

NetNames' enhanced DNS infrastructure

Investing in your online security

Through its enhanced DNS infrastructure, NetNames offers its Platinum Service clients 99.999 per cent performance criteria, as well as offering very rapid query response rates and a robust defence from major security threats.

Threats to doing business online

Domain names are a crucial part of any company's online presence and the Domain Name System (DNS) is vital for directing not only website traffic to the right place, but also email. A failure in the DNS has the potential to bring any organisation's email and e-commerce capabilities to a halt.

Over the last few years, Distributed Denial of Service (DDoS) attacks, particularly upon nameservers (the servers which facilitate the DNS), have become an increasingly significant concern as they pose a distinct threat to doing business online. Today's business cannot afford to have its online presence unavailable for any length of time and therefore should select a hosting company that can successfully resist such attacks.

A DDoS attack is a common online assault that aims to overwhelm network bandwidth using a flood of data, to prevent access to servers. The flood of incoming messages to the target system essentially forces it to shut down, thereby denying service to the system for legitimate users.

According to data taken from the Symantec Internet Security Report, a new DDoS attack is launched every minute on average.

The world's largest DNS network

In order to offer market leading protection against the DDoS threat, NetNames' DNS infrastructure makes use of the world's largest DNS network from Neustar Ultra Services, formerly known as Ultra DNS. A mesh of 11 synchronised DNS server nodes, distributed across four continents, provides NetNames Platinum

Service customers with unprecedented levels of performance and resilience.

This premium level infrastructure uses patented technology to provide industry leading protection against security issues such as DDoS attacks. The system incorporates proprietary software, as opposed to the open-source BIND software which is more commonly used on DNS servers and requires constant upgrade patches. If a DDoS attack is launched against one of these nodes, queries will continue to be served and answered by the other DNS server nodes, hence have no detrimental or visible impact to the end user.

Advanced technology ensures DNS requests are directed to the closest server on the network, thereby minimising latency and ensuring websites are consistently retrieved without delay.

NetNames selects its partners and suppliers carefully, choosing only proven leaders in their field. Neustar Ultra Services provide managed DNS solutions to 8,500 customers including major corporations such as Oracle, Sony Music and Amazon.com. They also provide this infrastructure to 25 top level domains (including .uk, .info and .org). As a result, Neustar Ultra Services power the resolution of over 15 million domains.

Key benefits of NetNames enhanced DNS infrastructure:

- Enhanced resilience and redundancy
- Faster response times - from anywhere in the world
- Enhanced security - including specific protection against DDoS attacks.

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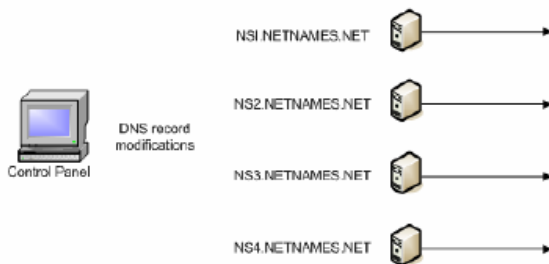
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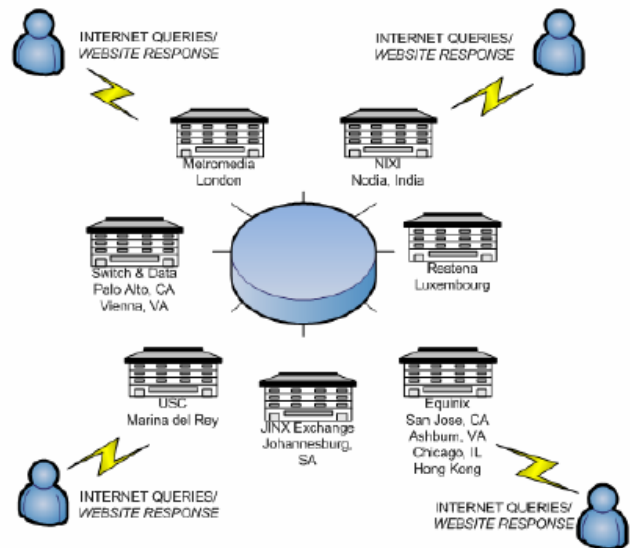
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The world's largest globally distributed DNS network



In combination with advanced protection against Distributed Denial of Service (DDoS) attacks, Platinum Service customers are assured not only of reliability and performance but of an exceptionally secure DNS as well.

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