

Improving Performance & Service While Reducing Costs

Overview

A division of one of Europe's largest privately owned publishing groups, Bauer Media is a big part of a worldwide media empire with 300 magazines in 15 countries, in addition to TV, radio and online ventures.

With a focus on magazines and radio, Bauer Media connects more than 80 influential media brands to those desiring content through their various platforms. They reach over 19 million UK adults through these various channels via publications like FHM, Parkers, Kerrang!, Empire, Mojo, Kiss Radio and more. As a result, they need to deliver content without delay.

As their contract with their previous DNS provider approached renewal time, it became clear that the negotiations for a more sensible price or improved services were out of the question. Frustrated with this response, Bauer decided to look elsewhere for a managed DNS solution that would be both budget smart and service friendly while still meeting their need for superior DNS response times.

The Dyn Difference

When Bauer was contemplating a switch in DNS providers, a major deciding factor was the lack of open communication with their existing provider when asking for benefit comparisons and key differentiators.

"We wanted to get a better understanding of the benefits we were getting by staying with our current provider versus switching to another. What we got was a lot of information that tried to undermine DynECT Managed DNS instead of why our current service was superior," Bauer Senior Online Support Engineer David Hadfield explained.

Once they decided to explore other options, Dyn was at the top of their list. The price differential and customer service commitment stood out early on, as well the open

CLIENT DETAILS

- * Part of a worldwide media empire
- * Content providers to 19 million UK adults
- * Represents media brands like Kerrang, Parkers, FHM

KEYS TO SUCCESS

- * Open communication through sales process
- * Cost reduction & service improvement
- * Support & engineering assistance

dialogue on how the services Dyn offered could benefit them and what areas they'd have to make adjustments in.

DynECT Managed DNS is powered by a global Anycast network, spanning over 17 locations and supported by a team of engineers who live, sleep and breathe uptime. Dyn is proud to lead the pack in industry uptime since 2001 and has a collection of advanced features that help clients like Bauer with more redundancy and reliability than other enterprise DNS providers.

Results

After a painless transition to DynECT Managed DNS that was overseen by Dyn's support and technical teams, Bauer Media continues to be happy with their decision to move IaaS vendors, experiencing DNS response times in the UK that are substantially faster than with their previous provider.

"I have had no hesitation encouraging other companies to follow our path to Dyn and we have already mentioned them to friends at other companies," Hadfield said. "Cost, performance, service and support all changed for the positive."

"When new clients come on board like Bauer, our entire sales team has full confidence that the transition and post-transition support will be up to our standards," Dyn Senior Director of Worldwide Sales Josh Delisle said. "We're proud to back up what we say we can do and provide excellent results for clients."

How can Dyn help make your IaaS life easier? Email us at sales@dyn.com or call us at 1.888.840.3258.

Uptime is the Bottom Line.

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