

Providing Stability As An Outsourced DNS Provider

Overview

D-Link, a global manufacturer of networking and data products, is a publicly traded multi-billion dollar company selling directly in more than 100 countries. Millions of customers use their various Wi-Fi products to get online with their broadband Internet connections, making them one of the largest and most well-known companies in their space.

As broadband adoption has increased, D-Link customers have relied on their home and small business routers to provide services that enable customers to host content and support remote computer access. A critical requirement to making this work is dynamic DNS, which is used to map a domain name to the customer's computer IP address. This functionality traditionally is on the network devices, not routers.

With growing usage of this feature, D-Link was faced with the challenge of developing and maintaining their own in-house DNS infrastructure or finding a managed provider. D-Link contacted several potential partners, looking for a long-term relationship that could provide stability as an outsourced provider. As a hardware vendor, they needed a partner who understood DNS and software development and would ensure a quality service across their entire product line. D-Link also wanted to leverage the pre-existing familiarity with the dynamic DNS update protocol.

The Dyn Difference

D-Link connected with Dyn, the world leader in managed/outsourced DNS services. The company had built successful partnerships with several key industry companies, giving D-Link the confidence they could trust Dyn with their initiatives and goals.

The process of switching required the coordination of multiple product lines and development teams from both companies. They started with two product lines to measure a successful transition and as successful implementation occurred, the newer software revisions were phased into the development line without issue.

CLIENT DETAILS

- * Sells directly to 100+ countries
- * 25 years of technology innovation
- * Publicly traded, multi-billion dollar company

KEYS TO SUCCESS

- * Coordinated product lines & development teams
- * Seamless phasing of software revisions
- * Worked with Dyn team to troubleshoot issues

During the process, Dyn's engineering staff worked through all questions that the D-Link development teams had. Dyn was able to suggest best practices and pinpoint issues before they ever became a problem. Because of this collaborative development process, firmware upgrades did not need to address dynamic DNS functionality.

"We chose Dyn because of their reputation for developing superior service offerings," said Michael Luu, Director of MIS of D-Link. "Their position in the market and flexibility of resources make them an ideal partner."

Results

Dyn created a rebranded web portal, providing a turnkey solution so that D-Link customers had a seamless D-Link experience. D-Link marketing worked closely with the DynECT Managed DNS team to meet any requirements needed.

D-Link customers now enjoy an integrated experience and the dynamic DNS function works seamlessly. D-Link noticed an appreciable decrease in technical support requests. For individuals, it meant more time tweaking their personal website than configuring DDNS. For businesses, it meant more productivity.

"Having such a trusted brand name as D-Link as a partner is an honor for us," Dyn Chief Revenue Officer Kyle York said. "We knew from our first conversation that we could help out their company and their customers. They put their trust in us and we came through."

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Uptime is the Bottom Line.

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