



Global Load Balancing for Modern Enterprise Infrastructure.

Load balancers are widely deployed to ensure optimal distribution of workloads coming into data centers. What has been lacking is a good solution for distributing load among data centers – to ensure traffic is not sent to an overloaded facility when less busy alternatives are available. Or even better, to prevent data centers from becoming overloaded in the first place. Traditional managed DNS providers don't have the ability to steer traffic based on real time load conditions. Proprietary solutions from the load balancer vendors place the burden and risk of running DNS global traffic management on the shoulders of the customer. Fortunately, there is a better way – one that combines highly advanced global traffic management capabilities with the global scale, speed, and reliability of NS1's Managed DNS.



An Integrated Approach to Traffic Management

As enterprises move application workloads into multiple data centers and hybrid cloud, there is increased need for effective global load balancing. Traditional solutions from load balancing vendors are unable to deliver the performance, resiliency, and flexibility enterprises need to fully realize the potential of their data center and cloud initiatives. Global DNS load balancing from NS1 not only addresses the shortcomings of traditional solutions, it also provides new traffic management capabilities designed for how application workloads are deployed and managed in today's evolved infrastructures.

NS1's Managed DNS is a cloud based SaaS. You gain the benefits of the world's most advanced GSLB capabilities without having to deploy, manage, and maintain DNS appliances. Advantages include:

- Fast DNS response anytime, anywhere. NS1's globally anycasted service delivers near instantaneous response no matter where the user is located.
- Reliable. Backed by a 100% uptime SLA.
- Easy to set up and deploy. Your high performance GSLB can be configured in minutes through the SaaS portal. No appliances to install, consume power, and tie up rack space.
- No CAPEX.
- Lower OPEX than appliance based solutions.

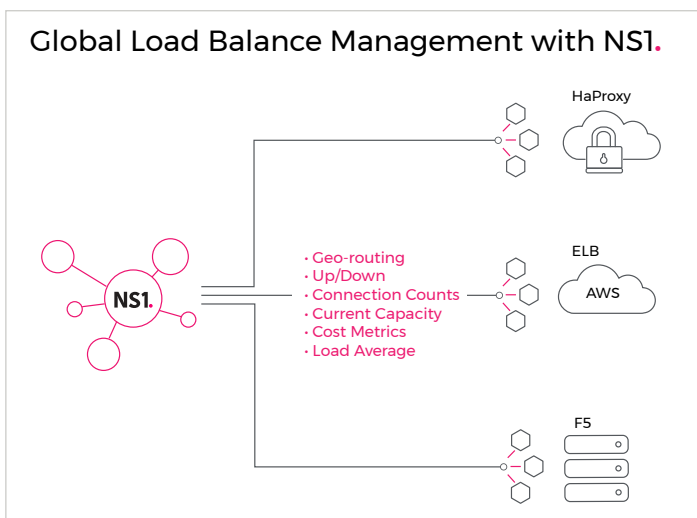
Maximize the Value of Distributed Application Architectures

Application **performance and availability** are business critical. NS1's GSLB includes intelligent load management capabilities that assure the best possible end user experience while proactively adjusting to changing workloads, capacity, and network conditions. Load balancing controls include:

- **Geo-Routing:** Users are directed to the closest available data center.
- **Real Time Monitoring:** Users are never sent to an unresponsive data center or server.
- **Load Management:** Intelligently distributes traffic across multiple locations to prevent data center overload and congestion.
- **Dynamic:** Uses real time telemetry from application delivery controllers, servers, and network to continually adjust to changing conditions.
- **Migration Support:** Control the migration of user traffic to new points of presence. Reduce the risk of major infrastructure changes.
- **Failover and Disaster Recovery:** Quickly redirect user traffic to backup facilities.

Compare NS1 with F5 Global Traffic Manager

	NS1	F5 GTM
DNS Performance	<50 ms	100's of ms
Reliability	100% uptime SLA	No SLA. Customer must keep it up and running.
Coverage	Worldwide, 24 global any-casted POPs with direct connectivity to Tier 1 providers	Customer responsible for assuring adequate coverage and network connectivity.
Capex	\$0	\$\$\$ Multiple appliances
Opex	SMB plans start at \$25/mo Enterprise plans start at \$500/mo	\$\$\$ Maintenance and support fees PLUS internal IT costs, rackspace, and power.
Features	The industry's most advanced traffic management capabilities.	Complex, proprietary, inflexible
Compatibility	Multivendor. Works with all open source and commercial data center load balancers.	Proprietary. Full feature set only works with the same vendor load balancers.
Set-up	1-2 Hours	Days or Weeks



“NS1 is a critical component of our application architecture. We’ve seen amazing performance from the platform, enabling us to deliver a flawless experience to our customers’ end users”

Julien Lemoine, CTO, Algolia