LevelB/ue

LEVELBLUE CONTENT DELIVERY NETWORK
GLOBAL TRAFFIC MANAGER

Business Continuity with a Cloud-Based Intelligent Traffic Manager

Ensure fast, reliable and secure access.

LevelBlue Content Delivery Network services help make access to your website or applications faster, more reliable, and more secure.

Users and customers today expect instant gratification and a highly secure, dynamic experience every time they use the Internet to interact with your business, no matter where they are or what device they're using.

High availability and optimal online response times for your websites and applications can involve a variety of technical strategies, including geographically diverse data centers and redundant network architectures and components. Traditional hardware load balancing appliances alone can fall short, as they may not account for Internet bottlenecks that can affect an end user's ability to connect to an appropriate data center.

Global Traffic Manager

LevelBlue Global Traffic Manager is designed so that Internet users can more reliably get to your websites or any other IP application. It applies an Internet-centric approach to global load balancing to provide high site availability and responsiveness to online user requests.

Unlike traditional hardware-based solutions that reside within the data center, our Global Traffic Manager service is a highly redundant solution that makes intelligent routing decisions based on near real-time data center performance health and global internet conditions to route online user requests to the most appropriate data center using an optimized internet route for that user at that moment.

Potential Benefits

- Reduce IT cost and complexity by offloading to our global platform and standardizing optimization across all applications

- Improve response times and mitigate traffic impact by addressing real-time Internet conditions

- Optimize site availability so users can reach your applications and site via improved load balancing

- Modify web traffic allocation and new property set-up dynamically via greater network visibility and control

- Increase service availability and avoid potential security threats with built-in reliability and redundancy

LevelBlue Content Delivery Network Global Traffic Manager
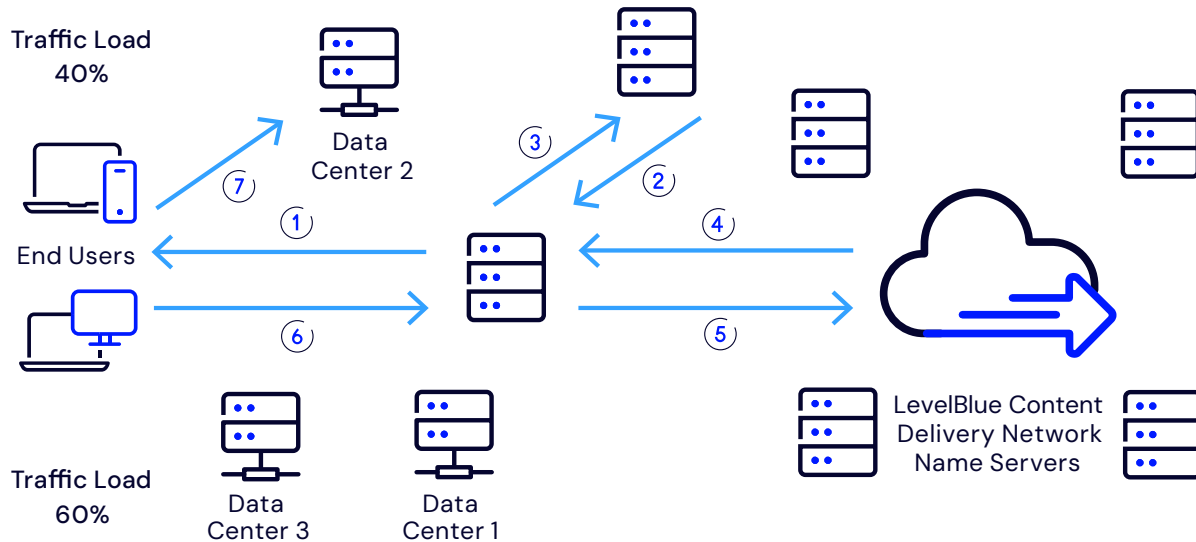
How It Works

- A user requests a website or application, and his/her browser requests the site's IP address from the local name server
- Using standard DNS resolution, the local name server requests the IP address from the site's authoritative name server
- The name server replies with a CNAME alias to our name servers
- Using standard DNS resolution, the local name server requests an optimized route, based on your policy rules
- LevelBlue Content Delivery Network name servers reply with the list of IP addresses for web servers at an optimal site
- The local name server sends one IP address to the user's browser and the user is connected transparently to the requested website

Our solution monitors application availability through widely-deployed points-of-presence to capture Internet traffic conditions relative to the customer's data centers. Backed by competitive SLAs, LevelBlue Content Delivery Network Global Traffic Manager will direct traffic to a live data center, and depending on the policy rules, to the closest or to a high-performance one.

Service Variations

GTM Standard includes:

- **Failover** – directs requests to an alternate location when there is an issue at the primary site. The Failover solution can be used across disparate network carriers
- **IP Intelligence** – directs requests to a data center based on geographic or IP rules
- **Weighted** – directs requests to data centers based on preset percentage splits

GTM Premier includes:

- Every capability in GTM Standard
- **Policy rules** that trade off between availability and performance
- **Load feedback** – based on real time communication with the customer's premises, load policies can be modified depending on actual data center performance

Global Traffic Manager can also be used with any LevelBlue Content Delivery network delivery or acceleration service to accelerate the delivery of dynamic content.

The LevelBlue Content Delivery Network Ecosystem

Our comprehensive solutions are built on our globally distributed platform, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and provide all necessary support as your strategies evolve.
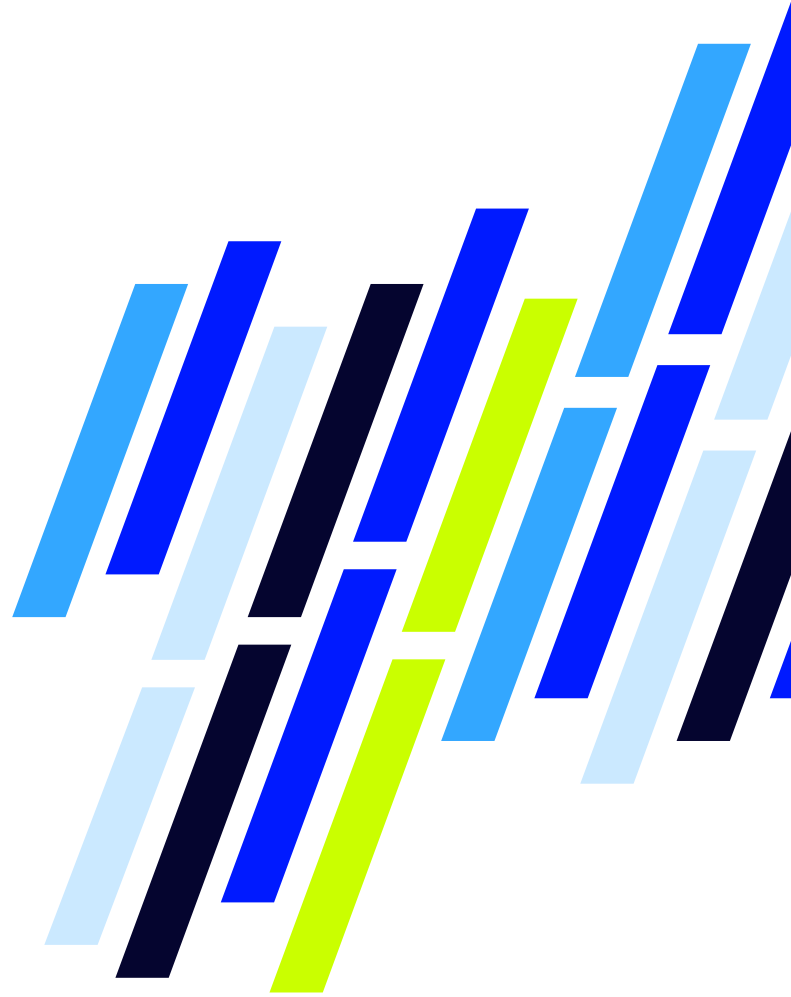
About LevelBlue

We simplify cybersecurity through award-winning managed security services, experienced strategic consulting, threat intelligence and renowned research. Our team is a seamless extension of yours, providing transparency and visibility into security posture and continuously working to strengthen it.

We harness security data from numerous sources and enrich it with artificial intelligence to deliver real-time threat intelligence. This enables more accurate and precise decision making. With a large, always-on global presence, LevelBlue sets the standard for cybersecurity today and tomorrow. We easily and effectively manage risk, so you can focus on your business.

Cybersecurity. Simplified.

<u>Learn more</u> about LevelBlue Content Delivery Network and LevelBlue Global Traffic Manager