

D-Link®

A Trusted DNS Provider D-Link Case Study

BUILDING NETWORKS FOR PEOPLE.

D-Link, a global manufacturer of networking and data products, is a billion dollar company selling directly in over a 100 countries. Their millions of customers use their networking products to get online with their broadband Internet connections.

As broadband adoption has increased, D-Link customers have relied on their home and small business routers to provide services that enable customers to host content and support remote computer access. A critical requirement to making this work is dynamic DNS, which is used to map a domain name to the customer computer IP address. This functionality traditionally is on the network devices.

With growing usage of this feature, D-Link was faced with the challenge of developing this feature in-house or finding a provider to manage this service for their customers.

CHOOSING THE DYNECT PLATFORM

D-Link contacted several potential partners, looking for a long term relationship that could provide stability as an outsourced provider. As a hardware vendor, they needed a partner who understood DNS and software development and would ensure a quality service across their entire product line. D-Link also wanted to leverage the preexisting familiarity with the dynamic DNS update protocol.

"We chose Dyn Inc. because of their reputation for developing superior service offerings," said Michael Luu, Director of MIS of D-Link. "Their position in the market and flexibility of resources make them an ideal partner."

MAKING THE SWITCH

The process of switching required the coordination of multiple product lines and development teams within both D-Link and Dyn Inc."

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Both parties chose to start with two product lines to measure a successful transition. As successful implementation occurred, the newer software revisions were phased into the entire development line, without issue.

INTEGRATION

During the process, Dyn Inc. engineering staff was available to work through all questions that the D-Link development teams had. Dyn Inc. was able to suggest best practices and pinpoint issues before they ever became a problem. Because of this collaborative development process, firmware upgrades did not need to address dynamic DNS functionality.

A seamless, rebranded web portal was created by the Dyn Inc. professional services staff providing a turn-key solution so that D-Link customers would have a complete D-Link experience. D-Link marketing worked closely with the Dynect Platform team to match any requirements.

RESULTS

D-Link customers now experience an integrated experience and the dynamic DNS function works seamlessly. D-Link noticed an appreciable decrease in technical support requests. For individuals, it meant more time tweaking of their personal website than configuring DDNS. For businesses, it meant more productivity.

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