

Avoiding Downtime When Disaster Strikes

Overview

For over 10 years, 37signals has focused on being the best in web-based business software and even wrote a book (Rework) on efficiency. Products like Basecamp for project management, Highrise for contact management, Backpack for internal communication and Campfire for business group chat have helped entrepreneurs, freelancers and small businesses around the world not only do their jobs, but do their jobs better.

With that level of importance comes the need to be available around the clock. Web presence is critical to 37signals' success and downtime is simply not an option.

So when a significant outage of their internal server network left their websites down for more than three hours, 37signals had to make a drastic change to the way they managed DNS to ensure that even during an outage, the company could always communicate with its customers.

The Dyn Difference

Their search for the right managed/outsourced DNS offering was comprehensive but at the end of the day, 37signals went with **DynECT Managed DNS** for its favorable prices, customer service reputation and reliability.

Dyn is proud to say that reputation stems from a legacy of more than a decade of industry-leading uptime powered by our worldwide Anycast DNS network and a team that is committed to engineering excellence.

Making The Switch, Easy Integration

Switching from internal DNS hosting to external DNS hosting is never an easy decision, but as 37signals Systems Engineer Mark Imbriaco pointed out, external management of DNS can save companies time, money and resources.

CLIENT DETAILS

- * Founded in 1999
- * Web-based application aces: Basecamp, Highrise, etc.
- * Millions of worldwide customers

KEYS TO SUCCESS

- * Presence during outages
- * Easy integration with APIs
- * Reporting insight into traffic patterns

"We're a small company on purpose. Because of that, outsourcing our DNS was a huge deal. It freed up internal resources to work on other projects," he said.

Using our API, developers seamlessly integrated DynECT Managed DNS into their existing infrastructure.

"The API made it very simple for us to automate the process of redirecting traffic in an emergency. Now we use the web portal for routine changes," Imbriaco explained.

In addition to enjoying the security and stability that Dyn provides, 37signals is also able to direct customers to an external status page should an outage occur. This guarantees their customers are always kept abreast of any situation that might affect their use of the product.

Results

37signals successfully integrated DynECT Managed DNS into their existing infrastructure, ensuring their DNS is protected by a network of global data centers. As they continue to grow, we continue to help with in-depth reporting tools that provide insight into web traffic patterns and more.

Behind it all stands Dyn, ready to make sure that companies like 37signals always have a web presence, even if disaster strikes.

"We understand how essential it is to have your web-hosted software available at all times," Dyn VP of Sales and Marketing Kyle York said. "37signals trusts Dyn for a reason: we are the best at what we do and they can have 100% confidence in their software always being available for customers and prospects."

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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+1 888 840 3258
sales@dyn.com
<http://dyn.com>

150 Dow Street
 Manchester, NH
 03101 USA