



Premium DNS

Cloud-Based,
Authoritative DNS for
Your Digital Assets

BRANDSHELTER.COM



The risk of not having DNS

In today's connected world, everyone expects fast and safe online experiences. 79% of organizations globally faced DNS attacks, leading to potential DNS failures, with each attack costing approximately \$924,000 worldwide.

The intensification of digital demand following COVID-19 calls for a strong and resilient online presence, highlighting the importance of a resilient infrastructure. It is no longer an option; it is an expectation.

In an era where more than a third of all cyber-attacks are directed at DNS, and two-thirds of organizations experience DDoS attacks annually, businesses face a multitude of threats. These include the risk of losing revenue, customers, reputation, and even the entire business.





Introducing Premium DNS

In partnership with Vercara (formerly Neustar Security Services), BrandShelter Premium DNS is an enterprise-grade, cloud-based authoritative DNS service that securely delivers fast and accurate query responses ensuring uninterrupted access for users to your crucial online resources.

Premium DNS is tailored for the evolving business landscape combining all the features an organization needs in DNS management. This includes seamless integration of your DNS and BrandShelter domain portfolio, built-in DDoS protection and DNSSEC, and advanced tools like geolocation and weighted load balancing. Additionally, failover capabilities ensure reliability, all complemented by 24/7 expert support.

Premium DNS offers Security



Protection: Built-in distributed denial of service (DDoS) protection and domain name system security extensions (DNSSEC) ensure a fortified defense against prevalent DNS-targeted cyber threats.



Comprehensive Protection Suite: Guard against a multitude of threats, including data exfiltration, man-in-the-middle attacks, and more.



Dedicated Security Focus: Exclusive alliance with Vercara Network, ensuring a singular devotion to network security.

Premium DNS offers Enterprise-Grade DDoS mitigation, DNSSEC for enhanced security against threats like Data Exfiltration and man-in-the-middle attacks. NIS2 directive compliance is ensured, keeping you protected and ahead.



Premium DNS offers Performance

Lags and delays in DNS query responses can cause a 16% drop in customer satisfaction for every additional second.

Considering 70% of consumers say response times influence their buying decisions, swift performance is essential**.

Premium DNS utilizes **29 nodes globally**, and an **additional 18** on a secondary network, to ensure rapid content delivery.

The infrastructure promises near-zero latency, and, with BGP & IP AnyCast routing, weighted load balancing, and geolocation, we guarantee efficient and spot-on user experiences.



**"Effect of Website Speed on User Experience." WebTribunal Blog. [WebTribunal](https://www.webtribunal.com/en/blog/effect-of-website-speed-on-user-experience).

Premium DNS offers Reliability

DNS interruptions and inconsistencies will disrupt your business operations and result in unpredictable online asset accessibility. With 79% of organizations facing DNS attacks that cost an average of \$924,000 per incident, maintaining a reliable DNS is crucial.

Premium DNS, overprovisioned by 9x, is always ready to handle unexpected traffic surges. Its fault-tolerant design ensures uninterrupted DNS functions, and with a 100% SLA for DNS resolution, we guarantee that your online assets remain consistently available.





Premium DNS Global Infrastructure

- Fault-tolerant globally redundant architecture
- Full Primary, Secondary, and Hidden Master Support
- Advanced Traffic Management with load balancing, traffic distribution and Geo IP intelligence
- Single-click DNSSEC protection of all zones, including those with Traffic Management
- Built-in distributed denial of service (DDoS) protection and domain name system security extensions (DNSSEC)
- Supports IPv6
- Comprehensive SLAs
- 24/7 customer support service included

Benefits of Premium DNS



Entrust your DNS to an exclusive network security provider with over two decades of industry-leading experience.



Seamless integration with BrandShelter, allowing web access to your BrandShelter domain name portfolio.



Utilize advanced traffic management services to fully optimize your website performance.



Improve performance of your websites by lowering DNS latency.



Leverage built-in DDoS protection and DNSSEC management for fortified defense.



Dedicated Support – 24/7 x365 support from our team of DNS experts.

Why BrandShelter

BrandShelter is a leading digital brand protection and corporate domain management provider with 15+ years of global experience in servicing some of the biggest brands today.

We provide advanced technology and expertise to safeguard the reputation and revenue of leading brands in today's digital world, where new risks arise due to anonymity, global reach, and shifting consumption patterns of digital content, goods, and services. Unlike basic DNS services from registrars that may lack advanced features or free solutions that compromise on performance, security, and support, BrandShelter offers seamless integration with its domain name portfolio portal, round-the-clock support from dedicated DNS experts, and a unique partnership with Vercara Network, a name exclusively committed to network security.



In a nutshell

What BrandShelter's Premium DNS delivers:



Security:

Protection against DNS-based cyber threats with DDoS mitigation and DNSSEC.



Performance: A cloud-first, global network designed for near-zero latency responses, ensuring fast content delivery.



Availability: Backed by industry-leading SLAs, including 100% resolution availability and query latency.



Reliability: A fault-tolerant platform engineered for uninterrupted service.

Let's Talk!

Looking to get started with our Premium DNS offering or wondering how BrandShelter can better protect your digital assets?

For additional information or support on protecting your brand assets online, you can [contact our Team](#).



www.brandshelter.com