



## NS1's next-gen DNS and traffic management technology enables companies to flexibly and powerfully deliver high performance applications and content at global scale.

The NS1 DNS platform was built from the ground up to service the most demanding applications on the modern internet. The technology signals a dramatic shift in how dynamic, distributed applications can be delivered online. NS1's DNS is data driven in real time: we constantly ingest and process telemetry about the state of your systems and the internet at large, routing your end users to the optimal delivery endpoint in accordance with the unique rules of your application and business logic. With NS1's powerful and easy to use Filter Chain technology, it's a simple point and click affair to configure complex, tailor-made routing algorithms.

### NS1's Filter Chain is the industry's most flexible tool for crafting complex routing algorithms.

NS1's new patent pending intelligent routing technology lets you easily mix and match routing algorithms to direct traffic based on a combination of metrics including system health, geography, network location, performance metrics and system load, bandwidth commits, and much more.

Drop in the **UP** filter to remove failed servers, **GEOTARGET\_COUNTRY** to route your users to your nearest facility, then add **WEIGHTED\_SHUFFLE** to send 95% of your traffic to your colo environment and 5% to the cloud. Add **SHED\_LOAD** to dynamically adjust the overflow percentage based on real-time health metrics.

### Drive real time routing decisions using fully integrated RUM, native monitoring, and 3rd party services.

NS1 leverages the best, most accurate network and infrastructure telemetry, including metrics captured directly from eyeball networks in real time.

Use our built-in high frequency monitoring - an easy to configure, powerful platform for accurate, responsive health checking that's directly tied to NS1's traffic management.

Feed up/down alerts from **CATCHPOINT** and **NEW RELIC**, beam application metrics from **BOUNDARY**, or push data straight from your systems to our modern and lightweight REST API. Use your telemetry with the Filter Chain to adjust traffic routing policies in real time, all the time.

**BUSINESSES THAT RELY ON DNS RELY ON NS1.**



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NS1.COM

@NS1

# You're constantly innovating. Shouldn't you expect the same from your DNS provider?



## Rethink traffic management with NS1's Filter Chain

NS1's next-gen routing technology hits a sweet spot that combines power, flexibility, and usability, allowing users to configure complex, customized, traffic shaping algorithms perfectly suited to your application and network.

Filters are like little programs that run inline for every DNS query. They are attached directly to RFC-compliant DNS records, unlike other providers who leverage proprietary DNS record "types" for one-off routing strategies that are inflexible and don't scale. Filters can be combined and re-ordered to build complex algorithms perfectly tailored to your business requirements. NS1 supports dozens of Filter algorithms and can even build custom Filters unique to your use case.

## Give us your data, we'll give you smarter DNS

You know your infrastructure best, and chances are you're already carefully monitoring the health and usage of your systems. NS1's Data Feed technology works with major monitoring providers and even your own tools to ingest existing application health and infrastructure telemetry, leveraging your data in real-time to drive traffic management.

For example, send your internal health checks for your servers or datacenters and redirect traffic away from failed locations instantly. Push geo maps or prefix lists to shape your traffic distribution. Even beam NS1 your system load metrics or connection counts from your load balancers, and we'll shed traffic from overloaded datacenters.

NS1's platform is built to take in the data that matters for your application and propagate it to our global network in milliseconds so it can have an immediate impact on your traffic.

## Deploy your own Dedicated DNS network

Harness the power and flexibility of NS1's groundbreaking DNS platform in your datacenters, on your network, dedicated entirely to your application, managed and operated by our team of DNS experts.

NS1's Dedicated DNS networks can be deployed in virtually any existing topology you might have, whether that's in the cloud, on premise, or hosted internally behind your firewall. And Dedicated DNS networks seamlessly integrate with NS1's Managed DNS network: all your DNS in a single unified platform.

NS1 provides Dedicated DNS as a fully managed deployment that is always up to date with the latest platform features and functionality, offering the perfect blend of flexibility and control for your environment.

GEOTARGET\_REGIONAL

UP

GEOTARGET\_COUNTRY

STICKY

GEOTARGET\_LATLONG

SHUFFLE

GEOFENCE\_REGIONAL

PRIORITY

GEOFENCE\_COUNTRY

STICKY\_REGION

NETFENCE\_PREFIX

SELECT\_FIRST\_N

NETFENCE\_ASN

WEIGHTED\_STICKY

SHED\_LOAD

WEIGHTED\_SHUFFLE

LATENCY

SELECT\_FIRST\_REGION

## Customer Snapshot

A weight loss support company based in NYC, Weight Watchers focuses on providing reliable access to their member online tools and services.



weightwatchers

Weight Watchers leverages NS1's Managed DNS network for reliable, lightning-fast global DNS delivery. They use NS1's API to automate much of their routine DNS management and they operate a Dedicated DNS network to provide redundancy in their DNS solution.

"My end goal is to automate everything DNS. NS1 is the only provider with the right technical stack to do that."

-- Kanwar Gill, Senior Director DevOps, Weight Watchers.