

# How 100% Uptime Helped Twitter Explode

## Overview

When Twitter launched in the summer of 2006, it was a small and unique idea with grand ambitions. 140 character messages called 'Tweets'? People following you and you follow back? What's a hashtag? More than five years later, Twitter has become a lifeblood of internet culture with over 200 million worldwide users, 460,000 new accounts created daily and 200 million Tweets exchanged per day.

Before it became a micro-messaging sensation, Twitter was a Dyn Standard DNS client. As its traffic and queries-per-second (QPS) grew at an unprecedented rate, Dyn helped Twitter seamlessly transition to the enterprise-level **DynECT Managed DNS** platform. This allowed Twitter to take advantage of delivering better network performance and traffic management as they grew to incredible heights.

## How DynECT Managed DNS Helps

With several Advanced Features, Dyn has products and services that allow our clients to grow from low-traffic sites to global mega-brands. An example is **Traffic Management (GSLB)** which enables high-volume clients like Twitter to load balance their queries geographically.

Soon after Twitter started with us, they were quickly at 1,000 QPS when the limit on Dyn Standard DNS was 1 QPS. That was five years ago when people thought tweets were just sounds that birds made. That number has grown by more than 15x since then.

To put usage in perspective, Twitter says that "Every day, the world writes the equivalent of a 10 million page book in Tweets or 8,163 copies of Leo Tolstoy's War and Peace."

Few service providers can keep up with that rate of growth, but Dyn has always been up for the challenge.

### CLIENT DETAILS

- \* Founded in 2006
- \* Social network megastars
- \* 200 million worldwide users
- \* Alexa rank: 9th (10/2011)

### KEYS TO SUCCESS

- \* Ridiculous scalability
- \* Ability to handle Twitter-level traffic
- \* Use of Dyn's robust APIs

## Big Networks Need A Small World

As Twitter and other clients look to expand their technological infrastructure, our ever-expanding Anycast Network provides a unique opportunity for all companies using DynECT Managed DNS to co-locate their data centers near Dyn's 17 locations around the world.

Co-location reduces costs, increases efficiencies and most importantly, speeds up your network's response time. Website owners who trust Dyn don't worry about losing revenue due to downtime. You shouldn't either.

"For high traffic networks, downtime and sluggish response are killers," said Kyle York, VP of Sales and Marketing at Dyn. "DynECT Managed DNS ensures uptime and increases network speed. Many of our clients rely 100% on the Internet to operate their business and our technology simply makes their service better for their clients."

DynECT's globally redundant network is reinforced by the power of **IP Anycast DNS**, a method that ensures data is routed to the best location as determined by the network setup. By tweaking carriers, bandwidth and geographic location, Dyn reduces latency to an absolute minimum and ensures the network always works wherever you are and however you connect to it.

Whether you're the next big thing or already a global sensation, you need an IaaS partner that has the solutions for every stage of growth. Trust someone who has been there, done that and continues to ensure that uptime is the bottom line for all.

**How can Dyn help make your IaaS life easier? Email us at [sales@dyn.com](mailto:sales@dyn.com) or call us at 1.888.840.3258.**

## Uptime is the Bottom Line.

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