

Oracle Dyn Case Study: **ABOUT.COM**

Improve Site Performance – Improve Visitor Experience

Executive Summary: About.com

The world's largest publisher of premium content, About.com is one of the most visited sites on the Internet. Many of its vertical channels rank among the top 10 sites in their categories.

It became clear to About.com that DNS was an area where improvements could be made to improve site performance, page load times, and overall visitor experience. Managed DNS services from Oracle Dyn was the solution they chose.

Challenge: Improve Page Load Times and Customer Experience

"One of the things we learned when we started exploring performance improvements was that our traffic had changed significantly over time, with more and more global visitors coming to About.com," said Matt Landolf, Director of Operations for About.com.

"A typical DNS request from North America including the global load balancing CNAME record was around 300 milliseconds," Landolf continued. "The Oceania and Asia DNS requests were closer to 800 milliseconds – a significant difference in the visitor experience."

Landolf also saw an opportunity with an Anycast network. "If we had a DNS request from New York to About.com, that was just as likely to hit our San Jose data center as it was to hit our New York data center even

Customer



Challenge

Improve performance and page load times.
Create better user experience.

Solution

Managed DNS services.

Results

Able to publish a new site more quickly.
Consistent improvement in DNS lookups.

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improvements in DNS lookups
since we began using Oracle Dyn."

– **Matt Landolf**
Director of Operations

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though the request was coming from New York. With Anycast, the New York request would go to the New York data center.”

Solution: Managed DNS Delivers

Managed DNS services from Dyn delivers the performance your customers expect, regardless of their location.

- Oracle Dyn’s global anycast network has over 18 points of presence (PoPs) globally, assuring high site availability, speed, DNS DDoS security and infrastructure cost efficiencies for a better end-user experience
- Oracle Dyn backs its Managed DNS solution with unparalleled DNS domain expertise, extreme system scalability and a focus on customer support

Result: Performance Improvements in DNS Lookups

“DNS is something so entrenched in your Internet infrastructure that you really are deeply relying on and trusting a DNS provider,” said Matt Landolf. “We chose Oracle Dyn because of its track record of reliability. And we’ve seen nothing but improvements in DNS lookups since we began using their solution.”

“We integrated the API relatively easily, which allows us to publish a new site quickly within the existing infrastructure,” he continued. “The level of support we get from Oracle Dyn has also been exceptional. The ability to talk to an engineer immediately who can solve your problem without having to be routed through various levels of support is very important to us.”

Find more Oracle Dyn customer success stories at dyn.com.

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Oracle Dyn is global business unit (GBU) focused on critical cloud infrastructure. Dyn is a pioneer in DNS and a leader in cloud-based infrastructure that connects users with digital content and experiences across a global internet. Dyn’s solution is powered by a global network that drives 40 billion traffic optimization decisions daily for more than 3,500 enterprise customers, including preeminent digital brands such as Netflix, Twitter, LinkedIn and CNBC. extend the Oracle cloud computing platform and provides enterprise customers with a one-stop shop for infrastructure as a service (IaaS) and platform as a service (PaaS).

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