customers are unaffected by localized slowdowns and outages. Pulsar tracks real time availability and performance of CDNs and major cloud services in individual countries and regions, ensuring users get their content and services from the best CDN or public cloud available at the time. By improving application availability and performance, Pulsar reduces site abandonment and increases website conversions.



Why NS1

- The DNS services offered by the CDN and Cloud providers themselves do not have the ability to intelligently route users to alternative CDNs/Clouds.
- Other managed DNS providers have very limited capabilities, typically static geo fencing which confines users to specific CDNs based on user location.
- Multi-CDN “brokers” that support real time, rules based CDN selection are complex to set up, difficult to manage and add extra DNS lookups to the connection process.
- NS1 is the only provider that has integrated real time multi-CDN, multi-Cloud optimization into a managed DNS service. It gives enterprises the ability to route traffic to multiple CDNs/Clouds based on performance and business logic.

FEATURES AND BENEFITS

CDN and Cloud Monitoring and Failover	Traditional monitoring techniques are unable to detect when a CDN service has a localized outage. Pulsar detects and responds to localized problems.
Latency Based Routing	Minimize application latency by directing users to the best performing point of presence across any cloud provider or CDN based on real user data.
Bring Your Own Data	Pulsar accepts customized measurements enabling you to route users based on the needs of your application.
Usage and traffic management	Use usage and transit cost criteria to control and optimize content delivery costs.
Load shedding	Load balance to prevent bottlenecks at specific points of presence.
Sticky routing	Send users to the CDN or cloud where their content is most likely in cache.
Visibility	Track the performance of your content delivery infrastructure. Know the performance of your providers.
DNS performance and reliability	Sub 50ms response on a global basis is best in class. Comes with a 100% uptime SLA.
Management	Easy, intuitive set up.
High availability	Redundancy available with other providers or with Turnkey Dedicated DNS.