Fast and Intelligent DNS Traffic Management for Mainland China.

NS1's Managed DNS service for China solves the trade-offs and limitations online enterprises face when serving the China market. End users get fast DNS resolution from NS1 points of presence strategically located and connected to the top network providers in China. More importantly, the DNS responses are not just fast, they are intelligent. Users get routed to the website or application server that delivers the best possible online experience.

NS1.

The Unique Challenge of Delivering Online Services in Mainland China

Online enterprises that serve users located in mainland China are challenged to deliver high performance and top notch quality of experience. The challenges start with DNS. Most managed DNS services are hosted entirely outside of China. This results in long DNS resolution times for queries that originate from China. Several managed DNS services do offer points of presence in China, but these are disconnected from their global DNS service and do not provide advanced traffic management. The results are spotty service levels for end users and DNS management headaches.

Overview

NS1's Managed DNS service for China has none of those limitations. Users get fast DNS resolution from our four points of presence with connectivity to the top network providers in China. NS1 offers the first DNS platform with full traffic management capabilities for China-specific domains. When an enterprise delegates a domain to this network, benefits include:

- Faster DNS response times and improved application performance for mainland China users.

- Improved reliability. DNS queries from China do not need to traverse the "great firewall of China" which can, on occasion, slow down or block DNS query traffic.

- For the first time in mainland China, enterprises have a full featured managed DNS platform with advanced traffic management.

- Single pane of glass management for international domains and .cn-specific properties.

- NS1's exclusive Nameserver Acceleration for China

What Businesses Benefit from this Service

1. **Global Online Brands and Services.** Global companies that serve customers in mainland China will benefit from the NS1 China based service. Their mainland China users will experience faster response to requests for content and application services.

2. **Online Businesses in China.** Businesses hosted in China and serving a Chinese user base gain the benefits of a high performing DNS combined with NS1's exclusive Filter Chain technology, monitoring, integrations and API. These are primarily ".cn" domains.

Nameserver Acceleration for China

To avoid slowdowns and service interruptions caused by the "great firewall", online enterprises often delegate China specific zones to DNS services hosted in China. They maintain separate online infrastructures such as a .cn and a .com to deliver a high quality experience for all users. Splitting the infrastructure in this way improves application performance but is far from ideal. It creates additional complexity in application and content deployment. It requires duplication of many IT functions in managing two distinct domains. It fragments brand identity.

Nameserver Acceleration for China solves this issue. Enterprises simply delegate their .com or other global zones to NS1. Our authoritative name service makes sure that queries coming from China are answered by our Managed DNS for China service, and queries from elsewhere are answered by NS1's globally anycasted Managed DNS network. No need to set up and maintain a separate .cn domain to ensure high performance.

In addition, organizations with .cn domains can dramatically improve performance for both their China and non-China users. Users in China get the performance and traffic management of NS1's China network, and users outside of China (typically elsewhere in the region) get the superior performance and traffic management of NS1's globally anycasted network.

FEATURES	BENEFITS
Filter Chain Technology	Real time traffic management: Monitoring, Geo based routing features, Pulsar.
Full Featured REST API, CLI, DevOps SDKs	Automated record management, service discovery, and the commissioning and decommissioning of assets.
Unified Management	Single pane of glass management for all enterprise domains.
Fast DNS Response	Sub 50ms response times to DNS queries originating in China,
Rapid Propagation	DNS updates propagated globally within seconds.
Nameserver Acceleration for China	Ensures DNS queries do not traverse the great firewall
NS1 Support	World class support and design services helping you solve your most complex DNS challenges.
Availability	Mainland China service is an optional service available to NS1 Enterprise and Enterprise Premium customers.