



VERISIGN™

DATA SHEET

VERISIGN® MANAGED DNS

NOW MORE THAN EVER, ORGANIZATIONS RELY ON THE INTERNET TO CONNECT AND TRANSACT WITH A GROWING NUMBER OF CUSTOMERS, EMPLOYEES, AND BUSINESS PARTNERS. A MISSION-CRITICAL ELEMENT OF A RELIABLE INTERNET INFRASTRUCTURE, AND ANY WEB-BASED SYSTEM, IS THE DOMAIN NAME SYSTEM (DNS). VERISIGN MANAGED DNS PROVIDES RELIABLE AND ACCURATE SUPPORT OF CUSTOMERS' DNS THROUGH A PROVEN, GLOBALLY AVAILABLE AND SECURELY MANAGED DNS INFRASTRUCTURE.

DNS outages can be caused by external threats and vulnerabilities, targeted DNS-based distributed denial of service (DDoS) attacks, network latency, resolution errors, and time-outs. All of these challenges can be overcome with a highly reliable, scalable infrastructure managed by a team with deep expertise in DNS. Unfortunately, both the resources required to build such an infrastructure and the in-house expertise required to meet the evolving demands of DNS are beyond the reach of most companies—and are a desired investment focus for even fewer.

Verisign Managed DNS is a cloud-based DNS hosting service that helps deliver 100 percent DNS resolution, improving the availability of Internet-based systems that support online transactions and communications. Verisign helps guarantee the reliability and accuracy of its customers' DNS by leveraging a global, securely managed DNS infrastructure. This allows enterprises to save on capital

expenses associated with DNS infrastructure

deployment and reduce operational cost and complexity associated with DNS management.

DNS: A CRITICAL, YET NICHE FOCUS

The importance of DNS is nothing new. As companies move to Internet-based business models, they become dependent upon DNS, often assigning its management as a “slice of time” for IT staff. The reality is this approach stopped making sense long ago. Even with modest investments of System Administration resources, hardware deployment and maintenance, and bandwidth, most internally managed DNS infrastructure costs more than an outside service and delivers inferior performance. With Verisign Managed DNS, an organization can hand over the nuances of DNS management while maintaining control over their DNS zones. Verisign provides the necessary network hardware,

software, connectivity, as well as expert customer support available 24-hours-a-day, 7-days-a-week, 365-days-a-year.

UNMATCHED DNS EXPERIENCE AND EXPERTISE

Verisign Managed DNS allows organizations to leverage the proven expertise and infrastructure of Verisign, a premier provider of Internet infrastructure services. Verisign has managed the .com and .net Top-Level Domains (TLDs) for over twelve years without interruption, setting the unmatched standard for DNS uptime. These domains make up nearly 50 percent of the domains on the entire Internet driving over 50 billion queries per day. Many other providers of managed DNS services also provide DNS to Internet TLDs, but none possess the level of performance and scale of Verisign. Recent Registry Reports from ICANN show that Verisign managed 35 times the query volume of the nearest competing



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DNS registry, and responds to that traffic with resolution times four times faster.¹

ROBUST AND RELIABLE GLOBAL DNS INFRASTRUCTURE

Verisign Managed DNS relies on the ATLAS® platform for secure, consistent, and accurate DNS resolution. This proprietary technology is designed to support the core Internet infrastructure through the proliferation of edge devices; the growing number, size, and sophistication of threats; and the use of advanced services that stress the underlying transport layer of the network. ATLAS is the platform used for global DNS resolution by the .com and .net registry, and has been developed with 100 times the processing capacity of the original DNS technology in order to maintain the speed and reliability of connections, as well as integrate new protocols quickly and efficiently. Since ATLAS is not open source software, it is much less vulnerable to the security flaws of other DNS platforms.

Verisign DNS hosting service combines two primary query-routing methods, unicast and anycast, into a single managed service, delivering a hybrid approach that uniquely optimizes the availability and performance of websites, email and Web services. Unicast, in which a single client communicates with a single server, is viewed as ideal for situations that require high availability. Anycast, which uses mirrored servers

represented by a common IP address, can minimize transaction latency.

The need to choose between unicast and anycast routing forced organizations to make trade-offs between performance and availability. By deploying a hybrid of unicast and anycast technologies at 17 authoritative name server locations, Verisign is empowering organizations to easily and flexibly manage their DNS environments and eliminate the need to choose between performance and availability.

IMPROVED WEB PERFORMANCE WITHOUT SACRIFICING CONTROL

Using a simple, secure, and intuitive Web-based portal, Verisign Managed DNS customers maintain secure, exclusive, and direct control over DNS data. The Verisign Managed DNS management portal provides real-time record propagation, record-level control of time-to-live (TTL) settings, and zone file error-checking to reduce the risk of DNS outages caused by human error. Verisign Managed DNS includes a variety of advanced features to further streamline DNS management and Web site availability. These include:

- **Failover Service:** monitoring of your Web site and automated DNS changes in the event of a web server failure.
- **Web Forwarding Service:** redirect one or multiple URLs to a Customer-designated site.
- **Web Parking:** designate a “for sale” or “under construction” page for

their domain.

- **Managed DNS Reporting Services:** delivered through the Web-based DNS management portal, monthly reports by domain name, number of DNS queries, and number of Web Forwarding requests are examples of reporting.

IMPROVE DNS SECURITY WITH DNSSEC

Verisign Managed DNS incorporates DNS Security Extensions (DNSSEC) compliance, an essential feature that helps bolster the security and performance of enterprise network services.

By applying digital signatures to DNS data to authenticate its origin and verify its integrity as it moves throughout the Internet, security extensions are designed to protect the DNS from man-in-the-middle attacks that corrupt, or poison, DNS data. With DNSSEC, DNS administrators sign their data, resulting in digital signatures on the DNS data that is validated through a “chain of trust.” By providing support for DNSSEC, Verisign simplifies the complex process of implementing DNSSEC protections across an organization's various domains. This makes it easier for enterprises to strengthen the integrity of Internet communications and the security of DNS transactions.

With Verisign's Managed DNS solution, a domain's DNS records can be digitally signed for any top-level domain (TLD) that supports DNSSEC including .com, .net, .edu, .gov, .us, .org, and others. Verisign

¹ ICANN Monthly Reports, 2009 and 2008



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makes the complex process of managing DNSSEC easier by signing all zone files in a customer's account, continually checking the status of DNSSEC keys to ensure they are valid, and automatically publishing new keys after the existing ones expire - the most challenging component of DNSSEC.

ROUTE DNS TRAFFIC BASED ON VISITOR LOCATION

Verisign helps organizations differentiate responses to DNS queries via new Geo Location capabilities in Verisign Managed DNS. Geo Location allows website owners to customize responses for end-users based on their physical location or IP address, giving them the ability to deliver location-specific content, advertisements, and offers more relevant to a potential customer. This feature identifies the city-level geographic location of the Internet user who originated the DNS query and returns the appropriate answers based on predefined rules using the user's location. Verisign allows customers to configure Geo Location rules based on the visitor's city, where as most providers only allow down to the country or state level.

Geo Location can also be used to globally load balance website traffic, which helps to optimize network speed, functionality and reliability. The Verisign Managed DNS solution allows both Geo Location and DNSSEC to be enabled at the same time for any customer zone, unlike other DNS hosting services, which only allow one or the other to be

KEY BENEFITS

100 Percent Availability of DNS Resolution

Verisign Managed DNS features a 100 percent uptime Service-Level Agreement on DNS resolution to support availability of your missioncritical web-based systems and online presence.

Reduced Cost and Complexity

By leveraging Verisign Managed DNS, customers get immediate support from the world's largest deployed DNS infrastructure without hardware investment and maintenance costs.

Improved Security of DNS Zones and Response Integrity

Verisign's redundant DNS global infrastructure provides proven protection against DNS-targeted DDoS attacks, helps eliminate any single point of failure, and is supported by proprietary platform, avoiding vulnerabilities associated with some open source software.

Enhanced DNS Response Time

Verisign global DNS infrastructure and proprietary platform provides enhanced DNS performance through faster reaction and zone file uploads to support increased Web site traffic and online revenue.

Simplified DNS Management through an Intuitive, Error-Checking Console

Enjoy complete administrative control of your DNS information and reduce the risk of DNS outages caused by human error through a Web-based portal. The Verisign Managed DNS management portal offers near realtime data propagation and auto-error checking for common configuration errors any time changes to DNS zone files are made.

Access to Experts in Managing and Maintaining DNS

Verisign Managed DNS provides 24x7 access to leading experts in DNS if or when a situation arises that requires escalation.

Ability to Integrate New Protocols Quickly and Efficiently

Verisign Managed DNS is IPv6 compliant including management of AAAA resource records.



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applied to a zone.

LEARN MORE

For more information about VeriSign Managed DNS, please email Learnmore@Verisign.com.

ABOUT VERISIGN

VeriSign is the trusted provider of Internet infrastructure services for the digital world. Billions of times each day, companies and consumers rely on our Internet infrastructure to communicate and conduct commerce with confidence.

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