

PEER 1 Hosting Global Load Balancing powered by Neustar®

Deploy DNS-based Global Load Balancing to maximize performance without hardware investments.

Enhance Performance and Security – Immediate Deployment - Choice of Methods

Balancing traffic loads maximizes Internet performance. By routing traffic to the least-used resource, performance, uptime and user satisfaction are all enhanced. This is especially true for companies with a global footprint. Here, load balancing:

- **Strengthens disaster response.**
When a server fails, a load balancing solution instantly reroutes traffic to a redundant server, which may be located anywhere in the world.
- **Delivers localized content.**
A load balancing solution can recognize where traffic is coming from and route it to the nearest—and most localized—server.
- **Puts you in control.**
A load balancing solution allows you to define server failure thresholds and specify the action to take if a server goes down.

Putting this kind of performance solution in place internationally can require an investment in hardware, software and personnel that makes it difficult—sometimes impossible—to find a spot for it in tight IT budgets.

PEER 1 Hosting eliminates that budget battle with Global Load Balancing. Powered by industry-leader Neustar, one of the very few companies entrusted with top-level domain ownership, Global Load Balancing delivers fully DNS-based global load balancing without requiring capital investment or administrative resources.

GLOBAL LOAD BALANCING SOLUTIONS

PEER 1 Hosting offers three solutions for Global Load Balancing.

Traffic Controller. Traffic Controller allows administrators to define load balancing configurations for content servers which reside in one or more geographic locations. Traffic Controller sends traffic to the optimal servers and datacenters by dynamically changing responses to DNS requests. It uses weighted methodologies to determine where to route traffic.

With Traffic Controller you can:

- Balance global traffic loads based on dynamic metrics obtained by the constant monitoring of host servers.
- Establish custom probes based on specific customer requirements (for instance, to support proprietary applications that communicate on non-standard ports).
- Deploy both DNS record-level and server pool-based monitoring and load balancing.
- Dynamically modify weight factors to redirect traffic to most-responsive servers.
- Implement it standalone, or as complementary technology to an existing, in-house load balancing solution (in other words, load balancing is not limited to PEER 1 Hosting infrastructure).

SiteBacker. SiteBacker delivers fully integrated monitoring, notification, and failover services. SiteBacker constantly tests the servers in your network against failure thresholds that you've defined. Should a server exceed those thresholds, SiteBacker automatically changes the DNS response record for that server, sending its traffic to another server. Once the server is back online, SiteBacker returns the DNS response record to its original configuration.

GLOBAL LOAD BALANCING SOLUTIONS *continued from previous page*

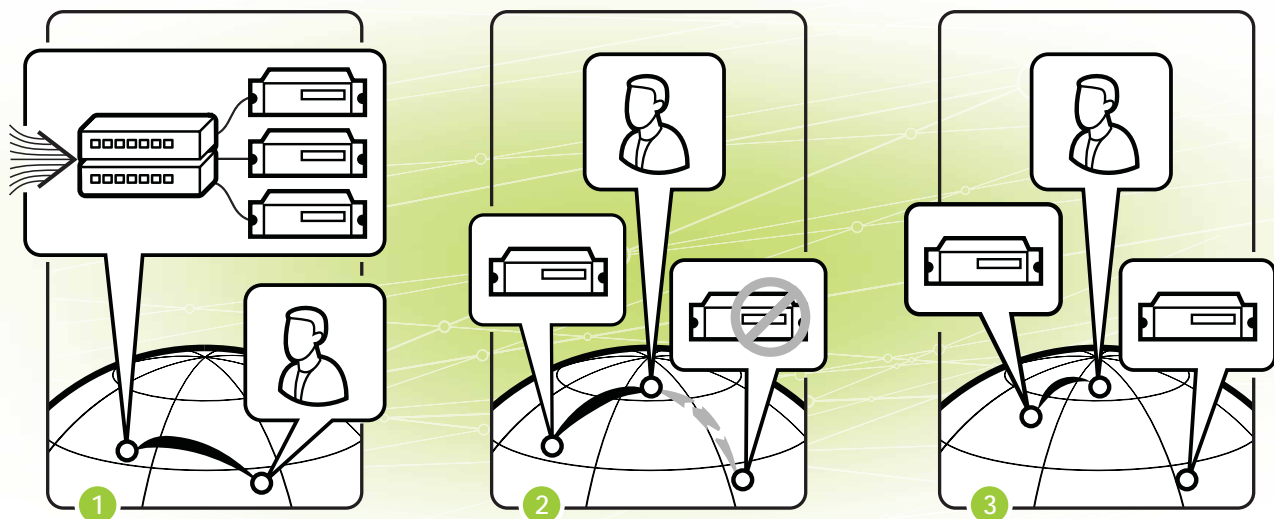
With SiteBacker you can:

- Select specific host records for monitoring.
- Configure pools of addresses to be used as failover records for the primary record being monitored.
- Assign a record or pool of records a “priority” value.

Directional DNS. Directional DNS routes traffic to the servers with the most location-relevant content across geographically distant datacenters. Traffic is load balanced based on the originator’s geographical location.

With Directional DNS you can:

- Specify different DNS responses based on user location.
- Deliver highly localized content.
- Permit node specific DNS answers based on:
 - Topology/geography.
 - Geo IP targeting delivers content based on the site visitor’s location.



Traffic Controller

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SiteBacker

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BENEFITS

Scalability. Constantly monitor and adjust your geographical load balancing footprint, to increase or decrease the number of servers. This allows you to ramp up service for anticipated peaks, lower it when peak periods end, or instantly respond to any unexpected traffic pattern.

Strengthen Disaster Recovery. Create redundant systems in geographically distant locations to ensure instant recovery in case of disaster or attack. Should any server go down, PEER 1 Hosting Global Load Balancing instantly modifies the DNS record to direct traffic to healthy servers.

Improve User Experience. Deliver faster, fresher, localized content to end users based on their location.

Choose the Ideal Solutions. Select one, two or all three of our Global Load Balancing solutions to streamline traffic according to your specific profile. Balance for local delivery, for disaster recovery, or to meet predefined performance thresholds.

ADDITIONAL FEATURES

Powered by UltraDNS®. UltraDNS® is an authoritative DNS providing world-class managed services for web-enabled businesses that rely on the Internet for critical business processes and applications. With thousands of enterprise customers, UltraDNS Services power the DNS resolution of more than 30 million domains across the globe.

Monitoring. Both the PEER 1 Hosting FastFiber Network™ and the UltraDNS infrastructure are monitored, maintained and optimized around the clock.

FirstCall Support™. PEER 1 Hosting Global Load Balancing is supported by FirstCall Support™. With FirstCall Support, your issue is handled on the first call by experienced, senior support engineers. There's no delay waiting for an expert's attention, no escalation to unknown companies, no trouble ticket tango.

Global Points of Presence. The UltraDNS Directory Services Platform currently consists of a mesh of 16 globally synchronized DNS network nodes located on 6 continents.

CONTACT US TODAY

- Call us at **1.866.579.9690**
- Go to **www.peer1.com** and chat with an online sales assistant.