



BENEFITS OF UltraDNS

- Fast, reliable website performance
- Massive scalability
- Guaranteed uptime
- Ease of use
- More secure DNS
- Peace of mind

Zappos Shopped Around, Found an Ideal DNS Partner in Neustar

Zappos.com (a division of Amazon) is a brand made famous for speedy service and a great customer experience, often processing orders and delivering to homes in 24-48 hours. "Explosive growth" explains why the online retailer of footwear, clothing and more sought a stronger, more reliable DNS solution.

"Keeping a server up without much traffic isn't that difficult," said Kris Ongbongan, Systems Manager at Zappos.com, "but growing and scaling a site like ours is hard. To handle billions of requests a week, we needed an external DNS infrastructure that was both robust and easy to manage."

When Downtime Isn't an Option

Zappos chose Neustar's UltraDNS for three reasons – it offers fast, reliable performance, guaranteed uptime and it's easy to use. In fact, according to Ongbongan, switching over took less than an hour – completing a zone pull and having the registers point to UltraDNS.

And since switching, Zappos has never experienced a DNS-related outage.

"DNS is one less piece for us to worry about," Ongbongan said. "During the holidays, a DNS failure would be very significant for our bottom line. The effect would be long-lasting because half of our customers are repeat customers. We're very reliant on them."

Learn More Today

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Make Things Easier, Not Harder

Zappos has seen a 60 percent reduction in DNS maintenance time. According to Ongbongan, Zappos went from managing multiple servers to managing zero servers. And since they no longer fall behind on security patches and other upgrades, their DNS is better protected against growing threats.

Performance, availability and DNS security. Extreme scalability. Revenue assurance. For all these reasons and more, Ongbongan is one happy Systems Manager.

“At the end of the day, it’s all about peace of mind. More than anything, that’s exactly what Neustar delivers.”

