



An Alternative to Ultra Expensive DNS inkFrog Case Study

PREDICTING THE UNPREDICTABLE.

inkFrog makes one of the best consumer websites on the internet even better. They offer auction management applications for eBay users, making it easier for sellers to create professional looking listings, monitor their listings, and contact winning bidders. Since 1999, inkFrog has helped thousands of eBay sellers handle tens of thousands of transactions, increasing sales and improving customer relations.

GOING ONCE...

But the nature of online auction traffic was hitting inkFrog in the pocketbook. The interest in most eBay items can be tepid for days or weeks, only to find a huge surge in traffic as bids come fast and furious in the hours and minutes before the deadline.

Under their agreement with their old provider, these spikes which are a core part of inkFrog's business created huge overages making their DNS bills look like a hot eBay auction: the prices kept going up and up and up.

inkFrog had to find a way to bring costs under control without losing any quality of service.

THE INFRASTRUCTURE YOU NEED

Dyn Inc.'s Enterprise Level Dynect Platform offered a more cost-effective way to handle inkFrog's peak traffic issue. First, the Dynect Platform's baseline prices were much lower than inkFrog's previous provider. Also, the price structure is more like that of a bandwidth provider. In inkFrog's case, this allows them to handle extremely high queries per second without degradation of service and they can burst on traffic for 36 hours a month at no additional cost.

The IP Anycast capability of the Dynect Platform also balances inkFrog's load across multiple worldwide server locations.

The Dynect Platform has allowed us to completely eliminate our DNS headaches.

"inkFrog's business model is based in large part on dynamic peaks in traffic, so with their previous provider they were having to pay huge overages charges," said Jeremy Hitchcock CEO of Dyn Inc. "By switching to our Dynect Platform not only do they get better service and 100 percent uptime, they do so at 1/5th the cost of their previous provider."

WHY GET INTO A BIDDING WAR?

Even though their clients never know how much their eBay treasures will sell for, inkFrog now has a predictable cost each month with a package tailored to its QPS and number of zones.

"The Dynect Platform has allowed us to completely eliminate our DNS headaches. We now have a cost effective, professional DNS solution and can spend more time focusing on our core business."

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

