



Level 3® Content Delivery Network Services combine the advantages of an industry-leading Internet backbone with a sophisticated, proven CDN platform. This unique combination connects you with the benefits of our high-performance, highly scalable services and delivers those services in a simplified manner, offering you the flexibility to move between our network services at different phases in your contents' lifecycle.

Level 3 Intelligent Traffic Manager Service Deliver High-Quality Content and Network Performance 24x7

One of the biggest challenges facing major internet service providers (ISP) and online content providers is how to achieve 24 x 7 uptime and optimal network performance without the cost of building and managing redundant, geographically diverse infrastructures. Standard DNS services don't account for current server loads, traffic backups or geographic issues that can slow high-quality website content delivery and application performance. The Level 3SM Intelligent Traffic Manager service is designed to do all of this and more. By leveraging Intelligent Traffic Manager and our robust worldwide architecture, you can ensure your customers have the best user experience 24 x 7, even if you use multiple Content Delivery Networks (CDNs), and avoid the investment in additional hardware or software solutions.

Business Solutions

- **Subscription-Based Service:** Level 3 Intelligent Traffic Manager allows you to deploy to a large number of sites and locations without investing in expensive hardware or software. Automatic updates ensure you are always running the latest version.
- **Flexibility:** The service can be used for automatic failover, global load balancing, geographic intelligence or any combination of the three.
- **Agnostic Service:** Intelligent Traffic Manager can be purchased standalone or in conjunction with other CDN services from nearly any service provider.
- **Ease of Use:** You can administer the service using a web-based portal designed for ease of use and security.

The Level 3 ITM offering is a DNS-based service that enables you to transparently monitor and route wide-area traffic based on policies that you configure for optimal performance and availability.

Technical Features / Capabilities

CONFIGURATION OPTIONS

- **Failover Configuration:** Name resolution decisions are based on the availability of the customer server, as determined independently by the global network of name servers. If any of these servers are unavailable, it will not return their associated IP address until the server starts responding again. Meanwhile, traffic will be sent to the designated alternate servers.
- **Geographic Intelligence Configuration:** Name resolution decisions are based on the IP address of the end user's resolver. The mapping, from IP address to geographic region, allows rules based on the continent, country, U.S. state or time zone of the resolver IP address.
- **Global Load Balancing Configuration:** Name resolution decisions are based on customer-specified ratios of traffic sent to each server. Typically, the ratios are chosen to reflect the capacity at each server. The service can also dynamically update the ratio by polling a set location.

MONITOR AND MANAGE TRAFFIC FLOW

- Configure a static "traffic distribution" policy by specifying the percentage of traffic to be directed to each application server.
- Set rules for "overflows" that can be defined to handle spillover traffic, or all traffic in the event of a total failure.
- Define rules via the portal in which global traffic is handled for each of your domains (and sub-domains). Each server can be assigned a "load share" value, which determines how

much of the overall traffic it will handle.

- Configure the Level 3 CDN or other CDN services to be used to handle any percentage of traffic, or to operate as an overflow mechanism. Integrate global load balancing seamlessly with local load balancing equipment.

INTELLIGENT TRAFFIC MANAGER REQUEST FLOW

- The browser queries its DNS resolver for a subscriber domain name.
- The DNS resolver queries a nearby traffic manager name server for the domain name.
- The ITM name server follows the subscriber's specified policies to return the appropriate subscriber IP address to the end user's DNS resolver.
- The DNS resolver passes the information on to the browser.
- The end user communicates with the best subscriber server, according to the customer-selected policies.

Why Choose Level 3 for Intelligent Traffic Manager Service?

- **Cost Savings:** Lower costs for bandwidth and caching by controlling where and how traffic is distributed.
- **Fast and Easy Implementation:** The service can be turned up quickly as a CNAME alias or name server delegation.
- **Customizable Service, Worldwide Reliability:** Transparently monitor and route wide-area traffic to any publicly accessible IP application, website or CDN based on policies that you configure for optimal performance and availability.

ABOUT LEVEL 3

As a leading international provider of fiber-based communications services, we are dedicated to helping our customers keep pace with the demands of an increasingly networked world.

We couple a broad service portfolio with one of the world's most scalable end-to-end networks to deliver a set of solutions built for the 21st century.

To find out how Level 3 can be your single-provider solution for all of your business needs, contact us today:

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