

# Dynect® CDN Manager

## Providing CDN choice and optimization to customers

Bringing content to the edge is the most effective way to maximize an end-user's Web experience -- using the Dynect Platform's CDN Manager (CDNM) product is the most effective way for customers to maximize the performance of their existing CDN (Content Delivery Network) and bring other CDN's into the mix. With the CDN Manager, customers can take traffic routing and Global Server Load Balancing (GSLB) to the next level of efficiency. Easy to manage and fully customizable to the needs of the growing enterprise, CDN Manager ensures content delivery optimization to the end-user by allowing customers to choose their best option for distributing and load balancing incoming Web traffic.

## CDN Manager Features

- Geographic-based load balancing
- Round-robin CNAME responses to CDN providers
- CDN Flexibility - Use CDNM to peel traffic from one CDN to another for testing or bleed over; balance traffic between multiple CDNs for cost control; utilize local servers/caches in one region, use CDN in other regions
- DNS based, delivered via services cloud
- No hardware investment or management

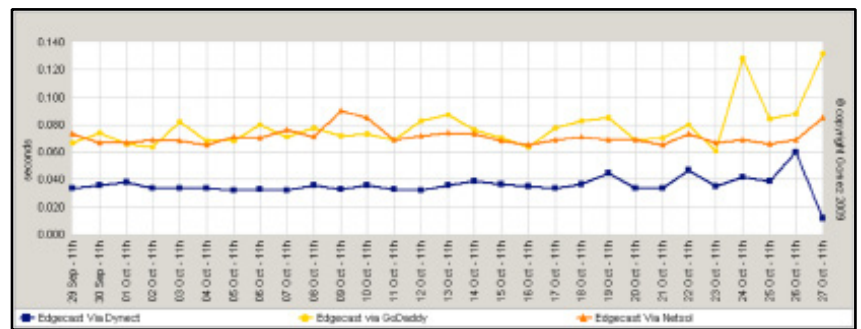


Figure 1- DNS Latency Comparison: Dynect vs. Registrar DNS as measured from Gomez Global Performance Network

By using Dynect's CDN Manager, customers will experience: substantial costs savings when compared to using only a tier one CDN provider, improved performance due to further redundancy with multiple CDN players and the ability to test multiple CDNs at once to determine peak performance formulas and traffic bleed over. CDN Manager is free to test for two weeks with no obligation.



## What is the Dynect Platform?

The Dynect Platform is the latest offering in Enterprise DNS solutions. It is built upon Dyn Inc.'s experience in running one of the world's finest consumer services, DynDNS.com. The Dynect Platform combines this experience with the newest technology available to provide a robust and resilient DNS service system.

With the Dynect Platform, you get an easy-to-use DNS management system via the Web. A search function allows you to jump between different sections of your zones quickly and easily. The Dynect Platform supports multiple users and allows administrators to set various permission levels for different users by zone, label, or record. Only users with the appropriate credentials will be able to change your delicate DNS settings.

The Dynect Platform allows you to take advantage of the DNS' built in Load Balancing and Failover system. We'll monitor your servers remotely and correct your configuration if we notice a problem. We'll also send you a notification so you can get your system back online as soon as possible.

Everything your business does online, from serving Web pages to relaying emails, relies on DNS to find its appropriate server, database, or information store. If your DNS is down, your entire Internet presence is down. Why invest so much time and money into these services only to have your DNS fail? The Dynect Platform guarantees 100% DNS resolution, so you'll never have to deal with a DNS outage again.