Dyn Traffic Director

Built on Dyn's global infrastructure, Traffic Director is the top choice for those that want full control over their web traffic and the most out of their data centers, ensuring an exceptional experience for end users throughout the world.

Why Is Traffic Director Important For Businesses That Live Online?

Traffic Director is essential for any organization that depends on their website for business continuity, whether it is engaging with prospects, customers, users, or members. Website availability and performance have a direct effect on revenue, costs, and customer satisfaction. Traffic Director scales to address the needs of organizations with a national or global presence.

In either case, the ability to reliably route your traffic to the best data center on your network provides a faster, more engaging user experience.

Traffic Director is a managed DNS solution that enables companies to distribute their web traffic across data centers, content delivery networks (CDNs), and other cloud services. Properly routing this traffic can result in significant performance improvements and protection against outages at any endpoint.

What Is Traffic Director Comprised Of?

Traffic Director is made up of three advanced DNS features: Active Failover, Ratio Load Balancing, and Geolocation Load Balancing.

Active Failover

More than just managed DNS, Active Failover ensures that your site or application always is available in case there's a problem at one of your data centers or cloud providers. Plain and simple, Active Failover is about pure uptime.

When an outage is detected, Dyn automatically reroutes your traffic to a pre-configured alternate endpoint like a data center, content delivery network (CDN), or cloud providers. The possibility of site downtime is drastically reduced and recovery time is faster. There are no manual changes to make and you don't have to detect the problems first. With Active Failover, everything is automated, leaving you to address issues in the background while your site remains available.

Automatically reroute traffic from a failed end point to a working one.

Companies can choose the three locations in which to monitor each of their endpoints. When an outage is detected, traffic is automatically routed to a predefined alternative location, ensuring all traffic arrives at a healthy endpoint.

Distribute traffic across mutiple endpoints.

Ratio Load Balancing

Dyn's Ratio Load Balancing provides the ability to distribute your traffic across various endpoints in order to ensure a safe operating environment, improve availability, and increase website performance.

By routing your traffic away from a data center during scheduled maintenance periods, you ensure no traffic arrives at this location, enabling you to perform the maintenance safely while traffic is seamlessly routed to other data centers or cloud providers.

Manage traffic geographically for more granular control over where and how users access your site.

Testing new infrastructure or application improvements is as easy as routing a small portion of your traffic to a single location that includes these updates, while you monitor their effectiveness before making them available to all visitors.

Website performance can be improved by routing traffic away from endpoints if their performance begins to degrade, enabling you to fix any underlying issues before ramping traffic volume back to typical levels.

Geolocation Load Balancing

Dyn's Geolocation Load Balancing enables customers to group geographic regions into logical segments, specifying how DNS requests from each segment should be answered. Regions can be defined as granularly as the state and province level within the U.S. and Canada or at the country level in the rest of the world.

By routing traffic to endpoints located closer to site visitors, website performance can be greatly improved in these regions. Additionally, Geolocation can be used to route traffic to adhere to business requirements or regulatory compliance, such as visitors from certain countries being restricted from data centers in some neighboring regions.

More Benefits & Features

Geolocation focused specifically on Internet Infrastructure Dyn's unique vantage point of the Internet provides us with over 3 billion data points about Internet routes and web traffic everyday. This data, combined with Internet intelligence techniques derived through ten years of analysis, has enabled us to build the first geolocation map specific to DNS infrastructure that routes Internet traffic with the best accuracy in the industry.

Low latency around the world To allow for low latency globally, Dyn's anycast network, made up of 18 Points of Presence (POPs) is designed to ensure very low latency on any DNS lookup, enabling Traffic Director to return responses based on geolocation data for the lowest latency possible.

Industry-leading expertise & support Dyn backs Traffic Director with unparalleled DNS domain expertise, extreme system scalability, and customer support. We keep current with the latest DNS technology (DDoS mitigation, IPv6, DNSSEC, etc.) so you don't have to. Our 24/7 customer service team is always available to help via phone, email, or online.

Cloud-based technology Delivered as a service, Traffic Director manages all aspects of your DNS without you having to buy hardware, install software, or hire more IT personnel.

About Dyn

Dyn is a cloud-based Internet Performance company. Dyn helps companies monitor, control, and optimize online infrastructure for an exceptional end-user experience. Through a world-class network, and unrivaled, objective intelligence into Internet conditions, Dyn ensures traffic gets delivered faster, safer, and more reliably than ever.

LEARN MORE

Dyn is a cloud-based Internet Performance company. Visit dyn.com to learn how Dyn can help you monitor, control, and optimize your online infrastructure for an exceptional end-user experience.