

neustar™



Strategies for a Secure and Optimal Online Presence

Whitepaper

Partner Program

Extending your reach

How technology service providers can win with managed DNS services and performance management solutions

As the Internet continues to change the way organizations do business, more and more companies are complementing traditional brick and mortar with click and mortar—using the Internet to reach out to new customers and new markets all over the world.

In this new interconnected economic reality, the Internet has become a prime revenue driver, with all businesses looking for ways to develop a solid, safe and secure online presence.

Tapping into new opportunities

As an information technology service provider, you know that a secure and strong online presence is important. As more and more businesses move online and into the cloud, the tolerance for delays, downtime, and service gaps has decreased greatly. With revenue streams tied directly to online activity, businesses expect 100% uptime and guaranteed service levels.

This new paradigm of service and support can be a challenge for even the most savvy and well-resourced service providers. As your prospects and customers look to you for holistic solutions, you need to keep pace with changing technology standards and make sure you have the capabilities to deliver those solutions.

Don't go it alone

In today's highly competitive and increasingly complex global business environment, success depends on offering a wide range of scalable solutions to satisfy the ever-increasing demands of your customers.

In addition to the development of the seamless front-end interfaces, applications and information aggregation systems, and comprehensive network plans that drive sales and revenue, your clients look to you for complete technical support and service. At a time where 24/7/365 Internet is the expectation, no service offering is complete unless it includes a comprehensive, airtight, and fail-proof frontend and backend.

Partnering with the right solutions provider allows you to connect your clients with a critical link in their Internet supply chain; a link that can save your customers time and money and position your

By the numbers*

1,802,330,457

Global Internet users

26.6

Percent of world population

399.3

Percent growth of Global Internet Users between 2000 and 2009

*Internet Usage and World Population Statistics are for December 31, 2009 by Internetworldstats.com

By the numbers

Neustar powers:

DNS resolution for **over 20 million** Internet domain names and **3,000 enterprises**

Routing information for **over two billion mobile messages per month**

Over 350 million US phone numbers

Eleven billion DNS queries Daily

*Data as of January 1, 2010

organization as not just a provider, but as a trusted advisor.

The right solution

In today's wired world, a few minutes or seconds of down time, a delayed connection or a security breach can have a devastating impact on your clients—lost revenue and customers, unsatisfied vendors or constituents, diminished credibility. Having access to a robust suite of advanced managed services is essential for keeping pace with current customer needs and for engaging with new clients.

Your strategy defined: 5 steps to a bulletproof online infrastructure

To successfully manage their online presence, your customers need a clearly defined strategy to improve network performance, enhance security, and mitigate downtime and data loss risk.

And once they develop that strategy, they need the tools to execute it—every time.

You can use this simple checklist to assist your prospects or customers to evaluate and determine if their web infrastructure is secure, online and profitable.

Step 1: Calculate risk tolerance

Identifying risk can be difficult for any organization. But for a business that relies on an information technology infrastructure of interconnected components, it can be extremely complex, difficult and time consuming. Even if everything is well integrated now, there is no guarantee that it will stay that way.

This is why it's important to calculate and identify the Recovery Time Objective (RTO) and Recovery Point Objective (RPO).

In the event of a DNS failure, knowing their RTO gives you and your customer a clear picture of how long they can stay down before the losses become unacceptable. For some firms, this may be a few hours, for others—where uptime is directly related to revenue—it may be minutes or even seconds. Another important consideration when viewing risk tolerance and mitigation is RPO—how much data loss is considered acceptable in the event of a disaster and how much time it will take to reconfigure and restore data and data-related service.

Every minute of downtime has an associated cost and for any

What is performance monitoring?

One of the most effective ways to ensure uptime is through a comprehensive performance monitoring solution that focuses on the entire web ecosystem. Through continually running series of testing metrics, performance monitoring allows you to quickly identify and diagnose the bottlenecks, network traffic issues, and even the third party interactions that can lead to downtime, errors, or slow performance—all before they impact your customers.

This proactive approach to web ecosystem management allows businesses to improve customer and employee satisfaction through a faster and more reliable web experience, reduce lost revenue by decreasing transactional failures, and maintain internal and external service level agreements.

organization with an online presence, the cost could be in the millions of dollars.

Calculating RTO and RPO lets you—and your customers—know the real costs associated with down time.

Step 2: Know what your customers website can handle

It is important for you and your customer to know what their web infrastructure can handle. It may seem simple, but in reality, it can be a daunting task. This is especially so with complex and interdependent systems that your customers rely on to do business.

For example, load testing allows customers to determine exactly what their system can handle in a safe environment. Through a series of controlled scenarios that mimic actual user behaviors, load testing puts increasing levels of demand on their web infrastructure and then measures the response.

While simple testing through a network command can provide a part of the picture, it is highly unlikely that it can show them everything. That's why it is essential that they conduct a comprehensive and inherently aggressive series of tests on their entire technology ecosystem to get a complete picture of the vulnerabilities.

By gathering the results from simulated “users” using real browser interfaces they can see exactly how their system responds to multiple queries and transactions. Any testing should factor in the load from feeds, widgets, and third-party applications and be conducted over a network with a true global reach.

These results allow you and your customers to identify the issues and devise a strategy to correct them before they are caused by actual market events.

Step 3: Measure performance

Just as it is important to measure sales, profits, and other pieces of business information, comprehensive performance monitoring is critical to ensuring online success. By continually monitoring target websites, performance monitoring provides an external “end-user perspective”. The service can instantly identify and diagnose problems such as website downtime, errors, or poorly performing sites. It also validates your customers web presence by checking, as frequently as every minute, that their website is up and fully functional. This makes performance monitoring an essential tool for any company that conducts business online.

Step 4: Explore and manage your virtual ecosystem

Securing, measuring, and protecting internal systems are not the only challenges facing Internet based organizations today. Interconnected service offerings, third-party applications, partners, and customers are all having an impact on your system.

Web ecosystems have become increasingly sophisticated, with more participants, more integration, and more points of failure. These interrelated systems have become heavily dependent on real-time execution as well as the integrated and effective deployment of IT infrastructure of each of the participants. Any performance malfunction, outage, or failure can critically disrupt the delivery chain.

By exploring how each of these groups interacts with your customer's system you can better identify ways to work with them. Ecosystem Management helps companies manage the complexities that arise as the control of web application performance gradually moves away from an individual company and is entrusted to key business partners and vendors.

Step 5: Plug into a DNS cloud service

DNS is a critical link in any technology infrastructure. If DNS fails, your customer's website(s) goes down and with it their business. Traditional DNS options (Free, Do-it-yourself, Enterprise owned) increase risk and vulnerability, and in the event of an outage or downtime, can take hours to days to successfully re-establish connectivity. That down time translates to lost revenue and diminished credibility.

Fortunately, organizations no longer have to rely on traditional approaches to DNS because there's an alternative— managed DNS.

Managed DNS services are completely outsourced, hosted solutions that are built on a global infrastructure and leverage intelligent routing technologies, which significantly increase performance, manageability, scalability, and security compared to legacy DNS implementations.

What is DNS?

In short, Domain Name System (DNS) is the service directory for the World Wide Web, identifying anything connected to the Internet. The DNS protocol gives each computer or server a numeric code so that other computers can find it.

Without DNS, when you type an address into a web browser, the computer doesn't know where to look for the website. Think of it as an information directory for the World Wide Web.

The best and most effective way to ensure against the pitfalls associated with a DNS failure is through a managed DNS service offering with advanced load balancing and traffic management that utilizes a cloud infrastructure and software to provide automatic failover should a server outage occur. In the event of a service failure or disruption, the DNS traffic management services, balance workloads between servers and data centers, routing traffic to users from the closest available server—making sure web traffic follows the most effective route and ensuring that the user experience remains sound.

Develop new capabilities and extend your reach

As even traditional businesses are bringing their brick and mortar operations online, the Internet is becoming the epicenter of business operations, customer interactions and revenue streams. With Internet-based financial transactions, government resources, gaming and entertainment, software as a service and communications becoming the norm, customer tolerance for slow, unreliable or un-secure service has fallen to near-zero levels.

24/7/365 availability is now the expectation—and the goal for every organization.

This new paradigm represents a unique opportunity for technology service providers. Competition will be fierce, with only the most dynamic, responsive and resourceful firms winning and keeping the business.

What was once the simple task of managing a website or series of websites has evolved into a multi-faceted and extremely labor-intensive endeavor, requiring forward-looking strategies.

To effectively compete in this environment, technology service firms must have a complete and robust service offering that supports existing customers and reaches out to new markets.

As a Neustar® Referral Partner, you can gain a competitive edge and deliver superior solutions—now and into the future—by connecting to best in class services and support capabilities.

That's why millions of websites worldwide rely on Neustar to stay up and running, connected and engaged.

For more information on developing a complete and dynamic technology service offering—visit us online at:

www.neustarreferrals.biz.

About Neustar, Inc.

Neustar, Inc. (NYSE: NSR) solves complex communications challenges by providing innovative solutions and directory services that enable trusted communication across networks, applications and enterprises around the world.

Neustar provides its UltraDNS managed DNS services to organizations that rely on the Internet for their critical business processes, applications and services. Neustar's UltraDNS services are used by more than 3,000 enterprises and TLD infrastructure customers worldwide, and power the resolution of nearly 20 million global Internet domains. Neustar's Webmetrics service provides collaborative performance management services for complex web ecosystems.

Visit www.neustar.biz, www.ultradns.biz and www.webmetrics.com for more information.

Neustar, Inc.
Corporate Headquarters
46000 Center Oak Plaza
Sterling, VA 20166
+1-571-434-5400

www.neustar.biz
www.ultradns.com
www.webmetrics.com

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