EVOLUTION OF TRAFFIC MANAGEMENT

FAILOVER

Back in the primordial days of traffic management, one of the first routing services to be offered was DNS Failover. DNS security was still in its early years, attacks were on the rise, and small businesses and home users couldn't afford to have entire backup systems.

PRO

This service allows users to specify a backup IP address to automatically reroute traffic to in the event the primary IP is downed.

CON

Failover has saved organizations millions of dollars in revenue, however it is only the beginning of routing optimization.

ROUND ROBIN

Users needed to be able to route theire traffic to multiple IP's, so even more redundancy. Load balancing, also known as Round Robin, does just that. You can even specify different weights for each IP, this is called Weighted Round Robin.

PRO

You can combine Round Robin with DNS Failover, so if one of your domains goes down then traffic will automatically be moved over to multiple backup IP addresses.
You can even customize routing configurations based on which servers in your network can handle more traffic.

CON

Traffic can only be segmented based on IP address.

GEODNS

As Internet accessibility increased, more companies were able to expand to International audiences. Admins needed to be able to optimize traffic based on the location of their end-users.

PRO

Segmentation can be narrowed down to actual cities or coordinates. GeoIP lookups give admins the highest level of accuracy for custom DNS configurations. These lookups allow for proximity based query responses, and the ability to filter out malicious traffic based on user data.

CON

There is no way to analyze routing issues, so configurations are a shot in the dark.

PERFORMANCE

Instead of reacting to network issues, performance based management uses analytics and real-time data to anticipate and prevent problems before they happen.

PRO

Routing is influenced by user connectivity metrics and the performance of cloud providers. Most issues tend to originate from ISP's or CDN's and can be prevented using these tools before end-users even notice..

CON

Reports are limited to enterprise cloud providers, and don't show true end-user metrics.

INTELLIGENCE

The future of traffic management combines the power of real-time data with automated intelligent traffic routing. This technology is exclusive to ITOS solutions like Constellix DNS, which is fully integrated with Sonar monitoring tools.

PRO

ITOS platforms take a top-down approach and look at actual end-user behavior to ensure the best possible connections for clients regardless of location, browser, ISP, or device.

Intelligent management services can analyze query trends and develop automated routing rules, which optimize traffic based on live performance metrics.