NS1.

encrypt.me™

Encrypt.me Delivers Frictionless Security and Privacy Services for Its On-the-Go Users with NS1's Next Generation DNS.

In order to scale operations and support massive growth, Encrypt.me turned to NS1 to ensure its always-on-the-go users get fast, reliable and secure protection while using untrusted networks.

INDUSTRY

Software

SOLUTIONS

Managed DNS

When issues arise, NS1 automatically and efficiently routes around problems to dodge downtime and latency to ensure there is no impact to the user experience.

One of the unique benefits of Encrypt.me mobile and desktop security and privacy applications is a frictionless customer experience. With Encrypt.me's auto-secure feature, users don't have to worry about their security and privacy as they move from place to place, and connect and disconnect from various Wi-Fi connections – and that's led to widespread praise and rapid growth.

Any disruptions, additional steps or service slowdowns for Encrypt.me's users will cause customers to stop using the service, and ultimately, cause churn.

"Both our active connections and infrastructure footprint have grown 300 percent just in the last year," said Jacob Wall, Director of Business Operations. "As we grew, we hit a lot of unexpected performance and scale limitations with our existing DNS infrastructure that compromised our ability to deliver a frictionless experience."

In addition to record count and IP ceilings, the previous solution would route users hundreds of miles away when there was a data center just two miles down the road, delivering up to a 60 percent performance hit.

"Our DNS wasn't nimble enough to meet the needs of our users that are always on the move," said Wall. "And as the infrastructure grew, so did the manual labor. We had to spend hours manually hard coding changes and that simply isn't scalable, especially in a hypergrowth company."

To maintain a seamless user experience and gain both more automation and control, Encrypt.me migrated from Amazon Route 53 to the next generation NS1 DNS ecosystem.

"When NS1 went live, we gained invaluable insight as to why a user got routed to one of our dozens of datacenters throughout the globe. We stopped sending users over suboptimal routes and instantly saw a significant shift in traffic levels to the most appropriate location," said Wall.

Encrypt.me also implemented an advanced health check system that makes a simple API call to check the health of services. When issues arise, NS1 automatically and efficiently routes around problems to prevent downtime, and latency to ensure there is no impact to the user experience.

"NS1 shows a lot of initiative and understanding on how to leverage DNS for business. It's refreshing to see that kind of care - and we've only scratched the surface on what we can do."

ABOUT ENCRYPT.ME

Founded in 2011, Encrypt.me's mission is to keep people safe while they're connected to untrusted networks. Encrypt.me was born from the need to keep sensitive and personal information secure while working on the go. After realizing that existing VPNs were far too hard to use, the company built the easiest, most trusted way to stay safe online. Known as, "Get Cloak" and "Cloak" until 2017, Encrypt.me is now wholly owned and operated by StackPath LLC, which is rethinking security and privacy from the ground up. www.encrypt.me
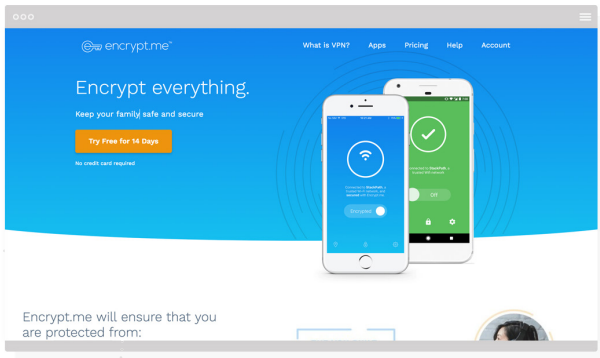
ABOUT NS1

NS1 is the leader in next generation DNS solutions that orchestrate the delivery of the world's most critical internet and enterprise applications. Only NS1's purpose-built platform, which is built on a modern API-first architecture, transforms DNS into an intelligent, efficient and automated system, driving dramatic gains in reliability, resiliency, security and performance of application delivery infrastructure. Many of the highest-trafficked sites and largest global enterprises trust NS1, including Salesforce, LinkedIn, Dropbox, Nielsen, Squarespace, Pandora and The Guardian.

NS1.