



Grow with Dyn Inc. Twitter Case Study

FROM ONE FOLLOWER TO MILLIONS.

Being a spinoff of its founders past companies: Odeo, a podcasting offering, and Blogger before that (acquired by Google in 2004); Twitter was a small idea with grand ambition. While the micro-blogging site only allowed users tiny messages of 140 characters called tweets, the site has become a Web 2.0 darling with explosive growth.

Before it became a micro-messaging sensation, Twitter started as a micro-business user with Dyn Inc. on the DynDNS.com home/SMB brand. As its traffic and queries per second grew at an unprecedented rate, the Dynect Platform allowed Twitter to seamlessly transition to a secure and stable enterprise level solution. The transition has allowed Twitter to take advantage of delivering better network performance and traffic management.

WE'RE YOUR TWEETLE

While we're not a Web 2.0 superstar, Dyn Inc.'s beginnings are similar to many of the world's most popular social media websites. Starting with nothing more than a passion for our product and a group of engineers dedicated to the service and the software, Dyn Inc. grew organically and virally into one of the world's premiere DNS providers.

Dyn Inc. has the products and services that allow our clients to grow from a single user to a global brand. The Dynect Traffic Management service within the Dynect Platform enables high volume clients like Twitter to load balance their queries geographically, along with the security of failover protection.

Twitter now handles thousands of queries-per-second (QPS) with that number expected to reach nearly ten thousand before 2009 is out. It was recently reported and confirmed that Twitter's year-over-year unique visitor growth currently sits at 1382%. Few service providers can keep up with that rate of growth, but Dyn Inc. is up for the challenge.

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BIG NETWORKS NEED A SMALL WORLD

As Twitter and other clients look to expand their technological infrastructure, our ever expanding global network provides a unique opportunity for them to co-locate their data centers near Dyn Inc.'s 12 global locations.

Co-location reduces costs, increases efficiencies and most importantly increases your network's response time.

"For high traffic networks, downtime and sluggish response are killers," said Kyle York, Director of Sales and Marketing at Dyn Inc. "Our Dynect Traffic Management system ensures uptime and increases a network's speed. Many of our client's rely 100 percent on the Internet to operate their business and our technology simply makes their service better for their clients."

The Dynect Platform's globally redundant network is reinforced by the power of IP Anycast DNS. IP Anycast is a routing scheme ensuring data is routed to the best location, as determined by the network setup. By tweaking carriers, bandwidth and geographic location, Dyn Inc. reduces latency to an absolute minimum and ensures the network always works "just right" wherever you are and however you connect to it.

So whether you're just starting out, or you're already a global sensation, you need a partner that has the solutions for every stage of growth. Dyn Inc. is that partner, because, heck, we've been there, done that and aren't slowing up any time soon.

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