

## CUSTOMER RESULTS INCLUDE

- 60% reduction in time spent making DNS changes
- Meet advertiser SLAs and overall revenue goals
- Smoothly handle 200% growth in DNS traffic
- “Virtually no time” managing DNS



## Neustar UltraDNS Customer Success Stories

Neustar UltraDNS delivers performance and security for thousands of enterprises, including much of the Fortune 500 and Alexa Top 1000. They enjoy the fastest, most accurate responses and the fewest dropped queries, along with protection from DDoS attacks and other cyber threats. With an ever-expanding global presence and a growing array of features – for example, segmented nameserver announcements and add-on dedicated resolvers – UltraDNS helps businesses drive results.

**Read on for full details of customer successes.**



### Challenge

Scaling to support explosive growth in online footwear and apparel sales. Managing DNS in house would have required an additional 10 servers deployed in three different data centers. Zappos.com needed a solution that was more robust and easier to manage than traditional BIND servers.

### Solution

UDNS offered a fully managed solution. Zappos.com went from managing multiple DNS servers to managing none, achieving a 60% reduction in time spent making day-to-day changes. Zappos.com now enjoys the performance and security to support its global business, especially during the critical holiday selling season.

**“At the end of the day, it’s all about peace of mind. That is exactly what Neustar’s UltraDNS Managed DNS Service has delivered.”**

**- Kris Ongbongan,**  
Zappos’ Systems Manager

# Forbes



## Challenge

Support the company's value proposition of timely, relevant content for business readers and quantifiable audience exposure for advertisers. To achieve this, Forbes.com needed to protect against downtime due to DNS errors or DDoS attacks.

## Solution

With UltraDNS, Forbes.com smoothly serves over 18 million visitors. The company has avoided downtime and increased page load times, which in turn helps meet advertiser SLAs and increase revenues. By outsourcing to Neustar, Forbes.com has been able to support its business growth without adding hardware, plus increase DNS performance and security.

**“UltraDNS has been literally flawless and has not ‘hiccupped’ once.”**

**- Mike Smith,**

Senior Vice President and General Manager of Operations, Forbes.com



## Kelley Blue Book

THE TRUSTED RESOURCE

### Challenge

Meet increasingly complex DNS requirements due to rapid growth: nearly 1 out of 3 Americans buying a car visits Kelleybluebook.com. The company's existing DNS solution was failing to meet requirements for performance, availability and protection from online threats.

### Solution

UltraDNS has delivered 100% uptime, faster query resolutions and reduced network latency. It has let KBB smoothly handle 200% traffic growth, 60 million queries a month and 91 domains fed by 400+ URLs. KBB's IT team now spends "virtually no time" managing DNS

**"Compared to trying to build something in-house, it was incredibly easy."**

**- Grant Leathers,**

Director of Enterprise Infrastructure, Kelley Blue Book



### Challenge

Based in the UK and with operations in 14 countries, Tesco is one of the largest grocery chains in the world. The company was migrating its main data center to a new facility and needed to make the transition with no interruptions in service. Tesco's rapid growth was also making it tough to manage external DNS in house while maintaining uptime.

### Solution

With UltraDNS, Tesco gained a 100% uptime guarantee to help assure revenue flow, plus faster, more efficient DNS performance. Scalability is no longer an issue: "We have a growing business and this is one thing we will never have to worry about again," said Paul Ellis, Network Manager, Tesco.com. UltraDNS has also lowered operating costs, eliminating "several days per month of work" in DNS maintenance as well as hardware and software costs an in-house upgrade would have required.

**"Incredibly seamless... no headaches at all and no issues with using UltraDNS."**

**- Paul Ellis,**  
Network Manager, Tesco.com

[Learn More Today](#)

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# Make UltraDNS a Part of Your Success

Ensure your DNS performs for every customer. Let customers reach you quickly, reliably and securely. These UltraDNS customers do and so can your organization.

**To learn more, contact Neustar today.**

