

Level 3 CDN Services:

Traffic Management (ITM)

Optimise Performance and Availability of your Internet-facing Applications and Content with Level 3's Intelligent Traffic Management (ITM) services.

Intelligent Traffic Management (ITM) allows you to establish complete control over how end-users visit your website, access your applications and download your content.

This powerful DNS-based, web administered service is transparent, and seamlessly interfaces with existing local and global load-balancing solutions, enabling you to reduce the cost of deploying, operating, and maintaining your own Internet traffic management systems.

ITM taps into the intelligence at the heart of Level 3's CDN services and allows you to specify precisely how end-user traffic is directed to your content and applications at data centers and servers around the world using user created policies to redirect user requests. Customers can use policies to:

- Split requests by percentage of traffic for global load balancing between servers, load balancers, and caching networks
- Redirect users to the nearest locations based on their geographic location
- Return the best servers by eliminating unreliable, distant, or unreachable servers, and by monitoring performance of not just the server but an entire application
- Shed traffic to any number of tiered backup servers or a third-party content delivery network, such as the Level 3 Content Delivery Network service, during overwhelming flash crowds
- Seamlessly load-balance two Content Delivery Network services

How it works

Fundamentally ITM is an enhanced DNS service. The service comprises of an international network of custom name servers and monitoring agents with many extensions and enhancements compared to standard DNS implementations.

The Intelligent Traffic Management service operates approximately twenty name servers worldwide on three separate production networks. This architecture provides superior reliability, lower latency, and faster name resolution than standard DNS configurations. Additionally, the loss of connectivity to any one name server affects fewer end users. Because ITM is software as a service ("SaaS"), a monthly subscription model is used and no hardware is required at customer sites.

- **Direct end user traffic to the closest, most reliable and efficient serving location**
- **Monitor the health of sites and applications and make changes in real-time**
- **Secure superior reliability over standard DNS deployments**

Key Service Features

- **Functionality and Flexibility:** The service can be used for automatic failover, global load balancing, geographic intelligence, or any combination of the three.
- **Robustness and Reliability:** The scale and size of Level 3's ITM service provides superior reliability, lower latency and faster name resolution than standard DNS services.
- **Advanced Monitoring:** The ITM service permits advanced monitoring of traffic flows and availability to sites and applications.
- **Subscription Based Service:** ITM can be deployed to any number of sites and locations with no need to invest in expensive hardware or software. Automatic updates ensure you are always running the latest version.
- **Cost Control:** Lower costs for bandwidth are achievable through the ITM Service by caching by controlling where and how traffic is distributed.
- **Near Instant Implementation:** The ITM service can be up and running in a matter of minutes as a CNAME alias or name server delegation.
- **Agnostic Service:** The service can be purchased stand-alone or in conjunction with any other CDN service from any service provider.
- **Ease of Use:** The service is administered using an easy-to-use, secure, Web-based portal.

A complete DNS replacement service

Intelligent Traffic Management (ITM) is designed as a complete replacement for your current DNS deployments. This is how the two compare:

Traditional DNS	Level 3 ITM
Returns all configured IP addresses. Each IP is tried in round robin fashion	Constantly monitors all IP address for responsiveness and only returns those which are operational
Does not order IP addresses on end-user location or traffic balancing needs	Returns the 'best' IP addresses based on geographic proximity, traffic balancing needs, and other customer-defined policy rules
Primary and Secondary name servers provide some redundancy	Over 20 name servers located around the world

ITM Service includes:

- Setup and configuration
- Online web-based management portal
- Historical usage reporting of DNS resolution
- 24/7 NOC Support, online ticket management

Contact Vimeric today to talk about meeting and exceeding your expectations of what the Internet can offer: Achieve Internet Outperformance.

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