

# **BrandShelter Premium DNS with DNS API:**

## **Ensuring Reliable DNS Management Solutions**

**The addition of DNS API to BrandShelter's Premium DNS service enables users to automate updates and management of DNS records efficiently and reliably for all their multiple domains and subdomains.**

BrandShelter's Premium DNS offering is an enterprise-class, cloud-based, authoritative DNS service that provides SLA-led DNS management solutions. It ensures that global organizations can be confident that their critical sites are consistently reachable by leveraging unrivalled management capabilities, precise control, and maximum efficiency.

BrandShelter has recently expanded its Premium DNS offering by adding a powerful DNS API to its services. This new feature allows businesses and organizations to have greater control and customization over their DNS management, enabling them to efficiently manage multiple domains and subdomains by implementing rapid DNS updates and configuring load balancing and automatic failover settings.

## **What is DNS API?**

BrandShelter's GraphQL-based DNS Management API is an Application Programming Interface that enables users to automate updates and management of DNS records for all their domains, reducing complexity and errors.

GraphQL is a query language and runtime for APIs that provide a flexible and efficient approach to querying, updating, and subscribing to data. GraphQL-based systems typically communicate over HTTP and use a single endpoint for all queries and mutations. GraphQL enables users to request only the data they need and defines a type system to ensure that the requested data is in the correct format.

## Why is the DNS API a valuable addition to Premium DNS?

BrandShelter's Premium DNS offering provides over 30 strategically placed network nodes spread across 6 continents, ensuring maximum website availability, protection from cyber-attacks, and optimized performance. And now, with the addition of the DNS API, businesses can enjoy even greater benefits.

The DNS API enables businesses to automate and customize their DNS management solutions, rapidly update DNS records, and implement load balancing or automatic failover configurations. This not only saves time but also reduces errors, making DNS management more efficient and reliable. The API is designed to be flexible and scalable, allowing businesses to tailor their DNS management solutions to meet their unique needs.

## What can you do with BrandShelter DNS API?

BrandShelter DNS API offers a variety of functions to make DNS management more efficient and effective. Here are some of the key features of our API:

### Features

#### Zone Management

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List zones

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Create primary and secondary zones on all DNS backends

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Delete zones

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## Resource Record Management

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Get resource records from a zone

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CRUD actions for resource records

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## Zone Publishing

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Publish a zone

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Reload a zone from its backend

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## IP Address Management

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Update primary IP addresses for secondary zones

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Set custom TTL values for resource records

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## Why does my organization need it?

### Domain Management

DNS API centralizes and automates DNS management tasks for organizations managing multiple domains and subdomains.

### Rapid DNS updates

DNS API enables businesses to quickly update their DNS records for various reasons, such as server migrations, maintenance, or deploying new services.

### Load Balancing

DNS API helps businesses with high-traffic websites implement load balancing strategies, distributing traffic evenly across multiple servers to ensure optimal performance and uptime.

### Failover

DNS API allows organizations to set up automatic failover configurations, redirecting traffic to backup servers in the event of a primary server failure.

## About BrandShelter

BrandShelter is the world's leading digital brand protection and corporate domain management company. We provide advanced technology and expertise to safeguard the reputation and revenue of leading brands in today's digital world, where new risks arise due to anonymity, global reach, and shifting consumption patterns of digital content, goods, and services. BrandShelter is the preferred choice of customers because of its unparalleled combination of personalized customer service, comprehensive brand protection, and strong industry relationships. We offer our clients effective solutions that mitigate brand infringement risks, safeguard their marketing investments, protect their revenues, and maintain the trust of their customers.

### Get in touch

For additional information or support on protecting your assets online and to find out more about our DNS API service, please **contact us** and one of our account managers will get back to you.



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