

Better Speed and Performance.

Dynamic Network Services Incorporated (Dyn Inc.), offering the most affordable, reliable and scalable managed DNS and GSLB solution in the world partnered with AudienceScience (formerly Revenue Science), the only company worldwide to offer both an audience technology platform and a targeting marketplace, has chosen the Dynect Platform.

FASTER THAN A SPEEDING BULLET

“We found that Dynect was the most trusted solution available for managed DNS services. They also made a dedicated effort to build a strong and open relationship with us and simply suited our needs better than the competition,” said Brandon Mason, VP of Technology at AudienceScience. “Some of the major factors for us in our decision included a high SLA with proven reliability, an increase in speed by removing our internal global load balancing hardware appliances, and a cost effective and flexible partnership built for the long-term.”

AudienceScience key goals of decreasing costs and DNS query latency, while effectively limiting staffing, expertise, hardware, power and cooling were met with the Dynect Platform, freeing up rack space by switching from a hardware-based system to a DNS cloud service. The Seattle-based company provides behaviorally targeted global online media campaigns on websites including Financial Times, Gannett, Jumpstart Automotive Media, New York Times Digital, NikkeiNet, Reuters.com, The Guardian.co.uk, Univision.com, and Wall Street Journal Digital. Managing this kind of targeting platform for digital media worldwide requires special DNS and Global Traffic Management needs.

“We continue to experience unparalleled growth on the Dynect Platform thanks in large part to the flexibility, affordability and intuitive nature of the interface compared to other services. We take client relationships very seriously and that starts in the sales process. AudienceScience is an important addition to our advertising media client list because this vertical is one of our hottest spaces,” said Kyle York, Director of Sales and Marketing for Dyn Inc.



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RELATIONSHIP CENTRIC

A prime example of the personal Dyn Inc. approach, coupled with its engineering excellence that has helped fuel record growth this year, are the enhancements the company made based on feedback from AudienceScience. According to Lisa Hageman, Lead Developer for the Dynect Platform, programmers at AudienceScience recommended an enhancement they hoped to see implemented to improve their experience with Dynect.

“AudienceScience pointed out a spot in our work-flow-logic that was cumbersome for them,” said Hageman. “We analyzed our process, and realized they were right; we needed to make that change. We took the time out of our new feature development to patch the existing service. Now, the whole process works that much smoother for all our Dynect customers. We like that.”

York adds that the upgrades made to the Dynect Platform based on AudienceScience’s feedback have now been incorporated across the system. “We listened to their feedback and it resulted in a great platform getting even better. Ultimately all of our clients, and future clients, benefit. Pricing and this type of engineering flexibility and responsiveness are what is fueling our record growth in 2009, despite a down economy.”

You can learn more about The Dynect Platform at <http://dyn.com/dynect>

