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## The Entertainer/TheToyShop.com Celebrates 10 Years of Online Reliability with Neustar UltraDNS

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[Neustar](#), Inc. (NYSE: NSR), a trusted, neutral provider of real-time information services, today announced that its award-winning toy retail client, [The Entertainer](#), also known as TheToyShop.com, is marking 10 years as a Neustar UltraDNS client. Neustar has been supporting the company's phenomenal growth in DNS queries which increased 101 percent in 2015 worldwide.

"DNS is too important not to do it right," said Ian Pulsford, Head of IT Services at The Entertainer. "Our website gives us a global presence, accounting for 20 percent of sales, and traffic is constantly increasing. We experienced 101 percent growth in DNS queries last year and we are expecting similar growth this year. For this reason, we need a very reliable DNS service to ensure that internet traffic flows smoothly and all look-ups work when current and potential customers search for us online. We've had a really positive experience working with Neustar for the past 10 years and look forward to continuing this successful relationship."

When The Entertainer launched its online store in 1999, it chose the domain name TheToyShop.com, resulting in two different online identities. The company needed DNS services to ensure all domain name queries would be driven to a single unified website. As its online presence and sales grew, the company needed a more robust, secure and reliable DNS service and so turned to Neustar as a DNS specialist with a proven and reliable solution, Neustar UltraDNS.

As a global brand, The Entertainer values its image as a trusted online store and understands its responsibility to consistently protect customer data. The security features built into UltraDNS shields The Entertainer from DNS-based DDoS attacks with the help of Neustar's cloud-based scrubbing network. Neustar manages and maintains its own dedicated query resolver platform, making it less vulnerable to hijacking, spoofing and viruses because it is a non-open source platform.

In the toy industry, when demand is heightened during certain times of the year, website scalability is a key requirement. Since TheToyShop.com processes half of its sales in the final eight weeks of the year, proper DNS management and website availability are vital to its success.

"The availability of our website to customers is crucial," continues Ian Pulsford. "With UltraDNS

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TheToyShop.com is always online and available to customers whatever the time of year and whenever there is a spike in traffic. The navigation through the website is smooth and search queries to either The Entertainer or TheToyShop get routed to the correct place. As Head of IT services, not having to worry about our DNS is a weight off my mind.”

Neustar UltraDNS is supported by a highly redundant network with 30 nodes across six continents, which makes it extremely scalable for businesses growing globally, such as The Entertainer.

### **About Neustar**

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical real-time responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 12,000 clients worldwide with decisions—not just data. More information is available at <https://www.neustar.biz>