



NS1 DNS & App Traffic Management

External DNS, Global Traffic Management and Pulsar Active Traffic Steering

Business success depends on delivering fast, reliable and compelling online experiences to users. These users are highly mobile and access rich digital content through rapidly changing applications. This hyper-connected economy requires a modern technology foundation to provide the scale, speed, reliability and cost effectiveness needed by today's businesses to support application access and connectivity.

Built on a modern, API-first architecture, NS1 DNS and Application Traffic Management is a SaaS based solution that helps enterprises to realize dramatic gains in user experience, IT efficiency and application reliability.

External DNS

High performance, global, intelligent DNS services with DDoS protection and DNSSEC support. Can be deployed as primary DNS or as dedicated secondary infrastructure.

DNS for China

Fully managed, authoritative DNS network, with points of presence at Shanghai, Beijing, Qingdao, and Shenzhen.

Global Traffic Management

Software defined traffic management enabled by patented, code-free Filter Chain™ technology ensures availability and performance of enterprise applications, web properties, VPN services and more.

Pulsar Active Traffic Steering

Static and real-time data driven routing, customizable decision making logic and support for customer-defined route maps enables granular traffic steering and precise edge delivery for complex application traffic management requirements.

NS1 Professional Services

NS1 Professional Services delivered by a team of engagement managers and engineers who will closely work with you to design a project plan and systems architecture tailored to your requirements. NS1's Professional Services resources will function as an extension of your teams as they guide you through the onboarding process and arm you with the expertise to operate our solutions.

NS1 DNS & App Traffic Management Platform



- **Modern UI with intuitive workflows.**

Improve productivity and eliminate steep learning curves with our simple and consistent management UI for maintaining DNS zones, records, global traffic management, and active traffic steering in a single user portal.



- **Performant and Resilient.**

Deliver 24/7 availability and fast DNS responses through a global, high performance, anycasted DNS network along with comprehensive network services backed by 100% uptime SLA.



- **Built-in Security.**

Improve your security posture with our SaaS infrastructure that is hardened against DDoS attacks. In addition, easily implement DNSSEC through a point and click interface or API implementation along with full traffic management for your signed zones. Securely access the user portals through role based access controls and activity logging.



- **Agile and Automated.**

Accelerate delivery of network and application services with our API-first platform that helps you automate routine and cumbersome administrative tasks using powerful, comprehensive, high performance APIs.



- **Built for NetOps and DevOps.**

Eliminate DNS change control bottlenecks that can delay deployments by days or even weeks. We make it easy to safely and securely give your NetOps and DevOps teams the autonomy to manage their own updates.



- **Optimizes availability, performance and costs.**

Easily manage traffic and workloads across your wide area and local networks with our software defined traffic management and active traffic steering. Our solutions can make global and local DNS and traffic routing decisions on a variety of data sources including configuration and topology data, internet and intranet data, real user and infrastructure telemetry as well as customer supplied data. Additionally, the simple policy framework allows administrators to create complex, granular traffic steering policies to match the specific needs of your business, from simplifying global load balancing and managing blue green deployments to granular traffic steering for multi-CDN environments and large-scale streaming applications.



- **Fits into your infrastructure.**

Easily deploy in existing environments using our integrations with a variety of toolkits and solutions, like Ansible, AWS CloudWatch, Catchpoint, ServiceNow and many more.

Features

Global Anycast Network

Scalable DNS infrastructure distributed across 26 PoPs worldwide enables 24/7 availability, fast DNS responses, and resilience against DDoS attacks, backed by 100% uptime SLA.

DNS for China

Fully managed, authoritative DNS network, with points of presence at Shanghai, Beijing, Qingdao, and Shenzhen, as well as technology that minimizes the performance impact of the Great Firewall.

Dedicated Secondary DNS

Easily add a secondary DNS network that is dedicated to your business and is managed from the same portal and API without any platform risk or complexity of dealing with multiple providers.

DDoS Resilience

Combination of global locations, massively provisioned infrastructure, autoscaling, sophisticated detection, filtering capabilities, and operational readiness drills to protect against attack.

DNSSEC without compromise

The integrity of DNS responses is protected by DNSSEC signing without compromising traffic management or DNS redundancy.

APIs, SDKs, and Integrations

NS1 platform has a comprehensive catalog of APIs with supported client libraries for Python, Javascript, Go and PHP. Direct integrations with various enterprise technologies simplify automation of day-to-day tasks and cross-team workflows to improve productivity.

Filter Chains

A simple point-and-click way to build the decision-making policies for global traffic management and active traffic steering. The policies are configured by chaining together single purpose algorithms for different goals such as failover, load balancing, load shedding, latency routing, cost controls, or geo/ASN/IP prefix targeting.

Automatic detection and correction

As infrastructure or internet conditions change, NS1's automatic detection and correction shields users from localized outages, connection overloads, or performance issues. NS1 leverages real-time infrastructure, internet and user telemetry to detect changing conditions. These insights inform routing decisions which are adjusted automatically by policies configured with Filter Chain to ensure the best experience for every user.

Reporting and Analytics

See real time and historical query usage for each zone. Understand differences across countries at-a-glance with a dynamic global map displaying real user telemetry. Review traffic distribution across all multiple CDNs, cloud providers, or datacenters with full visibility into record-level routing decisions to understand and improve policy effectiveness.

Subscription Licensing

Avoids CapEx-heavy expenditures and hardware maintenance

DNS & App Traffic Management Services

		Premium	Advanced	Standard	Basic
Success	Customer Success Manager	Yes	Yes	No	No
	Shared Messaging Workspace	Yes	Yes	No	No
	Strategic Business Reviews	Yes	Yes	No	No
Onboarding	Traffic Cutover Support	Yes	Yes	Yes	No
	Migration Project Management	Yes	Yes	No	No
	Assigned Migration Engineer	Yes	No	No	No
Support	Support Hours	24x7x365	24x7x365	24x7x365	Mon-Fri, 9am-5pm*
	Email Support	Yes	Yes	Yes	Yes
	Phone Support	Yes	Yes	Yes	No

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.