

Dyn adds Renesys to the fold for Internet performance monitoring

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Dyn has announced the acquisition of Renesys, a provider of Internet performance monitoring services, for an undisclosed sum. Dyn, which offers DNS and load-balancing services, will obtain data from Renesys' global Internet monitoring service.

Deal rationale

With the move, Dyn fills a gap that its lineup had around data and the performance of applications on the network. The company also bolsters its staff with the addition of 40 employees, and gains a customer base that includes many top ISP and carrier providers as well as large enterprises.

Acquirer profile

Dyn has been an active acquirer of vendors in the DNS space, including Neticca, EditDNS, EveryDNS and TZO. The company has also been expanding with deals for performance monitoring and data visualization tools, but the Renesys buy marks its most serious play in the space to date.

Dyn counts 3,200 customers of its managed services, and says more than half of enterprise customers are using its Traffic Director, which can be employed as a rules engine to direct requests between different servers, datacenters and cloud providers based on user location and performance data from partners.

Target profile

Acquirer:

Dyn

Target:

Renesys

Subsector:

Internet performance monitoring

Deal value:

Not disclosed

Date announced:

May 21, 2014

Closing date:

May 21, 2014

More people will know Renesys from its reports on Internet restrictions in politically charged areas, which typically receive significant press coverage. From Syrian access changes to undersea cable cuts, the company's blog covers the impacts on global connectivity. Hanover, New Hampshire-based Renesys does much more with its performance analytics than grab headlines. Its 40 employees track performance across the various highways and byways of the Internet, providing customers with information on transit performance and helping them optimize the design and operation of large, distributed networks.

The company's Market Intelligence offering has become a key reference for the specialized world of ISP sales and marketing. As more traffic traverses Internet links in moving to or from cloud deployments, the Renesys Internet Intelligence product enables customers to see where they can effectively peer and connect to manage performance and reliability.

Products

Dyn has seen a boost in its business come from enterprises looking to build in more redundancy across their compute infrastructure. Vendor diversity is one strategy to cope with cloud and hosting outages, for example, and DNS is a useful tool for managing traffic across different resources. One piece that Dyn wanted to add, however, was data about what was happening on various networks so that customers would steer traffic to the right locations.

To that end, the Renesys suite of Intelligence products will be the first offering in Dyn's new Performance Assurance suite. While the two companies' products will be offered separately, Renesys' performance data (monitored from hundreds of network providers around the globe) will also be delivered in tandem with DNS and load-balancing services to help customers make real-time decisions on how to utilize different cloud services, as well as troubleshoot application and network performance issues.

Competition

Renesys' competition is hard to pin down. There are a number of Web application performance monitoring services and network monitoring device vendors. Compuware's Gomez and Keynote Systems are the two largest players in Web performance management, but others like Catchpoint Systems and Pingdom are growing.

As Dyn expands its features around global load balancing and performance measurement, it could see competition from companies like Cedexis, which provides cloud-based load-balancing services built around real-time end-user performance monitoring data.

Outlook

With the acquisition of Renesys, Dyn gets a deep-dive dataset on network performance that makes a good fit with its traffic management tools. The monitoring of Web application performance has become increasingly important as both the back and front ends of applications are more distributed than ever. Dyn's combined offerings will help enterprises manage application performance across datacenter and cloud providers - and should help accelerate its growth in 2014.

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