

How The Kurland Agency improved DNS Speed and Performance with CloudFloorDNS

Learn How from The Kurland Agency



CloudFloorDNS provides us with more reliability and flexibility than our previous Web Hosting DNS platform. We get a 100% uptime guarantee and utilize their DNS failover to provide a backup option for our website. It's nice knowing that we have a more reliable DNS platform powering our digital business"

*Jack Randall, President
The Kurland Agency*

WHO IS THE KURLAND AGENCY?

The Kurland Agency has been well-known for representation of major jazz artists such as Miles Davis, Nina Simone, Sonny Rollins, Pat Metheny, Wynton Marsalis and many others. Now they focus on prominent performers from all fields such as blues, world and pop music. The Kurland Agency celebrates over 40 years of service, they are proud of their growth and success in the entertainment business..

WITH A GLOBAL CLIENT-BASE OF MUSICIANS ALL OVER THE WORLD, OUR WEBSITE & EMAIL MUST BE UP

The music never stops here at The Kurland Agency. We have clients playing venues and agents booking venues 24/7. We're global and we rely on our website and email for virtually everything. Downtime could mean missing a client email or booking a new artist and we rely heavily on the technology as virtually every business does these days.

DNS UPTIME IS CRITICAL

The digital experience for our clients, partners and potential clients is important and DNS was one of the suggestions for improving our infrastructure. We have had website issues (outages) in the past and at least wanted some resource available when it went down. The DNS Failover option at CloudFloorDNS gave us the choice to failover to a maintenance page until we setup the second hosting server.

DOMAIN REGISTRATION

Domain name registration was another important feature to us that helped make the move easier. As we grow we are focused on protecting our digital brand. The option to register our brand with many ccTLD's right in our managed DNS platform was a big bonus.



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Q&A with Jack Randall, President at The Kurland Agency



WHY DID THE KURLAND AGENCY MOVE AWAY FROM BLUEHOST?

Like many companies we never really understood the critical nature of DNS until we've had a few outages that crippled our online operations. Bluehost is a web hosting company and DNS is part of their offering, but not a sole focus as it is with CloudFloorDNS.

We figured splitting our DNS off from Bluehost was a better move for increased uptime and the CloudFloor managed DNS gave us some type of assurance that the DNS would be up and running 24/7/365. Their SLA guarantee's that they won't go down and that's what we were looking for.

DNS failover and the ability to move our DNS records to a backup server was also a big plus when it came to moving DNS away from Bluehost. We didn't have the ability to monitor or perform DNS failover beforehand and now we plan on getting that setup to ensure our web server is up and available.

WHAT OTHER FEATURES & BENEFITS ARE YOU GETTING FROM MANAGED DNS?

DNS reliability is the big driver here, but we were pleasantly surprised at the increase in DNS speed as well. In our calculations we've gained over 500% in DNS speed moving to CloudFloorDNS. Our website and other online properties attached to our domain name are all snappier with the faster DNS resolution.

HOW HARD WAS IT TO MOVE THE DNS AND GET DELEGATED TO CLOUDFLOOR?

One of the reasons we selected CloudFloor was their free on-boarding services. They connected our tech guys with an engineer on their end and helped us the whole way. Switching was painless and we experienced absolutely no downtime. They scheduled a delegation date after performing DNS consistency checks against the old provider and that ensured us there would be zero issues.

WHATS IN STORE FOR THE FUTURE AT TKA?

We are excited for the digital future... We now have a stable, more flexible DNS to work with and are interested in monitoring and failover in the near future. As we grow globally we also are eyeing the DNS load balancing and GEO DNS for localized content. We are happy with the choice we've made for DNS and really look forward to bringing a faster, more stable web presence to our customers and prospective clients.

About CloudFloorDNS and Everbridge

CloudFloorDNS is a global Anycast DNS provider offering both Enterprise and SMB DNS platforms, Domain Registration for over 180 TLDs and a lineup of advanced DNS services that help companies of all sizes provide faster, smarter and more reliable websites, applications & mission critical services. CloudFloor advanced DNS services include GEO DNS, Global Server Monitoring & DNS Failover. CloudFloorDNS is a wholly owned subsidiary of Everbridge

Everbridge, Inc. (NASDAQ: EVBG), is a global software company that provides critical communications and enterprise safety applications that enable customers to automate and accelerate the process of keeping people safe and businesses running during critical events. Everbridge is based in Boston and Los Angeles with additional offices in San Francisco, Beijing and London.

For a full product description please visit the CloudFloorDNS website at <https://CloudFloorDNS.com>



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