WHY VERIZON?
• Provides authoritative and caching servers
• Increases web searching efficiency
• Offers DNS functionality without imposing a fee

VERIZON OFFERS AUTHORITATIVE AND CACHING NAME SERVER SERVICES, BOTH DIRECTLY AND WITH THIRD-PARTIES. SERVERS OF BOTH THE AUTHORITATIVE AND CACHING TYPE ARE DEPLOYED IN GEOGRAPHICALLY DIVERSE LOCATIONS TO ACHIEVE HIGH LEVELS OF RELIABILITY AND RESILIENCE. AUTHORITATIVE NAME SERVERS ARE FOR VERIZON CUSTOMERS. CUSTOMERS AND NON-CUSTOMERS CAN USE CACHING SERVERS.

OVERVIEW
Domain Name Service (DNS) is a distributed database system with a limited number of central master directories. When a new domain name is created, a DNS server is defined as being the primary server for that domain. This server is referred to as the authoritative name server and would be considered one of the “master directories.” There are two main types of name servers: authoritative and caching. Authoritative name servers are, as the name implies, the authority on a particular domain name. Caching name servers “cache” or store frequently requested addresses in multiple servers, which are closer to end users; so there is no need to do an extensive search to locate the authoritative name server each time someone requests a particular domain name. Attempts to access a site by its domain name will be resolved by the local caching server to a numeric computer address known as the “IP Address.”

FUNCTIONALITY
DNS is essential to the proper functioning of the Internet. The addressing scheme for Internet hosts is similar to a phone number; each IP address is composed of a series of numbers separated by periods, such as 153.39.1.1. DNS is the system that allows people to use names to represent the IP addresses for Internet hosts, rather than needing to remember complicated sets of numbers. DNS acts like a real-time phonebook, looking up the name that is entered and translating it into the numbers that the computer recognizes. Since there are so many Internet hosts to keep track of, the DNS system is distributed with different servers acting as the primary “phone book” for certain host names. Each DNS server is programmed to know which other servers to turn to if the primary lookup information is not stored locally.

Today, Verizon cache servers serve thousands of domain names across the world without imposing a fee on end-users for resolving DNS queries. This functionality is provided free of charge. Verizon Internet customers or non-customers may use it but they also may choose to send their DNS queries to other, non-Verizon cache servers. In other words, customers do not need to use this functionality in order to obtain Internet service from Verizon.

“NO SUCH NAME” ERROR PAGES AND OTHER BROWSER-BASED REDIRECTION
For selected DNS cache servers, Verizon and our suppliers (including suppliers of search and other services) are introducing methods to eliminate dead-end or “no such name” error pages encountered as users surf the web. This is done by providing a search engine results page when “no such name” queries are detected from a web browser. The search engine results (and other content) are provided through third parties and not by Verizon, although we provide them with the DNS
Verizon is a global leader in driving better business outcomes for mid-sized and large enterprises and government agencies. Verizon combines integrated communications and IT solutions, professional services expertise with high IQ global IP and mobility networks to enable businesses to securely access information, share content and communicate. Verizon is rapidly transforming to a cloud-based ‘everything-as-a-service’ delivery model that will put the power of enterprise-grade solutions within the reach of every business. verizon.com/enterprise

Verizon Communications Inc. (NYSE, NASDAQ:VZ), headquartered in New York, is a global leader in delivering broadband and other wireless and wireline communications services to mass-market, business, government, and wholesale customers. Verizon Wireless operates America’s most reliable wireless network, serving more than 93 million customers nationwide. Verizon also provides converged communications, information and entertainment services over America’s most advanced fiber-optic network, and delivers innovative, seamless business solutions to customers around the world. A Dow 30 company, Verizon employs a diverse workforce of more than 195,000 and last year generated consolidated revenues of $106.6 billion. verizon.com

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