

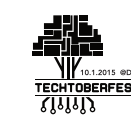
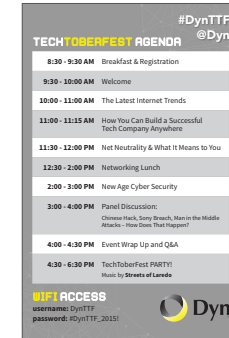
Dyn's SXSW Event Signage

Large venue with much of the signage repeated throughout for decoration & branding so to add some variety a three background images were used to create slightly different version of each sign.

Signage Package [clockwise from upper left]: Truss Banner • Entrance Signs • Pre-event email header & coaster handouts • VIP bar easel stands • Table tents • Event posters • Merchandise table backdrop

Recent works of:

Julie Parenteau  
julie@mypigsfly.com  
207.277.5163



Dyn's TechToberfest Event Signage

Logo creation • Welcome & Sponsor Pull-up banners • Face-in-the-hole Standee used for social sharing & drawing entry • Name badges • PowerPoint Template slides for presenters to use • Variety of graphics to use on social for event promotion • Merchandize one-color commemorative logo • Various other small graphics for print and digital usage of similar style were also created.

Recent works of:

Julie Parenteau  
julie@mypigsfly.com  
207.277.5163



- Discover the **new way to protect** against the #1 point of attack in data breaches
- Defend both end users & privileged users with a **single platform solution**
- **Centralize authentication, authorization, policy, & auditing** for IT resources
- Establish Identity as the **new perimeter** across cloud, mobile, & data center

Centrifly

Ask us about:  
**MFA Everywhere**

WIN A LILY CAMERA DRONE!

Half protected is half not.

Centrifly

Centrifly

Name \_\_\_\_\_

Company \_\_\_\_\_

Has this presentation fulfilled your expectations? (Circle One)  
 Yes - Absolutely  Yes - But not completely  No  
 If no, why not? \_\_\_\_\_

Do you have plans to implement a SaaS or SaaS solution in your organization? If so, when? (Circle One)  
 Next 6 Months  6-12 Months  12-18 Months  
 18+ Months  Never  Already implemented

Do you have plans to implement Single Sign-On (SSO) in your organization? If so, when? (Circle One)  
 Next 6 Months  6-12 Months  12-18 Months  
 18+ Months  Never  Already implemented

If you have already implemented a SSO solution in your organization, who are you using? \_\_\_\_\_

Do you have plans to implement a Single Sign-On (SSO) solution in your organization? If so, when? (Circle One)  
 Next 6 Months  6-12 Months  12-18 Months  
 18+ Months  Never  Already implemented

If you have already implemented a SSO solution in your organization, who are you using? \_\_\_\_\_

What do you see as the biggest security threat to your business today?  
 \_\_\_\_\_

What do you feel will be the biggest security threat to your business in the next year?  
 \_\_\_\_\_



Catch Me

If You Can!

Centrifly

How to play the game!

- Walking around the RSA halls are our half-protected characters. It is your job to catch them. #HOLDONE
- Get names from all four characters to win a \$50 Starbucks gift card and be entered to win an all-expense paid trip to New York City to join us at Family Connect!

HOW TO PLAY:

Send a tweet to #CentriflyProtects with a picture of our half-protected characters and be entered to win a Lily Camera Drone!

Half Protected Scientist

Half Protected Back-End Developer

Half Protected Catcher

Half protected is half not.

When it comes to protecting the digital identities of all users (including employees, IT Admins, partners and customers), don't settle for half of a solution. Discover the new way to protect against the #1 attack vector used in data breaches.

Have you caught all you can at the booth?

DO THIS... AND WIN THIS...

Get a name from all four characters	Win a \$50 Starbucks gift card
Get a name from all four characters	Win a \$50 Starbucks gift card
Get a name from all four characters	Win a \$50 Starbucks gift card
Get a name from all four characters	Win a \$50 Starbucks gift card

Centrifly

Drinks on Centrifly!

Bring this to Tech's reception on March 3rd to receive your free Starbucks gift card.

TDM KEMPS SESSION AT RSA 2016:

Getting Scammed: A Security CEO's Firsthand Encounter

March 3, 2016 | 9:10 - 10:00AM | North | Room 130

Centrifly

Ask me about:  
**MFA Everywhere**

WIN A LILY CAMERA DRONE!

Centrifly

March #HOLDON  
**MFA Expert**

Centrifly's RSA 2016 Conference Signage

"Half protected is half not." campaign. Top two graphics are booth banner components. Other signage and handouts clockwise from left: Giveaway table stand sign • Survey card • T-shirts & boxers • Invitation cards • Catch me game piece card (Centrifly dressed people as the characters on the card, attendees had to find all 4 on the event floor to be entered into a prize drawing) • Buttons for Centrifly staff and booth attendees.

Recent works of:  
Julie Parenteau  
julie@mypigsfly.com  
207.277.5163



INTERNET PERFORMANCE. DELIVERED.



MONITOR & ANALYZE

Understand how global Internet performance affects your business.



CONTROL & OPTIMIZE

Optimize Internet Performance and the end-user experience.

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IMPROVE CUSTOMER EXPERIENCE

WITH DYN INTERNET PERFORMANCE SOLUTIONS



Increase Online Retail Conversion Rates



Provide a Consistent Global Experience



Improve Customer Engagement



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INTERNET PERFORMANCE. DELIVERED.

CONTROL & OPTIMIZE WITH TRAFFIC MANAGEMENT



MONITOR & ANALYZE WITH INTERNET INTELLIGENCE



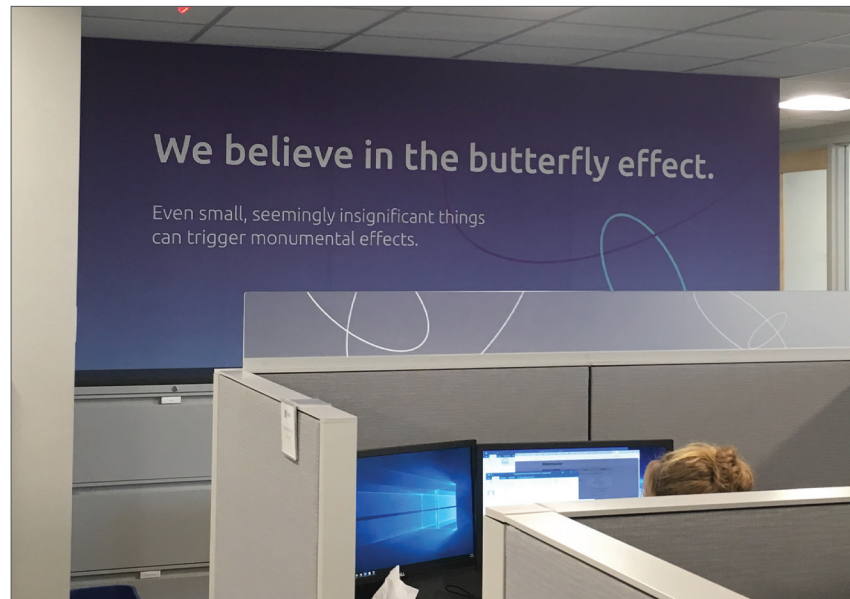
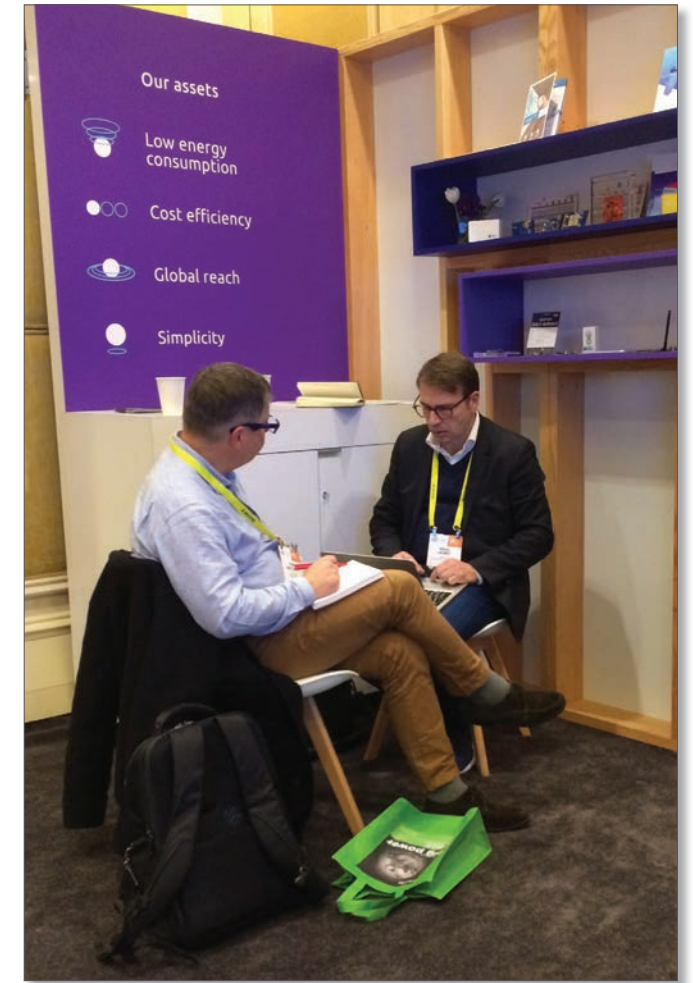
🏠 dyn.com    🐦 @dyn



🐦 #dynconnect @dyn

Pull-up Banners for various Dyn events.

Recent works of:  
Julie Parenteau  
julie@mypigsfly.com  
207.277.5163

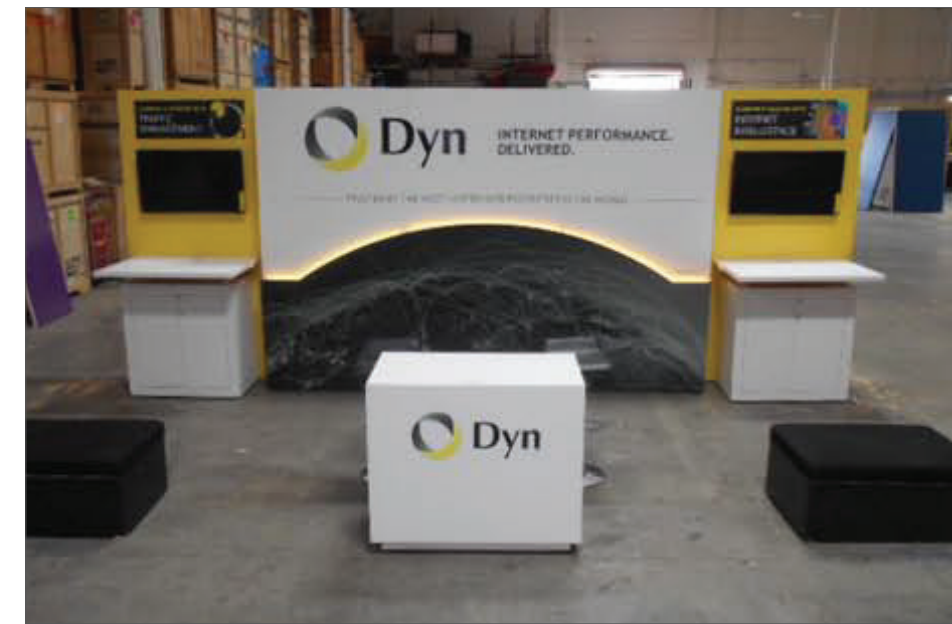


Sigfox Wall Graphics

Boston office wall, door, + cubicle graphics • CES Conference booth graphics

Recent works of:

Julie Parenteau  
julie@mypigsfly.com  
207.277.5163



## Dyn Tradeshow Booths

Many booth visuals created for Dyn over 6 years of events since the same booth was rarely reused, here are two of the more recent versions.

Recent works of:

Julie Parenteau  
[julie@mypigsfly.com](mailto:julie@mypigsfly.com)  
 207.277.5163



Dyn Stage Wall Graphics

Graphics for two different stages. Also created pull-up banners at left & right of the bottom photo.

Recent works of:

Julie Parenteau  
[julie@mypigsfly.com](mailto:julie@mypigsfly.com)  
 207.277.5163

# Dyn

## UNDERSTANDING THE NEED FOR IPv6

The Average US Household Uses **5.7** Internet Connected Devices

The US Alone Uses Over **500M** Internet Connected Devices

How many IP addresses are you using?

128.164.37.241 Television  
128.164.37.32 Thermostat  
128.164.37.7 MP3 Player  
128.164.37.30 Radio  
128.164.37.3 Laptop  
128.164.37.8 Blu-Ray Player  
128.164.37.4 Game Console  
128.164.37.1 Tablet

IP addresses are assigned to internet-connected devices on networks using Internet Protocol for communication (hence, IP). IP addresses help us identify which network the device is using and where the devices are located. IP addresses are an integral part of the Domain Name System (DNS) and communicate the locations of our favorite websites, like Dyn.com.

### IPv4 Is Running Out!

Map shows the projected dates of IPv4 depletion for each RIR region. Some regions have already run out of their allocation of IPv4 addresses.

**AUG 2015** North America  
**SEPT 2012** Europe  
**APRIL 2011** Asia Pacific  
**JUNE 2014** Latin & South America  
**APRIL 2019** Africa

Enter IPv6  
IPv4: 204.13.248.106    IPv6: 2600:2001:0:3::106

There Are: **4,294,967,296** possible IPv4 addresses  
That's **3 x 10<sup>23</sup>** IPv4 addresses for every star in the universe!

There Are: **340,282,366,920,938,000,000,000,000 x 10<sup>12</sup>** possible IPv6 addresses  
That's **47,261,439,850,130,300 x 10<sup>12</sup>** IPv6 addresses for every person on the planet!

**They Don't Communicate.**  
IPv4 and IPv6 run parallel to each other, not interchangeably. It's not like a software update where you just switch from one version to the other. IPv4 and IPv6 are different enough that software and routers need to be changed to support the new network.

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# Dyn

## 4 Reasons Businesses Are Taking Global Load Balancing To The Cloud

Businesses are moving away from using appliances for global load balancing (GLB)—toward using cloud-based services. Here are four reasons for the switch.

- 1 RELIABILITY: PROTECT AGAINST COSTLY OUTAGES**  
Setting up cloud GLB takes minutes not weeks.\* Less time to set up the GLB infrastructure means you have more time to focus on your business's primary projects.
- 2 FREEDOM TO FOCUS ON BUSINESS CRITICAL PROJECTS**  
Setting up cloud GLB takes minutes not weeks.\* Less time to set up the GLB infrastructure means you have more time to focus on your business's primary projects.
- 3 MORE COST-EFFECTIVE THAN ON-PREMISES SOLUTIONS**  
ON-PREMISES GLB vs. CLOUD GLB vs. COST CONTRIBUTORS
- 4 BETTER PERFORMANCE**  
A worldwide anycast network improves performance by steering visitors to the closest available data center, removing the need for unnecessary hops.

Get more info on moving your Global Load Balancing to the cloud: [dyn.com/glb](http://dyn.com/glb)

# Centrify

## THE THREAT OF DATA BREACH IS RISING ARE YOU PROTECTED?

Data Breaches Cost MILLIONS.

The total average cost of a data breach today is **\$3.8 million** in 2015, up from \$3.5 million the year prior.

Data Breaches are on the Rise.

According to a report released by the Identity Theft Resource Center, the number of U.S. businesses targeted in 2015 totaled 73. That represents the second highest year recorded since the ITRC began tracking breaches in 2006. In 2015, tracking incidents reached a **nine-year high** of 28% an 8% jump over 2014 figures.

### ALL Devices Need Security.

According to various data breach investigations reports, **95%** of security incidents involve harvesting credentials from customer devices, then logging into Web applications with them.

### Cloud Adoption Increases Risk of Data Breach

42 percent of respondents in the U.K. and 27 percent in the U.S. say they create more than **50 new account profiles a year**. Passwords probably increase by **3.1x** with cloud usage.

**FACT: Password Habits are Poor**  
56% in the U.K. and 56% in the U.S. believe their passwords are not secure. 59% of US respondents report sharing access credentials with other employees at least somewhat often.

There are Multiple Points in an Attack Chain

**Multi-Factor Authentication Is the Solution.**  
To learn more, visit: [www.jobble.com](http://www.jobble.com)

# Dyn

## Factors Of Website Load Time

When we visit our favorite websites, we usually don't think twice about it. But if you're having trouble loading a page, there are several factors that can be going on behind the scenes and various factors determine how fast or slow the page will load for an end user.

Twitter.com is a great example of how to do it right. With an average of 56 million users per day, page load time is very important which is why Twitter uses Dyn for their DNS with a network of 18 global points of presence to reduce latency.

Normal Load Time of Twitter.com/dyn\*

DNS QUERIES: 203ms	sum of four recursive DNS queries averaging 51ms each.
CONTENT SETUP & RETRIEVE: 1765ms	
PROCESSING TIME: 1179ms	
WHAT AFFECTS THESE THREE THINGS?	<ul style="list-style-type: none"> <li><b>Latency:</b> The distance between the user and the closest point of presence or server determines the speed of the DNS query.</li> <li><b>Processing Speed:</b> How quickly the server can process the request.</li> <li><b>Latency &amp; Bandwidth:</b> The time it takes for data to travel from the server to the user. The longer the road, the more time it takes for the data to get to the user and back again to the server. The longer the road, the more time it takes for the data to get to the user and back again to the server.</li> </ul>

**Terms Defined**

**Latency:** The latency of the network is the measurement of the round trip time for information to travel over the network from the user to the server (downloading the content or application), and back again to your computer. The further the distance the information needs to travel, the higher the latency, and the slower the user experience. The longer the latency in terms of miles, the longer the road, the further the data has to travel to get to that destination, ultimately making the site longer. With that said, the lower the latency, the faster a website will load.

**Bandwidth:** Bandwidth measures the amount of information transmitted per time interval. This is typically measured with a user generating a certain amount of bandwidth through their Internet Service Provider. In the real world, you can think of bandwidth as the width of the road. The wider the road, the more cars fit on it at one time. In this case, the higher the bandwidth the better because more content can get through at once.

**Impact of Latency vs. Bandwidth**

To show the effect of latency versus bandwidth on the amount of time it takes to load, we altered the trials to show high and low latency with high and low bandwidth.

Latency	Bandwidth	Time
Low Latency	High Bandwidth	DNS: 203ms / CONNECTION: 4373ms / CONTENT: 1765ms / PROCESSING: 1179ms
Low Latency	Low Bandwidth	DNS: 170ms / CONNECTION: 4745ms / CONTENT: 6374ms / PROCESSING: 2936ms
High Latency	High Bandwidth	DNS: 2033ms / CONNECTION: 34,843ms / CONTENT: 10,751ms / PROCESSING: 8781ms
High Latency	Low Bandwidth	DNS: 3026ms / CONNECTION: 34,910ms / CONTENT: 13,856ms / PROCESSING: 8383ms

**KEY TAKEAWAY:** You have probably noticed that latency has a greater impact on Twitter's load time than bandwidth. While low latency and high bandwidth is the ideal situation, even in the scenario with low bandwidth, Twitter's load time is significantly faster than the two examples with high latency.

To learn more about our methodology to find these numbers using WebPageTest.com, check out our blog post at [bit.ly/load-time-anatomy](http://bit.ly/load-time-anatomy). @dyn.com @dyn

# Dyn

## 3 WAYS TO CAPTURE YOUR SHARE OF THE EXPECTED 1.6 TRILLION IN 2015 ONLINE RETAIL SALES

Dyn surveyed over 1400 consumers worldwide on their online shopping expectations. Here are three recommendations from that report to help ensure your business gets its share of the trillion-dollar pie.

### MAKE SURE YOUR ONLINE STORE HAS NO BORDERS

**85%** would shop more often if faster & easier to buy online.

**67%** of online consumers shop overseas.

### DON'T LET A SLOW SITE BOUNCE YOUR CUSTOMERS

**65%** of consumers won't wait more than 3 seconds for a website to load.

**86%** agree that the speed & quality of a website's performance affects their trust in that company.

### CREATE A SEAMLESS OMNICHANNEL EXPERIENCE

Whether from the desktop, in a brick-and-mortar location, or through a mobile device, your shoppers want a consistent, convenient, fast, easy-to-purchase experience from your store.

**15%** feel they get the same experience online as in-store.

**40%** of shoppers worldwide prefer to shop only online.

For insight into what consumers around the world are expecting from retailers and ecommerce companies in 2015, visit: [dyn.com/retail-report](http://dyn.com/retail-report)

dyn.com @dyn

Infographics

Center graphic: I completed 3 infographics for Centrify, the one shown here was a v1 (thus no CTA url at the bottom) that I created which was published in August. Centrify has since updated the graphic to a new look that pulls many of the graphics used here. Bottom right gray graphic was for the internal annual Dyn Yearbook (thus the lack of corporate branding). The yearbook is a 200+ page book that commenced in 2011. The first two years I created all graphics and layout for the book, following years I had support of freelance designers.

Recent works of:  
Julie Parenteau  
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207.277.5163





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AN ON-DEMAND WORKFORCE GUIDE

## The Savvy Employer's Guide to the Gig Economy

**jobble**  
The Savvy Employer's Guide to the Gig Economy  
AN ON-DEMAND WORKFORCE GUIDE

If there's an iron law of business, it is that the world never stands still. Technology is always changing, and with it comes new business practices, capabilities, and expectations. The most successful businesses are the ones that make the most of new developments, adapting to changes in the marketplace before competitors have a chance to do the same. The quicker you are to adapt, the better you can take advantage of developments that improve productivity, quality, and compliance.

The most consequential change in the modern market is arguably the advent of the gig economy. The result of online marketing and a changing labor force, gigs open up new possibilities for firms that are looking for skilled workers. Companies of all stripes can benefit from the growing gig economy, and the sooner you learn how it works, the more you will get out of it.

2 | 7

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The Savvy Employer's Guide to the Gig Economy  
AN ON-DEMAND WORKFORCE GUIDE

### BUSINESS BENEFITS

Most businesses still rely on traditional hiring to recruit most of their workers. Although this process is valuable for certain purposes, it does expose your firm to a variety of inefficiencies and perverse incentives. The gig economy offers a number of advantages, namely:

- Speed** - Hiring new workers is a long and expensive process, and the more skilled or sensitive the job is, the harder it is to find the right person. Gig recruitment, on the other hand, usually takes a matter of minutes. Most gigs are well vetted and vet workers for you, allowing you to quickly determine whether a worker has the skills and track record needed for the job. This allows you to obtain the talent you need without delay.
- Versatility** - Once you are fully integrated into the gig economy, you will have access to thousands of skilled workers in a wide range of fields. This is far more talent than you would ever be able to hire formally, giving you more options for your projects. If you are ever unsatisfied with a gig, or just want to try something new, you can easily find someone else to do it.
- Responsibility** - Most businesses pay the vast majority of their employees by the hour, giving them little choice in when to do their jobs or where. If anything, they have an incentive to work more slowly so that they can obtain the same pay for less effort. By contrast, gig workers are usually paid per word or per job, meaning that they are responsible for their own time, every minute they waste is a minute they aren't earning money. Gig workers are thus far less likely to keep you waiting, allowing you to meet your goals ahead of schedule.
- Referrals** - Gig workers live and die by the reviews and ratings of past clients. A good rating makes them more likely to attract new clients, while a poor rating will score clients away and reduce their earnings. Gig workers thus need little motivation to follow your instructions to the letter, correct mistakes, and show you respect.
- Commitment** - Skilled employees often demand contracts, meaning that you have to agree to pay them wages, benefits, and other compensation as long as your agreement is in effect. This makes it expensive to fire or renege your workers if you have a falling out. By contrast, gig workers have no special protections, allowing you to quickly jettison them if you discover they are not a good fit.

4 | 7

**jobble** CASE STUDY **gvc**

### Global View Communications uses Jobble to hire 30 in less than 24 hours

**The Company**  
Principles-based *Global View Communications (GVC)* is an industry-leading inclusion business strategy firm. They help some of the country's largest and most successful organizations secure competitive market position and transform their business models.

**The Challenge**  
Working with one of the region's most popular burger hot spots, GVC was tasked with promoting the grand opening of the chain's newest storefront. As Account Manager, Kelsey Demody was responsible for organizing and recruiting a street team to blanket surrounding neighborhoods with flyers. The kicker? **She had to fill 30 spots in 24 hours.**

**The Solution**  
Using Jobble's self-service platform, Kelsey was able to post the street team job and immediately start receiving applications. Because Jobblers are all vetted by us first, she was able to focus on what mattered most: being the right candidates for the job. Within 24 hours, Kelsey filled all 30 positions.

**"I had to put out a street team of 30 people altogether. And I had to do it in a day. I was able to get everyone hired. Everyone was good to go. I had to do two separate days in a bunch of different locations. Everyone showed up and was great. I couldn't have called for anything more. We ended up getting all of the flyers out, which was perfect!"**

**"We had never found a platform like this where we could handle it all ourselves."**  
GVC Account Manager, Kelsey Demody

**"For the future, it really puts us at ease knowing that if we have an event, or we want to go big and get all these flyers out, we know we can get it done."**

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857.264.1976  
745 Atlantic Ave  
Boston, MA 02111

Like what you see? Want to learn more?  
Let's connect. Being in the people business we love making connections.

24

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## Ultimate Guide: How to Grow Your Business Using Brand Ambassadors

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Ultimate Guide: How to Grow Your Business Using Brand Ambassadors  
AN ON-DEMAND WORKFORCE GUIDE

### 3 GETTING STARTED

**Define Your Objectives**  
Before you start anything ever, always define your objectives. Your objectives should be measurable and should represent the bottom line of your business or campaign. Some objectives might be to generate leads, sell more, get your product into new stores, increase your social media following or create new partnerships with the community.

**Set The Foundation**  
Prior to going out in the real world to sell your product, your brand ambassadors need to have a solid understanding of your company history, mission statement, values and their personal job duties. Follow this checklist to prepare your team:

- Develop a Brand Ambassador Toolkit:** This should include everything your brand ambassador needs to succeed. Think company brochures, sales sheets, case studies and product samples. Include fun items with your logo on it, like coffee mugs, t-shirts and pens.
- Host orientations and provide training:** These are ways for everyone to come together, as there won't be many opportunities to do so.
- Make them use the product:** The more they use the product, the more they'll be able to communicate its value to customers.

**Go Digital**  
It's the age of technology - get with it! Set up brand ambassadors with their own email, their own website (for online sales) and engage with them on social media. The more connected you are digitally, the easier it is to track and manage your team.

**Appoint A Team Leader**  
Create a hierarchy by appointing a team leader to your group of ambassadors. You can have different leaders for different tasks. This person should be someone who has shown serious commitment to your brand and who has a decent amount of experience under his or her belt.

Manage all of your brand ambassadors in one spot using Jobble.  
**SIGN UP FREE!**

5 | 8

**jobble**  
Ultimate Guide: How to Grow Your Business Using Brand Ambassadors  
AN ON-DEMAND WORKFORCE GUIDE

### 4 DEFINING THE STRUCTURE OF YOUR PROGRAM

There's no single answer for how you should structure your brand ambassador program. This will differentiate depending on your business, your budget and your goals. However, there are several must-have components that will help you build a practical system with a smooth workflow.

The following tips will help you structure your brand ambassador program from the ground up, and ensure that you create a **team of people working together, rather than a group of isolated individuals doing separate projects.**

- 1. Create A Hierarchy Of Positions**  
When setting up your program, it's important to establish different levels of achievement your ambassadors can obtain. Not only will this help with employee retention by promoting growth and an increase in compensation - it will make your program more attractive to new hires. Experienced ambassadors who make more sales will eventually have the senior roles, while newbies can learn from them and seek advancement in their careers.
- 2. Figure Out Who & Where Your Market Is**  
Deciding where your brand ambassadors should market your product will take some research. First, define what markets you're trying to infiltrate. Are you looking to sell directly to consumers? What kinds of people will benefit from your product? Where do they hang out? What level of involvement programs are best, but also easy for ROI if you're trying to work with retailers or partner with other employers. Once you narrow down your consumer demographic (which can get as granular as age, gender, job title and hobbies), you can decide where your brand ambassadors should go. Here are a few outlets:
  - Trade shows and expos
  - Business conferences
  - Supermarkets and retailers
  - Concert venues
  - Malls and storefronts
  - Restaurants, bars and nightclubs
  - Sporting events

6 | 8

**jobble**  
On-Demand Hiring Made Easy With Jobble  
Jobble is an on-demand workforce marketplace & management platform.

**The Marketplace**  
The Jobble marketplace is a vetted workforce of over 30,000 people, better known as Jobblers. We take great pride in our Jobblers, spending the time recruiting and paper-pushing so you don't have to.

Hundreds of Jobblers are added every day across the country. They're professional, friendly and ready to work right now. Here are just some of the roles Jobblers have filled in the past:

- Brand ambassadors
- Delivery drivers
- Overnight help
- Product demonstrators
- Seasonal retail staff
- Hosts/hostesses
- Promotional models
- Street team ambassadors

But this list is just the beginning. Our Jobblers, just like your jobs, are flexible. So put us to the test. **There isn't a job we can't fill.**

**Staff Management Platform**  
More than a marketplace, Jobble is a self-service, online workforce management platform where you can find, invite, hire and manage all of your staff in one place. This means you have full control of who you hire.

**"We had never found a platform like this where we could handle it all ourselves."**  
Kelsey Demody, Global View Communications

**What Makes Jobble Different?**

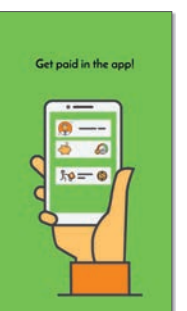
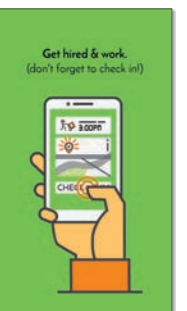
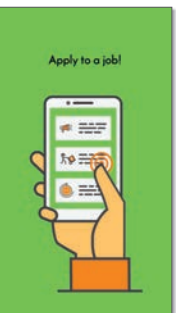
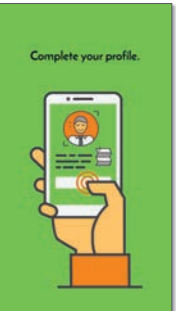
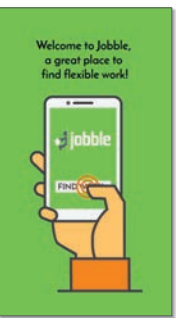
- #1 - Handpick your employees  
Unlike an agency, you have direct access to everyone you hire. That means handpicking the people you want to represent your company.
- #2 - Manage your existing workforce  
Already have people that you know can do the job? Manage them all using our full-service platform. This means simple scheduling, geo-tagged time tracking, in-app payments and a direct line of communication to all of your employees.
- #3 - Transparent pricing  
Our pricing is simple and transparent, with no need to negotiate. You set your own hourly rate. There are no hidden fees and no markup. What you see is what you get.

**Jobblers Have Represented:**  
TABLELIST The Boston Globe Tabbedout  
at&t Jovepop brandcookie RCN

Sign up for free at: [jobbleapp.com](http://jobbleapp.com)

jobbleapp.com  
high-five@jobbleapp.com  
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Boston, MA 02111  
Socialize with us on: [f](#) [in](#) [i](#)

25



**Dyn** INTERNET PERFORMANCE. DELIVERED.

CASE STUDY

## A Rock-Solid Infrastructure for one of the Largest nTLD Registries

**EXECUTIVE SUMMARY**  
 Launching a nTLD (new top-level domain) successfully can bring a unique set of challenges around scalability and speed. Asia's largest nTLD registry, Radix FZC, owns the registry rights to such popular domain names as .website and .host, and recently had a record-breaking launch of the .online domain with nearly 30,000 domains registered within 30 minutes.

When you're operating at that level of growth, you need the ability to scale your infrastructure quickly and ensure you're delivering rock-solid and super-reliable service to your customers. That's what Dyn TLD does.

**Challenges: Rapid Scale, Quick Resolution, Low Latency**  
 There are now over 70,000 .online domains registered with Radix having over 300,000 domains under management.

"As a registry service provider, the most important thing for us is to ensure that a customer's domain is resolved quickly and has high availability and low latency," notes Priyanka Damwani, Manager, Channel Marketing at Radix. "And, obviously, we don't want our customers to see downtime."

**Dyn's Solution: Fast, Reliable DNS for TLDs**  
 Dyn's DNS solution for TLDs leverages Dyn's experience and infrastructure to provide fast, reliable, high volumes of delegations quickly and easily.

- Enterprise-level availability giving your customers' sites uptime 24x7x365
- High speed and a superior user experience, as well as resilience against DNS-based DDoS attacks
- Strategically located PoPs (points of presence) for responsive DNS resolution
- Expert customer support through Dyn's dedicated DNS team
- Unlimited scalability to help you service thousands - or millions - of websites as your business grows

**Results: The Next Level of Performance for Radix**  
 "We have hundreds of thousands of domains that are dependent on Dyn," says Damwani. "Adding them on as our secondary DNS provider was seamless, and Dyn's support has been excellent. Overall, it just made sense for us from both a technical and commercial perspective, and has been an awesome experience."

**COMPANY INFO**  
 Radix recently smashed records for a new nTLD launch by registering 28,000+ domains under the new .online name within 30 minutes.

"Adding Dyn on as our secondary DNS provider was seamless, and Dyn's support has been excellent. Overall, it just made sense for us from both a technical and commercial perspective, and has been an awesome experience."

Priyanka Damwani, Manager, Channel Marketing at Radix

**LEARN MORE**  
 Dyn is a cloud-based Internet Performance company. Visit [dyn.com](http://dyn.com) to learn how Dyn can help you monitor, control, and optimize your online infrastructure for an exceptional end-user experience.

1 of 1 | [dyn.com/contact](http://dyn.com/contact) | @dyn | Manchester, NH USA • Brighton, UK • Sydney, AUS • Singapore

**Dyn** INTERNET PERFORMANCE. DELIVERED.

PRODUCT OVERVIEW

## IP Transit Intelligence

**Gain Valuable Insights Into Internet Transit And Peering Relationships**  
 Dyn's IP Transit Intelligence Service delivers the world's most complete, accurate, objective, and up-to-date view of Internet connectivity relationships. Our global database of Internet affiliations helps enterprises and network service providers make well-informed Internet transit decisions. Network planners can optimize performance, reach, and economics by identifying and partnering with the service providers with the greatest presence, broadest relationships, or largest customer base in a particular geography. Network service providers can improve sales and marketing by gaining valuable insights into prospects, competitors, and new market opportunities.

**Dyn's IP Transit Intelligence Collects Data In Real-Time From A Global BGP (Border Gateway Protocol) Sensor Network**  
 IP Transit Intelligence gathers advertisements from 500+ networks across the world to construct a comprehensive up-to-the-minute catalog of IP transit and peering relationships. IP Transit Intelligence characterizes the commercial dynamics of the Internet backbone providing timely and actionable information. Global data is analyzed, interpreted, ranked, and displayed in plain language and easy-to-understand reports that can be filtered by geography, category, or service provider. A customizable, browser-based user interface provides summary snapshots and detailed listings of peering relationships; service provider rankings, demographics, and trends; new ASN (Autonomous System Number) registrations; and the latest interconnection news and events. Distinct IPv4 and IPv6 views are provided for all reports to help organizations transitioning to IPv6 make educated transit decisions.

**KEY FEATURES**

- Globally accurate and comprehensive transit and peering database
- Customizable, browser-based user interface
- Real-time and historical data
- Concise, easy-to-comprehend dashboards and reports

**OPTIMIZE INTERNET PERFORMANCE**

1 of 2 | IP Transit Intelligence

**Dyn** 2015 Report: Global IT Executives Identify Direct Tie Between Lost Online Sales and Website Performance

**Survey Findings at a Glance**  
 Of the 300 IT executives surveyed across 11 countries:

- 70%** Online Sales Represented Up to 50%  
 70% said that online sales represented up to 50% of 2014 total revenue
- 93%** Expect Sales To Increase  
 Nearly 93% expect online sales to increase by 25-75% this year
- 95%** Lost Sales Due To Poor Websites  
 95% said they lose sales due to poor website performance at least 25% of the time; 40% said this happens at least 50% of the time
- 25%** Believe Consumers Will Wait  
 Only 25% believe a consumer will wait for a website to cooperate or try again later
- 86%** Inconsistent Consumer Experience  
 +86% are aware that the consumer experience is inconsistent when shopping in stores, online and on mobile devices
- 77%** Shopping Experience Varies Based on Geography  
 77% acknowledge that a consumer's online shopping experience varies based on where they are located

**A Look Back at 2014 Online Retail Sales**  
 Globally, online sales represent a larger piece of retail revenue today than ever before. Of the IT executives surveyed, 70% said that online sales represented up to 50% of 2014 total revenue.

Many of the specific regions and countries surveyed showed even stronger growth of online sales in 2014. In Asia Pacific, every IT executive surveyed said online purchases accounted for at least 25% of 2014 revenue and half said that online sales represented 50% or more of total sales last year.

The numbers are even stronger in Europe where more than a third of those surveyed revealed that online sales represented 75-100% of total 2014 revenue. More specifically, nearly 75% of IT executives in the UK and 98% of those in Germany said at least half of total 2014 revenue came from online purchases. For over one-third of those surveyed in the UK, online purchases represented 75% or more of 2014 total revenue.

3 of 12

**Dyn**

## A Five Minute Guide to Improving Customer Experience

An Internet Performance Approach to Driving Better Business Results

**Executive Overview**  
 A new approach is required for a new era of cloud-sourced infrastructure. An Internet Performance approach provides visibility into the health of your cloud-based infrastructure to ensure your customers can reliably reach your web properties.

This five minute guide details how taking an Internet Performance approach will optimize the performance and availability of your online presence, ultimately improving your customers' experiences, boost business outcomes, and deliver measurable value to your organization.

**The Cloud Changes Everything**  
 The cloud is revolutionizing IT. Enterprises are moving infrastructure from corporate data centers to the cloud to improve business agility and contain costs. Upstart businesses are implementing IT services in the cloud from Day One. The cloud introduces a variety of performance management, network engineering and service quality challenges for enterprise IT and infrastructure planners, security teams and network administrators.

When you host applications and content to the cloud, you lose insight and direct control over how customers connect to your brand. Your customer experience is held hostage to a variety of external partners - cloud providers, CDN providers, network service providers. But how do you measure and influence their performance?

Whether you have some of your infrastructure assets in the cloud, all of your infrastructure assets in the cloud, or are in the process of migrating to the cloud, you'll need to gain visibility into the inner workings of the Internet. By making educated sourcing and partnering decisions and exerting control over your cloud, CDN and network service providers (NSP) you can ensure your customers can reliably connect to your website and enjoy an exceptional experience.

**It's Time To Take A Fresh Approach To Performance Management**  
 Historically most businesses had broad insight into and tight control over their infrastructure. Web servers and core business applications were deployed in corporate data centers. Developers and administrators used application and network performance management tools to optimize online infrastructure and improve the overall quality of experience for end-users and customers. And while the IT organization did not

"Inside looking out" traditional performance management approach

1 of 4

**How To Make It Better**

**MAILBOX PROVIDERS**  
 Did you know that each mailbox provider (Gmail, AOL, Yahoo!, etc.) receives email in a unique way? Each of these providers has different mail delivery settings for the rate of delivery. If these are not configured correctly, you could encounter email delivery issues where mail is delayed or lost.

Each mailbox provider also returns a unique set of bounce codes for their mail streams. To ensure you're taking the optimal action for deliverability optimization and retaining the most customers for your business, you'll need to have custom configurations on how you treat each of these mailbox provider's bounce codes.

**MESSAGE CONTENT**  
 Engagement starts before an email is opened. If your transactional email has a strange 'sent from' address or a cryptic subject line, chances are it could go straight to junk or the dreaded black hole of email. Not only can 'sent from' addresses be ominous (for example, someSoftware.com doesn't translate into a password reset from my favorite shoe brand), they can also just be straight up rude (DO NOT... REPLY@neverreply.com).

It is best to keep the 'sent from' addresses simple and easily identifiable. Some great examples: tradingupdates@fides.com and chaseactivityconfirmation.chase.com. It's easy to see whom the messages are from and what they're about without having to even look at the subject line.

An appealing 'sent from' address and subject line are great if you hit the inbox, but what if your emails are being filtered as spam? If your transactional emails are being marked as spam by ISPs, customer confidence in your brand can drop significantly as it may seem that your company is sending out harmful messages. Keeping an eye on your spam complaints can help you eradicate any problem you may have before it drastically decreases your reputation.

**On average, transactional email brings in 288% more revenue than bulk mail.**

**Get more email content: [hub.dyn.com](http://hub.dyn.com)**

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**DNS (the Domain Name System) provides mapping of hostnames to IP addresses and back again.**

**DNS Client**  
 Also known as a DNS resolver, a DNS client is the system that makes a DNS request (e.g. your computer, smart phone, an ATM).

**DNS Query**  
 A request a client sends to a DNS server to resolve the IP address for a domain name or hostname.

**DNSSEC**  
 DNSSEC is the act of adding special signatures to the root, TLD, and authoritative name servers for your zone to establish a chain of trust. DNSSEC enabled zones ensure that the answer to a DNS query has not been tampered with.

**DoS**  
 A Denial of Service is an attack on a URL that is coming from one source.

**Endpoint**  
 The target location for the client - IP address or CHAPE.

**Failover**  
 When your primary server goes down, failover is the act of rerouting traffic to a redundant server. (Also see Active Failover.)

**Forward Lookup**  
 A forward lookup is when you use a hostname (domain name) to find an IP address. **Find out your IP address: <http://iplookup.dyn.com>**

**Fully Qualified Domain Name**  
 A fully qualified domain name is a complete hostname, like that which you would use when connecting to a server on the Internet. Fully qualified hostnames must be used when updating with a client, e.g. if your hostname is "myhost.dnsmail.net", you must provide that entire hostname to the client, not simply "myhost".

**GSLB**  
 Global Server Load Balancing responds to DNS requests by directing traffic using the best performing server in a geographic region.

**THE MASTER LIST OF DNS TERMINOLOGY / 5**

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**Sender ID**  
 Sender ID is a way to validate that emails are being sent by verified domains. It does this by checking the email sender's IP address against the domain's recorded owner.

**Learn more about improving sender reputation at the Dyn Content Hub: [hub.dyn.com](http://hub.dyn.com)**

**Shared IP Pool**  
 One or more IP addresses set aside for use by multiple companies, senders, or domains for sending email. Generally, senders with smaller sending habits share an IP address pool.

**SMTP**  
 Simple Mail Transfer Protocol is used to send and receive email.

**Soft Bounce**  
 Soft bounces occur when a mailbox provider indicates that the email address you used is not valid at this time. Most often, this happens because the inbox is currently full or cannot be reached. You may try to email this address again in the future.

**Spam**  
 Spam is any message received that is not wanted by the recipient. Spam is often thought of as messages about schemes or health supplements among many other unwanted messages.

**Spam Trap**  
 Spam traps are email addresses that are placed on websites, not opted into any email list, for the purpose of finding spammers who gather lists of email addresses for marketing. Sending any email to these spam traps can cause your IP or Domain Names to be blacklisted, heavily impacting your deliverability.

**SPF**  
 Sender Policy Framework is an email validation system that allows mailbox providers to validate mail from your domain against the IP addresses sending the mail. If a mail server doesn't appear in a domain's SPF record, but is attempting to send mail from that domain, it is most likely spoofed or unapproved mail and can be rejected by the ISP.

**Spoofing**  
 Spoofing is the act of making an email address look like a different sender than the actual sender. Spammers use spoofing to get by spam filters by sending mail through a more reputable "From" address.

**Spam accounts for about 70% of emails sent today.**

**THE MASTER LIST OF EMAIL DELIVERY TERMINOLOGY / 7**

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Dyn Case Study, Product Overview, Whitepaper & Ebook Layouts

Shared via email for digital use and also posted to the [Dyn.com website's Content Hub](http://dyn.com). A4 sizes were also created for our EMEA and APAC teams.

Click on the graphic (except for the Product Overview, those are only shared to existing customers) to view the complete final document.

Recent works of:

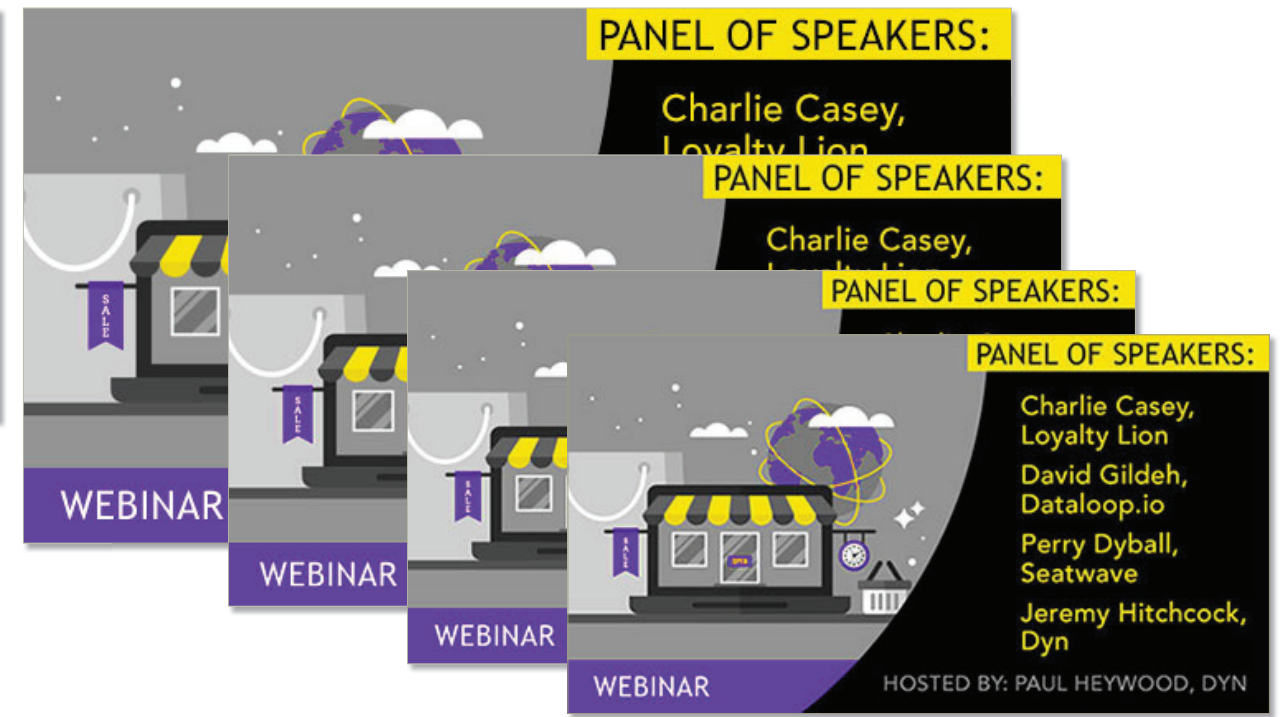
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 David Gildeh, Dataloop.io  
 Perry Dyball, Seatwave  
 Jeremy Hitchcock, Dyn  
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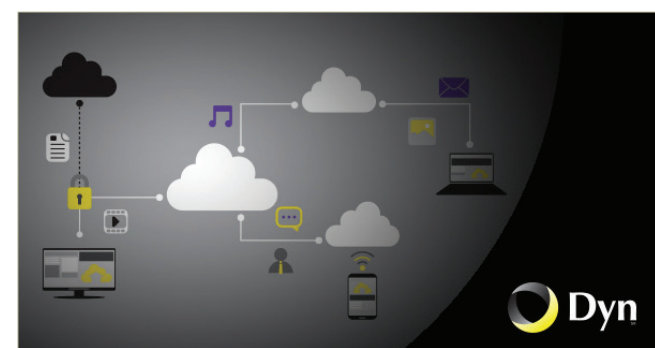
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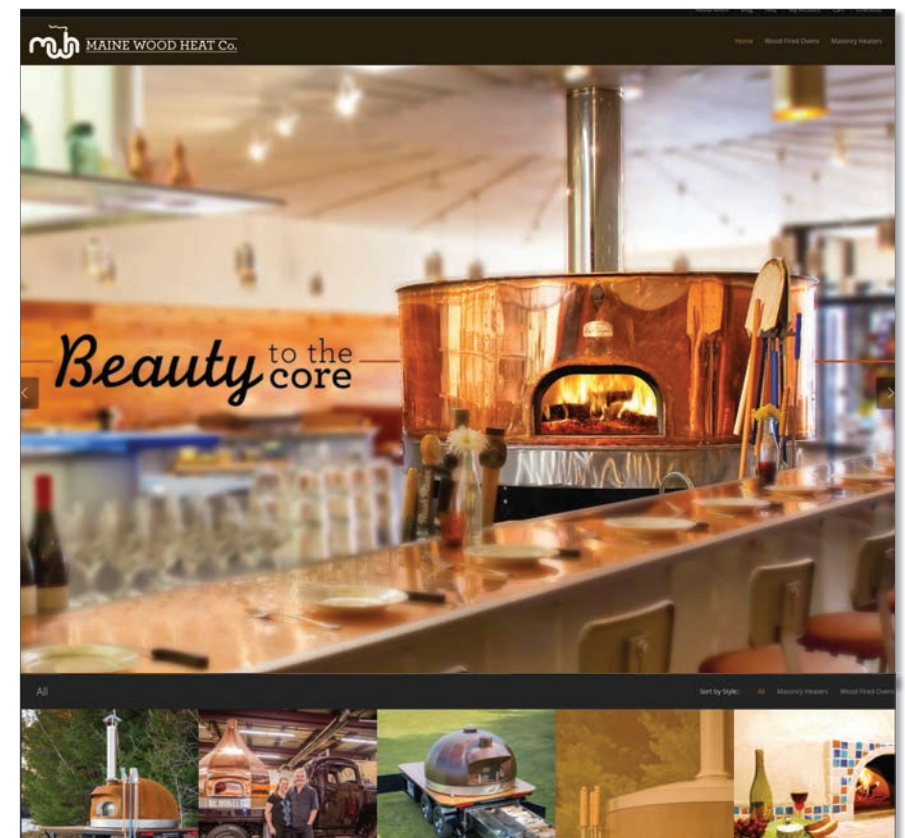
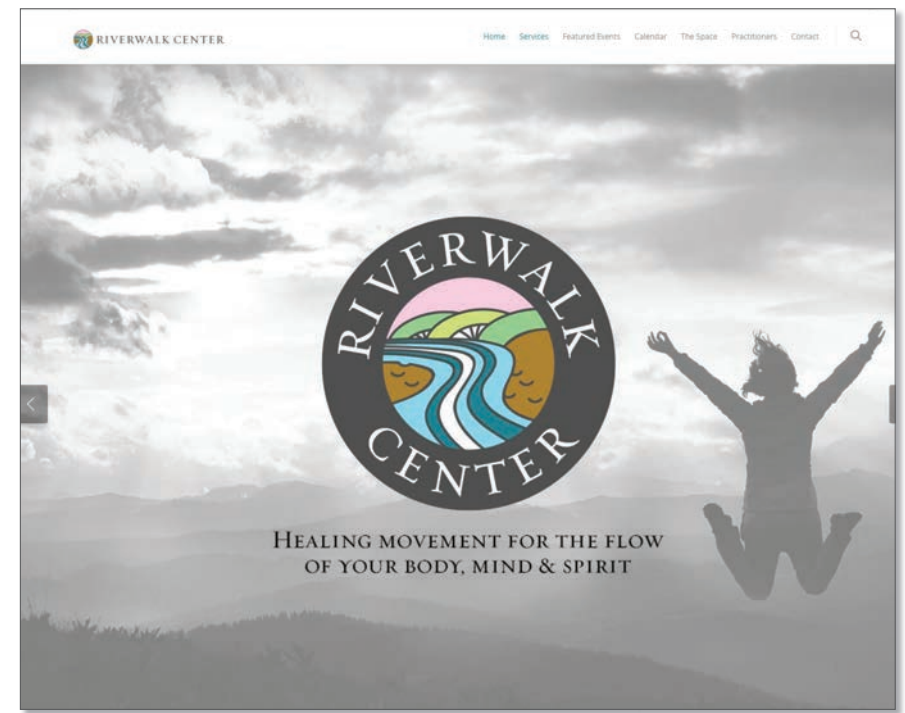
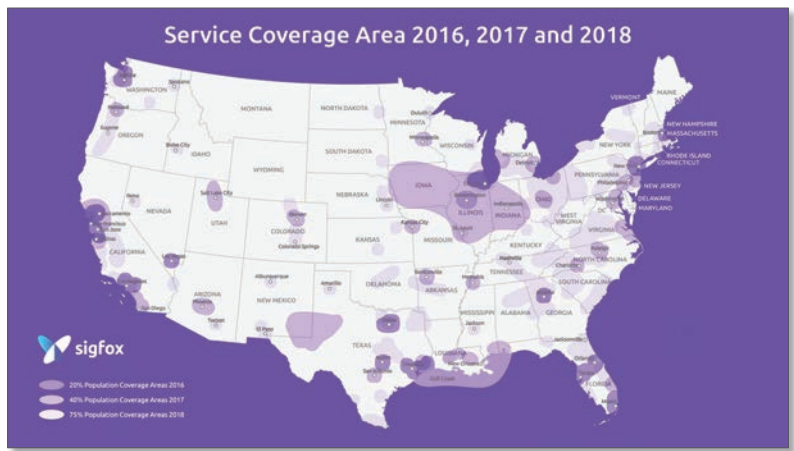
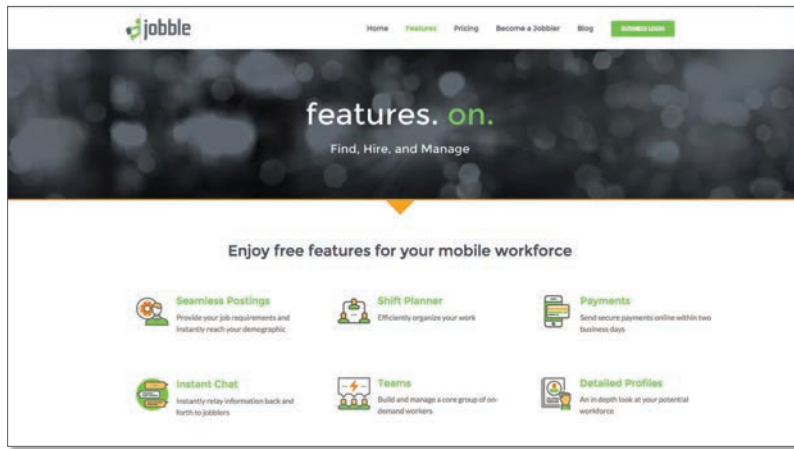



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Webinar Promotional Graphic Package

Package included email and landing page header graphics (the widest ones above), images for Facebook, Twitter, Twitter Cards, LinkedIn, Google+ and Uberflip. Sometimes graphics were also refined for PPC campaign usage. Many more of these graphics can be viewed on the [Dyn Content Hub](#).

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 Julie Parenteau  
 julie@mypigsfly.com  
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Website work

Left column, top to bottom: Selected, colorized and placed all photography + iconography on the [Jobble.com](http://Jobble.com) site • Sigfox coverage maps, created stills of 3 maps and then an animated version showing the development over 3 years • Miscellaneous Centrifly website graphics. Other four graphics on the page are WordPress sites I've created from start to finish. Lower right corner is a screenshot of a new site that's not yet complete but their old/current one I've done as well.

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