

CUSTOMIZE DNS RESPONSES WITH GEO DNS



DIRECT USERS TO LOCAL ENDPOINTS USING GEO DELIVERY

Going Global? The CloudFloorDNS GEO DNS Director is a suite of advanced DNS services that provides custom DNS responses based on the requesting end-user geographic location

Going global with your product or service? Deliver custom content, language and currency based on where the end user is browsing from. Local content greatly increases conversion and loyalty rates

For VOIP and VPN endpoints, this means super-fast and reliable DNS connections to your servers with the lowest possible latency

For Unified Communications platforms such as Cisco Spark, Cisco Voice and other UCaaS platforms, our GEO DNS SRV solutions can help you deliver the best possible end-user experience. Custom DNS SRV records help reduce latency and provides a much better video and audio experience for VOIP, softphone and presence apps such as Cisco Jabber. [Contact us for a demo](#)

EXTREMELY FLEXIBLE GEO DNS

- + **CLOSEST** - Send your users to the closest server to them for fast, low latency connections
- + **REGIONAL GEOFENCE** - Regional Geo-fencing deliver your users to local endpoints or local servers to their geographic region
- + **GEO LOAD BALANCING** - Distribute DNS requests across multiple A-Records and send users to the closest and fastest servers
- + **GEO SRV** - Deliver custom DNS SRV records for VOIP & Unified Communications. Works with Cisco Spark, Expressway and other popular cloud and on-premise VOIP and UC Platforms

DELIVER DNS RESPONSES FASTER & SMARTER



SEND USERS TO THE CLOSEST SERVER

+ Users are geo-located and sent to the closest server(s). A must for global deployments of VOIP, UCaaS, VPN & Web apps since it lowers latency and provides the fastest possible connection.

DNS BASED ON REGION OR COUNTRY

+ Users are geo-located based on their country or region and delivered custom DNS records you specify for that country/region. You can get as granular as country level.

DELIVER LOCALIZED CONTENT

+ Boost your online sales and conversions by geo-locating your users and delivering localized content in their local language and currency.

GEO DNS FOR VOIP & UNIFIED COMMUNICATIONS

When it comes to business communications, uptime and end-user experience is critical to the success of the operation. CloudFloor's GEO DNS SRV is the perfect solution for expanding your Unified Communications platform globally.

GEO DNS SRV DELIVERS LOW LATENCY

GEO DNS SRV provides custom DNS SRV records based on end user location. This provides the lowest possible latency by sending users to local endpoints for voice and video calls. This means users in Japan get sent to the APAC endpoint, not across the world back to a US or EU endpoint. Sending users to their localized endpoint can reduce latency as much as 100ms or more. Adding GEO DNS SRV will instantly increase voice and video call quality and most importantly, end-user satisfaction and productivity.

PATENTED PERFORMANCE & DISTANCE-BASED LOAD BALANCING PLATFORM

CloudFloorDNS performance and distance based DNS load balancing services are a patented (US# US20130297596) suite of DNS and global monitoring services that cannot be matched. Our GEO DNS uses the leader in GEO-IP mapping services and we also utilize EDNS-0 client IP when available to deliver the finest resolution in the GEO DNS marketplace.

BUILT ON A GLOBAL ANYCAST DNS

The CloudFloor GEO DNS is built on a 100% uptime Anycast DNS platform. This Enterprise only DNS network offers the utmost in uptime with a 100% uptime SLA.



Improve performance on your global VOIP & Unified Communications with GEO DNS SRV