Oracle Buys Dyn
Extends the World’s Most Comprehensive Cloud Computing Platform with the Leading Cloud-based Internet Performance and Domain Name System (DNS) Solution

January 31, 2017
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The Announcement

Oracle Buys Dyn

- Extends the world’s most comprehensive cloud computing platform with the leading cloud-based Internet Performance and Domain Name System (DNS) solution

About Dyn

- Dyn provides enterprises the ability to monitor, control, and optimize Internet applications and cloud services to deliver faster access, reduced page load times, and higher end-user satisfaction
- Dyn’s solution is powered by a global network that drives 40 billion traffic optimization decisions for customers daily
- Dyn serves over 3,500 enterprise customers, including preeminent digital brands such as Netflix, Twitter, Pfizer and CNBC

The Oracle – Dyn Combination

- Oracle offers a complete, highly differentiated and enterprise-class cloud computing platform for building and running Internet applications and cloud services
- Adding Dyn’s immensely scalable and global DNS solution extends the Oracle cloud and provides customers with a one-stop shop for Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS)
- Oracle cloud customers will now have unique access to Internet performance information that will help them optimize infrastructure costs, maximize application and website-driven revenue, and manage risk
Challenges to Delivering Differentiated Internet Applications and Cloud Services as a Leading Digital Enterprise

Need to meet high end-user expectations for tailored applications that deliver unique customer experiences

Need to build highly responsive applications that can connect to any device, anywhere in the world

Need to run these applications on a set of infrastructure services that are integrated and scale globally

An integrated cloud computing platform with DNS is critical to addressing these challenges
Enterprises Require a Global DNS Solution to Connect End-Users to Internet Applications and Cloud Services

DNS is the directory that maps easy to understand Internet names to IP addresses.
Dyn is the Only Global DNS Provider that:

• Runs a global network with **over 10 years of Internet traffic history** that provides unrivaled visibility into and management of cloud and public Internet resources

• Collects **240 billion data points** daily to create a global map of Internet traffic

• Applies proprietary analytics to select the **single best route to any content** worldwide

• **Routes traffic in real time** to optimize network availability, security, and performance

  Dyn’s platform performs these optimization decisions **over 40 billion times per day**
Dyn’s DNS Platform is Trusted by Over 3,500 Customers Including Some of the Most Preeminent Digital Brands

*Customer information and logos provided by Dyn*
Dyn’s DNS Helps CNBC Accelerate Page Load Times and Decrease Infrastructure Expenses

Dyn Cloud-based DNS

Steers end-users to the highest performing location while reducing dependence on its expensive Content Delivery Network (CDN)

Before Dyn

<table>
<thead>
<tr>
<th>Suffered from Slow PAGE LOAD TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incurred High CDN COSTS</td>
</tr>
<tr>
<td>Ineffectively Used IT INFRASTRUCTURE</td>
</tr>
</tbody>
</table>

With Dyn

| PAGES LOAD 30% FASTER |
| CDN COSTS 80% LESS |
| CDN WORKLOADS REDUCED 80% |

* Customer information and logos provided by Dyn
Dyn’s DNS Enables Pfizer to Securely Migrate and Operate in the Cloud

Dyn Cloud-based DNS

Enabled Pfizer to migrate to the cloud from its legacy hardware solution, providing added threat protection and the ability to scale its infrastructure globally.

Before Dyn

Heightened Risks
DUE TO DIRECT THREATS

High Cost & Inflexibility
TO SCALE AND MAINTAIN

Unpredictable
PERFORMANCE ACROSS A GLOBAL AUDIENCE

With Dyn

ADDED GLOBALLY DIVERSIFIED RESILIENCE

GAINED RAPID AND EFFICIENT SCALABILITY

RELIABLE PERFORMANCE IN A GLOBAL NETWORK

* Customer information and logos provided by Dyn
The Combination of Dyn and Oracle Cloud Offers a Comprehensive Cloud Computing Platform

Internet Applications and Cloud Services

One-stop Shop for Complete Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS)

- DATABASE as a Service
- ANALYTICS as a Service
- IDENTIFY as a Service
- INTERNET PERFORMANCE & DNS as a Service
- COMPUTE as a Service
- STORAGE as a Service
- NETWORK as a Service

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