

Constant and Unshakable.

37signals offers small business software for project management, CRM and collaboration. Over one million people and businesses rely on the company's web-based applications to *get things done the simple way*. Their web presence is critical to the success of their company and products, and downtime is not an option.

So when a significant outage of their server network left their websites down for more than three hours, 37signals realized it had to make a drastic change to the way they managed DNS to ensure that even during an outage, the company could always communicate with its customers. They went out to the marketplace in search of a solution for what was historically hosted on internal machines.

CHOOSING THE DYNECTSM PLATFORM

The search for an external DNS management was comprehensive. 37signals chose The Dynect Platform for its favorable prices and the company's reputation for customer service and reliability. That reputation comes from a legacy of more than 10 years of up time and a platform that runs on a worldwide network of AnycastDNS servers on multiple continents.

MAKING THE SWITCH

Switching from internal hosting to external is never an easy decision. But, as 37signals Systems Engineer Mark Imbriaco points out, external management of DNS can save companies time, money and resources. "We're a small company on purpose," said Mark Imbriaco. "Because of that, outsourcing our DNS was a huge deal. It freed up internal resources to work on other projects."

With the Dynect Platform, the labor and the time of managing and securing DNS is available for other, more profitable projects. Resources can be redirected with the knowledge and peace of mind that years of experience protect your DNS. That, and a 100% DNS resolution guarantee and off-hour on-call support.

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INTEGRATION

Integrating The Dynect Platform into 37signals' existing infrastructure was a seamless process. With the Dynect API, developers can easily incorporate The Dynect Platform into current systems. "The Dynect API made it very simple for us to automate the process of redirecting our traffic in an emergency," Mark said. "Now we use the web portal to make routine changes."

In addition to the security and stability that The Dynect Platform provides, 37signals is also able to direct customers to an external status page should an outage occur. This guarantees that their customers are always kept abreast of any situation that might affect their use of the product.

THE RESULTS

37signals has successfully integrated The Dynect Platform into their existing infrastructure, ensuring that their DNS is protected by a network of data centers on three continents. As the company grows, Dynect helps them see how it happens. With the Dynect Platform reporting tools, 37signals can quickly and simply gauge web-traffic patterns and growth, and make adjustments as needed. Behind the scenes, the Dynect Platform actively monitors their sites, ensuring they are up when they need to be most – always.

You can learn more about The Dynect Platform at <http://dyn.com/dynect>

