# NS1 Pulsar

## Active Traffic Steering

Revenue growth and business KPIs depend on efficiently delivering superior application performance to more users in more far flung places. To accommodate global audiences and improve performance, organizations are employing multiple CDNs, cloud instances, co-located data centers, and edge networks.

However, adding more delivery capacity from more locations does not automatically guarantee improved experiences for every user. A more intelligent and data-driven approach to user traffic steering across these multiple locations is needed.

The NS1 DNS platform with Pulsar Active Traffic Steering boosts the performance and reliability of your edge hosted applications and content. NS1 customers report dramatic improvements in application performance and cost savings by making Pulsar a part of their edge delivery strategy.

### Enhance End User Experience

Last-mile performance data is used to reduce page load times, download times, and video buffering for every user.

### Automate Smart Traffic Steering

Automate infrastructure-aware traffic steering to get the most out of data centers cloud, and CDN investments.

### Customize for Business Needs

Business goals can be met with custom routing policies that minimize costs, meet usage commits, and balance load without sacrificing performance.
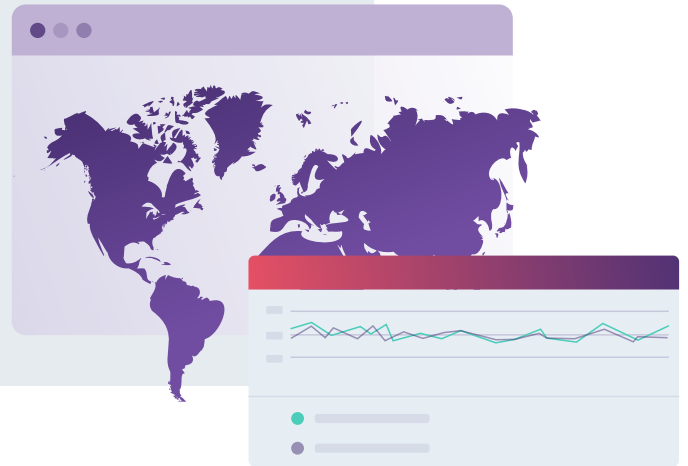
## Proven and Trusted by Global Firms

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## Smart Video Streaming Delivery

Whether delivering over-the-top or live streaming video, Pulsar simplifies multi-CDN orchestration to lower costs, meet CDN usage commits and avoid network congestion or outages. Dynamic, predictive routing and CDN-switching ensures the best experience for each viewer.

## Optimized Edge Delivery

Up to 70% app performance improvement over geo-routing alone. Unlike traditional DNS, Pulsar monitors and responds to issues such as network lag, latency, congestion, or link problems when directing users to the nearest point of presence.

## Improved Multi-CDN Application Delivery

Pulsar solves the problem of static load balancing between CDNs. Pulsar monitors all CDNs, identifies issues, and uses dynamic load balancing to direct users to the best performing CDN, improving performance by up to 30%.

## Bring Your Own Routing Map

Whether an enterprise is targeting specific IP prefixes for steering, has created unique mapping between user IPs and their POPs, or has a data science analysis output of millions specific routing policies, Pulsar's Route Maps can put it into action.

## The Solution

The NS1 platform incorporates static and real time data as well as customizable decision-making logic that enables engineers to control which CDN, cloud instance or datacenter users are directed to when they request online content or application services. Pulsar uses real time performance and availability telemetry based on real user measurements (RUM) from dozens of CDNs and public clouds across multiple countries and regions. Engineers can ensure end customers are unaffected by localized slowdowns and outages and get their content and services from the optimal CDN or cloud available at the time. By improving application availability and performance, Pulsar reduces site abandonment and increases website conversions.

## Why NS1

- DNS services offered by CDN and cloud providers do not intelligently route users to alternative CDNs or clouds.

- Other managed DNS providers have very limited capabilities, typically static geo fencing which confines users to specific CDNs based on user location.

- Multi-CDN "brokers" that support real time, rules based CDN selection are complex to set up, difficult to manage and add extra DNS lookups to the connection process.

- NS1 is the only provider that has integrated real time multi-CDN, multi-Cloud and self hosted POP optimization into a managed DNS service. It gives enterprises the ability to route traffic to multiple CDNs/Clouds/POPs based on performance and business logic.

# Features

## Real User Monitoring
Billions of availability, latency, and throughput metrics are collected from actual users worldwide to provide insight into user experience.

## Turnkey Performance Steering
Real-time dynamic map of internet conditions across all major CDN and cloud providers readily available for immediate performance based routing.

## Point-and-Click Configuration
Filter Chain enables code-free configuration of decision-making logic by chaining together single-purpose algorithms. It balances ease of use with powerful, fine-grained control.

## Route Maps
Express routing policies with the granularity of network prefix targeting. Seamless inclusion into Filter Chain configurations enable more precise traffic steering control without sacrificing intelligent automation and failover capabilities.

## DNS and HTTP Decisions
Compatible with a variety of delivery use cases, including file delivery, gaming downloads, OTT video streaming, and live event streaming requiring CDN token authentication and mid-stream switching.

## Automatic Response to Disruptions
As internet conditions change, automatic detection and correction shields your users from outages and localized network events.

## Actionable Data for Capacity Planning
Easily identify areas where you should augment infrastructure to meet performance targets.

## Compare and Contrast CDNs
Detailed reports on key availability and performance metrics of your CDNs, clouds or data centers.

## Traffic Distribution Analytics
Validate you're getting the traffic mix you desire, with full visibility into record-level routing decisions.

## Customizable for Any Infrastructure
Easily configure data collection from end users to your edge network for insights needed to meet your unique goals.

**NS1.**