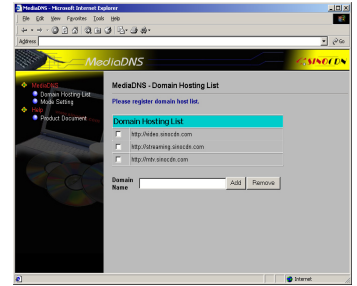


The Intelligent Engine to Power your CDN
with Load-balancing and Fault-tolerance



Features and benefits

- **Intelligent selection:** Intelligently select the nearest and best application server (e.g. ISG, NetCache etc.) according to loading, latency and bandwidth availability
- **Improve response time:** User delay reduced due to serving by the nearest server
- **High availability:** Higher chance to get the content from the network
- **Global / local load-balancing:** User requests are directed to the best server distributed in the CDN or local POPs
- **Automatic failover:** Transparently distribute traffic to other healthy servers upon heavy loading or failure
- **Flexibility:** Global mode and local mode MediaDNS are available for different deployment solutions
- **Manageability:** User-friendly web-based management tools
- **Simple and cost-effective:** Low cost solution to offer load-balancing solution
- **Compatibility:** MediaDNS works with all existing web and DNS servers

By using MediaDNS in CDNs, end-users can access content from Points Of Presence (POPs) with the fastest response time and minimum server loading. MediaDNS enables providers to configure multiple CDN POPs under a single web domain name. It measures the network latency between clients and servers as well as server loading at each POP to determine the best server or CDN POPs through which a client is served.

Optimal response time and performance

Since MediaDNS assigns the closest and best server to the end users, the response time is significantly reduced. Users can enjoy the content with a very short delay. Moreover, the decision of server selection also depends on the loading and available bandwidth, ensuring the content is distributed at the best location.

Global and local server load balancing

MediaDNS enables the network to perform Global Server Load Balancing (GSLB) and Local Server Load Balancing (LSLB). SLB has emerged as the new way of reducing the risk of losing your customers to the competition. SLB improves content response time by transparently steering the customer to the best server. It improves content availability by automatically redirecting the customer away from failed server to the best one. Through these techniques, SLB protects an eBusiness from natural calamities, catastrophes, or power outages and ensures that the customer gets to the best functional server.

Ultimate availability

MediaDNS increases the reliability of your CDN by tracking server status. It measures the load on the servers and the latency between servers and client. Failed servers will not be assigned to clients, and thus performing failover between application servers. Content availability is greatly increased.

MediaDNS™

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Robust Intelligence

MediaDNS can be deployed in a hierarchical structure through global and local modes. Global mode MediaDNS finds the closest CDN POPs to end-users while local mode MediaDNS finds the best server in the POPs for end-users. This hierarchical approach enables robust intelligence to nominate application servers only in a region near the end-user. It significantly improves the performance of load-balancing and content distribution.

High compatibility

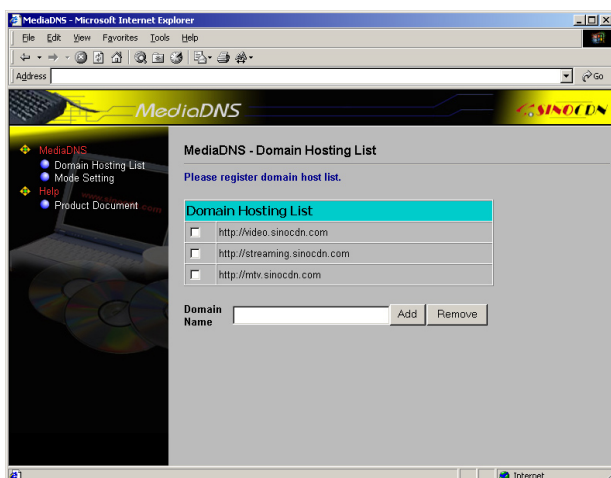
MediaDNS works with any application servers (e.g. ISG or NetCache) for request redirection and load-balancing. It cooperates seamlessly with Intelligent Streaming Gateway (ISG) and CDN Manager to form Intelligent Content Networking Solution.

Web-based management

A user-friendly web-based management tool is available for the configuration of MediaDNS anywhere at anytime. MediaDNS can be configured to run in global or local mode. The intuitive user interface provides easy configuration and management of MediaDNS and load balancing decisions, and also enables administrators to set basic DNS parameters.

Multiple CDN POPs load balancing

MediaDNS measures server load at each CDN POP and balances the load over all POPs. It calculates the trade-off between load-balancing and directing clients to the nearest server.



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