

Routing DealNews Shoppers Based on Pulsar's Real-Time Latency Measurements Gets Consistently Better Performance than Georouting.

Nearly 16 million shoppers monthly use DealNews to get up-to-the-minute purchasing advice regarding everything from airfare to shoes. NS1's Pulsar with Managed DNS routes DealNews shoppers to the optimal data center based on actual latency at the moment of the request, rather than using geography as a proxy for speed. DealNews now provides a better shopper experience for everyone, with performance up to 200% faster for some users.

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Managed DNS
Pulsar

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Rod Montgomery
DealNews

DealNews is the premier resource for daily purchasing recommendations, which are based on extensive research and analysis, saving consumers millions of dollars a year. Users look to the award-winning deal site for more than coupon codes. For more than 20 years, shoppers have trusted DealNews to deliver intelligence behind each deal, so they know what to buy and when they can purchase at the best price.

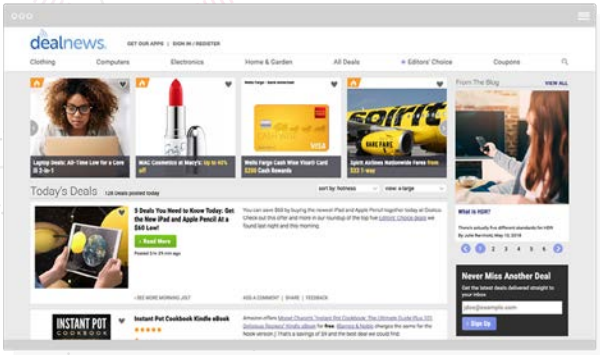
Providing a flawless, fast DealNews shopper experience is paramount to the company, according to Rod Montgomery, Ops/IT Manager. However, the Tech Ops team faced big challenges with their DNS configuration:

- DealNews relied on third-party data to map visitor IP addresses to geographic locations, a method that was increasingly out of date with rapid changes in internet topology.
- The company had, at one time, managed more than 20 deal-focused domains, which were now consolidated under DealNews.com and
- DealNews' primary DNS provider suffered a massive outage after a DDoS attack, which took DealNews offline.

Montgomery's team explored its DNS options with this question in mind, "how do we maintain availability and resiliency and be absolutely certain that we are providing the fastest application performance to everyone, everywhere, at all times no matter where they are or what network they're coming from?"

Montgomery explains, "We were around before the rise of cloud computing, so we have years of experience managing our own hardware. Like a lot of companies, we relied on our former DNS provider's georouting capabilities to route DNS queries to the nearest datacenter, measured in miles. We now believe georouting was wrong 20-30 percent of the time, yet there was nothing better available at the time."

Since network congestion and datacenter performance can fluctuate, closest does not always equal fastest, and with users increasingly accessing via mobile networks, georouting was often just a best guess. “Shoppers are now in constant transit and ‘closer’ cannot always be measured by geography – it’s more about network topology,” Montgomery says.



NS1’s Managed DNS with Pulsar routes shoppers to multiple data centers based on real user latency in the moment, so it automatically overcomes potential problems that could be caused by network congestion, datacenter performance or any other variable. Pulsar eliminates the guesswork of mapping locations to data centers, and eliminates the uncertainty of peoples’ locations as they move from mobile to desktop. Pulsar offers advanced analytic capabilities to ensure that users – especially those accessing via mobile apps and browsers – are receiving the fastest answers to DNS queries every time.

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Pulsar had an immediate impact on performance. Pulsar, performance analytics showed that roughly half of all DealNews traffic had at least a 10 percent improvement in DNS response times with Pulsar. Another one-third saw approximately 30 percent improvement. A smaller percentage saw as much as 200 percent improvement.

“We now measure ‘close’ in milliseconds, not miles,” said Montgomery. “And this enables us to deliver the best user experience possible.”

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.

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+1.855.GET.NSONE (6766)

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