



# TRAFFIC DIRECTOR

ORACLE® + Dyn

# Product Overview: Dyn Traffic Director

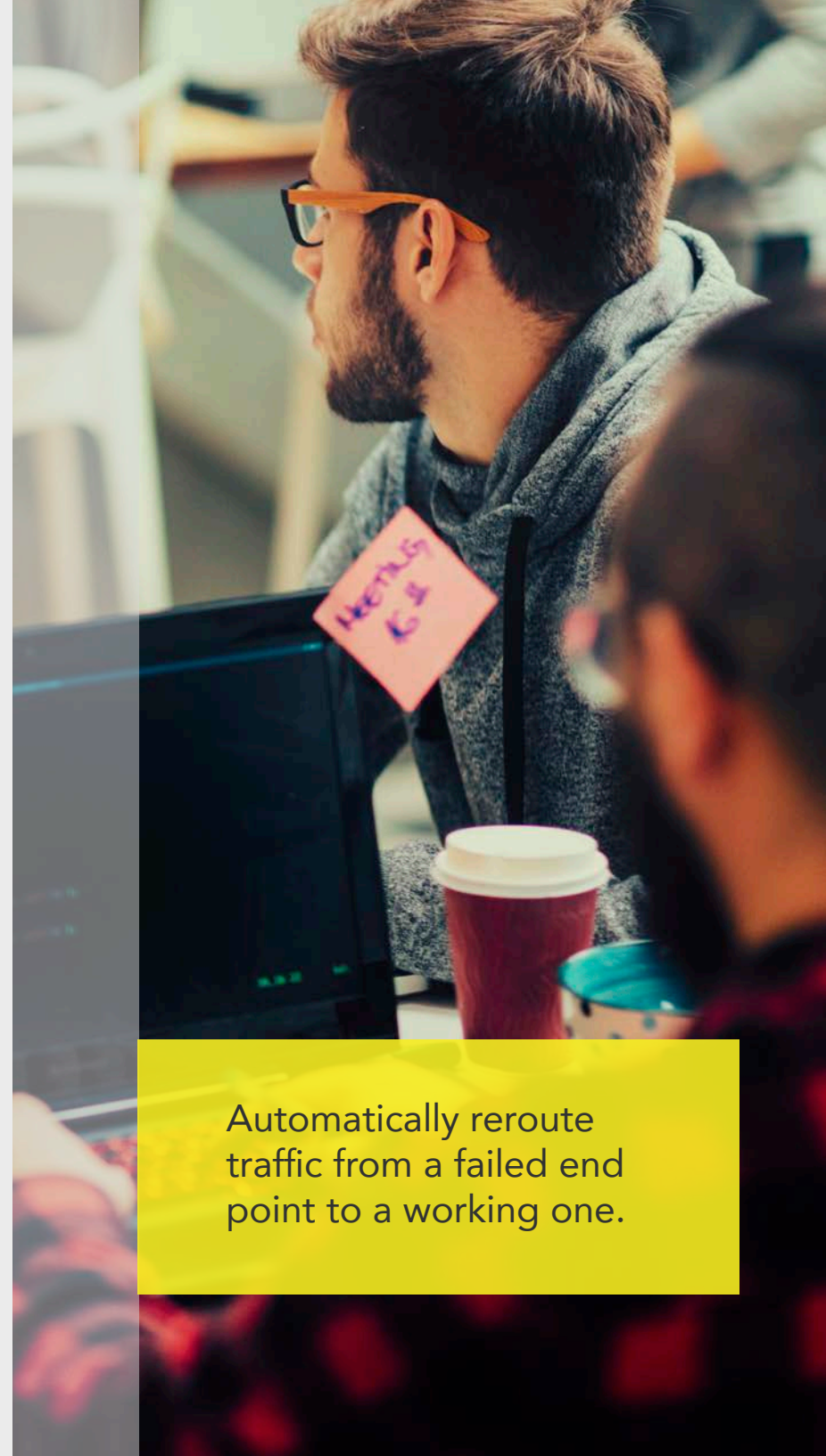
Built on Oracle Dyn's global infrastructure, Traffic Director is the top choice for digital businesses that want full control over their web traffic and the most out of their data centers, ensuring an exceptional experience for end users throughout the world.

## 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.



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

## What Comprises Traffic Director?

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, service, or application is always available in the event that there is a problem at one of your data centers or cloud providers. Plain and simple, Active Failover is about uptime.

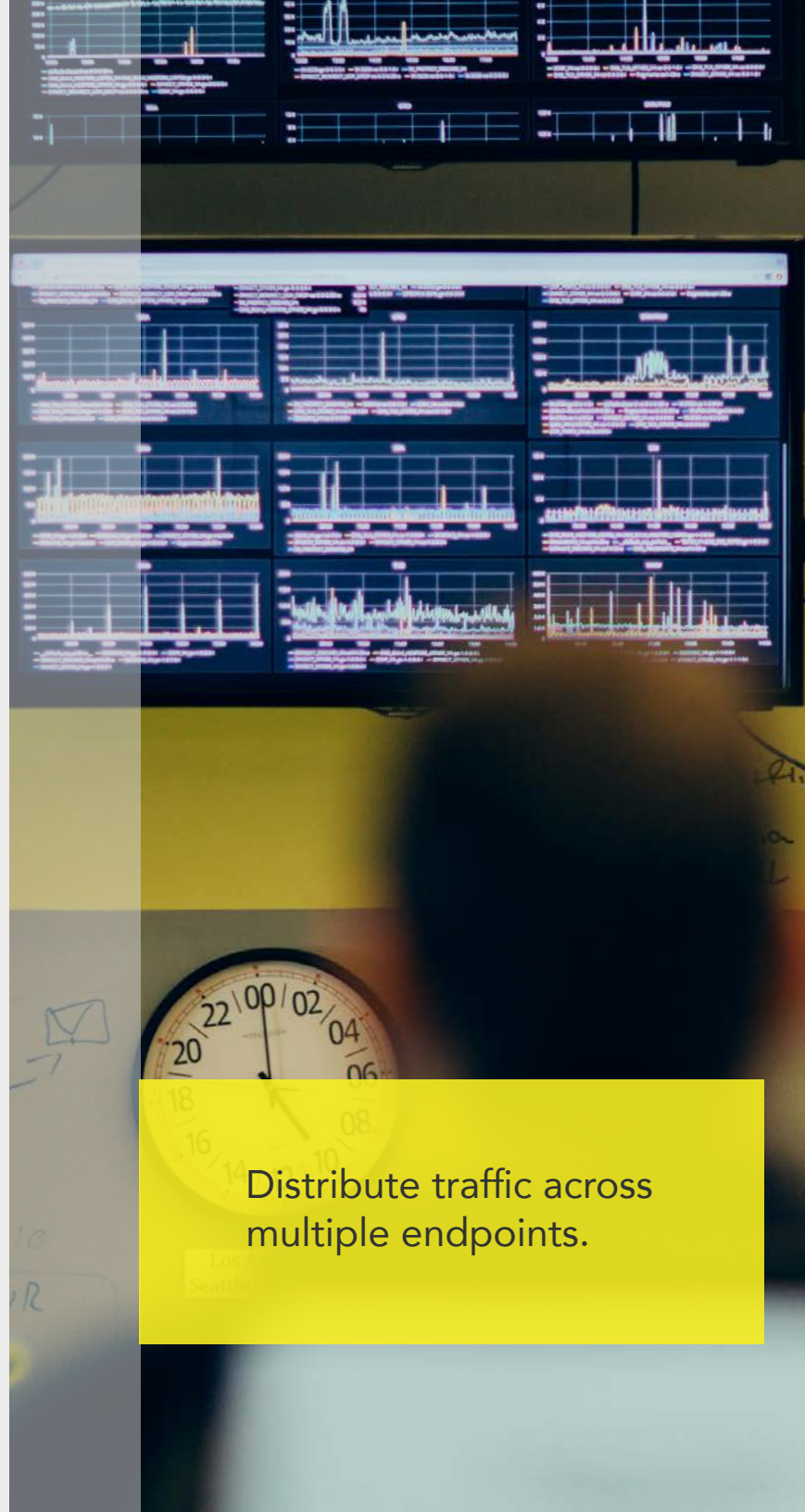
When an outage is detected, your traffic is automatically rerouted to a preconfigured alternate endpoint like a data center, content delivery network (CDN), or cloud provider. The possibility of site downtime is drastically reduced and recovery time is faster. There are no manual changes to make, and 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.

Companies can choose from three points of presence 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.

### Ratio Load Balancing

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. This enables you to perform the maintenance safely while traffic is seamlessly routed to other data centers or cloud providers.



Distribute traffic across multiple endpoints.

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.

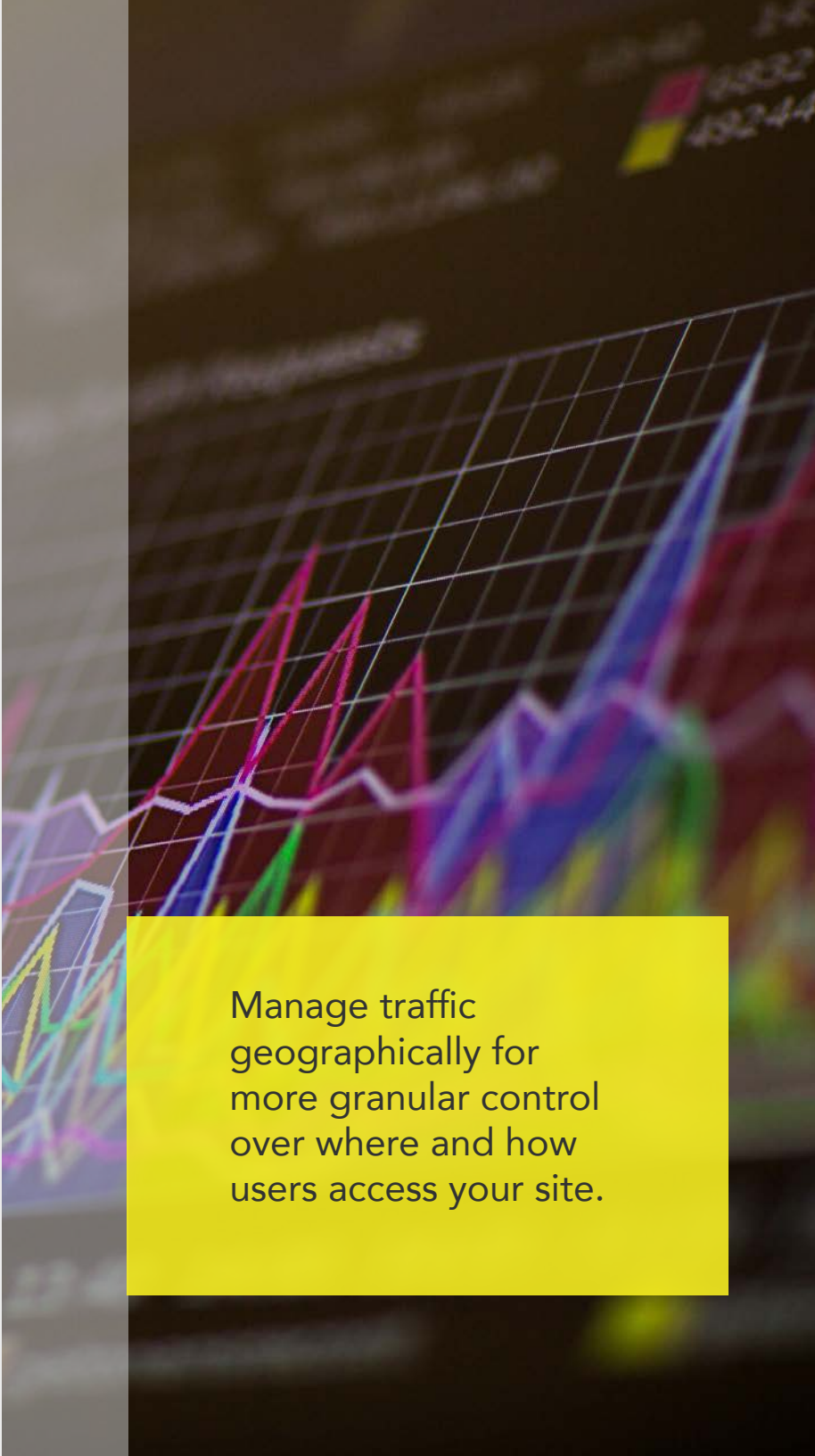
Website performance can be improved by routing traffic away from endpoints if their performance begins to degrade, enabling you to fix any underlying issues before ramping traffic volume back to typical levels.

Ratio Load Balancing can also be used to help you migrate workloads to a public cloud provider (for example, Oracle Cloud Infrastructure). By bringing up public cloud instances of your on-premises datacenters you can use Ratio Load Balancing to test performance and availability of the public cloud instances without cutting over all at once.

### **Geolocation Load Balancing**

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 Load Balancing 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.



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

## Additional Benefits and Features

### Geolocation focused specifically on Internet Infrastructure

Oracle Dyn's unique vantage point provides us with over 3 billion data points about internet routes and web traffic every day. This data, combined with internet intelligence, 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

Our anycast network is made up of 18 Points of Presence (POPs) and designed to ensure very low latency on any DNS lookup, enabling Traffic Director to return responses based on global geolocation data for the lowest latency possible.

### Industry-leading expertise & support

Oracle Dyn backs Traffic Director with unparalleled DNS domain expertise, extreme system scalability, and customer support. We stay 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 your having to buy hardware, install software, or hire more IT staff.



# Rethink DNS.

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. Adding Dyn's best-in-class DNS and email services 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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